



PROJECT REPORT ON
**“THE BUYING BEHAVIOUR OF BANGLADESHI CUSTOMERS
BASED ON FACEBOOK LIVE MARKETING”**

The Project Report is submitted to the Faculty of Business
Administration in Fulfilment of the Requirements for the Degree of
Bachelor of Business Administration (BBA)

Submitted To

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Letter of Transmittal

11th October, 2021

To

Mimnun Sultana

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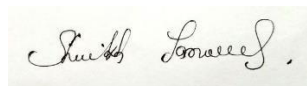
Subject: Submission of project paper on “the buying behaviour of Bangladeshi customers based on Facebook Live Marketing”. *Dear Madam,*

You will be happy to know that I’ve recently finished preparing my project paper on “The buying behaviour of Bangladeshi customers based on Facebook Live Marketing”. When I discovered that the German research firm Statista had predicted that the online fashion market in Bangladesh was currently \$598 million and that it was expected to reach around \$1.24 billion in 2022, Facebook Livestream became an interesting topic for me. The firm also predicted that the online sales of toys and hobby products totalled \$260 billion in Bangladesh, which could almost double to \$442 billion in Bangladesh by 2023. Thus, the popularity of Facebook Live Streaming will also increase due to the need for online streaming to sell these products online.

The study has been prepared following all the guidelines you have advised me till now and all the data are collected from relevant valid sources. Moreover, I have conducted an online survey to gather my primary data for this project.

I will be highly glad if you accept my report and share your valuable remarks.

Your most obedient student,



Sheikh Tamanna

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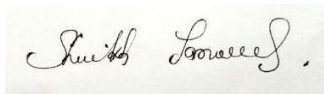
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Students' Declaration

I am Sheikh Tamanna, a student of United International University's BBA program, declaring that the primary data used in the report, are collected by me and the secondary data are collected from relevant sources. The report enhanced my knowledge regarding consumer buying behaviour and Facebook Livestreaming which is a popular way to sell products online in a quick time. Finally, the report has been prepared for my project purpose only and not been submitted to any other platform before.



Sheikh Tamanna

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Acknowledgement

In the name of Allah, the most merciful and compassionate.

Preparing the report on Facebook Livestreaming marketing finds very interesting to me. The preparation of this report could not be possible without the strong support and help of many people. Therefore, in this part, I desire to share my obedient thanks to all of them.

I am very grateful to the project supervisor, my honourable course faculty, & Assistant Professor of United International University, Mimmun Sultana for her guidance, assistance, and continuous supervision. Without her relentless supports and encouragements, the completion of this project report was difficult in these short periods of time schedule.

In addition, I'd love to share my special appreciation and thankfulness to the people and individuals who participated in the survey for giving me so much attention and time.

Furthermore, want to thank my parents and friends for their friendly cooperation and encouragements, which was very helpful for me in completing this project.

At last, I'd also like to thank my colleagues and myself for developing this project, as well as those who are willing to help me develop my skills.

Abstract

The Facebook Live Stream feature ushered in a new era for online marketing to sell products and services. In developing countries like Bangladesh, this marketing communication strategy has provided a platform for thousands of entrepreneurs, especially female entrepreneurs. It has great potential to become an emerging industry because a well-designed Facebook live broadcast is a great way to share long-form, well-thought-out content presented by hosts to promote products and services online. However, This study is prepared to evaluate the way Facebook Livestream marketing is shaping Bangladeshi customers buying behaviour. This study found important factors that change the buying behaviour of young people in Bangladesh. It has been found that consumers often shop online but most people feel that online shopping is not safe enough. In the case of live stream products, it usually attracts customers' interest in the product but they do not pay much attention to the host's preferences. Owners are usually unable to persuade customers to make purchasing decisions, customers believe that most of them are unreliable, and customers 'buying behaviour is also influenced by the price of the product. Customers often see real-time conversations of marketers on Facebook, but they rarely buy. They are usually attracted to the host and look for the host's dress code and communication skills adequately. Also, customers review the Livestream Marketing Host page and feedback before making any purchase decisions. More important results are found by this study that young Bangladeshi customers buy your products from their favourite pages/live sessions because they see that they are like their quality. These are usually present when the live event occurs on a favourite page. Moreover, Bangladeshi customers prefer to shop online than any physical store because they find unique products in online stores. Although the percentage of online purchases has increased and most products and services are available online, consumers continue to support the physical market more than the online market, which shows that they find more products in the physical market than in the online market.

Key Words: *Facebook LiveStream marketing, Marketing Strategy, Online Marketing, Social Media Marketing, Customer Behavior, Customer Buying Behavior, Customer Feedback Analysis.*

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CHAPTER ONE

INTRODUCTION AND BACKGROUND



1.1 Introduction

Online marketing is an activity that uses web-based networks to broadcast information about a company's brand, products, or services to possible consumers. The goal of marketing is to show their position in front of potential consumers: online reading, searching, buying and socializing. The study of consumer behaviour is also how people make choices about their purchases, desires, needs, or behaviours related to products, services, or businesses. More and more companies are competing for the attention and money of their customers than ever before, providing them with more choices than ever before. If you don't understand customer behaviour, then staying competitive is critical. Brands can understand market expectations by looking at customer behaviour. It also helps them make changes so that customers can make better buying choices in the future. Marketing can have a significant impact on customer behaviour. When people react to marketing activities, the marketing activities will receive attention. The more people talk about a brand and its products, the more likely they are to buy them. Customers who used to go to the first store are now doing research on the Internet the day before going to the physical store, reading other people's reviews, and comparing costs, delivery times, and similar products. Consumers often seek social media pages of brands to know this information. Brands also use social media live stream along with other online marketing tools to assist consumer to know the information in a more convenient way. Here, online live streaming is an easy art to reach the audience in real-time on channels like Facebook, Instagram, Twitter, and LinkedIn. The purpose of a social broadcast can be to promote a brand or service, attract a target audience, or conduct a live conversation (Memon, M., 2021).

Among other social networks, Facebook, propelled in 2004, has built a universal presence. The platform offers a social network that permits the creation of private profiles that later help share information and connect with others (Haque, 2013). To make the marketing process easier, Facebook have provided a feature that allows its members to live-stream videos on their Facebook page and engage with their followers in real-time. In Bangladesh, a lot of business pages is using this feature for marketing purposes for their products. Marketing products and services through this

Facebook live is now referred to as Facebook Live Marketing. It is an amalgamation of private and professional use. Tufecki and Lewis et al. (2008), emphasized that females are more expected and publicly active on Facebook and continue a greater variety of networks than men. When discovering the commercial atmosphere, females find numerous challenges that hinder their efforts to enter the commercial world with males. However, in online business, Facebook deviates the landscape through the balance of power; face-to-face interactions; limited access to political and social positions; financial strength; time and lack of experience; expense constraints; etc. (Herring 2001; Schwartz-DuPre 2006). Additionally, Facebook wanted pages that take longer to generate original content, engage audiences, and view it. However, since then a new era of social media marketing had begun with the Facebook Live feature. This is a recording device of our choice, be it an honest camera, laptop, or mobile device, which allows sellers to upload live interactive streams to our Facebook viewers. Countries like China now have a growing live streaming industry. Designed Facebook Live is a great way to share extensive and thought-provoking content that draws and engages audiences like anything else (Ins and out, 2020).

However, a prominent Bangladeshi researcher previously found that Bangladeshi women entrepreneurs using their Facebook Live feature have significantly increased their product marketers and there is high potential for future market self-employment in Bangladesh (Sultan and Sharmin, 2020). Therefore, the report focuses on Facebook's direct marketing and measurement analysis of the buying behaviour of Bangladeshi customers.

1.1 Background of the Report

In the past few decades, online shopping has replaced traditional retail as the preferred payment method for customers. It makes sales in the digital age easier and helps modernize online transactions. As a result, consumer behaviour and buying habits have changed. During the Covid-19 epidemic, consumer behaviour has undergone major changes. The absence of a contactless economy is now a matter of life and death. While we used to believe that the youth of today would easily transition to the e-commerce sector, our parents and grandparents already have bKash wallets that are now being used through the Facebook shop or ChalDal.com. According to

LightCastle Partners' Bangladesh Entrepreneurship Ecosystem: Fintech Model Dashboard, e-commerce retail is now the third-largest source of financing in Bangladesh. The industry has raised approximately US\$41 million in foreign investment. Although this is encouraging for the future of the e-commerce industry, it also highlights the reality that companies, platforms, and regulators must recognize the industry's overall negative concerns and challenges, and must explore how to address them now and in the future Possible solutions to the problem.

For various reasons, customers are increasingly buying online. These platforms were needed even before the pandemic broke out. One of the most important reasons is that online ordering may be more convenient due to busy schedules, traffic, and long distances. This is especially true if the product is new and the company has always enjoyed a safe and proper reputation for delivering goods. With the help of companies such as banks and Sslcommerz and now mobile wallets such as bKash, the expansion of this field has benefited from secure and simple online payments. With the onset of the Covid-19 pandemic, online transactions have reached a peak due to the nature of the disease and the fact that the contactless economy is no longer a luxury but a necessity for survival. After the epidemic, the world slowly entered a new normal, and it is obvious that e-commerce plays an important role in the economy. In addition, thanks to institutions such as banks and Sslcommerz, as well as mobile wallets such as bKash, safe and convenient online payments are helpful to the development of the industry. Due to the nature of this disease and since the beginning of the Covid-19 epidemic, the contactless economy is no longer a luxury but a necessary condition for existence, and online transactions have increased dramatically. Obviously, as the world gradually adjusts to the epidemic, the ecommerce industry will play an important role in the economy.

The report is prepared to analyse Facebook live marketing and to analyse the buying behaviour of customers living in Bangladesh attracted by Facebook live marketing. The report is essential to submit for an undergraduate student who has completed a total of twelve semesters and successfully passed all the courses designated by the Bachelor of Business Administration (BBA) in United International University. In the final semester, students can freely choose either an internship

program or a project thesis report. The students who chose the internship program, have to join any organization or company as an intern in order to learn practical work experience depending on their theoretical learnings that they learned from the university. At the end of the semester, students have to submit their internship reports based on their organization or their industry. The students who chose the project thesis, on the other hand, are not required to join any organization, rather they have to concentrate on any established or emerging industry in order to apply their learnings to the industry through their project thesis.

Due to the COVID-19 outbreak and lockdown situations, it was difficult to select the internship program as very few internship opportunities are available these days. Moreover, as a student of Human Resource Management (HRM), I know that measuring customer buying behaviour allows managers to identify the factors that influence customers to decide to purchase. By doing so, they can implement the necessary development initiatives before customers leave the brand. Therefore, I have chosen the project thesis so that I can apply my knowledge to learn the ways and factors to measure customer buying behaviour.

1.3 Significance of Report

The significance of this study is studying consumer buying behaviour is the most important, because it helps us to understand customer expectations as a future marketer. It can help customers understand the products they buy. Moreover, it is important for individuals or groups to understand customers and how they share their experiences to meet their needs or needs when selecting, purchasing, subscribing to, or disposing of products and services (Wood, & Solomon, 2009). It can help marketers research and understand customer behaviour so that they can place products in specific target groups or audiences.

Furthermore, regarding the prospects of marketers, this research can help us assume that the main goal of Facebook Live Marketing is to sell products and services to more people so that more profits can be made through social media and online customers. In the past, marketers successfully achieved their goals. But, nowadays, it

is not easy to sell or induce customers to buy products, because consumers are more aware of the use of the product and other information related to the product (Tyagi, & Kumar, 2004)). Therefore, to sell products or services or persuade consumers to buy products, marketers need to conduct appropriate research to convince them. Finally, the study will also share the likes and dislikes of customers who purchase products on the Facebook Live platform and design products based on their marketing efforts.

1.4 Objectives of the Report

The goal of the research is usually expressed in simple language, designed to be understood by readers and researchers. The goal of the report is to state the purpose of the research without making any assumptions. The overall goal of my research outlines what I want to learn or discover through hard work. The specific goals will detail what I will do, when, when, how and why at each stage of the research.

a. General objectives: The report analyses the Bangladeshi consumers buying behaviour in respect of Facebook Live marketing videos that are getting enormous acceptance by the sellers who sell on social media platforms and website.

b. Specific objectives:

- I. To analyse the social media marketing concepts and consumer behaviour of Bangladeshi consumers.
- II. To know whether Bangladeshi customers find online purchase safe.
- III. To compare the views of live marketing with the actual purchase.
- IV. To identify the influence of the hosts of the Live marketing.
- V. To analyse the most preferred market for making final purchase.
- VI. To analyse the factors that affects the consumer buying behaviour.

1.5 Limitations of Preparing the Report

The limitation of the research is the nature of the design or method, which affects or impacts the interpretation of our research results. Some important limitations of this study are:

a. In the process of collecting data, it was difficult to gather customers who had real experience purchasing products by watching Facebook Live Marketing. There are lots of Facebook users who use Facebook but have no shopping experience or users only buy from their acquaintances.

b. Although the purpose of this study is to provide information to ordinary Bangladeshi suppliers who sell products through Facebook live broadcasts, some customers mainly buy products from nearby suppliers. In addition, they bought most of the products from acquaintances from any seller who provided more exposure, so it seemed difficult to get a partial response.

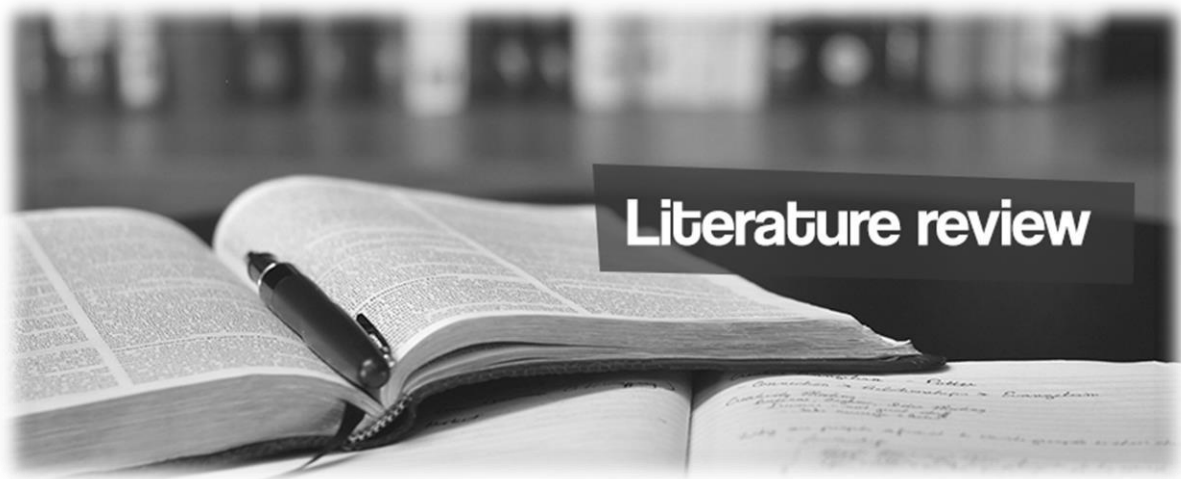
c. Because of the COVID-19 pandemic, the research was limited to a small number of people who had questions about study timing, lockdown, and social distance. Since a small sample size might make it difficult to evaluate whether a specific finding is genuine, a type II mistake may arise, i.e., the findings are valid but there is no difference between the research groups stated.

1.6 Organization of the Report

The study is organized by a total of five chapters. The first chapter introduces the study topic, Background, significance, objectives and limitations. The second chapter contains a review of the literature relevant to establish the study' field. The third chapter contains methods followed to prepare the study. The fourth and the most important chapter explains the findings and analysis part based on the overall survey responses that are analysed by quantitative measures and interpreted qualitatively. Finally, the study will conclude in chapter five with some recommendations so that Facebook Live Marketing can provide more quality services and attract more customers.

CHAPTER TWO

LITERATURE REVIEW



2.1 Social Media

Through communities and virtual networks, the technology of interaction with social media facilitates the production or exchange of information, ideas, professional interests and other types of expression [Kietzmann et al. , 2011; Auba and Wildman (2015)]. It emphasizes the connectivity and interdependence of our multicultural world and has become a vital aspect of our lives. People can use interactive social media to communicate and interact with easily accessible content on the Internet. In today's culture, the number of internet users has grown to the point that social media is becoming more and more important in everyday life and forms. This type of communication in an online environment encourages participatory conversation and, therefore, develops awareness of other points of view. People on social media have the opportunity to communicate their opinions to the public via regular virtual media and engage in dialogues and conversations, which means everyone is both editor and commentator on cyberspace (Georgetown University, 2010).

Additionally, according to Boyd and Ellison (2007), social networking sites allow users to create personal profiles on the system, examine the profiles of other people with whom they share connections, and communicate with others. . The description of social networking sites lays the foundation for the functionality of a certain website. Facebook, YouTube, Twitter, and iPhone are the four most popular forms of social media and websites (Boyd & Ellison, 2007).

Social networks are used for several purposes. First of all, you need to create contact and engagement with people. According to Maslow's Hierarchy of Needs (1954), people gain a sense of tolerance by establishing relationships with others. Individuals try to meet Maslow's third need after satisfying their physiological and protective needs. The included social media allow people to interact with others and connect to various networks through virtual communities on the internet. People use social media to gain knowledge and understand other views and perspectives on topics and events when chatting with others online. Most importantly, social media is used for social interaction. It is a form of media that allows people to participate in conversations and online conversations without having to be face to face.

2.2 Social Media Marketing

Social media marketing is the use of social media platforms and websites to advertise items or services to specific audiences in order to build brands, improve sales, and drive website traffic (Felix, Rauschnabel and Hinsch, 2017). This involves creating great content for our social media profiles, listening and recruiting followers, analyzing our results, and advertising on social media. Facebook, LinkedIn, Instagram, Twitter, YouTube, Pinterest, and Snapchat are the most popular social media sites right now.

Despite the fact that electronic marketing and digital marketing remain dominant in academics, social media marketing is increasingly popular among practitioners and academics (Shaltoni, 2016). According to Wikipedia, most social media networks provide analytics tools that allow businesses to track their development, performance, and involvement in advertising efforts. Businesses use social media marketing to reach a wide range of stakeholders, including existing and potential customers, current and potential workers, journalists, bloggers, and members of the general public. Managing marketing efforts, governance, anticipating opportunities for more active or passive use, as well as the “culture” and “tone” of social media marketing needed to launch the business are all part of the story. job.

2.3 Consumer Buying Behaviour

Consumer buying or purchasing behaviour refers to the steps (offline and online) that the customer takes before purchasing a product or service. This process may include search engine searches, participation in social media posts, or various other operations. This process is important to the company because it can help the company better support its marketing plans through marketing initiatives that have successfully influenced customers in the past. Solomon et al. (1995) described that it is a study of the process involved when individuals or groups choose, purchase, use or have products, services, ideas or experiences to satisfy their needs and desires.

According to Blackwell et al. (Blackwell et al., 2006), consumer purchasing behaviour is itself a complex and dynamic problem that cannot be easily and universally defined. Therefore, different researchers have defined the concept of consumer

shopping behaviour in different ways. Furthermore, Martin & Morich (2011) defined consumer behaviour as the study of consumers and the processes used by consumers and their choices, use (consumption) and disposition of products and services, including emotional, psychological and delusional behaviour. consumer.

2.4 Online Marketing in Bangladesh

The growing proliferation of Information and Communications Technology ICT, especially the Internet connectivity across the country, is forcing the global business community to switch to electronic commerce. Online shopping allows customers to enter the global market, allowing them to compare prices between different regions and sites, regardless of whether prices change based on market segments and their knowledge of alternative products (Jagonews24.com, 2015). The world portrays them. Suppliers such as consumers can also benefit from more efficient services and can access the global market via the Internet.

In recent years, the United Nations Centre for Trade and Development (UNCTAD) has emphasized the importance of online shopping for e-commerce, particularly in developing countries (UNCTAD, 2017). UNCTAD has a special program to promote the transition to all sectors of e-commerce in developing countries. UNCTAD has also developed rules and guidelines for all types of global e-commerce transactions. The private sector in Bangladesh must be fully prepared to meet the needs and expectations of its customers and to compete with domestic and foreign competitors due to increasing globalization (Khan, 2014).

In this national situation, companies need to use ICT to power up their internal processes to increase competitiveness and efficiency on a global scale. Furthermore, companies must have sufficient influence and participation in the online world. In particular, these two issues have become necessary for Bangladesh's corporate sector (Dhaka Tribune, 2015).

2.5 Online buying behaviour of Bangladeshi customers

Although consumers had more complicated feelings about online shopping before 2019, the difficulties and uncertainties of online marketing make them more likely to buy the goods they need from the market. As the world gradually shifts from responding to COVID-19 to recovery and economic reopening, the lockdown era has clearly had a major impact on people's lifestyles. Due to disease, isolation and economic instability, people now behave differently from before. In some cases, this behavioural pattern will continue to change in the next few years. We can see these new consumption habits everywhere, from the way we work, to shopping, to how we spend our free time. Because of these rapid transformations, retailers and manufacturers of "consumer packaged goods" are facing major challenges. Many long-term changes in consumer behavior are still in the early stages, so the company has time to help create a new normal.

From a health and economic point of view, Bangladeshi consumers are deeply concerned about the impact of the pandemic. They react in different ways and have different attitudes, behaviours and buying habits. Consumers are afraid when they try to adapt to the new normal. When people think about what this crisis means for them, but more importantly, what it means for their families, their friends and society as a whole, the sense of fear is high. Furthermore, they are responding to the crisis in various ways. Some people feel anxious and worried, which encourages the panicked purchase of basic foods and hygiene products. At the other extreme, despite recommendations from the government and health professionals, some consumers are still indifferent to the outbreak and continue to do business as usual. Businesses need to understand consumer responses and develop personalized and personalized marketing strategies for everyone. The era of universal marketing is over.

Consumers in Bangladesh these days have focused their priorities on the most basic needs, leading to a surge in demand for hygiene, cleanliness and basic products, while non-essential categories have collapsed. As the "local buying" trend accelerates, the factors that influence brand decisions are also changing. As new consumers switch

to online shopping, there has also been growth in digital commerce and online marketing, and this growth is likely to continue after the pandemic is over.

2.6 Facebook Live Marketing in Bangladesh

One of the benefits of social media sites to the people in Bangladesh is their unexpected commercial potential, which can quickly connect buyers and sellers on a personal level. With the launch of the Facebook Live feature, this has been further enhanced, because it is now possible to obtain sales leads at the lowest cost by allowing sellers to directly interact with sales leads in real-time through a combination of audiovisual stimuli. Since the online fashion market in Bangladesh includes clothing, cosmetics and skincare products, it is one of the fastest-growing e-commerce areas in Bangladesh. Therefore, since real-time streaming is required to sell these products online, the popularity of real-time commerce will also increase (Nabi, 2020).

However, in Bangladesh, marketers can use Facebook Live to promote products, answer questions and receive instant orders. Some products attract more people than others. On average, Bangladesh holds 100 to 200 real-time streaming sessions every day, which increases to more than 500 during the Christmas period. Sometimes, there are 1,000 to 2,000 viewers in each live session. Unfortunately, there is no reliable data on the sales volume generated by the merchant in each session (Nabi, 2020).

CHAPTER THREE

RESEARCH METHODS



3.1 Research Design

The study follows a mixed research approach that follows both qualitative and quantitative research method to explore the consumers buying behaviour by watching live marketing on Facebook. The feedbacks collected by the survey questionnaire are analysed through quantitative measures with descriptive statistics and frequency analysis. The findings are interpreted qualitatively.

3.2 Survey Method

A survey question is prepared on Google Forms to collect behavioural information among Bangladeshi customers. The customer behaviour questions are designed following the **Likert Scale method**. When conducting investigations and studies, researchers often use this Likert scale, a psychological measurement index. Most survey researchers use this technique of scaling responses, so the terms "scoring scale" and "Likert-type scale" have become synonymous, although there are multiple

scoring scales available. In this study, the five point Likert scale is used to gather the consumers feedback regarding Facebook live marketing. The five points are:

1= Strongly disagree; 2= Disagree; 3= Neutral; 4=Agree; and 5= Strongly agree

However, the online questionnaire helps me to send a survey through a mailing to the customers and gather their response during this social distancing time of the COVID-19 outbreak.

3.3 Sampling Method

A total of 100 customers participated and share their opinion in the survey. Their demographic information and behavioural information are analysed in the findings section of the study.

However, all the customers are chosen by purposive **sampling method** (anyone who wishes to participate and have relevant experience in purchasing products by watching Facebook Live marketing) among my university friends, teachers and relatives. The participation based on gender and age group is described in the following tables. Here, the purpose sampling (also known as judgment sampling, selective sampling or subjective sampling) is a non-probability sampling in which researchers select individuals from the public to participate in their surveys based on their opinions. The main goal of purpose sampling is to focus on certain characteristics of the population of interest in order to effectively answer my research questions. As it is a decision, the purpose of which varies depending on the type of purposive sampling method used.

Table 1. Gender distribution of the surveyed population

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	Female	42	42.0	42.0	42.0
	Male	58	58.0	58.0	100.0

Total	100	100.0	100.0
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Among the total respondents, the majority are male customers (accounted for 58% of the total survey participants), while female customers are accounted for 42%.

Table 2. Age distribution of the surveyed population

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	1	1.0	1.0	1.0
	19	3	3.0	3.0	4.0
	20	15	15.0	15.0	19.0
	21	19	19.0	19.0	38.0
	22	19	19.0	19.0	57.0
	23	11	11.0	11.0	68.0
	24	12	12.0	12.0	80.0
	25	9	9.0	9.0	89.0
	26	6	6.0	6.0	95.0
	27	3	3.0	3.0	98.0
	28	2	2.0	2.0	100.0
	Total		100	100.0	100.0

However, after conducting the survey, it is seen that all the respondents are between the 18-28 age brackets. 1% customers are 18 years old; 3% are 19 years old; 15% customers are 20 years old; 19% customers are 21 years old; 19% customers are 22 years old; 11% customers are 23 years old; 12% customers are 24 years old; 9% customers are 25 years old; 6% customers are 26 years old; 3% customers are 27 years old; and 2% customers are 28 years old.

3.4 Procedures of Collecting Data

The data are collected from two sources. Mostly the primary data of the study are collected by the survey questionnaire (listed in the appendix section). The secondary

data are collected from several books, online blogs, newspaper articles and internet sources.

3.5 Analysis Procedure

The data are collected using the Likert scale methodology and presented the findings through frequency distribution tables. An interpretation is given below each of the tables or charts. The analysis has been prepared using SPSS, MS Word, and MS Excel.

3.7 Reliability and Validity

Reliability refers to the consistency of measurement. Psychologists consider three types of consistency: Test-retest reliability, internal consistency, and inter-rater reliability. The reliability of this report is analysed through the Cronbach Alfa reliability test where the result is measure by the following chart:

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

After conducting a reliability test, the following consistency measure is detected:

Table 3. Reliability Test

		Case Processing Summary	
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items

It is found that the alpha value is 0.873, which is in 'good' score based on the standard score of Cronbach Alpha. It denotes that the metric is used to ensure proper dependability and that it will give comparable findings under consistent settings.

Regarding validity, it means that the degree of measurement represents our expected variable in degree I have considered one thing which is reliability. When a test has good internal test reliability and consistency, I become more confident that these scores represent their expectations.

3.7 Ethical Consideration

We know that the concept of informed consent stipulates that researchers must provide participants with enough information and guarantees about the study's consequences so that they can make an educated, deliberate, and freely made decision about whether or not to participate, free of pressure or coercion.

In this section, I would like to announce the partnerships of my friends who helped me voluntarily post the link of my survey questionnaire to the customers, as it was difficult for me to gather more than 100 clients in a short time. Most importantly, participants in my survey provided informed consent before answering any of the questions. In addition, participants were further informed that they have the right to withdraw from the study at any time if they wish.

CHAPTER FOUR

FINDINGS AND ANALYSIS



4.1 Findings and Results

This chapter analyses the primary data that is collected through an online survey from 100 customers to measure the buying behaviour of Bangladeshi customers depending on Facebook Live Marketing. To express more specifically, the findings and analysis chapter analyses the factors that affect consumer purchase behaviour in Bangladesh. However, to identify Bangladesh customer behaviour, especially among the young population of Bangladesh as all the survey participants are between 18-19, the responses are analysed by descriptive statistics and the frequencies of responses in each statement.

4.2 Descriptive Statistics

Table 4. Descriptive statistics analysis

Descriptive Statistics							
	N	Min	Max	Mean	Std. Dev.	Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error

I do shop online frequently.	100	1	5	2.70	1.243	-.980	.478
I feel safe shopping online.	100	1	5	2.98	1.119	-.430	.478
I shop online from the live sessions on facebook market place.	100	1	5	3.83	1.334	-.993	.478
I do watch the full Facebook live where the product is shown.	100	1	5	3.94	1.293	-.439	.478
The host's presentation matters/attracts to me while doing online shopping.	100	1	5	2.71	1.499	-1.305	.478
The host's dress up matters/attracts to me while doing online shopping.	100	1	5	3.09	1.525	-1.471	.478
The host's products matter/attract to me while doing online shopping.	100	1	5	2.50	1.418	-.965	.478
I do give priority to the host's preference while doing online live shopping?	100	1	5	3.21	1.343	-1.221	.478
I do shop online from preferred particular pages/live sessions	100	1	5	2.66	1.372	-.877	.478
I think the products are meeting my standard.	100	1	5	2.72	1.111	-.403	.478
I do prefer online shopping.	100	1	5	2.75	1.226	-.892	.478
I usually find unique products while doing online shopping.	100	1	5	2.39	1.238	-.829	.478
The host usually can convince me to buy their product.	100	1	5	3.16	1.277	-.948	.478
I face any difficulty regarding the internet connection while watching the live sessions.	100	1	5	2.96	1.188	-.916	.478
The hosts of the live session are always trustworthy.	100	1	5	3.71	1.166	-.506	.478
The live sessions of facebook pages usually have a targeted audience/buyer.	100	1	5	2.34	1.216	-.487	.478
When different events take place from these online pages, I do attend them	100	1	5	3.68	1.309	-.815	.478
The hosts have better communication capability with the customers.	100	1	5	2.48	1.068	-.007	.478

There is no scope for bidding or bargaining in products while shopping online in Bangladesh.	100	1	5	3.82	1.351	-.596	.478
My purchase behaviour influence by the answer of the host from the comments of the customer.	100	1	5	2.91	1.232	-.757	.478
My purchase behaviour influence by the review of the pages.	100	1	5	2.34	1.183	-.141	.478
My purchase behaviour influence by the price of the products.	100	1	5	2.39	1.286	-.568	.478
Valid N (listwise)	100						

Interpretation:

From the 22 statement given, out of Min 1 and Max 5, the following results are found:

- 1) The mean score of consumers who do online shop is 2.70, where SD= 1.243.
- 2) The mean score of customers who feels online shopping is safe, is 2.98, where SD=1.119.
- 3) The mean score of customers online from the live sessions on the Facebook marketplace is 3.83, where SD=1.334.
- 4) The mean score of customers' watch the full Facebook live where the product is shown, is 3.94, where SD= 1.293.
- 5) The mean score of the host's presentation matters/attracts customers while doing online shopping, is 2.71, where SD= 1.499.
- 6) The mean score of the host's dress up matters/attracts customers while doing online shopping, is 3.09, where 1.525.
- 7) The mean score of the host's products matter/attract customers while doing online shopping is 2.50, where SD= 1.418.
- 8) The mean score of customers who give priority to the host's preference while doing online live shopping is 3.21, where SD=1.343.

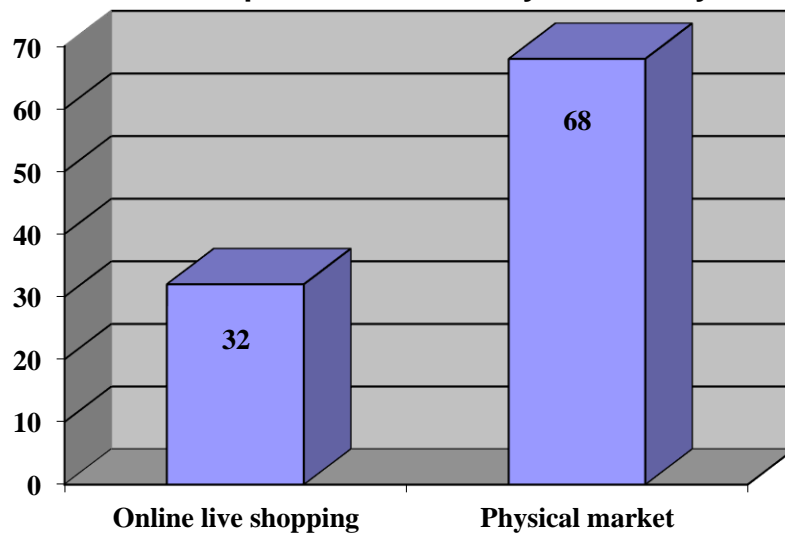
- 9) The mean score of customers who do shop online from preferred particular pages/live sessions is 2.66, Where SD= 1.372.
- 10)The mean score of customers who thinks the products are meeting my standard is 2.72, where SD= 1.111.
- 11)The mean score of customers does prefer online shopping is 2.75, where SD=1.226.
- 12)The mean score of customers who usually finds unique products while doing online shopping is 2.39, where SD= 1.238.
- 13)The mean score of the host usually can convince customers to buy their product is 3.16, where 1.277.
- 14)The mean score of customers who faces any difficulty regarding the internet connection while watching the live sessions is 2.96, where 1.188.
- 15)The mean score of the hosts of the live session who is always trustworthy to customers is 3.71, where 1.166.
- 16)The mean score of customers' perception regarding the live sessions of Facebook pages that usually has a targeted audience/buyer is 2.34, where SD= 1.216.
- 17)The mean score of customers attend when different events take place from these online pages is 3.68, where SD=1.309.
- 18)The mean score of the hosts who has better communication capability with the customers is 2.48, where 1.068.
- 19)The mean score of customers' perception regarding the lack of scope for bidding or bargaining in products while shopping online in Bangladesh is 3.82, where SD=1.351.
- 20)The mean score of customers buying behaviour influence by the answer of the host from the comments of the other customer is 2.91, Where SD= 1.232.

21)The mean score of customers buying behaviour influence by the review of the pages is 2.34, where SD=1.183.

22)The mean score of purchase behaviour influence by the price of the products is 2.39, where SD= 1.286.

4.3 Frequency Analysis of the Responses

Figure 1. Customer feedback on product and variety availability



Interpretation: Although the percentage of online shopping has been increased and most of the products and services can be found online, still customers mostly supported the physical market compared to the online market that reflects that they find most of their products in physical markets compared to online markets.

I do shop online frequently.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	22	22.0	22.0	22.0
	2	22	22.0	22.0	44.0
	3	28	28.0	28.0	72.0
	4	20	20.0	20.0	92.0
	5	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

Interpretation: The majority of the customers shop online frequently from the total respondents as 22% agreed, and 22% of them strongly agreed with this statement. Moreover, 28% are neutral on the statement. However, out of 100 customers, only 28% (20% disagreed and 8% strongly disagreed) replied they don't shop online frequently.

I feel safe shopping online.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	10.0	10.0	10.0
	2	21	21.0	21.0	31.0
	3	42	42.0	42.0	73.0
	4	15	15.0	15.0	88.0
	5	12	12.0	12.0	100.0
Total		100	100.0	100.0	

Interpretation: The majority of the customers don't feel safe online as 12% strongly disagreed; 15% disagreed; 42% are neutral on this statement. Only a total of 31% of the respondents feel online shopping is safe.

I shop online from the live sessions on Facebook market place.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	5.0	5.0	5.0
	2	18	18.0	18.0	23.0
	3	14	14.0	14.0	37.0
	4	15	15.0	15.0	52.0
	5	48	48.0	48.0	100.0
Total		100	100.0	100.0	

Interpretation: Most of the respondents don't shop online live streaming's broadcasted via the Facebook platform as in a total of 63% disagreed with the statement where 48% strongly disagreed and 15% disagreed.

I do watch the full Facebook live where the product is shown.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	6.0	6.0	6.0
	2	12	12.0	12.0	18.0
	3	14	14.0	14.0	32.0
	4	18	18.0	18.0	50.0
	5	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

Interpretation: Most of the respondents don't watch full Facebook live streaming's that are published by online sellers on Facebook as 50% strongly disagreed and 18% disagreed with this statement.

The host's presentation matters/attracts to me while doing online shopping.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	30	30.0	30.0	30.0
	2	20	20.0	20.0	50.0
	3	19	19.0	19.0	69.0
	4	11	11.0	11.0	80.0
	5	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

Interpretation: Most of the customers responded that the host's presentation do matters/attracts them to purchase from live sessions of Facebook as a total of 50% of customers are agreed and only 31% disagreed on the given statement.

The host's dress up matters/attracts to me while doing online shopping.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	20	20.0	20.0	20.0
	2	21	21.0	21.0	41.0
	3	19	19.0	19.0	60.0
	4	10	10.0	10.0	70.0
	5	30	30.0	30.0	100.0
Total		100	100.0	100.0	

Interpretation: the host's dress-up matters and attract the customers as the majority of them agreed (41%) on the statement compared to the disagreed (40%) proportion.

The host's products matter/attract to me while doing online shopping.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	33	33.0	33.0	33.0
	2	23	23.0	23.0	56.0
	3	20	20.0	20.0	76.0
	4	9	9.0	9.0	85.0
	5	15	15.0	15.0	100.0
Total		100	100.0	100.0	

Interpretation: The majority of the customers agreed that they are attracted to the products that the host's present via Facebook Live streaming. It shows that the products are a factor that influences and attract customers towards a live session. However, only 24% of the respondents either strongly disagreed (15%) or disagreed (9%) with the statement.

I do give priority to host's preference while doing online live shopping?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	11.0	11.0	11.0
	2	24	24.0	24.0	35.0
	3	22	22.0	22.0	57.0
	4	19	19.0	19.0	76.0
	5	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

Interpretation: The preference of the hosts are given comparatively less importance by the customers as 24% strongly disagreed; 19% disagreed; 22% are neutral on the given statement above.

I do shop online from preferred particular pages/live sessions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	22	22.0	22.0	22.0
	2	32	32.0	32.0	54.0
	3	22	22.0	22.0	76.0
	4	6	6.0	6.0	82.0
	5	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

Interpretation: It is found that most of the customers prefer to purchase more from their interested particular pages or live sessions as 32% agreed with the statement and 22% strongly agreed. Moreover, 22% are also there who were neutral on it. However, 18% strongly disagreed and only 6% have disagreed with the statement.

I think the products are meeting my standard.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	14.0	14.0	14.0
	2	29	29.0	29.0	43.0
	3	36	36.0	36.0	79.0
	4	13	13.0	13.0	92.0
	5	8	8.0	8.0	100.0
Total		100	100.0	100.0	

Interpretation: It is found that the majority of the customers think products presented in the Facebook Live sessions are similar to their standard and meeting their needs because out of the total respondents, 29% agreed and 14% strongly agreed with the statement provided.

I do prefer online shopping.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	19	19.0	19.0	19.0
	2	24	24.0	24.0	43.0
	3	29	29.0	29.0	72.0
	4	19	19.0	19.0	91.0
	5	9	9.0	9.0	100.0

Total	100	100.0	100.0	
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Interpretation: Online shopping is found more preferable to the customers than shopping visiting physical stores. Although 29% of customers marked neutral, while a total of 43% are agreed on that statement, which is much higher than the total disagreement proportion.

I usually find any unique products while doing online shopping.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	32	32.0	32.0	32.0
	2	23	23.0	23.0	55.0
	3	25	25.0	25.0	80.0
	4	14	14.0	14.0	94.0
	5	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

Interpretation: Customers prefer online shops as they usually find unique products while searching or watching Facebook live sessions. A total of 55% agreed on the given statement and only 20% have disagreed.

The host's usually have the ability to convince me to buy their product.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	13.0	13.0	13.0
	2	17	17.0	17.0	30.0
	3	29	29.0	29.0	59.0

	4	23	23.0	23.0	82.0
	5	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

Interpretation: The majority of the customers shared that they are not convinced by the host' who presenting products on live sessions. A total of 41% disagreed and 29% are neutral, while only 30% of the customers agreed on the statement.

I face any difficulty regarding the internet connection while watching the live sessions.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	11.0	11.0	11.0
	2	28	28.0	28.0	39.0
	3	26	26.0	26.0	65.0
	4	24	24.0	24.0	89.0
	5	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Interpretation: Customers face difficulty regarding their internet issues while they watch live sessions over Facebook. About 39% of customers face this difficulty and 26% are neutral on the statements. However, 35% says they don't face any internet-related difficulty while they watch live sessions.

The hosts of the live session always trustworthy.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	5.0	5.0	5.0
	2	9	9.0	9.0	14.0
	3	29	29.0	29.0	43.0
	4	24	24.0	24.0	67.0

	5	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

Interpretation: Most of the customers says that the hosts are not trustworthy as a significant proportion of customers (in total 57%) disagreed with the statement, while only 14% says that they found hosts trustworthy.

The live sessions of Facebook pages usually have a targeted audience/buyer.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	31	31.0	31.0	31.0
	2	28	28.0	28.0	59.0
	3	24	24.0	24.0	83.0
	4	10	10.0	10.0	93.0
	5	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Interpretation: Customers agreed that live sessions of Facebook pages have target buyers/audiences for the sessions are presented mostly. Out of 100 customers, a total of 59% agreed with this statement.

When different events take place from these online pages, I do attend them?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	8.0	8.0	8.0
	2	11	11.0	11.0	19.0
	3	25	25.0	25.0	44.0
	4	17	17.0	17.0	61.0

	5	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

Interpretation: The statement added to find out whether customers participants in events of live session's pages. It is found that the majority of the customers don't participate in these types of events.

The hosts have better communication capability with the customers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	20	20.0	20.0	20.0
	2	30	30.0	30.0	50.0
	3	38	38.0	38.0	88.0
	4	6	6.0	6.0	94.0
	5	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

Interpretation: The communication capability of hosts of live sessions are better with the customers as 50% agreed and only 12% have disagreed with the statement.

There is any scope of bidding or bargaining in products while shopping online in Bangladesh.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	9.0	9.0	9.0
	2	10	10.0	10.0	19.0
	3	17	17.0	17.0	36.0

	4	18	18.0	18.0	54.0
	5	46	46.0	46.0	100.0
	Total	100	100.0	100.0	

Interpretation: The majority of the customers disagreed with the statement that reflects there is no scope for bidding and bargaining in live sessions while shopping online in Bangladesh.

My purchase behaviour influence by the answer of the host from the comments of customer.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	15.0	15.0	15.0
	2	21	21.0	21.0	36.0
	3	36	36.0	36.0	72.0
	4	14	14.0	14.0	86.0
	5	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Interpretation: Most of the customers agreed that their behaviour influenced by the responses of the sellers or hosts on other customers queries in the comment section. However, 14% disagreed and 14% strongly disagreed with the statement as well.

My purchase behaviour influence by the review of the pages.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	29	29.0	29.0	29.0
	2	29	29.0	29.0	58.0
	3	29	29.0	29.0	87.0
	4	5	5.0	5.0	92.0

	5	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

Interpretation: Customers purchase behaviour is influenced by the review of the pages that are made by previous customers who have purchase experience with the pages. A total of 58% agreed, while only 13% disagreed with the given statement.

My purchase behaviour influence by the price of the products.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	31	31.0	31.0	31.0
	2	28	28.0	28.0	59.0
	3	22	22.0	22.0	81.0
	4	9	9.0	9.0	90.0
	5	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Interpretation: Price is the most important factor that affects consumers purchase behaviour. To know how the price of Facebook Livestream sales is influencing the customers, this statement is added. The analysis shows that the majority of the customers, that constitute a total of 59%, agreed that price influences their purchase behaviour of the products.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS



5.1 Recommendations

It's clear that social media plays an important role in daily life. Sites like Facebook get regular user experiences millions of times a month. For marketers, it makes sense to try to take advantage of this usage. More importantly, Facebook's streaming content has quickly become popular, and support for the "streaming function" of social platforms is also increasing, and viewers have become interested in video events. Therefore, many of them include Facebook's Livestreaming as marketing strategies to increase sales. If marketers and online marketers follow the recommendations below, they will more greatly benefit from Facebook Livestream:

a. **Inform customers in advance:** Sellers or marketers should inform the audience through a simple status update, informing them of the schedule for the advance broadcast, which states the date and time of the promotion on Facebook.

b. **Preparation before Livestream:** When a live broadcast is needed, marketers need to prepare relevant information so that they can make the live broadcast meaningful. Also, they must have a solid connection before connecting. The host must be well dressed to avoid injury while watching the live broadcast. You also need to dress well to avoid teasing and negative comments from the audience, as it can hamper the appeal of live marketing.

c. **Ensure required skills:** Marketers need to ensure that the host of the live broadcast has enough skills and abilities such as communication skills, product knowledge, and positive expression to entice customers to focus on the live broadcast.

d. **Activities while streaming:** Marketers must thank those who interact with them on Livestream. They can mention their name and answer their questions. This is one of the easiest ways to make your audience feel special and appreciated. Since the live broadcast can be viewed as a Facebook Live video after the live broadcast is completed, marketers need to make sure to return and respond to comments left afterwards. The hosts of the Livestream should behave and present in a sophisticated way if their target customer is mixed kinds of people. This helps foster a sense of community. However, the Livestreaming should not be too long as well that can make the customers leave in halfway. Therefore, it is recommended that although the Livestream has been conducted to sell products, it should be conducted interestingly and entertainingly.

e. **Creating customer engagement:** To create customer engagement, It is also recommended to request customers to comment their inquiries in the comment section, share the Livestream, and to subscribe the page by pressing the follow button on Facebook.

f. **Continuous research and improvement:** Marketers should strictly follow and obey the customer's needs and characteristics. To understand the customers, marketers should research several Livestreams of similar products to understand the needs. Marketers should always follow their words they mentioned in their Livestream about their products and disclose the advantages and disadvantages of those products in the Livestreams.

5.2 Conclusion

The ambition of the report is to analyse the Bangladeshi consumer purchase behaviour based on the Facebook Livestream marketing as it has earned high popularity within the last three years in Bangladesh. The study found significant factors that are reshaping the customer purchase behaviour among the young people of Bangladesh. It is found that the customers shop online frequently, but most of them don't find online shopping safe enough. The customers usually watch the Live sessions of marketers on Facebook, but rarely buy. The customers often attracted by the hosts, and they think the dress-up and communication skills of the hosts are proper. Regarding the products of the Livestream, customers usually attracted by the products, but they provide less priority to the host's preference. The hosts can not usually convince the customers to take purchase decision and customers think most of them are not trustworthy and customers purchase behaviour also influenced by the products' price; review of the pages; and the replies made by the hosts of the Livestream marketing. Most importantly, Bangladeshi young customers purchase their products from their preferred pages/Live session as they find them similar to their standard. They usually attend when any Live event takes place on their preferred pages. Moreover, Bangladeshi customer prefers to purchase online than any physical stores, as they find unique products in online shops.

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Appendix

Survey Questionnaire

Analysing consumer's buying behaviour towards Facebook Live Marketing

a. Name:

b. Age:

c. Gender: Male Female Other

d. I do find more products and variations.

Online live shopping

Physical market

Please provide your opinion in the following statements where 1= Strongly Agree; 2= Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree

Consumer Behaviour Statements	1	2	3	4	5
1. I do shop online frequently.					
2. I feel safe shopping online.					
3. I shop online from the live sessions on the Facebook marketplace.					
4. I do watch the full Facebook live where the product is shown.					
5. The host's presentation matters/attracts me while doing online shopping.					
6. The host's dress-up matters/attracts me while doing online shopping.					
7. The host's products matter/attract me while doing online shopping.					
8. I do give priority to the host's preference while doing online live shopping.					

9. I do shop online from preferred particular pages/live sessions					
10. I think the products are meeting my standard.					
11. I do prefer online shopping.					
12. I usually find unique products while doing online shopping.					
13. The host usually has the ability to convince me to buy their product.					
14. I face any difficulty regarding the internet connection while watching the live sessions.					
15. The hosts of the live session is always trustworthy.					
16. The live sessions of Facebook pages usually have a targeted audience/buyer.					
17. When different events take place from these online pages, I do attend them.					
18. The hosts have better communication capability with the customers.					
19. There is no scope of bidding or bargaining in products while shopping online in Bangladesh.					
20. My purchase behaviour influence by the answer of the host from the comments of the customer.					
21. My purchase behaviour influence by the review of the pages.					
22. My purchase behaviour influence by the price of the products.					