

Influence of Social Advertising and Individual Factor on Buying Behavior towards Fashion Clothing Brands in Nepal

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ABSTRACT: This research examines how social media advertising and some demographic factors affect consumer behavior around fashion buying in Nepal. Digital marketing and social media advertising have changed how social media and advertising converge. Brands and companies target personalized advertising/content that is tailored to specific audiences to change buying behaviors. Using TAM and DOI frameworks in advertising, this research focuses on the attributes of informativeness and entertainment, as well as various personality traits that affect how and why consumers buy products, including the personality traits of agreeableness and openness. The research was conducted with a sample of 400 respondents using purposive sampling technique. The primary data was collected through well-structured questionnaire. The findings reveal that social advertising's informativeness and entertainment value significantly positively affect buying behavior, suggesting that the personality traits of openness and agreeableness make consumers more easily influenced to buy. This research shows that fashion advertisers must understand consumers as primary users, and must advertise heavily to emotional and social aspects of their advertising. This research recommends investigating digital vs. traditional advertising in Nepal's fashion industry, and consumer behavior and psychological factors of trust and brand loyalty in the context of fashion marketing.

KEY WORDS: *Social Advertising, Consumer Buying Behavior, Entertainment, Ease of Use, Personality Traits, Digital Advertising.*

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I. INTRODUCTION

Recent global changes and even more recent changes in local consumption patterns (Rehman, 2022) have noticeably impacted Nepal's fashion industry. Advertising, and more specifically social advertising, has had the greatest influence on consumers' buying behaviors. Because of the presence of consumers in the online marketplace and social media advertising (SM Ads) on platforms like Facebook, Instagram, and TikTok, brands have digitalized their fashion advertisements and have, in turn, impacted consumers' buying behaviors (Elhajjar et al. 2023). Personalization of advertisements is one of the ways it affects consumers. Advertising enables marketers to personalize such advertisements. But Why Is Social Advertising Critical to Consumer Behavior

(Especially Towards Buying Behavior)? According to Šostar et al. (2023), the purpose of such advertising is to influence consumers and therefore, social advertising is critical in understanding changes in consumers' attitudes towards buying behaviors. Other academics have also cited various reasons that consumers might perceive to have an impact on their behavior.

Ads are considered credible, authentic, and sustainable (Kothari et al., 2025). The goal of social advertising is to sell behavior that is ultimately internalized as the individual's own preference (Rehman, 2022). Certain behaviors on the individual level comprising culture, lifestyle, and socio-economic status, etc., are also learned and integrated through advertising. As explained by Elhajjar et al. (2023), the internalized social status and lifestyle is also influenced by social advertising to a greater extent, directing (behavior) of the individuals' social advertising to either amplify or diminish the learned behavior. Factors perceived value, price, and sustainability on clothing purchases, particularly during COVID-19, also (Ong, et al, 2022) and in regards to these factors the absence of other values and advertising is further emphasized. This is internal advertising on the individual. Overall, advertising on the individual values and direction values to be absented, greatly advertising personal values, and less of external advertising, values the individuals have.

The impact of social advertising on consumer choice is not limited solely to social advertising. There is also the opposite phenomenon. Advertising of user generated content (UGC) also influences consumers to a great extent because users "advertise" on their daily posts. Here, the actual advertisement is rather indirect. Your advertisement is also evident through the users, of course, with the intent to purchase (Chan, 2025). Dzreke and Dzreke (2025) elaborate on the ostensible authenticity concerning indirect advertising as opposed to direct advertising.

This is the reason why this study focuses on social advertising and consumer characteristics to analyze the buying behavior of consumers on fashion clothing brands in Nepal. Given the interplay of social and personal factors, this research should provide fashion marketers and brands a baseline for reorienting their marketing strategies to target consumers more effectively in the Nepalese market. It also enriches the fast expanding consumer behavior literature on developing markets in South Asia.

II. Theoretical Review, Hypothesis Formulation and Conceptual Framework

2.1 Theoretical Review

2.1.1 Technology Acceptance Model (TAM)

TAM (Davis, 1989) is one of the most extended models that explain how the integration of new technologies is understood. Davis (1989) defines attitude toward a system using two major constructs that explain a user's behavioral intention and actual usage of a system: perceived usefulness and perceived ease of use. In this study, we employ the TAM model to understand the ease of use of social means of advertising such as advertising on social media. If advertising content users find the advertisement content easy to use, navigate and interact with, they are likely to develop a positive attitude toward the advertisement content that in turn affects purchase decision. TAM is also related to social advertising in formats that are informative and entertaining as they enhance perceived usefulness and positive attitude toward the advertisement. In a nutshell, TAM assists in explaining the relationship of multiple elements of digital advertising and consumer behavior.

2.1.2 The Big Five Personality Theory

According to Costa and McCrae (1992), the Big Five Personality Theory suggests that a person's personality is made up of five key factors, which are openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism. Of these factors, especially agreeableness and openness to experience impact consumer behavior and decision-making. This is so because people with openness to experience are more willing to engage with and appreciate newness and creativity, so they are more likely to be responsive to new products and innovative advertisements. In contrast, agreeable consumers are more trusting and more likely to cooperate, which makes them more susceptible to persuasion and advertising. This explains the behaviors of people who exhibit a particular buying behavior and are easily influenced by social advertising. These are the reasons why the Big Five personality model is important for the consumer behavior decision-making of the research.

2.1.3 Diffusion of Innovation

Along with personality traits, the research also examines market maven as a characteristic at the individual level. Market maven is defined as a consumer that holds a certain level of mastery of a marketplace, and is of a disposition to freely offer it. In the Diffusion of Innovation Theory (Rogers, 2003), these consumers are referred to as opinion leaders that boost the rapid incorporation of a product and information within a social system. Because of their role as information hubs, market mavens influence the purchasing decisions of others as they deliver the requisite awareness and attitude control toward the brand. The DOI theory describes the function of

such consumers in facilitating the adoption of a product. Therefore, it helps in the comprehension of the influence of market mavens on purchasing behavior in the context of digital advertising today.

2.1.4 Theory of Reasoned Action

Theory of Reasoned Action (Fishbein & Ajzen, 1975) states that the behavior of purchasing of consumers can be analyzed and understood via the theory of reasoned action. TRA states that behavior can be explained by (i) having a favorable attitude toward the behavior and (ii) the existence of positive subjective norms, and that together they will result in a behavioral intention. Advertising and its informativeness, easiness, and entertainment, can create a positive attitude toward the purchase. Furthermore, the consumers' characteristics such as market maven, openness, and agreeableness impact how the consumer processes the message of the advertisement and the social norms surrounding the product. Hence, TRA is the first theory to demonstrate the relationship between advertising in relation to the individual's traits and the buying behavior.

2.2 Hypothesis

2.2.1 Informative and Buying Behavior

Social advertising is all about audience understanding, evaluation, and reaction to the messages. Blanco et al. (2010) states that the advertising field determines how and what a consumer will decide based on the information presented. Social advertising enhances consumers' knowledge about a product and shifts their attitudes towards the organization and brand (Aydin, 2016; Lee & Hong, 2016; Logan et al., 2012) based on the timely, relevant, and complete information social advertising provides.

In addition, informative social advertising affects their intent of purchase by helping the consumers acquire further information and assisting them in their alternative evaluation. Several empirical studies show that information-rich advertising provides the consumers clarity and details that captures their attention and motivation, thereby lowering the perceived risk (Bauer et al., 2005; Padmanabhan & Anand, 2015; Tsang et al., 2004) and keeping their attention. Social advertising is successful in influencing consumers' behaviors positively by the information it provides. Thus, it can be hypothesized as follow:

H1: There is significant influence of informative on buying behavior.

2.2.2 Entertainment and Buying Behavior

The social ads have entertainment portions comprising social and entertainment satisfaction. They please users visually and have designed interactive and aesthetically different available ads (Logan et. al, 2012; Soares and Pinho 2014). The social ads have portions of entertainment which adds value to the social ads and satisfaction towards the social ads. Ads entertainment improves social ads entertained ads are rated and accepted socially more than ads that are not entertained (Aydin, 2016, Thong et al. 2006; Xu, 2006). People show more social engagement and loyalty towards the advertised brands. Thus, the ads entertainment value is used the most. Ease of use.

Ease of use is the perception and the effect of the consumers that involves the amount of exertion that is needed to contact with some certain technological system. Social networking sites are used uniformly to do the satisfaction, simplicity and ease of navigation. In the case of marketing communication, ease of use acts as the major factor that impacts consumers attitudes towards social media advertising on facebook. (Alraja et al., 2020). Facebook is user-friendly because, as Rauniar et al. (2014) state, it is flexible, simple, and operational, which gives users the ability to perform work and tasks effectively and efficiently. When individuals experience the ease of use of a system, they are more comfortable with the use of social media applications, e-commerce, and online shopping. The ease of use affects the level of user engagement and the tendency to use online systems over a longer period of time (Sago, 2013; Sahney et al., 2013). It can be concluded that ease of use is the most significant factor influencing the acceptance of technology and consumer adoption. Thus, it can be hypothesized as follow:

H2: There is significant influence of entertainment on buying behavior.

2.2.3 Ease of Use and Buying Behavior

Ease of use has also been an important influence on consumer attitudes towards digital advertising and platforms. Davis (1989) included perceived ease of use as an important variable impacting system acceptance within the Technology Acceptance Model. When advertising platforms are perceived to be simple, clear, and effortless, users are likely to engage with the content more readily. User interface and ease of use have been shown to impact satisfaction and trust and predict digital behavioral intention (Venkatesh and Davis, 2000). User-friendly online environments have also been shown to decrease frustration and enhance likelihood to purchase (Gefen et al, 2003). Easy to use digital platforms enhance consumers' intention to purchase (Lim and

Ting, 2012). Thus, ease of use has an impact on consumers' buying behavior. Thus, it can be hypothesized as follow:

H3: There is significant influence of ease of use on buying behavior.

2.2.4 Market Maven and Buying Behavior

Individuals who are described as market mavens are consumers who possess and generously share large amounts of knowledge regarding a specific market. They are considered to be information specialists of the market because of having knowledge about the diverse offerings of a product, its different prices, qualities, and designs (Gendel-Guterman & Levy, 2013; Goldsmith et al., 2003). They also know the buying locations, times of sales, guarantees, and instructions on use of the product.

People like to help others make purchasing decisions, and these are what is known as Market Mavens. Market Mavens lead to the purchasing of new products, as they possess the characteristics of being above average customers, shoppers and socially active individuals. They also tend to have a strong brand recollection, and are curious. They have the ability to make people acquire a new product, ultimately, shaping the market (Fitzmaurice, 2011). Due to their strong social and knowledge attributes, they are vital as to understanding the psychology of the consumers of different products. Thus, it can be hypothesized as follow:

H4: There is significant influence of market maven on buying behavior.

2.2.5 Open-Minded and Buying Behavior

Trait psychology discusses different elements of personality, of which are; personality itself, curiosity, creativity, etc. personality brought about by positive psychology which also encompasses the willingness of the individual to entertain other people's ideas, feelings and even experiences. Open-minded consumers tend to appreciate and exhibit diverse forms of art, even fantasy, designs and creations. The open-minded customer is characterized by the ability to accept the arguments being presented by the vendor, rapidly changing preferences to a lower priced/or demanding trendy style (Roy et al. 2016; Ying & Yao, 2010).

Fashionable goods appeal to open-minded consumers, as suggested by previous research. These consumers enjoy variety in styles. They are also more willing to make risky purchases. Their curiosity and appreciation for art are possessions. However, this might make them more prone to impulsive or compulsive buying. Contemplating online buying systems and impulsive buying, open-minded consumer's exhibit high trust levels as suggested by Lelong et al. (2017) they also have the capability to identify faults and lacks in online commerce, especially Facebook commerce. Thus, it can be hypothesized as follow:

H5: There is significant influence of open minded on buying behavior.

2.2.6 Agreeable and Buying Behavior

In personality psychology, the area of agreeableness covers such personality traits as being cooperative, being in harmony, and being kind. An agreeable consumer also will reflect the personality and the attitude as well.

These people spend more money on clothing because they are more agreeable in trait consumer behavior. These people showcase and exhibit extreme brand loyalty and like to manage and control their relationships with brands and their sellers in a smooth and agreeable way. Marketing messages influence their behavior towards branding, and approval towards the brand is what simplistically creates a favorable business brand relationship. They are also interested in buying because their imagination is vivid and they appreciate the arts (Tommasel et al., 2015; Matzler et al., 2006; Ying & Yao, 2010). Active behavior can be explained by the extreme agreeableness of these individuals. Thus, it can be hypothesized as follow:

H6: There is significant influence of agreeable on buying behavior.

Based on the above information, the following conceptual framework can be proposed:

Conceptual Framework

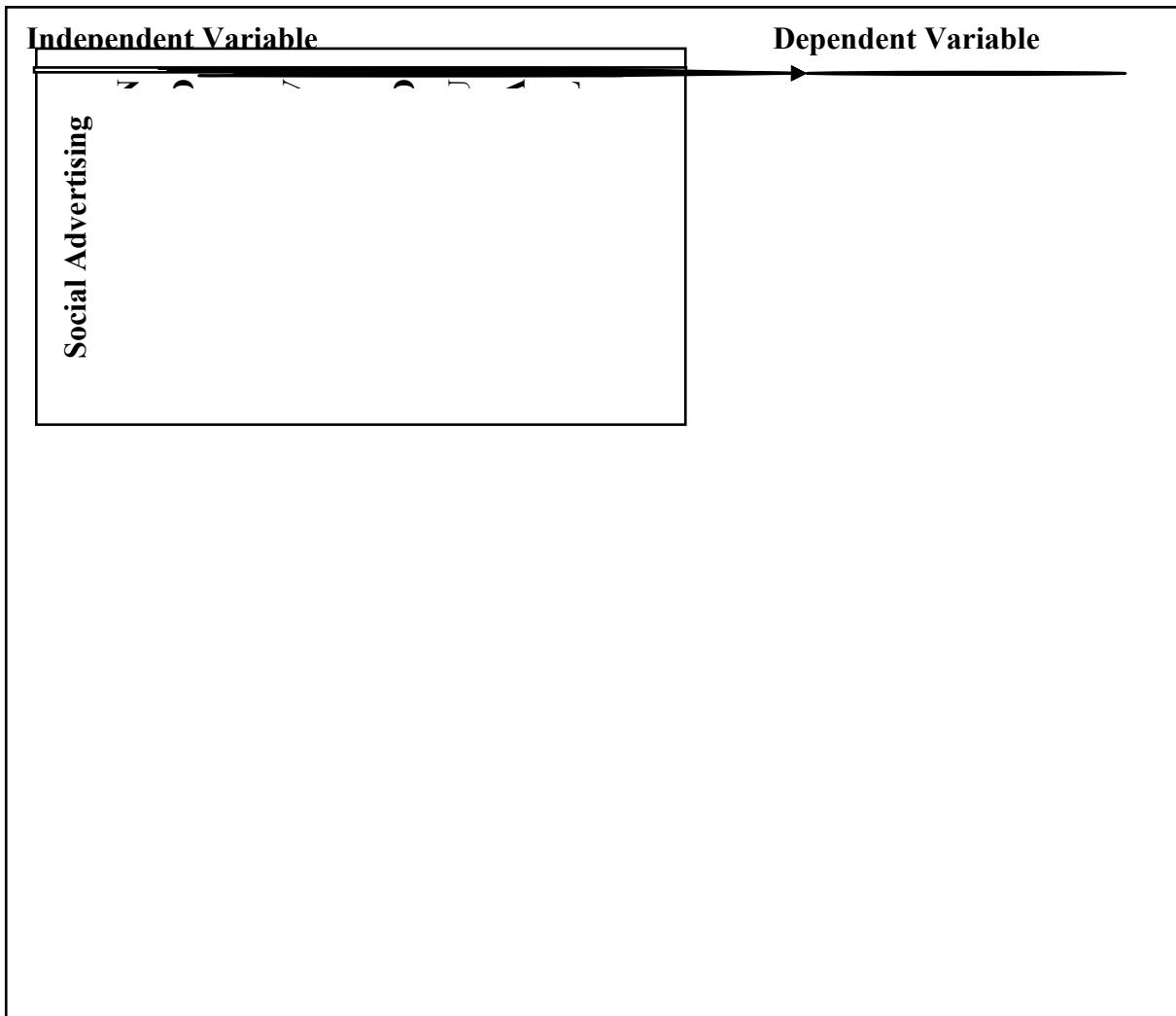


Figure 1: Conceptual Framework

III. Research Methodology

In examining the impacts of advertising social and other personal characteristics of the consumer on consumer buying behavior for fashion clothing brands in Nepal, this study employed quantitative approach. Based on the demographic section and the core variables of the study, data was collected through a self-administered structured questionnaire of 40 items which utilized Likert scale. The sample of the study was 400 respondents chosen based on purposive sampling technique. The impact of social advertising was measured through information, entertainment, and ease of use frameworks adapted from the previous works of Logan et al (2012), Lee and Hong (2016), Soares and Pinho (2014), Rauniar et al. (2014). Individual factors like market maven, Open-mindedness and agreeableness were proposed according to the scales developed by Gendel-Guterman and Levy (2013) and Leong et al. (2017). Consumer buying behavior was adapted from Wang and Tsai 2017 and Anselmsson et al 2014. The prescribed questionnaires were polished through a pilot test of thirty participants. Four-hundred respondents were selected through a process of convenience sampling. Regression, correlation and other forms of data analysis were utilized to make sense of the data collected. All ethical measures were taken, including but not limited to, informed consent and confidentiality.

IV. Results and Analysis

Table 1
Respondents Demographics Profile

Category	Frequency	Percentage
Gender		
Male	224	56%
Female	176	44%
Age		
18-21	128	32%
22-25	104	26%
26-30	92	23%
31-35	76	19%
Monthly Income		
Less than 20,000	260	65%
20,001-40,000	104	26%
Above 40,000	36	9%
Educational Qualification		
+2	208	52%
Bachelors	116	29%
Masters	60	15%
Above Masters	16	4%

The overview of the 400 sample respondents focuses on the issues of gender, age, income, and education. The sample consists of 56% men and 44% women, hence, representing the gender fairly equally and. When one considers the age of the sample, the data indicates that 32% of the sample are 18–21, 26% are 22–25, 23% are 26–30, and 19% are 31–35 years. Therefore, it could be viewed that the majority of the sample is still very young.

In connection with the respondents' monthly income, data indicates that 65% of the sample earn less than 20,000 shillings a month, 26% earn 20,001–40,000 shillings, and 9% earn over 40,000 shillings. This indicates that the sample has low and perhaps middle income.

In regard to education, 52% has +2, 29% have a bachelor's, 15% have a master's, and 4% have education that is above a master's, thus, representing the sample to have quite an array of education. Overall, this age sample represents a lower middle income of the still very young sample and educated at the same time, which education sample has no doubt quite diversified.

Table 2
Correlation Matrix between independent and dependent variables

Constructs	INF	ENT	EOU	MM	OM	AGR	CBB
INF	1						
ENT	.465**	1					
EOU	.552**	.575**	1				
MM	.409**	.634**	.492**	1			
OM	.596**	.363**	.641**	.562**	1		
AGR	.612**	.584**	.573**	.749**	.538**	1	
CBB	.701**	.672**	.683**	.652**	.555**	.685**	1

*Note**. Correlation is significant at the 0.01 level (2-tailed).*

(INF = Informative, ENT = Entertainment, EOU = Ease of Use, MM = Market Maven, OM = Open Minded, AGR = Agreeable, CBB = Consumer Buying Behavior).

The Consumer Buying Behavior (CBB) construct has correlations with every other variable and therefore is indicative of the key construct of the other variables. In particular, the highest correlation is with Informative (I) (0.701) due to how informative content affects CBB. CBB also has high correlation to Entertainment (E) (0.672) due to how content that is entertaining and fun impacts consumer decisions.

CBB and Agreeable (A) (0.685) also suggests that informative and entertaining content also affects agreeable individuals. Also, CBB correlates with Ease of Use (EOU) (0.683) and Market Maven (MM) (0.652) which relates to how and why the consumer behavior is affected. Lastly, CBB also has a low correlation with Open Minded (OM) (0.555) which means that correlations were due to the same variables at play.

Thus, it can be concluded that CBB is significantly affected by a number of variables such as informativeness, entertainment, ease of use, agreeableness, and market characteristic which means that it can be used to alter consumer behaviors with respect.

Table 3
Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	5.92	1.18		5.02	0.00
I	0.26	0.06	0.19	4.12	0.01
E	0.29	0.05	0.22	5.68	0.00
EOU	0.18	0.05	0.08	3.54	0.01
MM	0.23	0.05	0.10	4.28	0.00
OM	0.17	0.04	0.07	3.71	0.01
A	0.42	0.05	0.36	7.84	0.00

Dependent Variable: CBB

From the results presented in Table 3, we see how Consumer Buying Behavior (CBB) is predicted by six independent variables: (I) Informative, (E) Entertainment, (EOU) Ease of Use, (MM) Market Maven, (OM) Open Minded, and (A) Agreeable. These six predictors demonstrate a positive and significant effect on CBB.

There is a positive influence on CBB from Informative (I) ($\beta = 0.19$, $t = 4.12$, $p = 0.01 < 0.05$). Therefore more informative the content is, the more the consumer buying behavior is affected. This is equally true for Entertainment (E) ($\beta = 0.22$, $t = 5.68$, $p = 0.00 < 0.05$) where the findings indicate that for consumers entertainment results in significant buying behavior.

Ease of Use (EOU) has a positive albeit lesser impact on CBB ($\beta = 0.08$, $t = 3.54$, $p = 0.01 < 0.05$). While this variable is lesser than the rest of the predictors, it is still significantly positive in enhancing consumer buying behavior. Market Maven (MM) has a positive significant effect on CBB ($\beta = 0.10$, $t = 4.28$, $p = 0.00 < 0.05$) which indicates that people with positive market savvy tend to influence consumer behavior in their purchasing.

Other values of OM, regarding CBB; are also positive albeit less than those of the other predictor variables ($\beta=0.07$, $t=3.71$, $p=0.01 < 0.05$). This is simply indicative of how, while open-minded individuals may exert less influence on the entertainment value of the content, they are still influenced. As lots of previous researches have stated, CBB is more strongly influenced by (A) Agreeable individuals ($\beta=0.36$, $t=7.84$, $p=0.00 < 0.05$) than by other variables. This means that CBB is mostly influenced by factors on which other people are easily adaptable and agreeable.

Hence, the findings reveal that the six independent variables (I, E, EOU, MM, OM, and A) are positively and statistically significantly correlated with CBB, thereby confirming their influence on consumer buying behavior.

V. Discussion and Conclusion

The impact of social advertisement informativeness, entertainment, and ease of use on consumer buying behavior in the fashion industry in Nepal. This behavior correlates with the Technology Acceptance Model (TAM) that states ease of use and usefulness are important factors in the acceptance of technology (Davis, 1989). In the case of fashion ads, the use of appealing visual content and influencer storytelling captivates the audience and strengthens their bond with the brand, especially in a digitally oriented marketplace. Ease of use and entertainment positively motivate consumer buying behavior, a phenomenon documented in the literature (Andrina et al., 2022). However, this study draws attention to the consumer demand for informative advertising in the context of Nepalese fashion e-commerce, where consumers are looking for more experiential and engaging forms of advertising.

The role market mavens play is a separate but significant finding that illustrates their effect on consumer behavior. Having both extensive knowledge and social influence, market mavens, as per the Diffusion of Innovations (DOI) theory (Rogers, 1962), influence community members on where to spend their money. Opinion leaders and early adopters, as this theory emphasizes, mitigate the risk and speed up the adoption of newer offerings in the marketplace. This study surmises that even in the face of digital influencers, market mavens remain instrumental in molding consumer behavior. While the argument that social media influencers substitute the market maven (Keller & Berry, 2003) has been discussed, the findings indicate that market mavens, in their traditional and digital forms, continue to play a significant role in influencing the adoption of products.

Furthermore, the research highlights the pronounced effects of the two personality factors, openness and agreeableness, on the consumers' behavioral tendencies. Within the context of the present research, openness denotes the propensity of consumers to seek and try new and potentially valuable products, while agreeableness captures the propensity of consumers to purchase products that have been produced in an ethical manner or have some positive social utility. These traits are particularly important to the emotional aspects involved in the buying of fashion. The emotional aspects around social responsibility and the novelty of experiences in fashion consumption can largely be viewed. The results have been established in prior research (Cunningham et al. 2004; Suh et al. 2007). Consumers who have a relatively higher openness in personality are more probable to try new products; and consumers who have a relatively higher agreeableness in personality are more probable to engage with social change. In the present digital era, the two personality traits of openness and agreeableness, tend to walk the consumers towards exploring the new trends in fashion and to trust social recommendations and reviews respectively.

Overall results indicate that in Nepal's fashion industry, social advertising and the individual traits of market mavens, openness, and agreeableness heavily influence consumer buying behavior. For fashion marketers, this means that to effectively connect and engage the target audience through advertising, the fashion industry marketers need to develop social, consumer-empathetic, simply designed, and accessible advertisements that fulfill the emotional and social needs as well as the experience requirements of consumers. The influence of the market mavens and individual traits of the consumers allow marketers to customize their advertising strategies more effectively to reach the most disengaged consumers, thus optimizing advertising strategies to improve buying behavior.

VI. Limitations and Future Research

In this study there had to be some limitations to be estimated since in multi-faceted phenomenon we cannot try to cover anything. In this study we stuck to the phenomenon of consumer who interacts with digital fashion advertisement and ignore the geography of the territory. In the mind of those consumers, there can be no digital fashion and advertisement. If someone has no motivation to shop online, it will be questionable to determine their exposure. Therefore, we accept this neglect as it will not harm the core of the study. Other variables and internal attributes such as offline shopping, brand fascination, loyalty, economic status, etc. are not taken as part of this study.

Third, in this study there are two main theories Technology Acceptance Model (TAM) and Diffusion of Innovations (DOI), but we cannot claim that there are no psychological factors (self- esteem, moderate culture) that drive the consumer to be fully ignored. The psychological attributes can surely be part of the model.

Finally, there will certainly be limitations in this study given that it had to be cross sectional. In temporal studies we will be able to see the impact of social advertisement in detail, but given the time and space, such an impact study will be impossible.

To better understanding the findings of this study, future research should look into the effect of e commerce brand loyalty, trust and purchasing behavior within the target sample of the study as this focus will help understand consumer behavior better. In addition, the self-image, cultural and peer pressures should also be integrated as the emotional and psychological influences are important in relation to the technology acceptance model and the diffusion of innovation model.

Future research should also focus on longitudinal studies that help understanding the consumer behavior and its changes over time as new social advertising is integrated. Finally, the contrast between digital and traditional advertising within the fashion industry, especially in Nepal, would aid in understanding the specific difficulties and fashion marketing strategies available as well as the potential absurdity of digital advertising.

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