Impact of Social media on buying behavior of consumers in Digital Bangladesh

A qualitative study on online purchase intentions in Bangladesh context

Author: Sadia Sharmin Prome
Supervisor: Miralem Helmfalk
Examiner: Anders Pehrsson
Term: VT21
Subject: Business Administration
Level: Masters
Course code: 4FE25E
Acknowledgments

During the semester of Spring 2021 throughout the program of Degree Project in Business Administration (Master) at Linnaeus University, this paper was accomplished by Sadia Sharmin Prome. I, Sadia Sharmin Prome like to express my heartiest gratitude to some people for their contribution to this thesis paper. I obtained guidance, and assistance during the development of this research. First, and foremost, I would like to show my deep appreciation toward our examiner, Anders Pehrsson for his valuable guidance, generous feedbacks, and for allowing me to prove my capability to work independently for this paper. I would like to also thank my tutor Christine Tidåsen for showing me the right path of academic writing, and for her valuable, and constructive guidance during the development of the paper. She was always available, and supportive to me whenever I faced any difficulties or any barriers toward the research paper writing. Meanwhile, I would like to thank all of my classmates who were supportive of the paper, and provide feedback so that the paper can be developed to its best. In addition, all interviews who have spent their valuable time in providing all the data for the research paper are highly appreciated. Lastly, my special thanks are extended to my family members who are always being cheerful, and sympathetic in every circumstance of my life. I could not able to finish the paper without their support.

Sadia Shamin Prome
Abstract

Introduction: In today's business environment in Bangladesh, social media has become an integral component of the marketing process. Social networking services are increasingly being used in various businesses throughout the world. By using a digital platform, e-commerce businesses may quickly reach a considerable number of Bangladeshi customers. Bangladesh's E-Commerce sector also provides the chance to interact with clients more efficiently and effectively by leveraging new technology.

Purpose: The purpose of this research is to illustrate the concept of Digital Bangladesh, and its connection with consumers buying behavior, and how it is improving the online shopping patterns, and behaviors in Social Media.

Methodology: The thesis is more inductive, providing descriptive information to the scientific findings and interpretation. A qualitative analysis approach was chosen for this thesis. This research follows the primary data collection mode and entirely based the research on the collected data.

Findings: Social Media impact significantly every step of buyers in the overall buying behavior of consumers in Digital Bangladesh. The reasons are mainly because social media bring convenience to people, consumers can spend more time on it.

Limitations: The limitation in this research indicates the massive, and significant possibilities the empirical testing of the main aptitude needs to exist in many contexts for the theory to have a strong balance.

Keywords: Social Media, Consumers, Buying Behavior, Digital Bangladesh, Online shopping, Bangladesh, WOM.
# Table of contents

1 Introduction

1.1 Background 1
1.2 Problem discussion 2
1.3 Purpose and Delimitation 4
1.4 Research Question 4
1.5 Report Structure 4

2 Literature Review

2.1 Online social networks 5
2.2 Consumers buying behavior
   2.2.1 Consumers buying decision, and problem recognition 10
   2.2.2 Consumers buying nature, decision-making, and information search procedure: 10
   2.2.3 Consumers buying decision, and evaluation of alternative: 11
   2.2.4 Consumers purchase decision and post purchase evaluation: 11
2.3 Different types of Consumers buying decision process 11
2.4 Role of trust, and perceived benefit 13

3 Conceptual framework 15

4 Methodology

4.1 Research philosophy 17
4.2 Research Design 18
4.3 Research Approach 18
4.4 Research strategy 19
4.5 Collection of Data 19
4.6 Primary Data 19
4.7 Secondary Data 20
4.8 Study object selection 20
4.9 Design of qualitative research 21
4.10 Interview question design 21
4.11 Evaluation of research results 22
4.12 Reliability 23
4.13 Validity 23
4.14 Operationalization schedule 24

5 Analysis and discussion:

5.1 Analysis 28
5.2 Discussion
   5.2.1 Respondents and Interviewee Background 31
   5.2.2 Social Media 33
   5.2.3 Buying behavior of Consumers 33
   5.2.4 Trust 34
   5.2.5 Perceived Market Benefit 34

6 Conclusions and further implications 35

6.1 Integrated Findings 35
6.2 Conclusions

7 Limitations of the research and direction of the future research

7.1 Limitation

7.1.1 Future research

8 References
1 Introduction

The introductory section of this paper begins with a study background and then covers the research scope. Subsequently, it underlined the research purpose, followed by research questions, and indicated the delimitations. Finally, a process of work illustrates the paper's overall structure.

1.1 Background

This section focuses on the core topic and dissertation of the research. The current business setting in Bangladesh, social media has become an essential component of the marketing process (Salam & Hoque, 2019). Today, social networking services are being used more widely in all industries throughout the world. E-commerce enterprises can swiftly reach a large number of Bangladeshi consumers by adopting the Digital platform route (Al Amin et al., 2020). The E-Commerce sector of Bangladesh also offers the ability to engage with customers more efficiently and effectively by utilizing new technologies (Al Amin et al., 2020). Most firms now utilize social media to better understand consumer attitudes regarding online shopping (Doherty, et al., 2014). Through this exposure, businesses can easily engage with their customers (Rahman, et al., 2018). This study later defines certain social media platforms' roles by assessing whether they may increase consumer engagement and interest.

It is not clear what Digital Bangladesh means as there is no definition in the election manifesto. The nationwide Daily Star-Nielsen Opinion rates of the government's performance over the first 100 days report that most respondents (out of 2,520 people) had no clear idea of the meaning of Digital Bangladesh (Islam & Eva, 2018). The survey finds that around twenty percent of the respondents thought it was something related to the computerization of society or modern Bangladesh. The report also states that "female and rural people are more confused about the idea of Digital
"Bangladesh than their urban counterparts." According to Islam & Grönlund (2011), ICT was established by connecting the public and government administration, public services automation, private sector competitiveness, and productivity improvement. All these were outlined as the four pillars of Digital Bangladesh's vision for human development for the 21st century by the Prime Minister of Bangladesh lately on 31 October 2009. The process of Digital Bangladesh works through four pillars which are a strategic tool for national development in the era of a knowledge-based economy that aims to integrate government, people, and businesses utilizing widespread use of it. It is a catchy slogan that has drawn nationwide public attention, especially among young people with modern and progressive thinking. It aims at facilitating widespread access to information while reducing the Digital divide (Islam & Eva, 2018).

Furthermore, there are over 45 million social media users in Bangladesh (Kemp, 2021). Companies can greatly boost sector productivity by using the huge reach of consumers through social media (Al Amin et al., 2020). Consequently, a firm will be able to attract this enormous throng of Consumers, and the business's productivity will likely increase (Baumgartner & Ebner, 2010). Therefore, the implications of this study are enormous.

1.2 Problem discussion
Digital networks have become a significant component of marketing techniques in business and management in Bangladesh (Abuhashesh, 2014). E-commerce businesses are now engaging customers through social media by raising awareness among them and, subsequently, affecting the success of businesses in the online retail sector (Al Amin et al., 2020). The primary focus of Digital Bangladesh is on the value proposition, which implies that the consumers are well-versed regarding the current market trends (Abuhashesh, 2014). Because of the network's convenience and
attractiveness, Bangladeshi customers are increasingly eager to purchase the appropriate items from e-commerce enterprises (Oncioiu, 2016).

Social media has improved the freedom of speech and expression, resulting in a shift in society in which people increasingly critique, express, and share their opinions with the public. Customers are more ready to participate in brand, product reviews, online evaluation, and engagement activities (Al Amin et al., 2020). Media is growing increasingly influential day by day, especially as social media changes and influences people's minds and opinions. In today's environment, social media plays a crucial part in influencing what people think about, which eventually influences the success factor of various businesses and makes gaining a competitive edge more difficult (Al Amin et al., 2020). Consumers' online buying behaviors are inextricably related to their personal life. According to Doherty et al. (2014), it is critical to explore the potential effects of online social networks in this domain. Every day, customers make several purchasing decisions and can benefit from expert advice. Nevertheless, online social networks can provide consumers with information and direction (Bagozzi, 2007).

Social media play a significant part in communicating and updating clients about the company in Digital Bangladesh (Al Amin et al., 2020). Social media marketing may undoubtedly assist with brand awareness, consumer opinions and crowdsourcing and also marketing provides plenty of branding chances (Al-Abdallah, G., et al., 2021). It may also discover leaders of opinions, increase traffic on brands, provide specialized data, generate client base, and develop trust (Lăzăroiu, G., et al., 2020). All these can lead to boost confidence in the brand and enhance brand image (Al Amin et al., 2020). However, in the context of Digital Bangladesh, there is a study gap in learning about customer buying behavior via social media with these two aspects: trust and perceived market benefits. These two elements influence consumer attitudes toward internet shopping (Salam & Hoque, 2019). As a
result, there are issues in recognizing a lack of knowledge concerning the role of trust and perceived market benefits in the relationship between online social media networks and consumer buying behavior in Digital Bangladesh.

1.3 Purpose and Delimitation
The purpose of this thesis is two-folded. Firstly, Explore the function and effects of social media in Bangladesh and assess the ethical issues in influencing customers' buying behavior. Second, the effect and influence of digital marketing to persuade more individuals to make online purchases successful. The intention is to achieve the purpose through data gathering of qualitative data and see how different ethical actions can impact the consumer’s perspective.

Influence of Social Media in the nationwide digital transformation have studied in this paper, hence the study does not explore the social difficulties in any depth. In addition, the research concentrates on Bangladesh context in general; the characteristics of consumer buying behavior in the social media and online business operations has been also examined; the study discusses no independent motivating variables. Last but not least, the paper was also concentrated on recognizing interrelated factors on Digital Bangladesh.

1.4 Research Question
The following research questions are formulated to achieve the study objectives:

- How Social Media influences the buying consumers behavior in the context of nationwide digital transformation?
- What sort of leverage has given to online business operations in nationwide digital transformation in the context of consumers’ buying behavior?

1.5 Report Structure
This study has been written following a certain structure.
The first part aims to introduce the subject, and the phenomenon chosen.

The second part intends to study the previous research done extensively to determine the missing parts.

The third part is the conceptual model where the purpose was to contain the primary concepts that were highlighted in the literature review.

The following section consists of the methods used, and their description. The next part is the data gathered during Qualitative study followed by the analysis. Then the discussion aims to connect the finding between the research questions, and Qualitative studies.

2 Literature Review
This chapter looks at the previous research based on consumers' social media and online buying patterns. It clarifies the similarities in the relationship that have been proposed in the literature and shows how emotional engagement affects the processes of buying patterns of Consumers. The effectiveness of social media can be assessed using the following criteria, which measure Garza-Reyes et al., (2012) theory of embeddedness of participation. Finally, the impact of social media on consumer buying decision literature will also be discussed.

2.1 Online social networks
Individuals create public accounts on social media platforms (Facebook, Instagram, Twitter, etc.) to express their knowledge and memories and upload information about themselves (Bagozzi, 2007). They communicate with people who have common interests (Bagozzi, 2007). Companies and consumers have mutual contact and relationships across social media, which changes the way consumers think of marketing (Al Amin et al., 2020). Because of online social networking, the way businesses communicate with
their consumers has shifted, and control has shifted from businesses to consumers (Bennett, 2019).

Online social media portals have been an essential aspect of human contact and engagement, influencing people's attitudes and communication in various ways (Bernoff & Li, 2008). Consumers' online interactions with businesses affect goods and brands' value (Al Amin et al., 2020). There are three types of social forces that can affect a consumer's decision to buy.

1) When people know that a social actor of authority expects them to do something, they call it obedience (subjective norms) (Argo, J.J., 2020).

2) Internalization (group norm) is when people tend to conform to idealized goals that they share with others, and

3) When people embrace power because they want to form a bond with another person or a community, this is referred to as identification (social identity) (Argo, J.J., 2020).

As per the conditions, the strength of these three social control modes may vary (Brown et al., 2007).

When consumers engage with one another, their actions will change (Heinrichs et al., 2011). Disclosure of knowledge and perspectives among members is one of the most important aspects of online social networks (Boyd & Ellison, 2007). Online social networks have become a powerful platform and source of product and service information and a driving force for action (Subramani & Rajagopalan, 2003). Social media platforms have emerged as one of the most significant networking sources, resulting in a power transition between users and conventional messages to information producers (Cheung & Lee, 2010). Social networking sites also enable users to connect and form virtual communities based on shared interests and
viewpoints (Baumgartner & Ebner, 2010). There are different forms of virtual communities that affect consumers' purchase decisions in different ways:

- Multi-user dungeons (MUDs): a type of game in which players form social bonds (Glassman, M., et al., 2020).

- Spaces, circles, and lists: rooms (chat rooms), rings (organizations associated with the home pages), and lists (categories) (group of individuals that sharing information via email) (Woodring, D., et al., 2019).

- Board: online forums that encourage people to post messages about music, movies, cars, and even restaurants (Li, X. and Cox, A., 2021).

- Blogs: Weblogs, also known as blogs, are personal journals and a form of the online community that is rapidly growing. Usually, users who have a shared purpose follow blogs (König, M., 2019).

The majority of people who join virtual communities are looking for networking or sharing knowledge, thoughts, and experiences about topics that they have in common (Constantinides, 2004). There are many advantages of interactive worlds that can be listed. For example, most individuals in specific communities communicate, which can help reach a diverse community (Chiang, Wong & Huang, 2019. Consumers may use virtual communities to learn more about an organization, a product, or a service (Chiang, Wong & Huang, 2019). Online social networks have surpassed traditional company records as a reliable and meaningful source of information; therefore, consumers seek products and companies on online social networks (Dellarocas, 2003). Social networks have an impact on consumers buying decisions because consumers enjoy interacting and communicating with one another (Chiang, Wong & Huang, 2019). They like to get constructive or negative advice about various goods or services.
According to research, internet users spend 27% of their time on contact (social networking sites, blogs, email), 27% on recreation, and entertainment, which is more than the time spent gathering, and reading news and personal hobbies (Denegri-Knott, 2006). Figure 1 explains the individuals' and consumers' total time by searching and scrolling on the internet.

![Allocation of total time spent online](image)

Figure 1. Allocation of total time spent online, (Crawford, et al., 2010)

### 2.2 Consumers buying behavior

The analysis of the process involved as individuals or groups chooses, purchase, use, or disposal of goods, resources, concepts, or interactions to fulfill needs and desires is referred to as consumers’ behavior (Solomon et al., 2010).

The intricate connection between impact, and cognition, actions, and environmental events through which people conduct trade events in their lives, based on a different idea of consumers' behavior (Goldsmith, 2006). Market segmentation is a critical feature of consumer behavior since consumers within a segment are more or less alike in commodity needs and desires (Lantos, 2015). Demographic (age, ethnicity, social class), geographic (regional, country differences), psychographic (personality, lifestyle), and behavioral (brand loyalty, benefit desire) market segmentation are only a few examples (Solomon et al., 2010). The social time factor is one
of the most critical aspects of consumers’ behavior which indicates the relationship of time, social structures, rhythms, and schedules in society, such as working hours, operating hours, feeding hours, and other institutionalized schedules (Al Amin et al., 2020). Consumers’ buying decisions are influenced by the contact situation in which they receive information (Hurtado-de-Mendoza et al., 2014). Market behavior encompasses more than just decision-making or the act of purchasing; it also encompasses consumer engagement and the variety of interactions synonymous with consumption (Schiffman & Kanuk, 2009). Figure 2 explains the overall decision-making process of Consumers, which shows how they decide whether to buy a particular thing or not. It contains a series of steps, including what to buy in the sense of problem recognition followed by information search and after evaluating the alternatives available. Lastly, they purchase from the alternatives, and with that of purchase decision, there is post-purchase discussion also made in the form of feedback (Al-Abdallah, G., et al., 2021).

Figure 2. Consumers decision-making process (Brigitte, et al., 2007)
2.2.1 Consumers buying decision, and problem recognition
The first step in a consumers' buying decision-making process is to recognize the issue, which could arise due to a desire for something different (Kardes et al., 2011). Different influences, such as social factors, cultural factors, comparison groups, and environmental factors, can influence the problem identification phase (Hurtado-de-Mendoza et al., 2014).

Digital Bangladesh is becoming powerful, especially in social media changing, influencing people's minds and thoughts by creating value and perceived market benefits (Al Amin et al., 2020). In this present world, social media plays a vital role in making people what to think. Social media marketing is full of potential branding opportunities (Chiang, Wong & Huang, 2019). There is no doubt that social media marketing can be a tool for building brand awareness, study consumers' opinions, and crowdsourcing (Kashive, N., et al., 2020). It can also detect opinion leaders, drive brand website traffic, spread specific information, develop Consumers database, instill credibility, trust in the brand, and improve the brand image (Tuten, 2008). In the present world, Social media is so much into everyone's life that it is almost impossible for the non-internet user to be recognized (Li, H., 2021). It has improved the freedom of speech and expression, which resulted in a change in society (Zuhdi et al., 2019). Consumers are more willing to participate in brand, product reviews, online evaluation, and interaction (Al-Abdallah, et al., 2021). The stages of online communication have become a prodigious marketing key due to its impact and proficiency Sánchez-Casado et al., 2018).

2.2.2 Consumers buying nature, decision-making, and information search procedure:
Consumers begin looking for pertinent information after an issue is identified. Internal and external knowledge search are the two kinds of sources of information (Prajogo et al., 2018). External search covers word of mouth (WOM), shop visits, trial, online social networking, and social media,
while internal search requires the consumers' memory of the items (Yusuf, & Busalim, 2018). Nowadays, the online world plays a significant role in the purchasing decision-making process, and the Internet has evolved into a valuable resource for finding knowledge (Li, H., 2021). The degree and course of the quest are affected by various decisions (Hurtado-de-Mendoza et al., 2014).

2.2.3 Consumers buying decision, and evaluation of alternative:
Consumers begin to compare and review various options in terms of product characteristics and their desires and needs in this process (Qazzafi, 2019). Consumers' decisions are often straightforward, such as buy the cheapest goods, but some are more nuanced and involve several steps (Kübler, R.V., et al., 2020). At this stage, consumers decide which choice would better meet their requirements (Blythe, 2013).

2.2.4 Consumers purchase decision and post purchase evaluation:
Consumers make their choice based on the finding and evaluating appropriate alternatives (Qazzafi, 2019). Consumers mostly choose certain brands because they are appealing to them (Al-Abdallah, et al., 2021). Since the information obtained from various sources will affect the decision, the internet plays an essential role in decision-making (Hurtado-de-Mendoza et al., 2014).

The consistency of the decision-making process and the option selection will turn out relevant (Lăzăroiu, G., et al., 2020). Consumers begin to equate their product impressions to their preferences (Kardes et al., 2011).

2.3 Different types of Consumers buying decision process
The level of purchasing engagement is described as the level of concern or interest in the buying process caused by the need to think about a specific purchase (Dachyar & Banjarnahor, 2017). Different forms of consumers purchasing-making process exist, each with a different degree of consumers participation (Hurtado-de-Mendoza et al., 2014). Nominal decision-making
happens because Consumers have a limited level of engagement with the order (Lawson, S.J., Gleim, M.R. and Hartline, M.D., 2021). Restricted decision-making happens because limited decision-making is close to trivial decision-making, except that there is a limited amount of external search in limited decision-making making whereas extended decision-making happens because Consumers are deeply engaged in the procurement process, the decision-making process becomes more complicated (Lawson, S.J., Gleim, M.R. and Hartline, M.D., 2021).

Figure 3. The buyer decision process, Source: (Bagozzi, 2007)

Figure 3 explains the buyer decision process, which is based on the uncontrollable factors affecting it. The consumers' decision-making process can be changed or fluctuated based on social media, personal experiences, and perceptions based on previous purchases and marketing mix (Kübler, R.V., et al., 2020). Nowadays, people are getting more encouraged to buy online which makes their life more manageable (Lăzăroiu, G., et al., 2020).
Consumers' attitudes to internet purchasing vary based on the attributes such as enjoyment, amusement, security, dependable, well-ordered, and usefulness in which online businesses work (Al Amin et al., 2020).

2.4 Role of trust, and perceived benefit:
Trust and perceived benefits are the fundamental factors that play a prominent role in consumers' buying behavior in Digital Bangladesh (Al Amin et al., 2020). Consumers are the ones whose trust makes the business thriving or adverse and makes the consumers aware through effective practical benefits regarding social media (Dachyar & Banjarnahor, 2017). Online buying behavior will positively impact the success of the business in Digital Bangladesh (Al Amin et al., 2020). This research is the pilot to explore from the consumers and online user perspective and identify how perceived benefits, risks, and trust influence consumers' attitudes and intentions in Digital Bangladesh (Al Amin et al., 2020). Although consumers perceive online brand awareness as offering several benefits, this kind of transition also tends to manifest some types of perceived risks (Hassan, Iqbal, & Khanum, 2018). Various concerns are an often-voiced impediment to online buying. So, building online trust should be a vital precondition while creating online brand equity (Bagozzi, 2007). Furthermore, it is essential to provide a satisfying online experience that stimulates memory-resident positive imagery of the brand and creates a value proposition (Dachyar & Banjarnahor, 2017). However, previous studies do not provide sufficient empirical information to understand how trust can contribute to buying behavior in brand equity. It did not explore how brand awareness/association, perceived quality, value are related to each other and contribute to online buying (Brown et al., 2007). The concept of value emerges in the sense of acceptance of Consumers' vulnerability stemming from a website's positive impressions and the implicit expectations that it will deliver on a promise (Sharma, V.M. and Klein, A., 2020). Consumers
tend to have high levels of risk perceptions concerning online shopping which can be divided into three types of risk (Ariffin, Mohan, & Goh, 2018):

1. Product performance, in a sense that a person may not obtain the intended product

2. Financial risk, meaning a potential net loss of money;

3. Time/convenience risk incurred during online transactions (navigation, submission of orders, and delays in receiving products)

Value is largely associated as a mechanism for reducing consumers' perceived risk in Internet shopping, Consumers' transaction-specific uncertainty, and the number of related risks associated with the possibility, which might behave opportunistically (Katta, & Patro, 2017). Furthermore, it lowers the perceived risk of facing a negative outcome of a transaction by reducing information complexity whereas also help to find the required information regarding consumers and consumers' behavior information available in just one click (Tzavopoulos et al., 2019).

Figure 4. explaining the overall view of the impact of online social networks (Facebook) on different steps of Consumers’ purchase decision process in the case of online business platforms (Boyd & Ellison, 2007).
3 Conceptual framework

Figure 5. Conceptual framework.

The above-stated conceptual framework is developed as a comprehensive and integrated framework based on the connection between social media and consumers’ buying behavior from an emerging market perspective of Digital Bangladesh. It is based on the overall research. In the same regard, traditional and digital marketing are both compared in the current market. Meanwhile, products are receiving much more interactions with consumers because of online promotions.

Social media plays an important and significant role on consumers’ life and choices (Li, H., 2021). According to a survey conducted by Brigitte et al., (2007), most consumers depend on online reviews to make purchasing decisions. According to Bernoff & Li (2008) and Glass (2007), 50% of adult online social network consumers post and discuss their preferred items. Many people look for word-of-mouth recommendations (WOM) before making a purchase, particularly for new items (Kim & Srivastava, 2007). Rather than being message receivers from advertisers, Consumers now play a role in spreading opinions through online social networks such as...
Facebook (Sinclaire & Vogus, 2011). Consumers may share their experiences, thoughts, and information on online social networks, making it easy for them to engage with one another (Huang & Chen, 2006). According to a study conducted by Hennig-Thurau et al. (2003), several variables affect Consumers’ buying or contact behavior when reading online opinions (interaction with other Consumers):

- Getting details about previous purchases (reduce risks).
- Material details are provided for social orientation (Consumers can evaluate and compare between different products).
- Participation in a group (Consumers belong and admire different online social networks).
- Outcomes (Consumers like prizes and awards).
- Gaining knowledge of how new products are consumed.

According to a report conducted on behalf of DEI Worldwide by OTX research (2008), different online social networks have become a new source of intelligence. Consumers rely on them the most, alongside business websites. The study also found that 60% of consumers believe online word-of-mouth (recommendations from other consumers) is powerful and valuable and could influence their purchase decision. Consumers may use an online social media site to express their positive or negative product views with one another in a social setting which ensures they will communicate their recommendations and thoughts and compare and contrast their interactions with other consumers (Kim & Srivastava, 2007). According to a new study by Edison (2016), a fifth of online social network users tracks their preferred products, businesses, and services on these platforms, with 80 percent of them using Facebook and brand accounts.
Grebner *et al.* (2005) found that the new advertising method (E-WOM) is much cheaper than traditional ways. Digital advertising includes using all the available online channels such as social media, email marketing, search engine optimization, and many more (Maxwell, A.G., 2018). In contrast, purchase behavior is measured concerning two terms value: trust and perceived market benefits (Lăzăroiu, G., et al., 2020). Social Media is the effective and efficient factor that ensures that the relationship between the consumers and online businesses will stay longer and also encourage the nationwide digital transformation (Li, H., 2021).

4 Methodology

The study employed the research objective based on scientific theory, technique, policy, and methods. There is a discussion of the sample and data collection process and all the methodology required to conduct the dissertation research.

4.1 Research philosophy

According to Waterberg (2012), positivism, hermeneutics, and realism are the three prevalent viewpoints on understanding. They do not coincide in all ways, but they overlap in some. Positivism asserts that one's perspective is factual and autonomous (Bennett, 2019).

Saunders *et al.* (2009) indicate that the positivist method focuses on quantifiable findings that can be statistically analyzed. In general, positivism favors analysis focused on methodological procedures. On the other hand, a hermeneutic approach is more concerned with explanations and comprehension of the research area (Heinrichs *et al.*, 2011). According to Brigitte *et al.* (2007), the research area can only be adequately understood if the history and phenomena of the whole field are first understood. Therefore, hermeneutics, rather than positivism, is used to direct the study. The
hermeneutic approach can help (Doherty et al., 2014) to understand consumers’ views regarding online social networks and online marketers; answers from interviewees can be interpreted by connecting with literature.

4.2 Research Design

In this report, online interviews will generate the primary qualitative data. All the interview questions will be presented through Google forms to the interviewees of social media users who have experience buying goods from the company's social media platform. However, secondary was collected through online retail and shopping stores on Digital Bangladesh. The design is explained in detail below.

4.3 Research Approach

Deductive and Inductive analysis are the two primary research approaches (Bernoff & Li, 2008). Deductive research may include a forecast based on already known hypotheses, which can then be scale-checked (Woiceshyn, J. and Daellenbach, U., 2018). On the other hand, inductive science owes much to hermeneutics, in which views are constructed using evidence and observations (Bernoff & Li, 2008). The thesis is more inductive, providing descriptive information to the scientific findings and interpretation (Brigitte et al., 2007).

Nevertheless, the study explores the influence of social media on consumer buying behavior in the context of Digital Bangladesh. Various forms of social media, including Facebook, Twitter, and Instagram, are analyzed. Furthermore, the functioning of such sites is investigated from the standpoint of Bangladesh based on the business environment. In addition, the study analyzes the role of social platforms in developing an online value proposition in the context of Digital Bangladesh. Finally, the study examines how well these technologies can execute online purchase intentions among
consumers in Digital Bangladesh. This research also utilizes appropriate resources to better understand how social media platforms might impact Consumer purchasing behavior.

4.4 Research strategy
The study aims to discover the effect of online social networks on consumers’ buying decisions by establishing a correlation with online retailers. Hence, qualitative data was chosen. The thesis is more concerned with proving the theory's existence than with examining the size. The writer must comprehend consumers’ buying decisions using online social networks to purchase goods and the explanations for their behavior. However, a qualitative analysis approach was chosen for this thesis to carry out the expected results and facts. Qualitative research focuses on impressions and the substance of the interview rather than numbers. Zikmund (2010) described qualitative research as stories, visual portrayals, substantive characterizations, interpretations, and other expressive descriptions. He also indicated that:

"Quantitative analysis is to use statistics to assess the magnitude or scope of a phenomenon." In addition, Qualitative study is more versatile and adaptable than quantitative research since it helps The researcher analyze and discover using various approaches while still allowing subjects to respond and share their feelings and opinions in the background.

4.5 Collection of Data
Data can be collected from multiple sources and for many reasons. Depending on the content of information, data can be used for various purposes. Therefore it is crucial to know where to get the data and find the most valid and suitable data for specific research purposes (Mason, 2002).

4.6 Primary Data
The researcher initially gathers primary data for specific purposes in current research (Merriam, 2002). Primary data collection usually is more expensive in terms of both resources and time than secondary data collection. In this
report, interviews with google forms were conducted to gather data for further analysis. However, this in-depth analysis provided all the necessary outcomes to identify the relationship between online social networks and consumers' shopping decision-making process.

4.7 Secondary Data
Secondary data is a piece of information compiled for a different use than the present analysis. It was planned to gather secondary data from social media users who tend to do online shopping from Facebook, Instagram, pages for this report. This research follows the primary data collection mode and entirely based the research on the collected data. The data was collected through interviews presented through Google forms to depict the overall impact of social media on buying behavior of Consumers in Digital Bangladesh. The total number of participants was 10, and from those interviews was conducted.

4.8 Study object selection
Meanwhile, the researcher looked at some Bangladeshi online-based shopping stores and other related stores with established public Facebook pages, Instagram pages, etc. Nearly every established brand, including grocery, fashion, or retail stores, has a public page on the social media platform. For example, Shopno, Esctacy, Aarong has established online stores, whereas their corporate office manages existing stores in different cities. In digital Bangladesh, nowadays, consumers tend to purchase goods through online platforms, and social media and influencers highly influence their thoughts. Participants in this survey should be committed social media users who have done online shopping through Facebook, Instagram, etc. For example, the first interview question was: Would you prefer to do shopping online through social media platforms (Facebook, Instagram, etc.) in Digital Bangladesh?. When selecting online stores, consumers need experience, knowledge on shopping in, and making purchase choices. For example, the
third interview question was: Before making a buying decision on social media, do you use or search companies or product details?. As a result, the research focuses on how online social networks influence consumers buying decisions and how business corporations achieve perceived benefits. It was also guided a group of consumers' opinions toward online shopping. Furthermore, Consumers who live in selected regions are considered due to the regional restriction and limitations.

4.9 Design of qualitative research
Planning the In-depth interviews, focus groups, metaphor analysis, collage testing, and projective approaches are all popular data collection tools used in qualitative research (Schiffman & Kanuk, 2009). All the interviews and data (the participants' responses) was gathered through a google form. Most of the retail stores in Bangladesh have their own Facebook pages; interviewees from Bangladesh can visit Facebook pages, Instagram pages, etc. The researcher can obtain accurate evidence by conducting a google form interview, and they have direct, useful information sources without being limited by geography (Boyd & Ellison, 2007). The author was understood how online social networks influence shoppers' shopping decisions by conducting interviews. The scholar would be able to view the implications of consumers' behavior and the reasons behind the process better.

4.10 Interview question design
The development of interview questions begins with an examination of the study's objectives. When planning a report, (Schiffman & Kanuk, 2009) recommended that the researcher consider the study's intent and the types of data required. One of the goals of qualitative analysis in this sample is to provide valuable data for the quantitative survey. Besides, the study aims at online stores' opinions about social networks and their impact on consumers. Hurtado-de-Mendoza et al. (2014) indicate that interviewers are free to generate questions that inspire interviewees to answer with the appropriate
information and do everything possible to develop the best collection of details. They also added that the interviewer must adhere to one rule: the interviewer must not attempt to influence the substance of the respondents’ responses. According to Guion et al. (2011), open-ended questions can be included in researches; however, it must be structured for respondents so that they must clarify rather than only giving "Yes" or "No" responses. Respondents may openly answer questions that begin with the words "Why" or "How." The researcher reviewed the interview questions to ensure that there was no implied significance in the questions and these questions should be used correctly in interviews. As a result, the interview questions contain two specific topics, which focus on the study intent and test questions, allowing the writer to ask questions related to the theme and then change the questions based on the answers. The first theme seeks to learn what Consumers look on online retail pages. When consumers respond to content or events on an online store's public page on the social media platform, they start to get more interaction from that specific online shopping page.

Meanwhile, consumers also get more precise details and ideas from the public page of online retail stores. This theme explicitly identifies the aim of research question 1, which is to determine the phases of the buying decision process influenced by online social networks. The second theme seeks to uncover the motivations behind concrete steps in the buying decision-making phase of Consumers. It encourages the writer to explain and evaluate the responses of interviewees in the analysis, and it helps to understand consumers' motivations for using the social media platform in many stages of the buying decision process.

4.11 Evaluation of research results
When conducting qualitative research, the ways to measure the conclusion can be either reliable or valid. Therefore, these two criteria are discussed here.
4.12 Reliability
The term "reliability" refers to the data's trustworthiness as well as the data's interpretation. It focuses on determining whether the analysis is accurate and whether the data processing approach is correct (Mason, 2002). The researcher chooses an in-depth interview because they need to consider respondents' behavior on Facebook regarding online retailers. The interview questions are deliberately built around two themes to prevent bias questions giving respondents hints and affecting interviewees' responses. As a result, without asking particular questions, the writer was asked open questions based on the answers, and respondents are free to speak their minds.

4.13 Validity
The feasibility of the analysis was addressed to obtain accurate data from interviews and reduce the possibility of not addressing the test questions. The degree to which a study genuinely calculates what it was designed to test is referred to as validity (Saunders et al., 2009). Validity is a metric that determines whether participants can locate appropriate evidence to address the analysis questions and endorse the study's goals. The writer choose to involve social media users to ensure the relevance of the observational results and ensure that the data covered the study questions. The interview topics and questions are structured depending on the study questions to find the appropriate data to address research questions. Respondents are encouraged to express their true feelings and opinions because all interviewees are regular social media users and have already experienced online shopping through social media. As a result, all responses are legitimate, and respondents are encouraged to express their true feelings and opinions. Since the researcher gathered supplementary data from online retail and shopping pages, it shows a clear view of the difference between traditional shopping and online shopping among the consumers of Digital Bangladesh. Since interview questions are open-ended, analyst’s was also get the proper idea of each interviewee's individual opinion toward the current
online retail market and was also got the opportunity to do follow-up questions if required in further process.

### 4.14 Operationalization schedule

Baggiozzi (2007) stated that operationalization is a way to translate the research concepts into tangible indicators. There are several concepts within the research questions; the interview questionnaire is designed with three main parts, each of which aims to explore one key idea. The table is the operationalization of the paper (see Table 1), showing the relation of theoretical concepts and questions in the interviews. The first column is the research's theoretical concepts, and the last column is the questions the author was asked in interviews. The second and third columns show the reader how ideas and questions get connected variables: Social media, Digital Bangladesh, and consumers' buying behavior.

<table>
<thead>
<tr>
<th>Theoretical Concepts</th>
<th>Concept Definitions</th>
<th>Operational Definitions</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>Social media has become a crucial component of the marketing process throughout the current business environment (Bennett, 2019).</td>
<td>Explore the interviewees’ impact, and influence by asking the purpose, and time they spend on social media platforms in Bangladesh, and figure out their impact on the buying behavior</td>
<td>Would you prefer to do online shopping through social media platforms (Facebook, Instagram, etc.) in Digital Bangladesh?</td>
</tr>
<tr>
<td>Purchasing a product on social media?</td>
<td>What type of changes required on the social media buying, and selling process?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Which digital platform do you mostly use for purchasing a product on social media?</td>
<td>Do you prefer to buy the branded product through social media platform in digital Bangladesh?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>If a product or service gets viral on digital media then what do you think as a</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Buying behavior of Consumers

**Consumers**

Buying Behavior refers to the actions taken (both on and offline) from buying to consuming a product or service. This process may include consulting promotions, engaging with social media posts, or a variety of other actions (Solomon et al., 2010).

**Explore the behavior of the interviewees (consumers), and also their trust, and perceived market information to identify what these two things impact on their online buying pattern in Digital Bangladesh.**

**Do you think consumers buying behavior theory relevant, and support business strategies?**

Before making a buying decision on social media, do you use or search for companies or product details?

What elements or factors encourage you to buy the product through social media?
| Digital Bangladesh | Ensuring people's democracy, and human rights, transparency, accountability, establishing justice, and ensuring delivery of government services to the citizens of Bangladesh through maximum use of technology, with platforms (Facebook, Instagram, etc.) | What is your opinion on this statement that “Social media enhance my knowledge about online buying products or services in Bangladesh”? Would you prefer to do online shopping through social media platforms? |
the ultimate goal being the overall improvement of the daily lifestyle of general people. This includes all classes of people, and does not discriminate against people in terms of technology (Islam & Eva, 2018).

<table>
<thead>
<tr>
<th>Facebook, Instagram, etc.</th>
<th>in Digital Bangladesh?</th>
</tr>
</thead>
</table>

5 Analysis and discussion:

5.1 Analysis:
All of the respondents of this research were residents of Bangladesh, and all of them were involved in social media activities, thus having various buying behaviors in Digital Bangladesh. Some respondents stated they prefer to use social media platforms for only online purchases and had no other intention of using social media. According to Chiang, *et al.* (2019), a consumer is a person who has specific wishes and demands that he wants to fulfill and has to purchase a product or commodity online or physically to satisfy that requirement. Chiang, *et al.* (2019) also mentioned that buying patterns or behaviors are a prevalent trend in the consumers with the impact of social media. In many cases, their social media makes them buy either in any way.
However, researcher found that when consumers buy online, they are highly impacted by social media in Digital Bangladesh, as Al Amin et al. (2020) stated. After completing the overall interview process and getting the views and opinions of the respondents, it was found out that buying behavior matters a lot in purchasing various things. In the new and globalized world, when everything becomes so fast and easy, equipped with technology, it is impossible not to be influenced by social media from any perspective, whether to shop or any other view (Al Amin et al., 2020).

Internet today is not just an information access tool; it also has become an interaction tool, as Sánchez-Casado et al. (2018) stated. Online Social Media platforms like Facebook, Instagram, etc., have become a well-known communication and interaction channel among people worldwide (Chiang, et al., 2019). Online Social Media allow people to construct a dynamic public profile to share their knowledge, experiences, and opinion (Zuhdi et al., 2019). Nowadays, online Social Media is not just allocated to consumers; companies can construct their official Facebook page (Chiang, et al., 2019). Regarding the findings, the Online business Facebook pages are a new appearance on the online social network; some active Facebook users may never check their Facebook page. According to Zuhdi et al. (2019), consumers check special offers, promotions, discounts, comments, different posts, and the number of likes on online business Facebook pages for finding proper and experienced feedback. Online social networks like Facebook are flexible and based on various social interests (Al Amin et al., 2020). From the findings, the author realized that Facebook's characteristics make Consumers rely on Facebook a lot. Consumers can do a lot of things on Facebook. It is flexible due to comments, likes, and overall view of information; Consumers believed Facebook was easy to use and can save time; it is fast, convenient, and shared among most people. The user interface (design) of Facebook for all the different pages is the same; therefore, it is
understandable, clear, and simple to use (Sánchez-Casado et al., 2018). The research finding showed Consumers have trust in the perceived market information available and consider them a success factor for buying online with social media. According to Al Amin et al. (2020), social media allows them to have direct interaction and relationships with Online business mentors and other Consumers. The researcher also stated that consumers can see the real side of it through interaction, increasing or decreasing consumers' loyalty. The growth of online participation and discussion made consumers impact the products and brands that some other Consumers may consider purchasing (Chiang, et al., 2019). Hence, positive or negative comments from Consumers on different posts affect consumers' buying decisions on products and hampers brand value (Al Amin et al., 2020). The finding showed there are new online business platforms, and they introduce additional items or trends.

The majority of respondents of interviews mentioned that regarding this particular activity, they prefer Online shopping through Social Media because other consumers' comments are available, and they can share the posts with their friends at the same time. According to the consumers, once they like any social media shopping platform and any new post (activities, recipes, and so on) from a particular page come up on their news feeds, and recent posts of Facebook page without them going to the website searching. Social Media works as a reminder for them to check the specific page and its activities. An additional facility that consumers are interested in on Facebook is: Facebook business profiles update their consumers about the new items and goods several times a day with the help of a newsfeed by updating their status, posting pictures, posting several activities, etc. (Sánchez-Casado et al., 2018). Consumers believed they could be the first person to know information about all the new information, products, or services. Trust and perceived market information is another part of online communication where
Consumers exchange and share their knowledge, information, and experiences (Zuhdi et al., 2019). Online Social Media communication allows consumers to gather and obtain information from various groups of people, not only from people they know (Al Amin et al., 2020). From the findings, it was noticed that consumers regard comments and likes on these various business platforms. Social Media information is reliable and valuable, especially when it comes to new products or special offers; consumers rely on them even though they might never know one another (Chiang, et al., 2019). Consumers check their opinion and experience on online business Social Media Platforms. Consumers rely on why they have chosen social media platforms instead of web pages or newspapers for their daily purchase intention where they can see comments and likes from other consumers (Al Amin et al., 2020). The ability to share information with all their friends on Social Media makes them get involved in online Word-Of-Mouth communication, as Yusuf, & Busalim (2018) stated. Due to their communication and sharings, they are engaged in online communication. The benefit of comments and likes from other consumers helps new consumers to choose between different online business pages for different products or services (Zuhdi et al., 2019). The interview's finding showed Social Media significantly impacted consumer buying behavior and purchase decision, especially on information search, evaluation of alternatives, and purchase decision steps of consumers' purchase decision in Digital Bangladesh.

5.2 Discussion

5.2.1 Respondents and Interviewee Background
At the beginning of every interview, the author asks questions that revealed geographic details, such as gender, age, cultural and educational background, and other characteristics like birth cities. Most of the participants are from different backgrounds. At this point, it can be said that the candidates are
very diverse. The interviewees are from Bangladesh, but they are from multiple regions.

Of the ten respondents, nine are involved in using Social Media, which ultimately impacts their buying behavior either positively or negatively. Four of them are male, and Six of them are female. Moreover, all of them are well educated. The majority of them attended graduate-level education except for two respondents who were taught till high school level. Six of them are the ones who do shopping online with the information available through social media, and the rest of them are not frequent shoppers online.

The reasons behind their purpose of online shopping are also very different. Most of them prefer to make online purchases because, according to them, it saves time, and they also receive the product at home by giving minimum cost. At the same time, the rest candidates are using it to seek better opportunities. Most of them are experienced in what they are doing now. For example, V said she grew up in a neighborhood, and she could not use social media until her 16’s. She had limited knowledge of social media and online shopping. At the same time, W said his father is a businessman, and he had all the facilities available at home, and he was aware of social media and shopping online. Another respondent, X said that he worked three years in a superstore before the concept of the shop online emerges. Recently he is working in the online order section, and because of a lack of knowledge, he is experiencing new challenges at work. Y said, "Since I was a kid, I had been experiencing shopping at stores, not online." Z said that she did not have any online shopping experience before, but what she is buying is always based on previous feedback. All the data gathered are available on the google platform for further analysis. These people are from different age groups. Few of them were born in the capital of Bangladesh, and few of them came to native areas when they were very young.
5.2.2 Social Media

In Digital Bangladesh, most individuals utilize social media platforms to buy and purchase things from many genuine physical retailers. Families nowadays also motivate their children to become aware of social media and its use for everyday requirements. Certain families know how to develop social media initiatives, and others do not. For instance, U has a significant influence on the platform, who uses social media for his everyday shopping. He and his family were constantly concerned with the website's impact.

Similarly, V, who was previously not a regular social media shopper, stated that he becomes infected anytime he is purchasing from an online page. W also said that she is effective and efficient in controlling her everyday use of social media and shopping behaviors. On the other hand, X reported that they received so much social information that it was beneficial in selecting for and not to purchase for. One of the others, Y, is a severe internet purchaser. He claimed that he liked to go shopping on the internet, as it saves a great deal of time so that he felt too tired of trying to go out onto the market, and get anything he wanted to do. Z has informed that she has constantly examined the social media review about what she wants to buy or acquire the conduct.

5.2.3 Buying behavior of Consumers

Regarding consumers' buying behavior, a respondent said that buying behavior matters whether to shop online or physically. But indirectly Buying behavior of Consumers played a good role as some of the primary consumers are from their same community. For example, W said she is from a neighborhood, and she likes to buy goods from those retailers who have online pages based on her own city's products. In contrast, X stated that he searches for trends whenever he purchases something online and explores most online shopping pages to identify. Meanwhile, Y reported that she always prefers to go for those social media shopping platforms which provide the fastest delivery. On the other hand, Z is a corporate woman who
has limited time for daily groceries. She explained that she prefers to go for online shopping rather than traditional shopping because it is more time-saving and sometimes more cost-effective.

5.2.4 Trust

Trust, the most significant factor mentioned by most respondents, played an influential and vital role in buying behavior as impacted by social media. X stated that information, rumors about different items, or any fashion sales circulating on social media always attract his attentions and created trust in his mind. Other respondents also claimed that trust is essential whether they buy goods or services from social media. Hence, social media has a substantial impact on Consumers' purchasing behavior in Digital Bangladesh. They believe that the key reason for this is because social media are equitable practices of online marketers. Y expressed a similar opinion and said, "I think some people have a negative perception about social media shopping platforms, its information regarding products, and its other related things in Digital Bangladesh. It is impossible not to buy online and not trust social media because most information available on social media is worthy, reliable, and significant in Digital Bangladesh".

5.2.5 Perceived Market Benefit

Knowing more information is helpful leads towards success in buying patterns through the impact of social media. X said, "As I identified that knowing is important to get success in getting market benefits, I learned all the important information that is needed to be learned, and this learning came out to be very helpful to avoid unnecessary hassles." Y said that It was difficult for him to know all the knowledge he could buy online in Digital Bangladesh with the effects of social media. He claimed that nobody had assisted him, whereas now he is trying to tell others who desire the information to determine success during internet purchases about his
knowledge and the correct information. Two of the respondents said separately that lack of trust is another issue that Consumers often face. So, they think it is essential that companies have helplines for their consumers to be provided as a success factor while buying online. After getting the perceived information right, it impacted the buying behavior of the consumers. In the interviews, it was apparent that most of the consumers relied on the perceived information as a success factor in buying patterns online which ultimately impacted or influenced through social media in Digital Bangladesh.

6 Conclusions and further implications

6.1 Integrated Findings
When consumers choose to buy, social networks are most influential in their search, buying decisions, and evaluating alternatives are the measures adopted. Social media networks also affect actions to detect and analyze problems after purchase, although not so much as earlier phases. The study showed that social media networks were confident and effective in purchasing clients, and they are now continuously replacing social media with search engine sites. Consumers' choices can be influenced by the gathered information from different sources, especially from Social Media. Consumers can express their satisfaction or dissatisfaction about their experience to companies regarding products or services. They can share their knowledge and opinions on their online social network and share with others. The main reason that Consumers are interested in Social Media is they can interact with other consumers and online business pages. Consumers get involved in online perceived information when interacting with other consumers because they can not find these features on any other website. Consumers prefer buying online because of the unique features that social media have provided them, such as sharing their knowledge, opinions, and
experiences and even compare them with other's experiences or ideas. Consumers like to receive recommendations from others in perceived market information for various products before purchasing.

To conclude, Social Media impact significantly every step of buyers in the overall buying behavior of consumers in Digital Bangladesh. The reasons are mainly because social media bring convenience to people, consumers can spend more time on it. Social media allow consumers to interact with them and other consumers and get to know the perceived market information as a success factor from other Consumers or buyers in Digital Bangladesh.

6.2 Conclusions

The research question was finding out the impact of social media in the context of nationwide digital transformation on Bangladesh context. It was found that consumers are highly influenced by trends and influencers. Consumers have more faith and feel closer to the company when interacting with business platforms on Social Media and the other way around as well. The company can get more direct feedback from Consumers through Social Media in Digital Bangladesh. The effect and influence of digital marketing to persuade more individuals to make online purchases successful. Social media show the facts about the company through posts, pictures, activities, comments, etc. Consumers can feel the mindset and the culture through Social Media, which increases Consumers’ loyalty to the company. Of course, some negative comments on social media can be accessed; it will leave a more profound impression on the consumers than the positive ones. Still, companies can see it as a motivation to improve. Due to the fast-paced changing market dynamics, there is less brand visibility and brand awareness in the market, making the industry seek out different ways to differentiate themselves and give a more different experience to their Consumers. This paper will help other researchers to understand how multiple variables, as
defined in theory, have changed the buying behavior of consumers in Digital Bangladesh and are slowly becoming a crucial factor that influences consumers buying behavior.

7 Limitations of the research and direction of the future research

7.1 Limitation
The study results cannot be generalized to a larger population since it was a small-scale study conducted within the local environment and a small proportion of the target population. Future studies can also incorporate more variables, and with a large study sample to have generalized results regarding the mentality of Bangladeshi consumers as an influence on consumers' buying behavior. Incorporating other mentality factors of consumers in the same study can draw more elaborated results in this regard. Qualitative researchers are likely to perform an impartial part in the procedure of research.

7.1.1 Future research
The research paper was for identifying the reasons behind nationwide digital transformation and role of social media in consumers buying behavior. It was also experienced that some points that has not been generally explored because I concentrated on my investigation. Meanwhile future research can include more factors and larger sample size to obtain generalized data about the mentality of Bangladeshi customers as an influence on consumer purchasing behavior. Incorporating additional consumer mindset aspects in the same survey might yield more detailed data in this regard. Qualitative researchers are more likely to play an unbiased role in the research process. As a result, reasonable participants' responses to the phenomenon under study are primarily overlooked in quantitative research (Brigitte et al., 2007). A qualitative approach can lead to additional qualitative studies on the
elements since it reveals each facet's in-depth function, hence the purchasing behavior of customers in Digital Bangladesh.
8 References


Publications.


American Marketing Association.


Appendix 1

Questionnaires to Consumers in social media who are experience in online purchase in Digital Bangladesh.

1. Would you prefer to do online shopping through social media platform (Facebook, Instagram etc.) in Digital Bangladesh?
2. Which digital platform do you mostly use for purchasing a product on social media?
3. Before making a buying decision on social media, do you use or search companies or product details? 10 responses
4. As a consumers in Bangladesh, what do you prefer more among online shopping or traditional shopping?
5. What is your opinion to this statement that “Social media enhance my knowledge about online buying products or services in Bangladesh”?
6. What type of changes required on social media buying, and selling process?
7. Do you prefer to buy branded product through social media platform in digital Bangladesh?
8. Do you think consumers buying behavior theory relevant, and support business strategies?
9. What elements or factors encourage you to buy product through social media platform (Facebook, Instagram etc.)
10. If a product or service get viral on digital media then what do you think as a consumers? Will you get attracted towards that goods or services?
Appendix 2

Response- 1:

**Time and date:** 2021/05/15, 10:17:11 PM, GMT+2

1. Would you prefer to do shopping online through social media platform (Facebook, Instagram etc.) in Digital Bangladesh?
   
   Ans: Yes, it allows me to see reviews of other customers who bought it before me.

2. Which digital platform do you mostly use for purchasing a product on social media?
   
   Ans: I always buy from Facebook.

3. Before making a buying decision on social media, do you use or search companies or product details?
   
   Ans: Yes I search companies & compare the price given in different pages.

4. As a consumer in Bangladesh, what do you prefer more among online shopping or traditional shopping?
   
   Ans: Online Shopping. It helps me to avoid transportation Chaos & traffic jam mostly.

5. What is your opinion to this statement that “Social media enhance my knowledge about online buying products or services in Bangladesh”?
   
   Ans: Yes, its correct because before buying a product I am getting a chance to research on its price & quality which enhance my knowledge on that product.
6. What type of changes required on social media buying and selling process?

Ans: I think the picture of product & it specification which was given during purchase should match exactly with the product which is delivered. In this circumstance I prefer COD (Cash on delivery) & it should be available on all pages. A smooth refund process is also needful. 24/7 customer care center should be available as well.

7. Do you prefer to buy branded product through social media platform in digital Bangladesh?

Ans: I prefer to buy branded goods online specially now during the period of pandemic.

8. Do you think consumer buying behavior theory relevant and support business strategies?

Ans: I have no knowledge about this.

9. What elements or factors encourage you to buy product through social media platform (Facebook, Instagram etc.)

Ans: Facebook allows me to see clear picture of product. Customers’ reviews, rating.

10. If a product or service get viral on digital media then what do you think as a consumer? Will you get attracted towards that goods or services?

Ans: If it is what I need for my daily life may be I will be more attracted to buy it.

Response-2:

Time and date: 2021/05/15, 10:21:18 PM, GMT+2
1. Would you prefer to do shopping online through social media platform (Facebook, Instagram etc.) in Digital Bangladesh?

Ans: I am a regular consumer from social media platform.

2. Which digital platform do you mostly use for purchasing a product on social media?

Ans: I always buy from Facebook pages.

3. Before making a buying decision on social media, do you use or search companies or product details?

Ans: I always look for blogs, online feedbacks and youtube reviews.

4. As a consumer in Bangladesh, what do you prefer more among online shopping or traditional shopping?

Ans: I definitely prefer online shopping.

5. What is your opinion to this statement that “Social media enhance my knowledge about online buying products or services in Bangladesh”?

Ans: I agree to the statement.

6. What type of changes required on social media buying and selling process?

Ans: I think more transparency in product quality can be done.

7. Do you prefer to buy branded product through social media platform in digital Bangladesh?

 Ans: I don’t like to buy always from facebook pages but for branded goods I always prefer online purchase.
8. Do you think consumer buying behavior theory relevant and support business strategies?

Ans: It does play a vital role to support businesses.

9. What elements or factors encourage you to buy product through social media platform (Facebook, Instagram etc.)

Ans: I think online shopping saves a lot of time.

10. If a product or service get viral on digital media then what do you think as a consumer? Will you get attracted towards that goods or services?

Ans: I always get attracted to attractive goods and online promotions.

Response 3:

Date and time: 2021/05/15, 10:27:47 PM, GMT+2

1. Would you prefer to do shopping online through social media platform (Facebook, Instagram etc.) in Digital Bangladesh?

Ans: I always buy from Facebook and Instagram.

2. Which digital platform do you mostly use for purchasing a product on social media?

Ans: I prefer both Facebook, Instagram.

3. Before making a buying decision on social media, do you use or search companies or product details?

Ans: I always search for details before buying.

4. As a consumer in Bangladesh, what do you prefer more among online shopping or traditional shopping?
5. What is your opinion to this statement that “Social media enhance my knowledge about online buying products or services in Bangladesh”?

Ans: As blogging is a new trend and people do follow bloggers so in that case social media definitely enhance knowledge about online buying products and services.

6. What type of changes required on social media buying and selling process?

Ans: Proper information about their products and avoid using fake pictures! They should maintain originality about their products.

7. Do you prefer to buy branded product through social media platform in digital Bangladesh?

Ans: I mostly buy branded goods online.

8. Do you think consumer buying behavior theory relevant and support business strategies?

Ans: I think it does play an important role.

9. What elements or factors encourage you to buy product through social media platform (Facebook, Instagram etc.)

Ans: Authentic products from all over the world. Though before buying people should research about the sites they are buying from.

10. If a product or service get viral on digital media then what do you think as a consumer? Will you get attracted towards that goods or services?

Ans: Yes, will definitely do some research over that product to see whether it’s for good or bad.
Response 4:

Date and time: 2021/05/15, 10:29:27 PM, GMT+2

2. Would you prefer to do shopping online through social media platform (Facebook, Instagram etc.) in Digital Bangladesh?

Ans: I do a lot online shopping on social platform but I also prefer to justify the feedbacks before purchasing.

2. Which digital platform do you mostly use for purchasing a product on social media?

Ans: I always prefer to buy goods on Facebook.

3. Before making a buying decision on social media, do you use or search companies or product details?

Ans: I always check both product and company details before buying the goods.

4. As a consumer in Bangladesh, what do you prefer more among online shopping or traditional shopping?

Ans: Nowadays I prefer to go online shopping.

5. What is your opinion to this statement that “Social media enhance my knowledge about online buying products or services in Bangladesh”?

Ans: True for me, because I do a lot of research before buying a product. I compare the price, quality and sometimes look for reviews. That's how it enhances my knowledge.

6. What type of changes required on social media buying and selling process?

Ans: I think more detailed information, more developed apps and easy paying methods.
7. Do you prefer to buy branded product through social media platform in digital Bangladesh?

Ans: Ofcourse I love to buy branded products online.

8. Do you think consumer buying behavior theory relevant and support business strategies?

Ans: Mostly do I guess.

9. What elements or factors encourage you to buy product through social media platform (Facebook, Instagram etc.)

Ans: Saves time and hassle free. Besides I get the trendiest product in one click.

10. If a product or service get viral on digital media then what do you think as a consumer? Will you get attracted towards that goods or services?

Ans: Depends, what kind of product. If its a dress then No, because I go for something unique but if its a skin product or so, then obviously I will be attracted.

Response-5:

Date and time: 2021/05/16, 12:11:53 AM, GMT+2

1. Would you prefer to do shopping online through social media platform (Facebook, Instagram etc.) in Digital Bangladesh?

Ans: Definitely I prefer online shopping on digital platforms.

2. Which digital platform do you mostly use for purchasing a product on social media?

Ans: I always go for Facebook.
3. Before making a buying decision on social media, do you use or search companies or product details?

Ans: Most of the time I don’t check anything before I buy.

4. As a consumer in Bangladesh, what do you prefer more among online shopping or traditional shopping?

Ans: I always go for online shopping.

5. What is your opinion to this statement that “Social media enhance my knowledge about online buying products or services in Bangladesh”?

Ans: I would say this statement is a very strong and true statement.

6. What type of changes required on social media buying and selling process?

Ans: I think fidelity can be improved in this process.

7. Do you prefer to buy branded product through social media platform in digital Bangladesh?

Ans: I always get motivated by online advertisements. If it's good, I always buy that product.

8. Do you think consumer buying behavior theory relevant and support business strategies?

Ans: I think it does help business strategies but I am not sure in what extent.

9. What elements or factors encourage you to buy product through social media platform (Facebook, Instagram etc.)

Ans: I would say online shopping saves times.
10. If a product or service get viral on digital media then what do you think as a consumer? Will you get attracted towards that goods or services?

Ans: I get attracted to digital promotions easily and I end up buying goods for no reason.

Response 6:

Date and time: 2021/05/16, 6:22:28 AM, GMT+2

1. Would you prefer to do shopping online through social media platform (Facebook, Instagram etc.) in Digital Bangladesh?

Ans: I don’t do online shopping frequently, I like to go for traditional shopping when I buy something.

2. Which digital platform do you mostly use for purchasing a product on social media?

Ans: If I do online shopping, I like to do shopping from chaldal.com.

3. Before making a buying decision on social media, do you use or search companies or product details?

Ans: I always search for product details.

4. As a consumer in Bangladesh, what do you prefer more among online shopping or traditional shopping?

Ans: I mostly prefer Traditional shopping.

5. What is your opinion to this statement that “Social media enhance my knowledge about online buying products or services in Bangladesh”?

Ans: Before I buy a product I always check review from different social media group which will enhance my knowledge as well as influence my buying decision.
6. What type of changes required on social media buying and selling process?
Ans: I think online businesses should have more price transparency and more product detail about the products.

7. Do you prefer to buy branded product through social media platform in digital Bangladesh?
Ans: I always like to go to stores for buying branded products because it deduces the risk.

8. Do you think consumer buying behavior theory relevant and support business strategies?
Ans: I would say it does support business strategies.

9. What elements or factors encourage you to buy product through social media platform (Facebook, Instagram etc. )
Ans: I think companies should have price transparency.

10. If a product or service get viral on digital media then what do you think as a consumer? Will you get attracted towards that goods or services?
Ans: It certainly creates brand value and creates massive marketing. Attraction is based on how they represent their product or ad.

Response 7:
Date and time: 2021/05/16, 6:51:07 AM, GMT+2.

1. Would you prefer to do shopping online through social media platform (Facebook, Instagram etc. ) in Digital Bangladesh?
Ans: I do prefer social media platform for shopping.
2. Which digital platform do you mostly use for purchasing a product on social media?

Ans: I always buy my goods from Evaly.

3. Before making a buying decision on social media, do you use or search companies or product details?

Ans: I always search for product details. I think searching for a company detail in the beginning doesn't make any sense.

4. As a consumer in Bangladesh, what do you prefer more among online shopping or traditional shopping?

Ans: I prefer online shopping.

5. What is your opinion to this statement that “Social media enhance my knowledge about online buying products or services in Bangladesh”?

Ans: I am not sure about it but I think it can be relevant.

6. What type of changes required on social media buying and selling process?

Ans: I think companies can work for quality check.

7. Do you prefer to buy branded product through social media platform in digital Bangladesh?

Ans: I love to buy branded products online.

8. Do you think consumer buying behavior theory relevant and support business strategies?

Ans: I think it supports and plays a relevant role on business development strategies.
9. What elements or factors encourage you to buy product through social media platform (Facebook, Instagram etc. )

Ans: I would say for me ,mostly Facebook.

10. If a product or service get viral on digital media then what do you think as a consumer? Will you get attracted towards that goods or services?

Ans: I try to skip this promotions as I feel like it’s waste of money.

Response- 8:

Date and time: 2021/05/16, 7:21:59 AM, GMT+2

1. Would you prefer to do shopping online through social media platform (Facebook, Instagram etc. ) in Digital Bangladesh?

Ans: I always go for online shopping by social media platforms.

2. Which digital platform do you mostly use for purchasing a product on social media?

Ans: I always go for Facebook but I also check Evaly and chaldal.com for online shopping.

3. Before making a buying decision on social media, do you use or search companies or product details?

Ans: I always seach for feedbacks and reviews.I do not want to get a bad product for no reason.

4. As a consumer in Bangladesh, what do you prefer more among online shopping or traditional shopping?

Ans: I always prefer online shopping.
5. What is your opinion to this statement that “Social media enhance my knowledge about online buying products or services in Bangladesh”?

Ans: I think it is correct as social media plays a significant role on E-WOM.

6. What type of changes required on social media buying and selling process?

Ans: I think online business page should provide proper information.

7. Do you prefer to buy branded product through social media platform in digital Bangladesh?

Ans: I do like to buy branded products online as it saves time.

8. Do you think consumer buying behavior theory relevant and support business strategies?

Ans: I think it is very much connected with the entire process.

9. What elements or factors encourage you to buy product through social media platform (Facebook, Instagram etc.)

Ans: I always look for home delivery option. If it exists, than I prefer to buy from that particular page.

10. If a product or service get viral on digital media then what do you think as a consumer? Will you get attracted towards that goods or services?

Ans: Depends on the situation. If I am up to shopping maybe I will go for it but mostly I try to avoid.

Response - 9:

Date and time: 2021/05/16, 7:22:03 AM, GMT+2
1. Would you prefer to do shopping online through social media platform (Facebook, Instagram etc.) in Digital Bangladesh?
   Ans: Well, sometimes. I don’t prefer always online shopping.

2. Which digital platform do you mostly use for purchasing a product on social media?
   Ans: I mostly use Facebook, sometimes I also check the same product in other platforms for price comparison.

3. Before making a buying decision on social media, do you use or search companies or product details?
   Ans: I always check online reviews or youtube reviews.

4. As a consumer in Bangladesh, what do you prefer more among online shopping or traditional shopping?
   Ans: I prefer both of them.

5. What is your opinion to this statement that “Social media enhance my knowledge about online buying products or services in Bangladesh”?
   Ans: I am not sure as I don’t have any knowledge about it.

6. What type of changes required on social media buying and selling process?
   Ans: I think maybe the price scale can be improved.

7. Do you prefer to buy branded product through social media platform in digital Bangladesh?
   Ans: I actually never buy branded products online. I prefer to go to stores and check physically.
8. Do you think consumer buying behavior theory relevant and support business strategies?
Ans: I think it supports a lot because without consumers businesses can not survive.

9. What elements or factors encourage you to buy product through social media platform (Facebook, Instagram etc.)
Ans: I get attracted to sale promotions or while influencers talk about something it encourage me more.

10. If a product or service get viral on digital media then what do you think as a consumer? Will you get attracted towards that goods or services?
Ans: I think It creates a place in my mind and it encourage me to do more shopping.

Response- 10:
Date and time: 2021/05/16, 10:19:22 AM, GMT+2

1. Would you prefer to do shopping online through social media platform (Facebook, Instagram etc.) in Digital Bangladesh?
Ans: Definitely I always prefer to buy online.I always go for online shopping instead of traditional shopping.

2. Which digital platform do you mostly use for purchasing a product on social media?
Ans: I use Facebook mostly.

3. Before making a buying decision on social media, do you use or search companies or product details?
Ans: Yes, definitely. I believe, feedbacks are very important before buying online.

4. As a consumer in Bangladesh, what do you prefer more among online shopping or traditional shopping?
Ans: I always prefer online shopping. Being a corporate, I don’t have so much time to do shopping. I feel like it saves my time.

5. What is your opinion to this statement that “Social media enhance my knowledge about online buying products or services in Bangladesh”?
Ans: I think social media plays important role on encouraging online purchase.

6. What type of changes required on social media buying and selling process?
Ans: Customer service should be faster.

7. Do you prefer to buy branded product through social media platform in digital Bangladesh?
Ans: I always prefer to buy online but I always look for authentic pages.

8. Do you think consumer buying behavior theory relevant and support business strategies?
Ans: I think it is relevant to the process.

9. What elements or factors encourage you to buy product through social media platform (Facebook, Instagram etc.)
Ans: I prefer Facebook. I believe facebook ads are more informative and provides proper idea about the products.
10. If a product or service get viral on digital media then what do you think as a consumer? Will you get attracted towards that goods or services?

Ans: Yes, definitely. I always end up buying a product if it seems attractive to me.
Appendix 3

Bangladesh is one of the least developed countries, and its global ranking on Networked Readiness Index is 101 out of 133 countries (Dutta, S. and Lanvin, B., 2019). The study also lists some underlying problems, such as a bureaucratic mindset, lack of political vision, financial issues, low education level, poor infrastructure, limited resources, illiteracy, and a cloudy conception of the idea of digital Bangladesh.

<table>
<thead>
<tr>
<th>Year</th>
<th>Users</th>
<th>Population</th>
<th>% Pen</th>
<th>GDP p.c*</th>
<th>Using Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>100,000</td>
<td>134,824,000</td>
<td>0.1</td>
<td>N/A</td>
<td>ITU</td>
</tr>
<tr>
<td>2007</td>
<td>450,000</td>
<td>137,493,990</td>
<td>0.3</td>
<td>US$ 466</td>
<td>ITU</td>
</tr>
<tr>
<td>2009</td>
<td>556,000</td>
<td>156,050,883</td>
<td>0.4</td>
<td>US$ 574</td>
<td>ITU</td>
</tr>
<tr>
<td>2010</td>
<td>617,300</td>
<td>158,065,841</td>
<td>0.4</td>
<td>US$ 624</td>
<td>ITU</td>
</tr>
<tr>
<td>2011</td>
<td>5,501,609</td>
<td>158,570,535</td>
<td>3.5</td>
<td>US$ 700</td>
<td>ITU</td>
</tr>
<tr>
<td>2012</td>
<td>8,054,190</td>
<td>161,083,804</td>
<td>5.0</td>
<td>US$ 700</td>
<td>ITU</td>
</tr>
<tr>
<td>2015</td>
<td>53,941,000</td>
<td>168,957,745</td>
<td>31.9</td>
<td>US$ 1,080</td>
<td>IWS</td>
</tr>
</tbody>
</table>

*Figure 6. GDP in US dollars. (Rahman, et al., 2018)*

Source: International Monetary Fund (Internetworldstats.com, 2015).

<table>
<thead>
<tr>
<th>Operator</th>
<th>Subscriber</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Internet</td>
<td>58.661</td>
</tr>
<tr>
<td>WIMAX</td>
<td>0.124</td>
</tr>
</tbody>
</table>
Consumers belong to different online groups generally, and those groups can change their purchasing decisions behavior frequently. According to Agyeman et al. (2003), joint decision-making is defined as consumers' decisions within the environment around them, such as the environment of family, friends, and coworkers. Traditionally, consumers make their purchase decisions based on information they received through mass media (e.g., advertising, newspapers, and television comments). However, nowadays, online social networks can have the power to affect consumers' purchase decisions (East et al., 2016). Different social network groups possess the ability to influence Consumers' purchase decision (Agyeman et al., 2003):

- **Primary groups:** These groups are characterized by the size and the close relationship within individuals (e.g., family members, close friends).

- **Secondary groups** are comprised of more than one primary group (e.g., a more comprehensive social system within organizations or universities).

### Table 7. Subscriber in a million. (Rahman, et al., 2018)

<table>
<thead>
<tr>
<th>ISP + PSTN</th>
<th>3.219</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>62.004</td>
</tr>
</tbody>
</table>

Source: BTRC (BTRC, 2018).

### Table 8. Gender of the respondents (Rahman, et al., 2018).

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>62.5</td>
</tr>
<tr>
<td>Female</td>
<td>37.5</td>
</tr>
</tbody>
</table>
Informal groups: These groups are made up of individuals with common interests or cultures.

Formal groups: These groups are organized with a more rigid structure.

Virtual groups (communities): These groups are based on online social networks, blogs.

Reference groups: Individuals or groups whose opinions or behavior are essential to consumers and impact their behavior.

Cultural figures, parents, large and formal organizations, small and informal groups are examples of comparison groups. Since they are a part of the consumers' day-to-day life, small and informal parties have a more substantial influence on buying decisions (Agyeman et al., 2003). According to Schiffman & Kanuk (2009), market buying decisions are influenced in several ways by all forms of comparison groups. Informational influence plays a significant role in purchasing purposes. It also inquires various labels. On the other hand, utilitarianism affects consumers' purchasing choices based on the approval of their social classes.

Influence and previous experiences also have a significant contribution to consumers’ decision-making process. While choosing a particular brand, it is vital to communicate value or the image of consumers' preferences (Solomon et al., 2010).