



Influence of Social Network and Social-Media toward Satisfaction through Consumer Purchase Decision: Analytical study on Bangladesh's Consumer

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Abstract

Advancement of technology, rising of the internet availability with develop Web 2.0 increase the interdependence of consumers social media. For this the behavior of consumer has changed and various organisation has understood the impact of digital marketing regarding consumer decision making process for particular product or services. This study aims to determine the influence of social media and social networks toward satisfaction through consumer purchasing decisions in Bangladesh. The study also examined the potential relationships between various factors and Perceived Value that might influence the purchase decision of Bangladesh's consumer purchase decision. A survey method was used to collect 100 data from various social media users in Bangladesh, and Structural Equation Modeling was employed for the data analysis. The research proves that social networks have positive and significant effect on purchasing decisions to Bangladesh's consumers. The most important findings of this study were, the perceptions of respondents toward social networks and consumer purchasing decision of Bangladesh.

Keywords: Technology, internet, digital marketing, consumer behavior, satisfaction, consumer behavior

1.0 Introduction

Social media is expanding quickly in the globalization period, and this has an effect on digital business. It is evident in the current technical and internet era that both electronic and print media have transitioned to social media platforms. The emergence of social media platforms has presented consumers with novel avenues to participate in online social interactions. Moreover, it assumes a significant function in certain emerging nations such as Bangladesh. The increasing connectivity of people to social media platforms is eroding the geographical barrier that formerly divided individuals (Noemie Meslat, 2018). The proliferation of social media has dramatically altered the purchasing decision-making process of consumers. Social media tools enable users to modify and distribute various types of material. Social media enables consumers to have direct responses to their ideas, comments, and suggestions regarding the products they have offered, therefore facilitating the acquisition of desired and necessary products (Singh and Cullinane, 2010). Consequently, several organizations are utilizing social media platforms to enhance their advertising and promotion efforts, facilitate online sales, attract new prospective clients, engage with existing buyers and sellers, provide brand support,



and establish contact with different businesses. Social media plays a crucial role in digital marketing by facilitating client engagement. The modern consumers have access to a wide range of information and experiences that are beneficial for obtaining customer information and recommendations. Furthermore, the phenomenon of networking among individuals via social media platforms fosters the development of common values, so resulting in a favorable influence on trust (Wu et al. 2010). Presently, social media platforms provide functionalities for assessing the items and services offered by brands. For business and trade purposes, social media serves as a crucial means of ongoing communication between buyers and enterprises, as well as a very beneficial tool for identifying potential clients.

1.1 The new marketing tool Social Media

The function of marketing strategy is to establish an interconnection between management, brand, and consumer development. A marketing plan facilitates the acquisition of new customers, the introduction of a product, the attraction of customers to make a purchase, ensures customer satisfaction, and fosters brand loyalty. In 2006, Philip Kotler articulated marketing as a transactional activity aimed at fulfilling the needs and desires of individuals. Presently, marketing is widely regarded as the most effective method for studying the industry and developing various strategies to maintain a competitive edge in the market. Amidst the many marketing strategies, Digital Marketing stands out as the most effective and convenient method in contemporary times for making informed purchasing decisions by establishing brand recognition. The internet is an excellent medium that allows businesses to effectively target a global customer base, facilitating easy investigation, selection, and purchase of items and services from enterprises worldwide (Kailani & Kumar 2011). Based on the 2018 Hootsuite study, the global internet user base is at four billion individuals, with three billion of them actively participating in different social platforms. Approximately 90% of individuals who use social platforms access material through their smartphones. A separate study indicates that individuals spend an average of almost six hours each day on the internet (Statista 2018). Social media platforms have facilitated a word-of-mouth process, enabling companies to establish communities for initiating discussions and directly engage with their customers and potential clients. In the present day, nearly every firm employs social media as their marketing instruments. A recent survey reveals that over 80% of firms are actively engaged on Facebook, Instagram, and Twitter. The present study aims to investigate customer purchasing intention by leveraging social media platforms. Although Bangladesh has significant potential for



internet shopping, there exists a substantial gap and ample opportunity for enhancement when compared to other countries. Bangladesh's earnings amounted to a mere US \$30.61 billion. Bangladesh consumers remain hesitant to patronize the shop owing to concerns about the payment mechanism, logistics, and services, including a fundamental lack of confidence. The consumers experience discomfort as they are unable to physically inspect the product prior to making a purchase. Based on the background of the study research objectives might be pursuit:

- Impact of social media networking on the purchasing decisions of Bangladeshi consumers.
- The pleasure of Bangladeshi consumers is influenced by social media networks specifically through their shopping decisions.
- Social media determining factors might influence the perceived value and enhance the value for purchasing decisions among Bangladeshi consumers.
- Examination of the impact of social networks and social media on customer purchase intention in Bangladesh, specifically focusing on the pleasure resulting from purchasing decisions.

2.0 Literature Review & Hypotheses

1.2 Online Social Media and Consumer purchase decision has a correlation

Social media drastically altered every facet of consumer behavior and marketing strategy in the marketplace. Historically, consumers relied solely on marketing and advertising. However, the landscape has now undergone a complete transformation as consumers actively seek product information from several sources. This shift is referred to as a 180-degree change in behavior during the purchase decision making process. Facebook, Instagram, Twitter, and other social applications serve as the primary channel via which individuals are influenced by their friends who share a wide range of product photographs and offer both favorable and negative feedback. The intense emotional bond with friends is a primary determinant of brand loyalty towards a specific product or brand. In comparison to previous real friendships or family groups, internet communities and groups are far larger. According to Parker (2011), during the research or education stage of the purchasing cycle, consumers have the opportunity to contact a broader group of current, former, or potential customers from around the world before making their decision. According to (Wheat and Dodd, 2009), consumers now have digital empowerment



enabling them to consult with both peers and professionals at the touch of a button throughout the information search phase of a decision making process.

H0: Social media positively influences consumer's purchase decision of Bangladesh.

2.0 Theoretical background and conceptual model

2.1 Influencer Credibility marketing on social media

The contact with consumers through social media has a substantial impact on informing them about the brand message and product in the worldwide market (Gillin 2007). This marketing strategy is alone predicated on the act of exerting influence on marketing. An influencer marketing approach is a method used to quickly disseminate messages directly to consumer segments in order to enhance brand awareness. Influencer marketing can have effects on an individual or a big audience by manipulation of cognition and emotion. According to Brown, Duncan, and Hayes (2008). The study clarifies that influencers disseminate information from different companies to consumers and exert influence on them, which may lead to collaboration with the firms, provided that the material is perceived as important and beneficial to their lives. Today, exerting influence on marketing is regarded as one of the most effective strategies, because the market is being transformed by the emergence of a new dominant player in social media across all domains. Keller & Berry (2003) define an influencer as an individual who actively engages in leadership activities within their immediate environment and broader networks. Although not essential for establishing a strong reputation, influencers possess the capacity to exert influence on their friends, colleagues, family, or own communities. Given that most social media influencers lack a clear definition, marketers generally adhere to the definition provided by Duncan & Hayes (2008): An influencer is a third party who greatly influences a customer's buying decision. However, apart from that, every member of the community has the opportunity to emerge as an influencer on social media. Consumer decisions are influenced by several variables, but influencer credibility is a critical one. The defining features and components of fashion influencer marketing emphasize that influencer credibility is the primary and most significant factor (Nathalie 2016). Furthermore, Ivelina Dimitrova (2013) highlights the impact of an influencer's credibility on the desire to make a purchase. Hence, it is a crucial and indispensable factor that must be incorporated into our research framework on the influence of influencer marketing on social media in relation to consumers' buy intention.



H1: Credibility of Influencer in Social Media marketing surely influence consumer's purchase decision.

2.2 Advertisement in Social Media

Social networking applications such as Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram, and others facilitate online advertising and the communication of messages for goods or services offered by companies. Among the global internet user base of 3.2 billion, there are 2.5 billion individuals with social media accounts. The monthly number of unique users on Facebook exceeds 1.9 billion. Currently, social media is often regarded as the paramount and enduring marketing communication methodology. The internet platform is considered the most crucial avenue for obtaining the most reliable source of information for a specific product or service. During the inception of the advertising sector by Facebook in May 2005, it was projected that the money generated from social media would reach \$8.4 billion by 2015. Online advertising is now a default consideration for businesses. Social media platforms enable individuals to express their own interests, which businesses can leverage to identify new customers by employing interest-based targeting and advertising strategies. Every company, regardless of its size, has a presence on Facebook, Twitter, and YouTube. Advertising on these platforms enhances the opportunity to effectively contact, engage, and convert customers.

H2: Advertisement in social Media has significant impact on consumer's purchase decision.

2.3 Consumer involvement

Among all the social media methods, the most readily impacted one for customers is seeking information, advice, and recommendations from friends about products or services. Park and Kim (2008). Furthermore, this approach also has a detrimental effect on the consumer's level of knowledge in making buying decisions or obtaining services (Fan et al., 2012). Put simply, consumers who actively favor independent decision-making in their purchases, without relying on other viewpoints, will be less influenced by information obtained from social media.



H3: Consumer Involvement influence consumer’s purchase decision in Bangladesh.

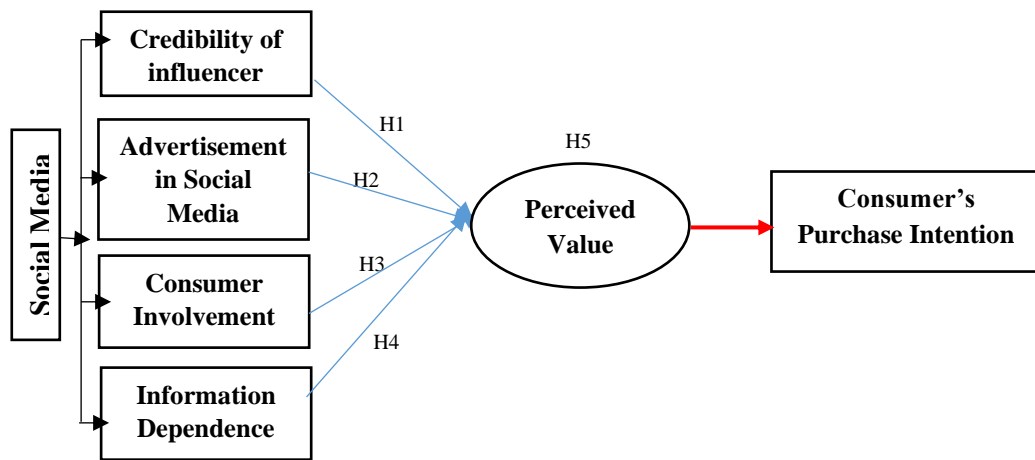


Figure 1: Bangladesh’s Consumer Purchase intention Model. Factors (Credibility Influencer, Advertisement in Social Media, Consumer Involvement, Information Dependence and Perceived Value) influencing the online consumer’s behavior of Bangladesh

2.4 Purchase Intention based on Perceived Value

Perceived value is a crucial factor as it elucidates and facilitates the comprehension of the disparities between the advantages consumers might earn and the expenses they will incur for a specific product or brand. From a consumer behavior perspective, consumers want to maximize the perceived value by selecting the necessary items and services. From empirical evidence, there is a positive correlation between perceived value and purchase intention. A greater perceived advantage from a product or service for consumers can enhance the perceived value and thereby boost the propensity to purchase the products or services (Zeithaml 1998).

H5: Social media openness positively influences on consumer’s perceived value for consumer’s purchase decision.

2.4 Information Dependence

In order to identify the tripartite linkages between audience media and society, Rokeach and Defleur formulated the notion of media dependency. This thesis elucidates that the more the reliance of individuals on the media to fulfill their personal and societal requirements, the more significant the media will become in their lives. Consequently, there will be cognitive, emotional, and behavioral transformations in people. The concept establishes a theoretical basis for the examination of different forms of media, together with pertinent Internet products and applications. An investigation on Internet Dependency Relations (IDR) indicates that



consumers who rely on the internet are more inclined to achieve their action oriented goal in shopping activities, thereby improving the whole online shopping experience (Patwardhan & Yang, 2003). The concepts of information dependence theory are equally relevant to the mobile buying behaviours of consumers (Hahn & Kim, 2013). The study findings indicate that adult consumers, particularly young individuals, are more engaged with mobile technology as a means of communication. Furthermore, the higher their level of involvement, the higher the likelihood that promotional messages disseminated through media will impact their attitudes towards their intention to use mobile coupons (Bacile 2010).

H4: Information Dependence significantly influence the consumer’s purchase decision.

3.0 Results and Discussion

The proposed work deems the quantitative research approach suitable. The present study will analyse the quantitative research approach by focusing on the formulation of testable hypotheses and theories. In terms of comparative analysis, statistical analysis, and repeatability of data collection, the analysis enables generalization of conclusion and flexibility in the handling of data to check reliability. Data was gathered from a diverse group of respondents, encompassing different age groups, sexes, and occupations, nationwide in Bangladesh. Participants are required to follow social media platforms to access purchasing goods from either online or real stores. Collection of data has been conducted using a thorough and well-organized questionnaire. Approximately one hundred (100) respondents were polled across face-to-face interviews, phone interviews, and online questionnaires.

Characteristics		Number	Percentage
Gender	Male	58	58%
	Female	42	42%
	Total	100	100%
Age	15 – 25	31	31%
	26 - 35	24	24%
	36 – 45	18	18%
	46 – 55	15	15%
	56+	12	12%
	Total	100	100%
Marital status	Single	63	63%
	Married	37	37%
	Total	100	100%

Table 1: Demographics of the participants of Bangladesh’s Consumer. Source: Survey Result 2024



The data analysis in this study will employ SPSS software to assess the reliability and validity. Additionally, correlation and regression analysis will be performed to determine the major contribution of each independent variable to the dependent variable. This research focuses on the perception of Bangladeshi consumers, so the pool of data collection interviewees is restricted to Bangladeshi consumers.

To understand the consistency of the data scale by assessing the reliability of the variables Cronbach's alpha coefficient is the most widely used test. To understand the multiple measurement of variables reliability is the most efficient test (Hair et al., 2008). The reliable measures of the five extracted critical factors of Consumer Purchase Intention are shown in Table 1. The scale consistency of each dimensions adapted from the combination of Consumer Purchase Intention dimensions of Credibility Influencer, Advertisement in Social Media, Consumer Involvement, Information Dependence and Perceived Value were also computed with the value of 0.939, 0.930, 0.934, 0.931 and 0.916 as the analysis in the table 2.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Cre_Inf	18.8725	18.834	.785	.939
Adve_Soc	18.9625	17.858	.864	.930
Con_Inv	18.8665	18.548	.829	.934
Inf_Dep	18.9705	18.531	.852	.931
PV	18.9180	18.235	.989	.916
CPI	18.8625	20.686	.681	.950

Table 2: Reliability Analysis (Cronbach's Alpha) Source: Survey Result 2024

Among the descriptive results, customer involvement received the highest score of M=3.82. Regarding the concept of Consumer Purchase Intention, most of the participants expressed agreement with the assertion that Bangladesh's Consumer Purchase Intention is influenced by social media. This aligns with the findings of Rezvani et. al, 2012, which indicate that the cognitive perception of a country on its country-of-origin might be influenced by its technical and economic development level. Next in line are the ratings for Credibility of Influencer, Perceived Value, Advertisement in Social Media, Consumer Involvement, and Information Dependence, with respective mean values of 3.381, 3.77, 3.72, and 3.32.



Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Cre_Inf	100	1.0	5.0	3.818	1.0111
Adve_Soc	100	1.0	5.0	3.728	1.0627
Con_Inv	100	1.0	5.0	3.824	1.0068
Inf_Dep	100	1.0	5.0	3.720	.9872
PV	100	1.00	5.00	3.7725	.90964
CPI	100	1.4	5.0	3.828	.8594
Valid N (listwise)	100				

Table 3: Descriptive Analysis Source: Survey Result 2024

The F-ratio in the ANOVA (Table 3) assesses the adequacy of the overall regression model in fitting the presented data. The table demonstrates that the independent variables have a statistically significant predictive effect on the dependent variable, with $F(4, 95) = 70.228$ and $p(.000) < .05$. This indicates that the regression model is a suitable fit for the data. All factors in table 3 were found to be statistically significant at the 0.05 level. Among the variables examined, Credibility Influencer, Advertisement in Social Media, Consumer Involvement, Information Dependence, and Perceived Value all had p values < 0.05 . The research evidence indicates that customer purchase intention on social media is influenced by several elements.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.642	4	13.661	70.228	.000 ^b
	Residual	18.479	95	.195		
	Total	73.122	99			

a. Dependent Variable: CPI

b. Predictors: (Constant), PV, Inf_Dep, Con_Inv, Cre_Inf

Table 4: Result of Multiple Regression Anova Analysis on the effect of Social Media on Consumer Purchase Intention. Source: Survey Result 2024.

This paper presents the findings of the Multiple Regression Analysis conducted to examine the impact of Social Media on Consumer Purchase Intention in Bangladesh. According to the results, Credibility Influencer ($\beta = -.066$, $t=736$, $p<.05$), Advertisement in Social Media, Consumer Involvement, Information Dependence ($\beta = -.124$, $t=1.135$, $p<.05$), ($\beta = 0.011$, $t=1.117$, $p<.05$), ($\beta =.980$, $t=12.228$, $p<.001$) were all significant factors.



Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.205	.195		6.191	.000
	Cre_Inf	-.056	.076	-.066	-.736	.464
	Adve_Soc	-.100	.088	-.124	-1.135	.259
	Con_Inv	.009	.078	.011	.117	.907
	Inf_Dep	.854	.070	.980	12.228	.000

a. Dependent Variable: CPI

Table 5: Result of Multiple Regression Analysis on the effect of Social Media on Consumer Purchase Intention. Source: Survey Result 2024.

Table 5 presents the findings of the Multiple Regression Analysis conducted to examine the impact of Perceived Value on Consumer Purchase Intention in Bangladesh. According to Table 5, there was a strong correlation between Perceived Value and actual purchase behavior ($\beta = 0.681$ $t=2.9.200$, $p<.001$). This implies that consumers who have the intention to purchase the products will demonstrate the actual purchasing behavior of acquiring the things, which is impacted by social media.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.402	.271		5.168	.000
	PV	.643	.070	.681	9.200	.000

a. Dependent Variable: CPI

Table 6: Result of Multiple Regression Analysis on the effect of Perceived Value on Consumer Purchase Intention. Source: Survey Result 2024.

The R squared value in Table 7 indicates that about 0.747 percent of the variation in the dependent variable (Consumer Purchase Intention) can be explained by all independent variables (Credibility Influencer, Advertisement in Social Media, Consumer Involvement, Information Dependence, and Perceived Value). This value represents the evaluation of the model. The R square is not overestimated when assessing the model's fitness, as its deviation from the adjusted R square is extremely close, namely approximately .737. The table presented herein demonstrates that Credibility Influencer, Advertisement in Social Media, Consumer Involvement, Information Dependence, and Perceived Value exert a substantial influence on



the consumer purchase intention, which is influenced by the social media presence of Bangladeshi consumers.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.864 ^a	.747	.737	.4410	1.926

Table 7: Result of R Square and Adjusted R Square on the effect of Perceived Value on Consumer Purchase Intention. Source: Survey Result 2024.

$$Y \text{ (Consumer Purchase Intention)} = 1.205 \text{ (Constant)} + -.056(X1) + .100(X2) + 0.009(X3) + 0.854(X4) + 0.643(X5) + \epsilon_i$$

The present study examines the favorable impact of social media on consumer purchasing intention in Bangladesh. Therefore, the results of the study offer significant understanding to all interested parties on the factors that can influence the changes in customer behavior while purchasing a consumer product. It is recommended that marketers allocate their resources to areas that would most effectively boost customer purchasing behavior. In this case, information reliance has the greatest impact on the purchase intention of consumers in Bangladesh. Another crucial aspect to consider is the level of consumer involvement, which directly impacts consumer buying behavior. The findings from data analysis indicate that there is a correlation between the growth and reduction in social media marketing and the increase or decrease in the perceived value of social media marketing among consumers in Bangladesh. Simply said, the perceived value either heightened or diminished the consumer's interest in making a purchase. From the study some significant findings reveal

- A significant proportion of consumers in Bangladesh have utilised the internet to make purchases of goods and services.
- The primary medium for knowledge dissemination is social media, as it effectively facilitates user search and perception. Furthermore, social media is considered to be a reliable source of information. Therefore, marketers can effectively utilize social media to achieve their awareness objectives.
- Credibility Influencer is a pivotal approach for delivering information that enhances the purchasing intention of consumers in Bangladesh by establishing a reliable source of information.



- The phenomenon of Information Dependence has a notably beneficial influence on social media, and remarkably, evaluations from both strangers and friends are regarded with about equal credibility.
- Social media users are more inclined to make a purchase after exposure to favorable reviews regarding desired products or services. Consequently, generating favorable reviews on social media platforms will boost sales and provide genuine information about the product.

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