

The Impact of Social Media on Consumer Buying Behavior

“The Impact of Social Media on Consumer Buying Behavior”

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LETTER OF TRANSMITTAL

25th June, 2022

Dr. Shariful Alam
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Subject: Submission of Project Report

Dear Sir,

With pride, gratitude, and appreciation, I offer my project report on "The Impact of Social Media on Consumer Buying Behavior." Because the project is part of the BBA degree requirements, I produced the project report under your supervision.

I am grateful to everyone who assisted me in gathering useful information. I wrote a project report titled "The Impact of Social Media on Consumer Purchasing Behavior." I'm hoping that this research shows the impact that social media is having on customer purchasing behavior in Bangladesh.

I'd like to ask you to consider my project report for further consideration.

Sincerely,

Nusrat Jahan

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United International University

ACKNOWLEDGEMENT

First and foremost, I thank Almighty Allah for his kindness and blessings, which he bestowed upon me and provided me with sufficient strength to complete this project report.

I'd like to thank my honorable educational faculty, Dr. Shariful Alam, from the bottom of my heart for his kind support, direction, supervision, and suggestion, as well as for inspiring me to complete my report. I again apologize for the delay in submitting my report due to unforeseen circumstances.

The project allowed me to learn and experience numerous aspects of the issue, which I believe will be beneficial to me throughout my life, and I am grateful to have achieved my goal, which will help me plan my future profession. I also believe that such an experience has prepared me for future demanding chances.

With all due respect, I declare that I have made every attempt to complete this project report as efficiently and asking for forgiveness for the delay occurred.

ABSTRACT

Social media is one of the greatest platforms to connect people around the world and it has become a vital component of the marketing process in Bangladesh. Due to the penetration on internet, social media have become a vibrant industry for marketing and communicating any product or services to target consumers. Businesses are using the services of social media extensively and are increasing day by day throughout the world. Using of social media, the e-commerce sectors in Bangladesh can gradually become an online giant business and reach their consumers very quickly. By leveraging the social media technology, companies in Bangladesh can attract more consumers efficiently and effectively.

The true goal of this study is to determine the impact that social media has on Bangladeshi consumers' decision-making processes. This research also discusses the concept of contemporary Bangladesh, how social media influences consumer purchasing behavior, and how social media is affecting online, internet-based, and social media businesses, among other things.

We attempted to locate relevant data using a qualitative approach in our paper. This study adheres to the primary data collection mode and is entirely dependent on the information gathered.

Customers' total purchasing behavior is significantly influenced by social media at each phase. The major reasons are that social media provides convenience to users, allows them to choose from a selection of items or services they require, and allows them to compare alternatives.

Table of Contents

LETTER OF TRANSMITTAL	3
ACKNOWLEDGEMENT	4
ABSTRACT	5
Chapter I - Introduction	8
1. Introduction.....	1
1.1 Background of the study	1
1.2 Problem Statement.....	2
1.3 Objectives of the study	3
1.4 Research Questions.....	3
1.5 Report Structure.....	4
Chapter II – Literature Review	5
2. Literature Review	6
2.1 The social networks	6
2.2 The Consumers Buying Behavior.....	9
2.2.1 Problem Recognition	11
2.2.2 Information Search	11
2.2.3 Alternative Evaluation.....	11
2.2.4 Purchase Decision.....	12
2.2.5 Post-purchase Decision Evaluation	12
2.3 Types of Consumer purchase decision process	13
2.4 Role of trust and perceived benefits using social media.....	14
Chapter III – The Conceptual Framework.....	16
3. The Conceptual Framework	17
Chapter IV – Research Methodology.....	19
4. Methodology.....	20
4.1 Research Philosophy.....	20
4.2 Research Approach.....	20
4.3 Research Design	21
4.4 Research Strategy	21
4.5 Data Collection	22
4.6 Primary Data.....	22
4.7 Secondary Data.....	22
4.8 Study Object Selection	22
4.9 Qualitative Research Design.....	23
4.10 Survey Question Design	23

4.11 Research Results Evaluation.....	24
4.12 Data Reliability	24
4.13 Data Validity.....	24
4.14 The Survey Responses.....	25
Chapter V – Survey Analysis & Discussion.....	29
5. Survey Analysis and Discussion.....	30
Chapter VI – Conclusion & further implications.....	33
6. Conclusion & further implications	34
6.1 Integrated findings.....	34
6.2 Conclusion	34
Chapter VII – Limitation of research and suggestion to the future direction.....	36
7. Limitation of research and Suggestion to the future direction.....	37
7.1 Limitation	37
7.2 Suggestion to the future direction.....	37
References.....	38
Appendix – A.....	41

Chapter I - Introduction

1. Introduction

This section this research begins with a study background and also finds out its research scope. Later, we are also trying to underline the research purpose, research queries and indicated the delimitations. Lastly, many processes of labor and activities can confirm the research's overall structure.

1.1 Background of the study

This section is trying to focus on the core points and the main monograph of the research. At present, social media has become an essential part of businesses conducting promotional activities in Bangladesh. Nowadays, social media services are used and deployed widely in every industry all around the globe. The online business enterprises will fleetly reach an outsized variety of Bangladeshi customers by adopting the digital platform route. The social media business in Bangladesh creates an opportunity to have interaction directly with customers that gains them a lot of efficiency and effectivity. Most companies currently utilize social media to higher perceive customers' attitudes relating to online searching Through this exposure, businesses will simply have interaction with their customers. Furthermore, the study also defines the social media platforms and their roles by analyzing whether the platforms can create more interest and more engagement or not.

There are more than 45 million social media users in Bangladesh as per the report published by datareportal.com. Firms will increasingly enhance their productivity by exploiting the large horizon of customers with the help of social media. Consequently, all firm are trying to attract such huge mass of customers with which their business's productivity can possibly escalate. Therefore, the significance of this analysis are immiscible.

1.2 Problem Statement

Social networks became a major element for promoting any product or services for the businesses and management in Bangladesh. Online businesses are currently partaking customers with the help of social media by fostering awareness and peaking up the success of companies within online sector. The initial hypothesis suggests that the customers are well prepared in relating to the present market trends. Thanks to the social media companies that made the service convenient and attractive for which customers are more and more needing to purchase acceptable things from online enterprises.

The freedom of speech and expression has been modified by social media, resulting in a shift in society in which individuals are increasingly judging, expressing, and sharing their thoughts with the public. Customers can take part in a variety of brand activities, product inspections, digital analysis, and engagement activities. The media is becoming increasingly active, especially as social media alters and influences customers' ideas and opinions. In today's environment, social media plays a critical part in convincing what people think, which has an impact on the performance of businesses and creates a tougher competitive edge. Consumers' social media purchasing behaviors are inevitably associated with their personal life. Every day, customers build many buying choices and may get pleasure from knowledgeable recommendations. however, online social networks will offer customers data and direction.

In Digital Bangladesh, social media plays a significant part in human activity and influences customer perceptions of businesses. Social media can help to raise brand awareness, influence customer opinions, and crowdsource ideas, as well as present many branding opportunities. It should work together to identify opinion leaders, drive brand traffic, provide specialized data, build a user base, and build trust. Such initiatives can promote brand confidence and improve the image of the company. However, there are study gaps surrounding customers buying behavior via social media with these two aspects: trust and perceived market benefits, when it comes to Bangladesh. Customers' perceptions regarding internet shopping are influenced by these two factors. As a result, identifying a lack of understanding about the role of trust and

perceived market benefits in the interaction between social media networks and customers' buying behavior in Bangladesh is problematic.

1.3 Objectives of the study

The ultimate objective of this project paper is to determine the impact or effect of social media on consumer buying choice or behavior. Some of the objectives of this study are stated below:

- To study consumers' perception that is influencing online shopping.
- To determine factors that influence consumer's buyers to purchase online using social media platforms.
- To evaluate how social media platforms have affected buying or purchasing behavior of the people of Bangladesh

While developing this research paper, the role and significance of social media in Bangladesh's digital transition was investigated; nevertheless, the study does not go into detail about the societal challenges. Furthermore, the study focuses on the Bangladeshi setting in general; the characteristics of customers' purchasing behavior on social media are investigated, but no independent motivating aspects are discussed.

1.4 Research Questions

In this project, we have tried to develop the following questions to study the objectives:

- a) How do social media motivate or influence purchasing customers' behavior?
- b) What type of advantage the social media businesses are getting within the context of consumers' purchasing behavior?

1.5 Report Structure

The project was created with the following structure in mind:

- The first section provides an overview of the project's theme.
- The next section attempts to evaluate the prior analysis in order to find the items that were overlooked.
- The conceptual model is the final section, and its goal was to encapsulate the original ideas or thoughts that were suggested throughout the literature review.

The strategies utilized and their descriptions are presented in the next section. Following that, the knowledge obtained throughout the Qualitative investigation was analyzed. The debate then shifts to comparing the findings of the study's questions and qualitative investigations.

Chapter II – Literature Review

2. Literature Review

In this section of our project, we're attempting to focus on data from prior studies based on consumer use of social media and online shopping trends. It elucidates specific parallels in the relationship that are represented inside the literature review, which elucidates how emotional engagement might influence client purchasing behaviors. Social characteristics such as reference groups, family or friends, and social standing can all be used to evaluate the effectiveness of social media. Individual customers' purchasing patterns or behaviors are affected by these elements as well. These elements, in turn, create an infinite and strong flow through which people might learn a variety of various consuming values. Finally, the influence of social media on consumer purchasing decisions will be assessed.

2.1 The social networks

Social media is the platform where people open their social account to show or express their ideas, information, memories, or knowledge with the world. Social media is the platform where people communicate with those that have similar interests. Nowadays, brands are using social media platforms as a way of communication tool with their targeted customers and building relationship with them. It is because of social media that the traditional communication way has shifted to modern technology-based communication where the consumers control what they want to see and what they want to get.

Social media portals are an important aspect of human interaction and engagement that has a variety of effects on people's attitudes and communication. The value of products and brands is affected by consumers' virtual synergy with firms. The following are the various societal forces that may influence a consumer's purchasing decision.

- i. Individuals rate compliance when they understand that a social actor wants them to perform something specific.

- ii. Individuals tend to adapt to perfect aims that they share with others when they internalize (group norm).
- iii. When people embrace power, they frequently feel compelled to form a link with another person or a group, which is known as identification (social identity).

The strength of the three group action types may change depending on the circumstances.

Customers' actions can vary as a result of their interactions with one another. One of the most important characteristics of online social networks is that users can share facts and opinions. Social media has evolved into a powerful platform for product and service data and action. Social media platforms have risen to prominence as the most essential networking platforms, resulting in a shift in power from users to conventional messages to data producers. Users can also utilize social networking sites to connect and build virtual communities based on shared interests and perspectives. There are completely different styles of virtual communities that have an effect on consumers' purchase choices in several ways; such as virtual games where gamers from various countries can play and interact while gaming, chat rooms, various interest groups, blogs, weblogs, etc. There are also some other platforms like- Tiktok, Snapchat where videos are being used to create awareness about a product or service which determines the choice of individual customers. In these places, the online community is growing rapidly.

People who are using social media are actually looking for sharing their knowledge, ideas, or opinions and their experiences with the world that they have in common. There are several advantages to sharing such common interests.

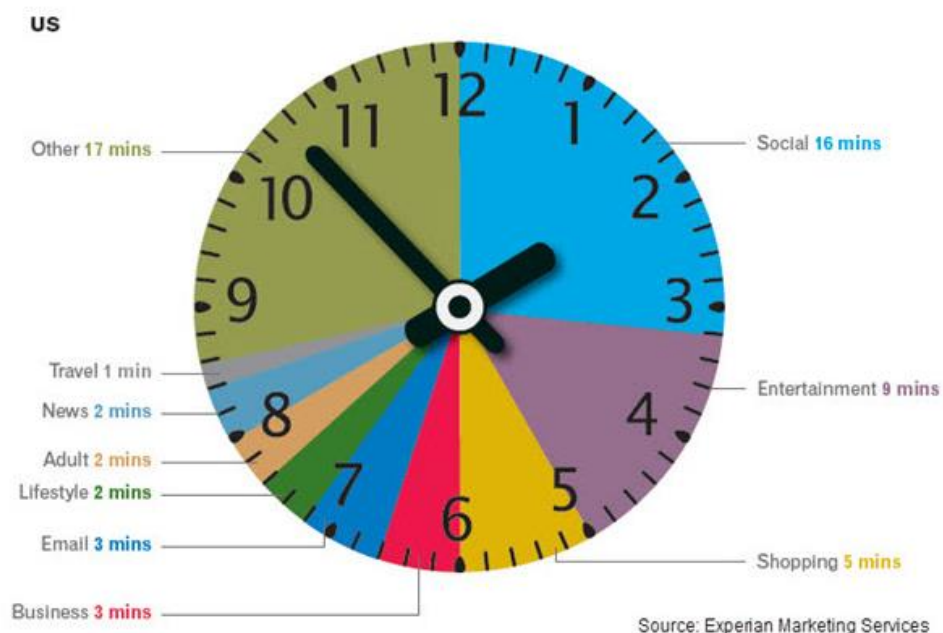
Most people in specific communities, for example, communicate, which may make it easier to reach out to other communities. Customers could use virtual communities to get more information about a company, a product, or a service. Customers search for products and firms through social networks, which have eclipsed traditional company records as a credible and meaningful source of information. Customers interact and enjoy them other because social

networks have control over their purchasing decisions. They prefer to receive positive or negative feedback on a variety of items or services.

We all know that social media is an important aspect of many people's lives, but it's also a significant part of their life. According to an Experian marketing services report, in the United States, 16 minutes out of every hour was spent online on social networking and forums, accounting for nearly 27% of total time spent on computers. Recreation sites (9 minutes/hour) and purchasing (5 minutes/hour) were the two closest online actions.

While these figures are impressive, the pace has slowed slightly from 2011, when social networking accounted for 30% of all time in the United States. Instead, the extra minutes went to the "other" category of online time, which increased from 14 to 16 minutes.

It was also discovered that in the United Kingdom and Australia, people spent 14 minutes and 13 minutes, respectively, using social networking sites. Time spent on social networking sites decreased in both the United Kingdom and Australia from 2011 to 2012. The United Kingdom's usage dropped from 25% to 22%, while Australia's usage dropped from 27% to 24%.



The rise of mobile may be to blame for the decline in social on personal computers. Personal computing is no longer required to gather complete expertise, thanks to the widespread availability of applications and mobile experiences. Although the study embraces mobile browsing, there is no comparison baseline or app comparison information.

2.2 The Consumers Buying Behavior

Customers' behaviors (both online and offline) before purchasing a product or service are referred to as consumer purchasing behavior. This strategy could include using search engines, responding to social media posts, or a variety of other options. Understanding this strategy is beneficial for organizations because it allows them to better match their marketing attempts to the marketing efforts that have successfully affected customers' purchases in the past.

We've all had the experience of walking into a store and seeing something we really must have. Every year, retailers spend billions of dollars striving to elicit that feeling in their customers. Customers finally sense a connection to a product and purchase it, thus Internet marketing, video and print commercials, social media campaigns, and branding appear to combine.

There are numerous factors that influence purchasing customer behavior, but we will just discuss a handful here. They will not result in an acquisition if taken together. When used in any number of combinations, the chances of someone connecting with a brand and making a purchase improve. The following are four factors that may influence client purchasing behavior:

- Cultural Factors - The position of a person does not always define culture. It could also be defined by their affiliations, spiritual beliefs, or geographical location.
- Social Factors - elements in an exceedingly person's surroundings that impact the means they see the product.
- Personal Factors - These might embrace someone's age, legal status, budget, personal beliefs, values, and morals.

- Psychological Factors - a personality's state of mind once they are approached with a product can typically confirm how they feel not solely concerning the item itself but the brand as a whole.

The interaction setting in which consumers get data influences their purchasing decisions. Market behavior includes more than just decision-making or the act of purchasing; it also includes customer involvement and interactions that are related to consuming. Customers' decision-making process is depicted in Figure 2, which depicts how consumers decide whether or not to purchase a given item. It consists of a succession of processes, as well as what purchase in the sense of problem recognition, data search, and evaluating the available choices. Finally, they make a purchase from the options, and following their decision, a post-buy dialogue is produced in the form of feedback.

Consumer Decision-Making Process Overview



Fig: 2 Consumer Decision Making Process by Author: John Dewey, 1910

2.2.1 Problem Recognition

This is the stage where the consumer will recognize their problem and therefore develop a need to solve the problem. The consumer after identifying the need will undertake the purchase decision that will solve his or her problem. For example, suppose an undergraduate student needs to prepare a thesis report for his project topic and thus he needs to buy a laptop where he can do his required task. Thus, due to this problem, the student has to buy a laptop.

2.2.2 Information Search

In this stage, the consumer already knows about the problem that he identified in the first stage. As he knows that he has to purchase a product that will resolve his problem or issues and thus he tries to find out more information regarding the product. Therefore, he is actually conducting the information search about the particular product. The consumer can attempt to conclude the choices obtainable and also the best resolution for his problem. the buyer can explore for information in internal and external business environments. A consumer could investigate advertisements, print, videos, online and even might enquire his friends and family. For instance, when customer wanted to buy a laptop, he is looking for more information on social media about many other brands, features, specifications, price, discounts, warranty, after-sales service, insurance, and a great deal of alternative vital options. Companies here are trying to highlight various information to the targeted consumers by using social media. They are releasing videos, demos, blogs, reviews from celebrities to create a positive sense in consumers' minds.

2.2.3 Alternative Evaluation

In this stage, the consumer will explore the available alternatives of the product he or she wanted to buy and eventually analysis and compare each alternative that can solve his problem and fulfill his need. The consumer will be using various types of information collected from different sources and will evaluate the available alternatives.

Generally, consumers appraise the alternatives supported by a variety of attributes of the product. Looks, durability, quality, price, service, popularity, brand, social media reviews are a

number of the factors that customers think about. At the top of this stage, the buyer can rank his decisions and choose a product that best matches his wants and needs.

2.2.4 Purchase Decision

This is the stage at which the consumer makes a final purchasing decision after considering a variety of options. The customer will decide whether or not to buy after considering all of the considerations. Even at this point, the consumer may decide to abandon the purchase and go.

Two things, according to Philip Kotler (2009), could 'disrupt' the ultimate purchasing call. Customers may receive comments from friends or other customers who purchased it. For instance, a customer selected a portable computer, but his friend provided input. This may cause him to reconsider his decision. Furthermore, the option can be changed. Sudden changes in business plans, a cash shortage, unexpectedly higher expenses, and other factors could cause the customer to abandon the laptop purchase.

2.2.5 Post-purchase Decision Evaluation

This is the final stage and is occurred after the purchase is completed. This is a vital stage where companies mostly ignore its value. When a consumer completes their purchase, he or she may develop two perceptions, either they are satisfied or dissatisfied. Thus, their level of satisfaction will determine whether the consumer will be a repeat customer or it's the end of that particular customer. A dissatisfied customer would possibly feel like he took the wrong decision incorrectly. However, even if a consumer is satisfied, there is no assurance that the customer will return. Customers, whether pleased or disappointed, will take action to share their knowledge in the form of customer reviews. This could be accomplished through consumer forums, websites, social media discussions, or word of mouth. In order for a seller's competence to result in recurring consumers, he must ensure that the buyer is satisfied with the goods. Brands must be forced to take extra precautions to ensure a nice post-purchase experience.

2.3 Types of Consumer purchase decision process

The amount of buying or purchasing obligation is expressed since the demand to think about a certain purchase evolves the level of concern or interest inside the buying procedure. There are many distinct sorts of customer purchase processes, each with a varying level of client involvement. Because customers have a limited level of participation with the order, nominal decision-making occurs. Limited decision-making occurs because limited decision-making is similar to trivial decision-making, except that there is a limited amount of external search in limited decision-making, whereas extended decision-making occurs because customers are deeply involved in the procured method, and the decision-making process becomes more complicated.

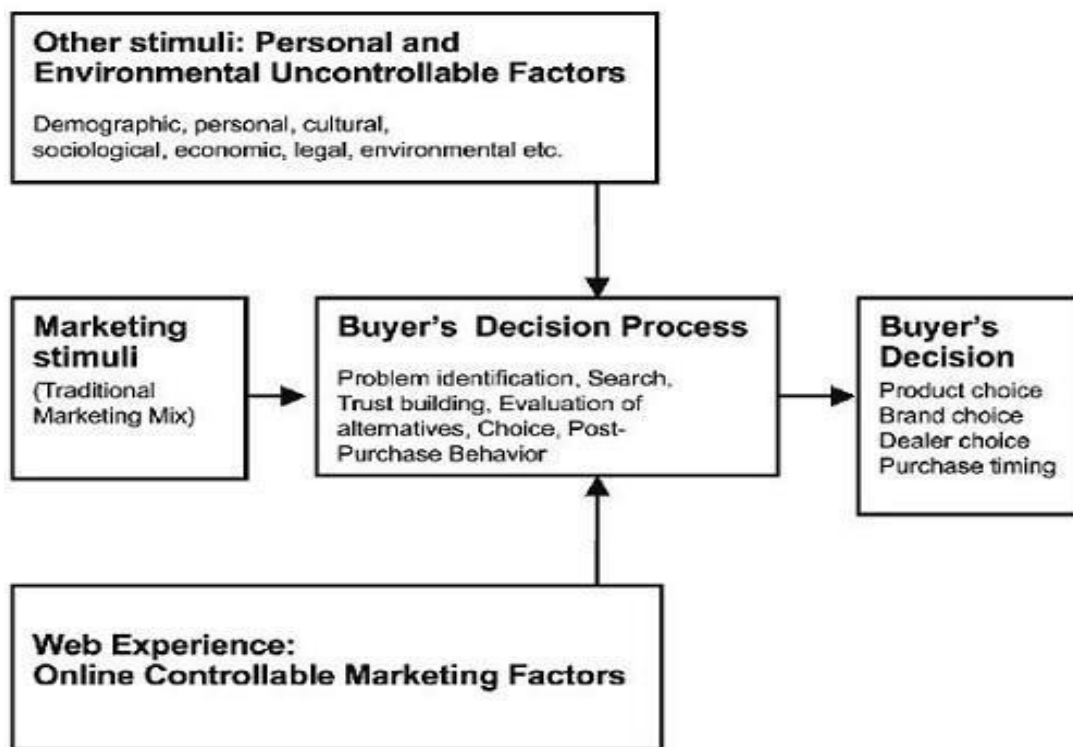


Figure 3. The buyer decision process, Source: (Bagozzi, 2007)

Figure 3 interprets the customer decision method, that relies on those factors which are beyond control and affecting the buying choice. The consumers' decision-making method is modified or fluctuated based on perceptions, personal experience and definitely the social media based on previous purchases and promoting combinations. Nowadays, individuals are becoming a lot of inspiration to shop using social media that make their life more manageable. Consumers' attitudes or approach to social media purchasing varies based on the goods or services price, quality, engagement, dependable, security and amusement during which online or social media businesses work.

2.4 Role of trust and perceived benefits using social media

In every business, trust and perceived advantages play elemental factors and a distinguished role in consumers' purchasing behavior in this modern Bangladesh. Customers trust on companies makes the business thrive and also makes them aware of sensible benefits relating to social media. The internet-based purchasing behavior can completely impact or effect on the success of the business in Bangladesh. This analysis is a pilot study aiming to examine how risks, perceived rewards, and trust influence consumers' mindsets and intents from the perspective of customers and social media users. Although customers perceive internet or social media awareness to provide numerous benefits, this type of transition also tends to provide some hazards. There are numerous reasons that cause a bottleneck in online shopping. As a result, establishing trust should be a top priority when growing brand equity. Furthermore, creating a pleasant online experience that promotes positive brand perception and offers a value proposition is critical. However, previous research does not give empirical data on how trust affects brand equity purchasing behavior. It didn't look into how brand association, price, and perceived quality are linked and influence online shopping. The concept of value derives from the acceptance of consumers' vulnerability, which stems from good social media impressions as well as implicit expectations that it will deliver on a promise. Customers tend to have high risk perceptions when it comes to social media buying, which can be broken down into three categories:

- i. Product performance, in the sense that someone would not be able to obtain the desired product.
- ii. Monetary risk, which refers to the possibility of losing money;
- iii. Convenience risk, which arises during online transactions (wrong location, order submission, and late delivery, etc.)



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).

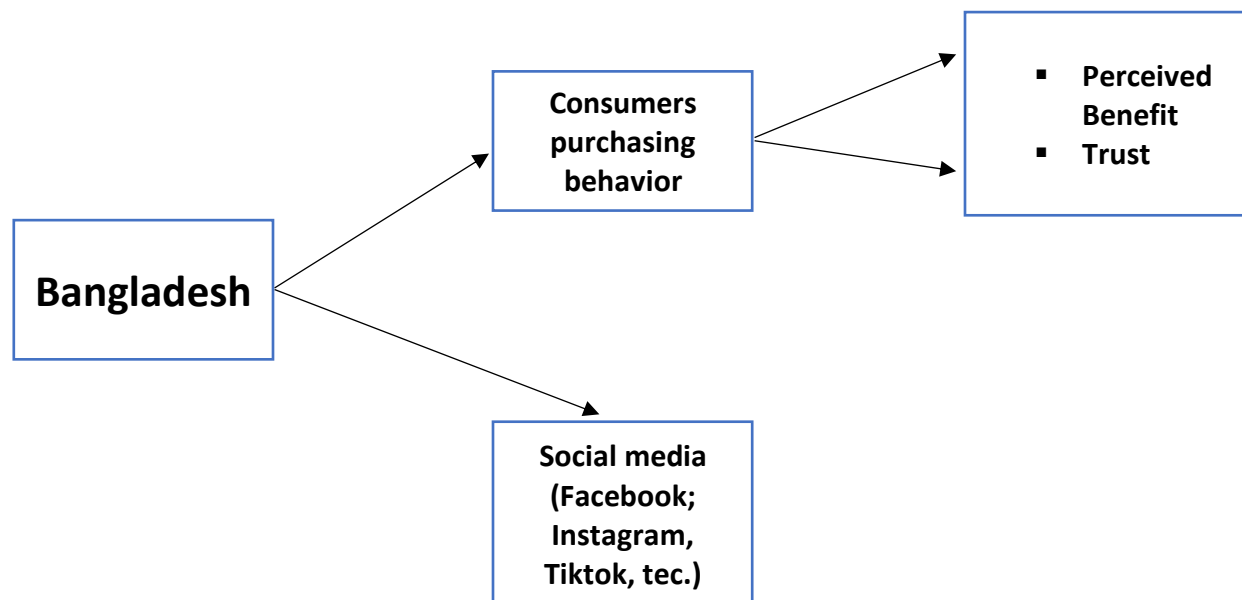
Value is largely defined as a method for lowering consumers' perceived risk in online shopping, as well as transaction-specific uncertainty and the spectrum of hazards connected with the chance of acting opportunistically. Furthermore, it lowers the perceived risk of a negative transaction outcome by reducing data complexity, and it provides all necessary information about customers and consumer behavior data with just one click.

Chapter III – The Conceptual Framework

3. The Conceptual Framework

The following conceptual framework was developed to support the interaction between social media and consumer purchasing behavior in Bangladesh's growing market. In the current market, traditional and digital promotional tactics are compared in this regard. Meanwhile, social media marketing has expanded the number of product-to-buyer contacts.

Social media has a huge impact on people's lives and decisions. According to a survey conducted by Brigitte et al., (2007), the majority of purchasers rely on social media or online reviews to make purchasing decisions. Half of adult online social network users publish and discuss their favorite things, according to Bernoff & Li (2008) and Glass (2007). Many individuals check for word-of-mouth recommendations (WOM) before making a purchase, especially for new things. Rather than simply receiving advertising messages, customers now participate in disseminating ideas through online social networks such as Facebook, Instagram, Tiktok, YouTube, and others.



Consumers can share their experiences, thoughts, and other user data on online social networks, making it easier for them to engage with one another. According to Hennig-Thurau et al. (2003), many factors influence Consumers' purchase or contact behavior after reading online comments (interaction with alternative Consumers):

- i. Obtaining information about prior purchases (reduce risks).
- ii. For social orientation, material details are offered (Consumers will assess and compare between completely different products).
- iii. Being a member of a large group (Consumers belong and admire totally different online social networks).
- iv. Results (Consumers like prizes and awards).
- v. Gathering information on how new items are used.

According to a report completed on behalf of DEI Worldwide by OTX analysis, various online social networks have become a brand-new source of intelligence (2008). Customers trust them the most, along with business websites. Customers believe that internet word-of-mouth (recommendations from other customers) is powerful and significant, and that it will influence their purchasing decision, according to the study. Consumers can use a social media website to discuss their positive and negative product opinions with one another in a social setting that allows them to share their recommendations and thoughts while comparing and contrasting their experiences with other customers. According to Edison (2016), a fifth of online social network users utilize these platforms to keep track of their favorite products, businesses, and services, with 80% using Facebook and brand profiles.

Chapter IV – Research Methodology

4. Methodology

The research objective is supported by scientific theory, technique, policy, and tactics in this study. There are several debates of sample and data collection methods, as well as all other methodologies required to perform thesis research on the specified topic.

4.1 Research Philosophy

According to Waterberg (2012), positivism, hermeneutics, and realism are the three prominent viewpoints on understanding. They don't overlap in every way, but they do in a few. Positivism asserts that one's viewpoint is valid and autonomous.

The positivist method, according to Saunders et al. (2009), stresses quantitative discoveries that will be statistically analyzed. In general, positivism promotes methodological techniques and analysis that is narrowly focused. A hermeneutic method, on the other hand, is primarily focused with study domain explanations and comprehension. The research area will only be adequately understood if the complete field's history and phenomena are first known, according to Brigitte et al. (2007). As a result, hermeneutics is employed to guide the research rather than positivism. Consumer views regarding online social networks and online marketers will be easier to grasp using the hermeneutic technique; survey responses can be understood by comparing them to literature.

4.2 Research Approach

Deductive and inductive analysis are the two most popular methods of analysis. A forecast based on well-known hypotheses could be scaled as part of a deductive analysis. Hermeneutics, on the other hand, owes a lot to inductive science, which entails creating opinions based on evidence and observations. The thesis takes a more inductive approach, with descriptive facts accompanying scientific discoveries and interpretations.

Nonetheless, the study examines the impact of social media on the shopping patterns of Bangladeshi customers. Facebook, YouTube, Tiktok, and Instagram are among the social media platforms investigated. The operation of such locations is also investigated from the standpoint

of Bangladesh's commercial climate. Furthermore, this study investigates the critical role of social media platforms in developing an online value proposition in Bangladesh. Finally, this study looks at how social networking technology will alter or execute clients' online purchasing intentions. This research also takes use of relevant resources in order to gain a better understanding of how social media platforms may influence client purchasing behavior.

4.3 Research Design

An online survey could provide the key qualitative data for this investigation. All interview questions were submitted to social media users who have purchased items from the company's social media platform via Google forms. In Bangladesh, secondary data was acquired through online retail and shopping stores. The steps in the planning process are outlined below.

4.4 Research Strategy

The study's purpose is to see how social media influences client purchasing decisions by developing a link with online businesses. As a result, qualitative information was chosen. The thesis is more concerned with demonstrating the theory's existence than with assessing its dimensions. Consumers' purchase decisions made through social media, as well as the reasons for their actions, should be known to the author. However, in order to study the expected results and facts for this thesis, a qualitative analysis approach was used. The qualitative analysis, rather than data, focuses on impressions and thus the interview content. Qualitative research, according to Zikmund (2010), can be transmitted through stories, visual portrayals, substantive characterizations, interpretations, and diverse communication descriptions. "The use of statistics to determine the extent or scope of a phenomenon is quantitative analysis," he noted. Qualitative research is also more flexible and adaptable than quantitative research since it allows the researcher to analyze and find using a range of methodologies while allowing respondents to respond and share their feelings and ideas in the background.

4.5 Data Collection

Data will be collected from various sources and for various purposes. Depending on the nature of the data, it will be utilized for a variety of purposes. As a result, knowing where to get knowledge and information, as well as how to get the most precise and appropriate data for certain study needs, is crucial.

4.6 Primary Data

In the beginning, we're trying to gather primary data for certain roles in an ongoing study. In terms of resources and time, primary data collection is often more expensive than secondary data collection. For this research, a survey was conducted using Google Forms to collect relevant data for further investigation. On the other hand, this in-depth analysis yielded all of the essential results for determining the link between social media and clients' purchasing decisions.

4.7 Secondary Data

Secondary data is information gathered for a purpose other than the present analysis. For this report, it was planned to acquire secondary data from Facebook and Instagram users who frequently make online purchases. This analysis uses primary data collecting and bases the research entirely on the information gathered. The data was gathered using Google forms and survey questions to represent the overall impact of social media on customer purchase behavior in Bangladesh. The survey had a total of 26 participants, which was used to conduct this study.

4.8 Study Object Selection

We looked at various Bangladeshi internet merchants and other related businesses that had set up public Facebook, Instagram, and other social media accounts. Almost every well-known corporation has a public social media page. For example, RFL, Bengal Meat, and Aarong have opened social media stores, while their corporate headquarters manages existing locations in other cities. Customers in Bangladesh increasingly prefer to make purchases via social media, and

social media influencers have a huge impact on customer opinions. Participants should be active social media users who have purchased ads on sites such as Facebook, Instagram, and others.

4.9 Qualitative Research Design

Survey planning, focus groups, metaphor analysis, collage testing, and projective approaches are all essential data collection tools in qualitative analysis. The responses of the participants were collected using a Google form. Participants from Bangladesh can access Facebook sites, Instagram pages, and other social media platforms because most companies in Bangladesh have their own Facebook accounts. We'll use a Google form interview to get exact confirmation that they have direct, valuable data sources that aren't limited by region. We used online questionnaires to find out how social media affects customer purchasing decisions. We'll be able to see the consequences of customer behavior as well as the causes behind the process with greater clarity.

4.10 Survey Question Design

The first stage in designing interview questions is to examine the study's objectives. It was suggested that we evaluate the study's goal as well as the various types of material required when writing a report. In this sample, one of the goals of qualitative research is to give meaningful data for the quantitative survey. In addition, the study investigates online firms' perceptions on social media and their impact on customers. According to Hurtado-de-Mendoza et al. (2014), surveys are free to ask questions that encourage participants to answer with relevant information and to do everything possible to collect the most information. They also state that at least one guideline should be followed by the participants: they should not try to influence the content of the respondents' responses. We tried to look over the survey questions to make sure there was no hidden meaning to them and that they were used correctly inside the survey. As a result, the survey questions are divided into two categories: study intent and check questions, allowing the researcher to ask questions about the issue and then adjust the questions based on the

responses. The main question is whether customers prefer to buy things online through social media. Customers respond to content or events on an online business page on a social media platform by becoming more engaged with that online business page.

4.11 Research Results Evaluation

In qualitative analysis, the procedures used to measure the conclusion are either reliable or valid. As a result, these two elements are evaluated in this section.

4.12 Data Reliability

The term "reliability" relates to the trustworthiness of the data as well as its interpretation. It focuses on determining the validity of the analysis and the accuracy of the data processing procedure. An online survey is used by the researcher to learn how participants use social media. The interview questions are specifically designed to allow participants to choose from a number of options and express their own opinions.

4.13 Data Validity

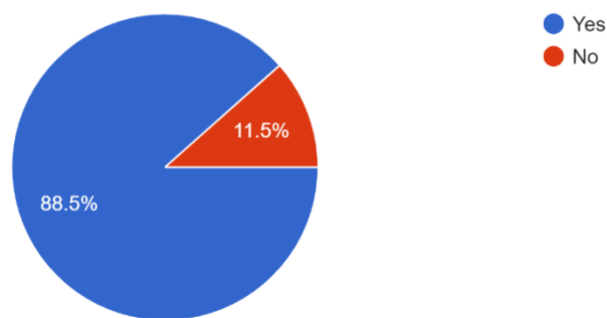
The analyses' viability was investigated in order to gather accurate information from interviews and reduce the possibilities of incorrectly answering test questions. The degree to which a study precisely calculates what it was particularly designed to assess is known as validity. Validity could be used to determine if participants would find relevant evidence to answer the analytic questions and support the study's goals. In order to confirm the link between data-based results and ensure that the material was relevant to the study questions, the author prioritizes involving social media users. In order to get acceptable data to answer research questions, the interview topics and questions are organized based on the study queries. Respondents are encouraged to offer their honest views and opinions because all interviewees are regular social media users and have already experienced online purchase through social media. As a result, all responses are real, and respondents are encouraged to share their own feelings and opinions. The distinction

between conventional shopping and online buying among Bangladeshi customers is obvious because the investigator gathered extra information from online retail and shopping pages.

4.14 The Survey Responses

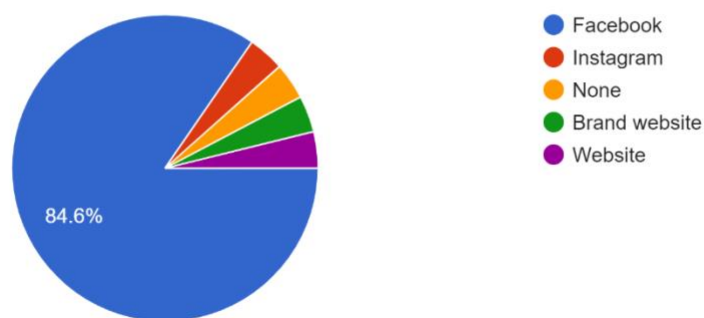
1. Do you prefer online shopping using social media platform's like- Facebook, Instagram, etc.

26 responses



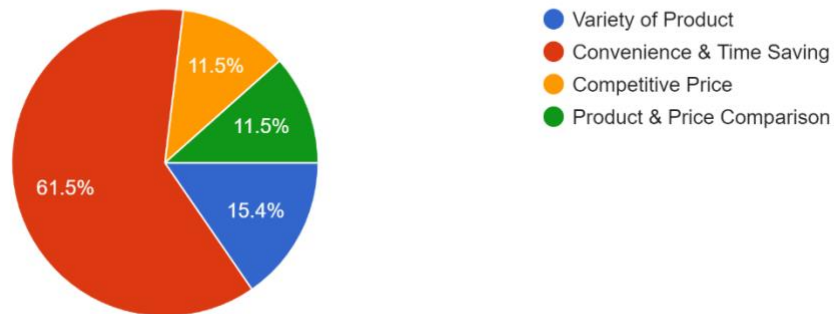
2. Which social media platform is desirable to you for online shopping?

26 responses



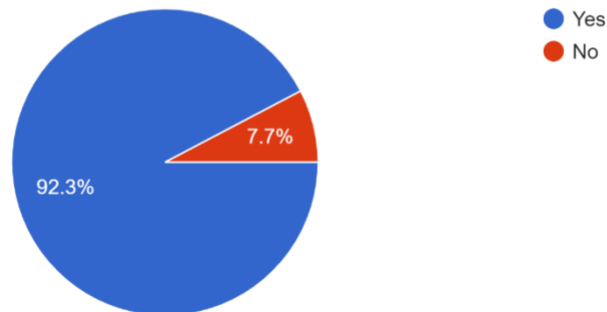
3. Why do you prefer shopping using social media?

26 responses



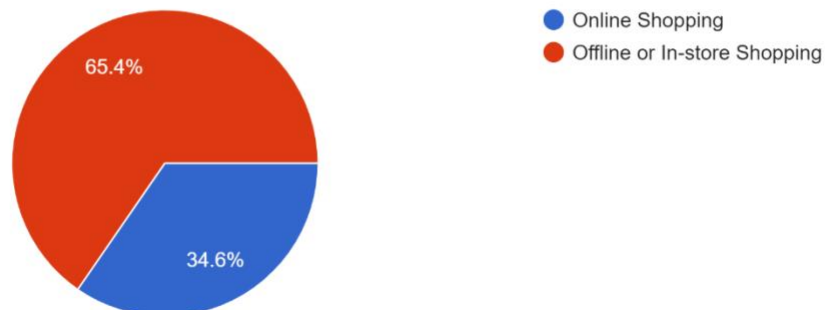
4. Do you conduct any research on your product or service before making purchase decision using social media?

26 responses



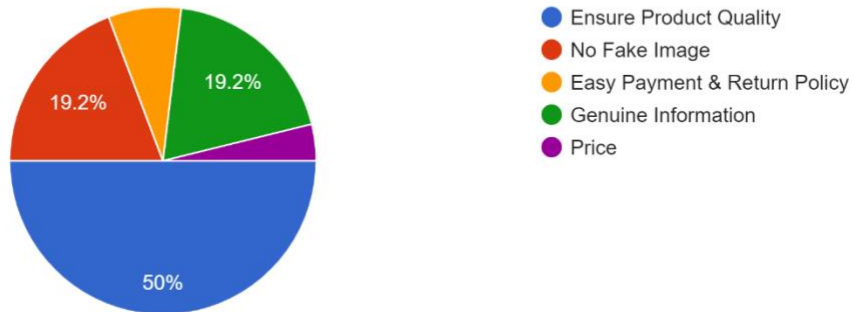
5. In Bangladesh, which type of shopping is more convenient to you?

26 responses



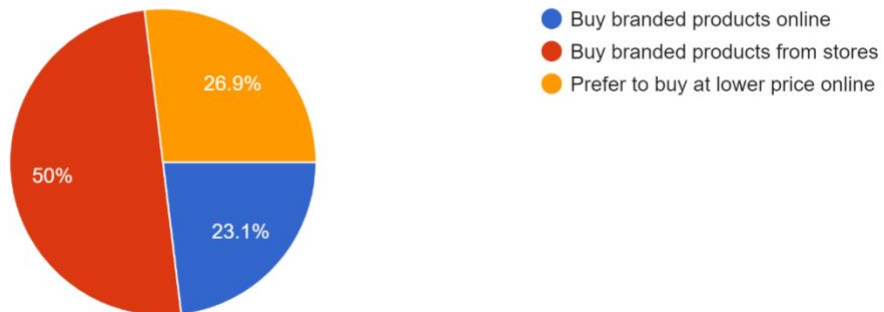
6. What changes do you prefer while purchasing or selling through social media?

26 responses



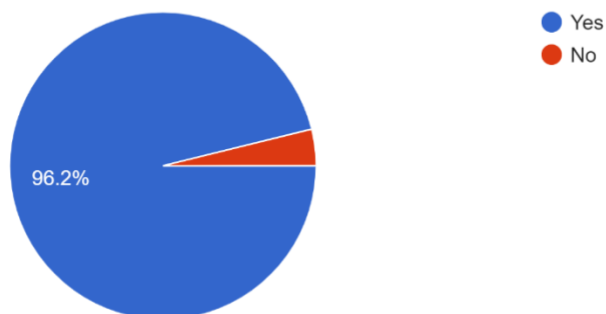
7. How concern is you on buying branded products or cost-effective product using social media?

26 responses



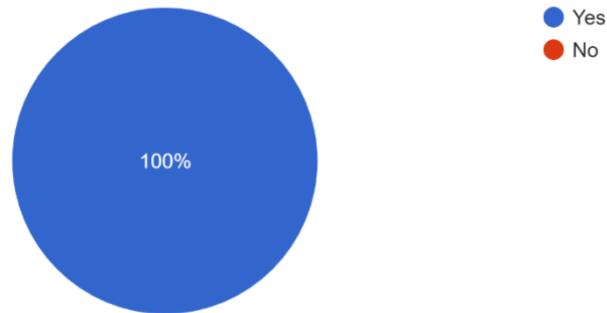
8. Do you believe that social media can enhance your knowledge about a product or service?

26 responses



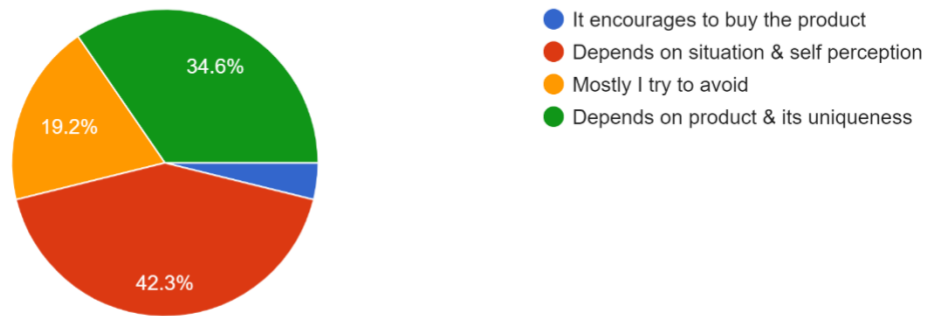
9. Do you believe that consumers buying behavior can play major role in building business strategies?

26 responses



10. How do you react to products or services that gets viral on the social media? Do you get attracted to buy that product or service?

26 responses



Chapter V – Survey Analysis & Discussion

5. Survey Analysis and Discussion

To depict the analysis of our survey, we have conducted the research and found about 26 respondents that participated and shared their views and opinions. As per our research, 88.5% participants, which is 23 participants out of 26 responded that they prefer and they like to conduct online shopping. This shows that most of the young generation are involved in online purchasing habits. In the second question, 22 participants responded that they prefer Facebook to conduct their purchase. Other platforms like Instagram, Brand Website or other e-commerce website have only 1 participant each in favor of them. This is clear that Facebook is more dominant in terms of online business in Bangladesh. In the third question, 61.5% which is 16 out of 26 participants responded that they prefer shopping using social media because of the convenience and time savings. As people are very busy these days, they limited time to make their purchases by visiting stores and different places. Thus, online shopping is booming in the country. Some 4 participants, which is 15.4% responded that they use social media for their online purchase because of the variety of product that is available throughout the platform. This clarifies that people also want multi-variety of product all in one place. The remaining participants responded equally that they prefer shopping using social media because of convenience & time saving and competitive price availability. In the fourth question, 92.3% which 24 out of 26 participants responded that they online purchasing allows them to conduct research on the product or service which helps them in making the purchase decision. According to Chiang, “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”. Social media has the power to influence people and thus it makes them purchase in any way possible. However, in the fifth question, 65.4% which is 17 out of 26 participants responded that they prefer shopping offline or in-store shopping. This seems that there is a contradiction on the opinion of the participants. Or we can also assume, people do not possess enough trust and confidence in making online purchase just by the picture or the video of the product as picture and video can be distorted and have no similarities with the actual quality of the product. This is an alarming situation for the e-commerce industries of Bangladesh as people may lose faith in

building relationship with the e-commerce industries or online platforms that sells products or services. In the sixth question, 50% which is 13 out of 26 participants suggested that they want the sellers or companies to ensure superior product quality and they are not ready to accept any compromise on quality issues. This shows the companies are not ensuring quality product and misleading the customers and thus customers are very concerned about the product quality. If the product quality remains standardized as per stated information, the business will have more returning customers and their revenue will increase. Some 5 participants each also responded for circulating no fake image or videos and also raised concerns not to use wrong information, instead provide accurate and genuine information of the product or service they offer. In the seventh question, about 50% or 13 participants prefer to buy branded goods from store and not online. This shows that customers do not have the belief in the company's product they offer and thus they want to visit the store, check and evaluate its quality and then only make purchase decision. This shall be of concern for online businesses that maintain customers trust and confidence is the key to success. 7 participants out of 23 or 26.9% have the courage to make purchase of branded product using online and so we can expect that those 26.9% are making their purchase from those companies that have excellent brand value. The remaining 23.1% or 6 participants are extremely focused on purchasing lower-priced product using online as they are the price-sensitive customers and will only make purchase while giving discounts or other various offers. Thus, business organization must take serious note on increasing their position in customer's mind strongly to sustain their business growth. In the eighth question, 96.2% or 25 out of 26 participants responded that social media can enhance their knowledge about any product or service they would like to offer. This shows that social media has the power to motivate consumers to anything they require or they would require in the future. It is the responsibility of the businesses to use the platform for a good cause, create positive awareness that build their business and also create positive impact on the society. In the ninth question, all of the participants responded that consumer buying behavior can play a major role in building business strategies. Most of the customers have different choices, needs and opinion regarding their purchase. Some customer prefer to buy goods from those online shop that represents from their same community. Some people focus on the online shops that sells trendy products, some

prefers those who provides fast delivery and some also makes online shopping due to their limited time and cost-saving. People have different choices over their purchase and thus such choices can play vital role in building business strategies according to customers need. In the last question, 42.3% or 11 out of 26 participants responded that when any product or service gets viral on the internet, they may get attracted to it, however, such attraction depends on their specific situation and self-perception. If they like the product and have enough money, they may involve in making the purchase. Some 34.6% or 9 out of 23 participants also responded that they prefer to buy the viral products or service if those products have unique characteristics. Thus, it shows people want different, unique and useful products or services that solves their problem or makes their job easier than before. For any product to become successful, their usability is very important to scale up. There are also about 19.2% or 5 participants that responded to stay avoided to the viral products or service as they make think such products or services are just creating a buzz without any effectiveness.

Chapter VI – Conclusion & further implications

6. Conclusion & further implications

6.1 Integrated findings

When a consumer wants to make a purchase of anything, social networks influence their search, purchase decisions, findings, and evaluation alternatives that are required. The use of social media also affects identifying and analyzing problems after purchase and determining effective solutions. This survey is showing that social media is very confident and effective in making purchase decisions among the users and they are now upgrading to a search engine where consumers can avail a variety of information from diversified sources all in one place. Consumers using social media can express their feelings and opinions regarding any product or service they have acquired which will also make influence other consumers. A business that is operating in social media has the ability to connect and communicate with its customers and involve in one-to-communication. This makes consumers feel more focused on the business that influences them towards making the purchase. People can share their knowledge and experience where other people can also see and evaluate such experiences. They also like to receive suggestions and recommendations from other consumers who have experienced those products or services. Thus, we can conclude that social media is a major and significant role player in online business in Bangladesh and have the potential to motivate and attract buying behavior of consumers. It is primarily because social media avails easier communication and convenience to people. Social media also helps in interacting with other consumers to determine the perceived market information which is a success factor for the consumer purchasing behavior.

6.2 Conclusion

The purpose of the survey question was to determine the impact of social media on consumer purchasing behavior in Bangladesh. According to our results, social media has a key role in influencing consumers to purchase the current trends and influencers. Consumers when communicating with the company that has presented on social media feel more connected and build trust and faith. The use of social media allows companies to get more reviews or opinions

or feedback directly from the individual consumer without any biased responses. The companies that are on social media can share their company profile and their activities through posts, pictures, videos, live recordings, comments, etc. This way, consumers can feel more connected to the culture of the company which may increase consumers' loyalty to the company. Although, negativity excels more on the virtual platform, however, this can be reduced if businesses remain and abide by the law and focus on solving problems. As the company handles all negative issues, this also acts as a motivation to the consumers that whatever situation arrives, the company or business will be striving to serve the best and solve every problem. This is the internet generation that is extremely fast-paced and the market is changing dynamically. Brand visibility and brand recognition are becoming increasingly sophisticated, necessitating a variety of strategies to set them apart from their competition and provide consumers with a more secure experience. This study may aid other researchers in determining how various variables affect consumer purchasing behavior, which is increasingly becoming a dominating factor influencing consumer purchase behavior.

Chapter VII – Limitation of research and suggestion to the future direction

7. Limitation of research and Suggestion to the future direction

7.1 Limitation

Because the study was conducted on a small scale in a local area with a small proportion of the target group, the results cannot be generalized to a larger population. To obtain generalized conclusions about consumer attitude as a factor in purchasing behavior, future studies could incorporate a wide number of factors as well as a large sample size. Including multiple areas of customers' thinking in the same survey will result in a slew of specific leads. Qualitative researchers appear to be a completely objective part of the research process.

7.2 Suggestion to the future direction

The goal of the project paper was to determine what drives consumers to purchase goods and, as a result, what role social media plays in this process. I definitely practiced several areas that haven't been discussed previously because I wanted to focus on my schoolwork. In the meantime, future studies will incorporate more factors and a larger sample size in order to gain more generic information regarding customer mentality and its impact on consumer purchasing behavior. More consumer mindset features in the same survey could provide more precise information in this area. Qualitative researchers are more likely to take an objective approach to their research. As a result, in quantitative analysis, reasonable participants' reactions to the study's progress are usually overlooked (Brigitte et al., 2007). Because it shows the in-depth function of each feature as well as client buying behavior, a qualitative method will lead to more qualitative studies on the features.

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Appendix – A

1. Do you prefer online shopping using social media platform's like- Facebook, Instagram, etc.?

☐ Yes

☐ No

2. Which social media platform is desirable to you for online shopping?

☐ Facebook

☐ Instagram

☐ Other: _____

3. Why do you prefer shopping using social media?

☐ Variety of Product

☐ Convenience & Time Saving

☐ Competitive Price

☐ Product & Price Comparison

☐ Other: _____

4. Do you conduct any research on your product or service before making purchase decision using social media?

☐ Yes

☐ No

5. In Bangladesh, which type of shopping is more convenient to you?

- ☐ Online Shopping
- ☐ Offline or In-store Shopping

6. What changes do you prefer while purchasing or selling through social media?

- ☐ Ensure Product Quality
- ☐ No Fake Image
- ☐ Easy Payment & Return Policy
- ☐ Genuine Information
- ☐ Other: _____

7. How concern is you on buying branded products or cost-effective product using social media?

- ☐ Buy branded products online
- ☐ Buy branded products from stores
- ☐ Prefer to buy at lower price online
- ☐ Other: _____

8. Do you believe that social media can enhance your knowledge about a product or service?

- ☐ Yes
- ☐ No

9. Do you believe that consumers buying behavior can play major role in building business strategies?

☐ Yes

☐ No

10. How do you react to products or services that gets viral on the social media? Do you get attracted to buy that product or service?

☐ It encourages to buy the product

☐ Depends on situation & self-perception

☐ Mostly I try to avoid

☐ Depends on product & its uniqueness

☐ Other: _____