

ISSN (Print): 2382-5391  
ISSN (Online): 2382-5405

# New Perspective

Journal of Business and Economics  
Volume 6, Issue 1, 2023



## TABLE OF CONTENTS

Welcome to KCM Project based Research in Business and Economics	
A.K. Mishra	[1-8]
Effectiveness of Digital Payments in the Performance of Nepalese Micro, Small and Medium Enterprises (MSME)	
Birat Bhattarai, Riya Shrestha, Sejal Maharjan, Shristina Malla, Saksham Shakya	[9-22]
Effect of Influencers on Consumer Purchase Intention	
Ujjwata Gautam, Aashreya Shrestha, Riya Basnet, Kushal Khadka, Pujan Ghale, Suhel Jadhav	[23-32]
Consumer's Willingness to Pay for Premium Food in Kathmandu Valley	
Harshit Agrawal, Neelaw Babu Joshi, Erisha Shrestha, Nishi Singal, Ashutosh Aryal, Subhra Pradhan	[33-42]
Effect of Mobile Marketing on Online Purchase Intention in Urban Area	
Achint Dahal, Ankur Acharya, Subrato Shilpakar, Pratham Bisal, Aditya Narasariya, Misam Hong Lawati	[43-51]
Demographic Factors and Behavioral Biases of Individual Investors in Nepalese Capital Market	
Manish Dev, Pusanjali Dahal, Ichhya Shrestha, Dristi Shrestha, Prashant Sah	[52-63]
Constraints for Investors towards Nepalese Mutual Fund	
Shuvataa Dhungel, Atul Sharma, Krishna Khatri, Tripty Pandey, Swetashma Bashyal	[64-73]
Effects of Social Media Marketing on Consumer Buying Behavior	
Aditi Shrestha, Alina Karhi, Mayank Bhushan, Shiwani Joshi, Shreya Gurung	[74-82]
COVID-19 and Digitization of SMEs: The Impact and Way Forward	
Aarashi Ghimire, Bikash Jaiswal, Jasmine Shrestha, Kripa Shrestha, Souhard Shrestha	[83-90]
Nepalese Stock Market Volatility During Catastrophic Events (Covid-19)	
Prashant Dangol, Kristina Chhiling Rai, Krish Sharma, Alisha GC, Meha Shrestha, Anuja Khanal	[91-98]
Comparative Analysis of Pre and Post merger: Effect on the Financial Performance of Microfinance Institution in Nepal	
Sllula Singh, Anushka Singh, Sanyak Nakami, Ichhya Shrestha, Subigya Ghimire, Gourav Soiraju	[99-107]