



REVIEW ARTICLE

TO DETERMINE THE IMPACT OF SOCIAL MEDIA FACTORS ON CONSUMER BUYING BEHAVIOUR: A STUDY ON DHAKA CITY

Anup karmakar*, Md Mehedi Hasan Emon, Tanha Akhter

American International University- Bangladesh, 408/1, Kuratoli, Khilkhet, Dhaka 1229, Bangladesh
*Corresponding Author Email: anupkarmakar294@gmail.com

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ABSTRACT

The research aims at how social media factors influences consumer buying behavior. The introduction of electronic media has created an extremely competitive economic environment that is difficult to maintain. Customers have more regional alternatives from which to choose, giving firms the ability to contact more consumers in less time, and customers more freedom in their purchasing decisions. Customers now consider a company's online performance, particularly its digital marketing strategy, when deciding whether or not to make a repeat purchase. The investigation considers how the integrated digital platform may be put to use for complex business operations, such analyzing customers' online purchasing patterns that work well with a digital value offer. The project also intends to investigate how the use of social media might increase customer interest, leading to a thriving online retail sector. The study's findings bolster the value of social media for online retailers. Yet, businesses in Bangladesh are failing to fully grasp the potential of social media for the growth of branded e-commerce.

KEYWORDS

Social Media, Consumer Buying Behaviour, Impact, Internet Marketing, Customer Loyalty, Bangladesh.

1. INTRODUCTION

In today's fast-paced world, it's far more convenient to do your shopping online. In the last decade, consumers have shifted their buying habits dramatically (Yeo et al., 2022). Whilst shoppers still frequent brick-and-mortar establishments, many report finding internet purchasing to be more convenient (Jensen et al., 2021). Internet shopping is a lifesaver for today's busy consumers who otherwise would not have time to go shopping or who would rather spend that time doing something else (Sahay, 2021). This research will examine the effectiveness of e-commerce marketing techniques in Bangladesh from the viewpoint of the city of Dhaka, focusing on the role that various forms of social media play in influencing consumers' purchasing decisions in response to the local business climate. The research will also analyze the role that social media platforms play in developing Bangladesh's E-commerce sector's online value proposition. The term "online shopping" refers to the practice of buying and selling products or services electronically through the Internet. Interested customers may learn more about a product by visiting the online store's website, or they can use a shopping search engine to see where else they can buy it online and at what price (Setiawan et al., 2020). There is a rise in e-commerce as Dhaka, the capital of Bangladesh, works toward its goal of transforming the whole nation into the digital realm. Online purchasing has come a long way in our nation (Zayed et al., 2021). Once a prospective customer learns about a need from a retailer, the next step in the online purchasing process is to conduct a search for information about that need. These days, consumers are increasingly turning to their smartphones and, more specifically, their social media accounts, as an integral element of the research, comparison, and purchase phases of their online shopping experiences (Izogo and Jayawardhena, 2018). What we have here is an electronic system that facilitates consumer-to-business interactions and satisfies shopper demands. The rapid growth of this problem may be directly attributed to the influence of social media (Bizhanova et al., 2019). And since it helps people connect

with others who share their views, the use of social media may also boost confidence in others. With the rise of social networking sites (SNSs), understanding consumer behavior on these sites is now a top research priority, since SNSs are anticipated to shape future marketing tactics for businesses through trust-building processes and influencing consumers' desire to make purchases online (Wongkitrungrueng and Assarut, 2020).

This study looks at the advantages of utilizing various Social Media sites to make purchases, from the point of view of the customer. The purpose of this research is to find out whether and how much social media influences customer behavior through increasing product exposure. Know which products are best suited for SM and understand the most suitable SM for specific products and specific consumers; social media has a significant impact on consumers when trying to raise brand awareness and drive sales. And today, more than ever, consumers put their confidence in the recommendations of those they know and like. They are influenced to make a purchase because well-known individuals endorse it. Consumers were convinced to make purchases online this time around thanks to social proof and the recommendations of influential people in their networks (Fong et al., 2020). This article will offer many key aspects, beginning with a literature review and related research, then outlining the methodology, results, analysis, and debate, and then wrapping up with a discussion of the limits of the study, some speculation about the future, and a conclusion. In this study we found some major problem statement that are People nowadays may buy from the comfort of their own homes without having to endure the hassle of going from store to store in search of what they need or cope with pushy salespeople or lengthy checkout lines. There are still certain issues that consumers confront while purchasing online, despite the best efforts of e-commerce businesses to solve them. People in Bangladesh believe that when they shop online, they will get low-quality goods, have trouble making digital payments, incur hidden fees, and have no clear recourse if anything goes wrong. Some experts believe that certain online stores are doing better than others, but

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that this is due in large part to the fact that they lack digital technology, which compromises security and leads to a loss of customer confidence. With numerous interaction activities on social media platforms, businesses and consumers are actively co-creating brand loyalty. The size of the issues is irrelevant to how worrying they are for investors in successful businesses. This research will aid in elucidating the reasons why, despite the concept's flaws, it has promising future applications. For this reason, we have decided to call the research project quits. Which sector we use the social media factor it's a selling and buying process that's the find out the scope of the study.

- Social media factor is more influence by influencers it's a scope of the study.
- Commerce ministry are also a main important part to social media factor to affect online consumer buying behavior it's one of the main scope the study.

The scope of consumer buying behavior is the decision process and individual engagement in evaluating, acquiring and using good and services. The objectives of this study how social media factors influences consumer buying behavior.

2. LITERATURE REVIEW

Social media networks are the most recent addition to the broader marketing process used by several firms. Furthermore, these channels are vital for expanding the firm outside the constraints of the global market. So, the literature review component of this research will focus on the vital elements and characteristics of social media for attracting clients to the company's products and services (Ahmad et al., 2018). It's no surprise that in the twenty-first century, multichannel retailing and a meteoric rise in internet buying have revolutionized the global retail landscape (Milakovich and Wise, 2019). As all forms of e-commerce, including business-to-business (B2B), business-to-consumer (B2C), and cross-border (C2C), are growing at double-digit rates, eMarketer (2018) estimates that the global e-commerce industry will rise from its current \$2.29 trillion to \$4 trillion by 2020. (B2C). The term "digitalization" refers to the new method of doing business with the help of digital technologies such as the internet, big data, social media, analytics, etc. (Emon and Nahid, 2023). Customers are more inclined to make a purchase when they get recommendations from a reliable source. Celebrities and prominent figures impact the purchasing decisions of their audience (Chen et al., 2020). According to (Bhattacharya et al., 2009), SMI are third parties who, via their activities, may influence or direct the behavior of others toward a brand product. In addition, (Duan et al., 2008) recognize SMI as persons with an active presence on social media platforms and the ability to influence their audience. A prominent gamer, for instance, might advocate gaming and technology items. In social media, consumers turn to these influencers for product suggestions and guidance. A favorable impact will motivate the buyer to purchase the goods. Influencer marketing may do wonders for your company by increasing consumer acquisition. Several marketers are substituting YouTube, Instagram, and Snapchat influencers for celebrities. These internet celebrities provide uncensored opinion on things, which buyers like.

H1: Social influencers affect positively on consumer buying behavior.

The proliferation of social media platforms has led to the rise of social proof as a more substantial factor in consumers' final selections. A phenomenon known as social proof has developed as a result of people's natural inclination to mimic the actions of others around them or of those who wield significant influence over them. Customers who are satisfied with a purchase are more likely to go out of their way to shout the product's praises on social media platforms. The term "social proof principle" refers to the idea that individuals look to others for guidance on how to behave, think, and feel, particularly in novel or unfamiliar contexts (Cialdini and Goldstein, 2002). Marketers are increasing the openness of the social media sphere by broadcasting the positive experiences of their satisfied consumers in the form of reviews, comments, likes, tweets, and pins in an effort to build consumer confidence in their products and boost sales. You may increase confidence in your landing page, consultation page, and sign-up page by showcasing positive client feedback in the form of testimonials, case studies, photographs, comments, and videos. Because of how pervasive social media has grown in the modern day marketplace, the weight of social evidence should not be discounted. Successful social marketers know that to sell their goods, they need to have social proof in the form of case studies, photos, videos, podcast interviews, and influencers. All taken together, the conversion rate will rise. By prominently presenting favorable product reviews, marketers may convince customers that their product is a best-seller or a hit with consumers (Kaptein and Eckles, 2012).

H2: There is a significant relationship between social proof as a greater force for buying decisions.

When trying to increase brand recognition among customers, social media may be a powerful tool. When individuals have an issue, they look for ways to fix it. Nevertheless, most consumers lack the information necessary to choose which option would best address their needs. How do you get the word out there that your product exists? The material shared on social media exposes your business to a wide demographic. Every company has one common goal: to change customer habits. Without a social media presence, you're losing out on a huge potential to influence customer purchasing decisions. If a product has both brand thickness and brand depth, then consumers will be more likely to think of that specific brand when they have a need for a product (Romaniuk et al., 2017).

H3: social media positively affect consumer to build product awareness about purchasing product.

People who engage with the internet on a regular basis are known as "social clickers," and they use the web for a variety of reasons, including keeping up with the news, conducting research on a variety of topics, collaborating with others, and fostering cross-cultural understanding through online communication. They use the internet for much of their communication, yet the most active members are disproportionately young and poor. While these younger Social Clickers may not now have much influence over consumers' purchasing decisions, they have the potential to do so in the near future (Vinerean et al., 2013).

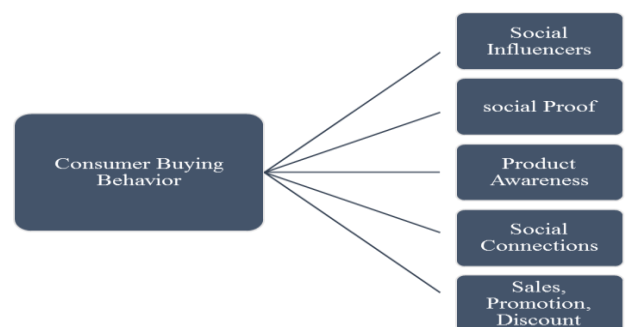
H4: Social connections influence consumer purchasing decision positively.

Many people who use social networks regularly participate in online communities by joining groups and forums in which they have a genuine interest. Consumers are influenced to make purchases after seeing advertisements for sales and discounts on social media. When applied to high-priced items, price cuts have a significant impact on buyers and boost the goods' worth. Brands can quickly and cheaply connect with the billions of active social media users worldwide thanks to this platform. Having your items seen, liked, and shared on social media by your target demographic may have a significant impact on how they are received and ultimately purchased (Chen et al., 2020).

H5: social media significantly moderates the relationship between the sales' promotion, discount, and the consumers' purchase intention.

2.1 Conceptual Framework

Based on the relationship between the ID and DV variable, this research concentrates on conceptual framework of Bangladesh, Impact of Social Media On Consumer Buying Behavior. This framework emphasizes those variables like Promotions, Discounts and Deals, Social Media Influencers, Social Proof, builds product awareness and Social media connection These independent variables are positively related to the SOCIAL MEDIA IMPACT ON CONSUMER BUYING BEHAVIOUR in Bangladesh. The detailed diagram framework is given below:



2.2 Mathematical Model

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + e$$

$$\text{Consumer Buying Behavior} = a + (b_1 \text{ Social Influencers}) + (b_2 \text{ social Proof}) + (b_3 \text{ Product Awareness}) + (b_4 \text{ Social Connections}) + (b_5 \text{ Sales, Promotion, Discount}) + e$$

Y = Dependent variable

a = Constant

x₁ x₂ x₃... = Independent variable

e = error

3. METHODOLOGY

For comprehending the research outcome, the work follows Descriptive Research approach. Non-probability Convenience and judgmental sampling technique was used to determine the significance of the research. Data was collected from 100 respondents by means of a survey questionnaire and a face-to-face interview. Data were analyzed through regression, correlation, and ANOVA

3.1 Research Approach

As we know that our research approach is Descriptive Research and basically, we found that in our mother article; they do the same thing.

3.2 Sampling Plan

To conduct this research effectively, sampling main three point is 1. Unit 2. Size 3. Procedure

Table 1: Demographic Characteristics of the Respondents

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|---------------------|-----------|---------|---------------|--------------------|
| Gender | Male | 58 | 58.0 | 58.0 | 58.0 |
| | Female | 42 | 42.0 | 42.0 | 100.0 |
| Age | Below 18 years | 7 | 7.0 | 7.0 | 7.0 |
| | 18-34 years | 56 | 56.0 | 56.0 | 63.0 |
| | 35-49 years | 24 | 24.0 | 24.0 | 87.0 |
| | 50-64 years | 9 | 9.0 | 9.0 | 96.0 |
| | 65 years & above | 4 | 4.0 | 4.0 | 100.0 |
| Marital Status | Single | 57 | 57.0 | 57.0 | 57.0 |
| | Married | 43 | 43.0 | 43.0 | 100.0 |
| Level of Education | Primary school | 2 | 2.0 | 2.0 | 2.0 |
| | Secondary school | 8 | 8.0 | 8.0 | 10.0 |
| | Diploma | 6 | 6.0 | 6.0 | 16.0 |
| | Bachelor | 50 | 50.0 | 50.0 | 66.0 |
| | Master's degree | 32 | 32.0 | 32.0 | 98.0 |
| | Others | 2 | 2.0 | 2.0 | 100.0 |
| Level of Income | Below Tk 20,000 | 23 | 23.0 | 23.0 | 23.0 |
| | Tk 20,001-50,000 | 20 | 20.0 | 20.0 | 43.0 |
| | Tk 50,001-80,000 | 30 | 30.0 | 30.0 | 73.0 |
| | Tk 80,001-2,00,000 | 22 | 22.0 | 22.0 | 95.0 |
| | Tk 2,00,001 & above | 5 | 5.0 | 5.0 | 100.0 |
| Occupation | Student | 40 | 40.0 | 40.0 | 40.0 |
| | Businessman | 23 | 23.0 | 23.0 | 63.0 |
| | Service holder | 27 | 27.0 | 27.0 | 90.0 |
| | Housewife | 1 | 1.0 | 1.0 | 91.0 |
| | Others | 9 | 9.0 | 9.0 | 100.0 |
| Total | | 100 | 100.0 | 100.0 | |

- **Unit:** Here we include the demographic item such, Age, income, gender and others item.
- **Size:** Total Number of items in our survey questionnaire. According to Hair (2002) the sample size should be $24 \times 10 = 240$ but unfortunately due to cost and time limit we only prepare 100 survey questioner and collect it from our respondents.
- **Procedure:** It's a non-probability sampling and Convenience and judgmental sampling was used to collect 100 samples.

3.3 Questionnaire Design

we used multiple choice question for (1-3) questions and we used demographic questions for part A then we used the Likert scale for part B.

In questionnaire, demographic questions we used nominal scale and Likert scale questions we use interval scale. where the score was ranging from 1 is Strongly Disagree, 2 is Disagree, 3 is Neutral, 4 is Agree & 5 is Strongly Agree.

4. FINDINGS AND DATA ANALYSIS

4.1 Demographic Analysis

In the table 1 out of 100 respondents 58% are male and 42% are female respondent. More male respondents are being taken than females because

it was not that easy to reach only female respondents. Here our sample showing that 7 percent people were below 18 years old, 56 percent were 18-34 years old, 24 percent were 35-49 years old, and 9 percent were 50-64 years old and 4 percent 65 years and above out of 100 respondents. Its means that in our sample most of the respondent were age 18-34 years old. This table out of 100 respondents, 57 respondents are not married which 57.00% of total respondents, 43 respondents are married which is the 43.00% of total. That means the highest respondents are not married and in our findings their opinions are in large number. Out of 100 respondents, 2 respondents are in Primary school which is the 2.0% of total respondents, 8 respondents are in secondary school which is the 8.0% of total respondents, 6 respondents were completed diploma which is the 6.0% of total respondents, 50 respondents were bachelor which is the 50.0% of total respondents, 32 respondents were master degree which is the 32.0% of total respondents, 2 respondents were others which is the 2.0% of total respondents. Out of 100 respondents, 23 respondents' monthly income is below Tk.20,000 which 23.0% of total respondents, 20 respondents' monthly income is Tk. 20,001-50,000 which 20.0% of total respondents, 30 respondent's monthly income is Tk. 50,001-80,000 which 30.0% of total respondents. 22 respondents' monthly income is Tk. 80,001-200,000 which is 22.0% and 5 respondents' monthly income is Tk.200,001 & above which is 2.0% of total respondents. That means from our survey most people's monthly income Tk. 50001-80,000 and it was expected because they were our targeted respondents. Among 100 respondents, 40.0% respondents are students, 23.0% people are businessman. 27.0% are service holders and the rest of the 1.0% are housewife and 9.0% others.

4.2 Descriptive Analysis

| Table 2: Descriptive Statistics | | |
|--|--------|----------------|
| Items | Mean | Std. Deviation |
| Consumers are more likely to buy when they get recommendations from a person they trust. | 4.2100 | .95658 |
| Social media influencers are inspiring their audience to influence their buying behavior. | 3.9400 | .95155 |
| Influencer marketing can work wonders for any brand by attracting more customer. | 3.9700 | .85818 |
| Influencer's recommendations encourage the consumer to buy the product. | 3.7100 | .96708 |
| Social media has resulted in the evolution of social proof as a greater force for buying decisions. | 3.7800 | .98041 |
| Social proof always assumes the consumer action of others in an attempt to reflect correct behavior for given situation. | 3.8000 | .93203 |
| Social proof has emerged due to the tendency of people to imitate the behavior of people around them, or people imitate people who have influence over them. | 3.9300 | .92392 |
| Social proof is the idea that we are influenced by what other people see as valuable. | 3.6300 | .94980 |
| Social media is a huge influence on consumers when they are attempting to build awareness about a particular product. | 3.6800 | 1.10901 |
| A large section of the audience gets to know any brand through the content that is distributed on social media. | 3.9200 | 1.04137 |
| Facing difficulties to find the exact product consumers are searching for, social media awareness solves the problem easily. | 3.7000 | 1.04929 |
| Build product awareness always help to build brand value, loyalty and build strong trust to its brand. | 3.7500 | .97830 |
| Social connection mostly helps to easily connect with consumer around us. | 3.8500 | 1.08595 |
| Social connection always positively influences social media perceptions of ease of use. | 3.5700 | 1.14816 |
| Social connections strongly effect the surroundings through their social posts and pictures. | 3.7600 | 1.03592 |
| Social connection enhances social media users' perceptions and positively leads to the adoption of social commerce in online shopping. | 3.8200 | 1.00885 |
| Promotion, discounts and deals always attract the customer in reality. | 3.8900 | 1.30960 |
| Discount, promotion always impact to any brand to increase their customer value. | 3.9100 | 1.00599 |
| Consumers are more interested to buy products when they see promotion, discount and deals on social media. | 3.8900 | 1.04345 |
| Promotion, discount and deals can do wonders of your top line revenue. | 3.8200 | 1.07666 |
| Social media factors (social proof, social influencers, social connections) are always encouraging to buy products and has effect on consumer buying behavior. | 3.9800 | 1.10078 |
| Information from social connections becomes a source of influence on consumer and their buying behavior. | 3.7700 | .95193 |
| Promotion, sales discount and advertising always encourage and influences the consumer buying behavior. | 3.7700 | 1.09963 |
| Various social platforms positively affect the buying decisions and behavior of the consumers. | 3.6900 | 1.19507 |

We used a five-point Likert scale in our descriptive statistics table. The influence of a variable is strong if the mean value is more than 3.5 and the standard deviation is less than 1, and it is low if the mean value is less than 3.0 and the standard deviation is also less than 1. Any variables with means greater than 3.5 and standard deviations less than 1 will be considered.

Here,

- Consumers are more likely to buy when they get recommendations from a persons they trust. Here the mean value is 4.21, std 0.95658 which have higher mean value than 3.5 and std less than 1, it is refer the social influencer's factor of our model. It means that buyers buy from online because of social influencer's characteristics.
- Social media influencers are inspiring audience to influence their buying behavior, here mean value 3.94 and std .95155 which have higher mean value than 3.5 and have std less than 1, this variable refer the social influencers factor of our model.
- Influencer marketing can work wonders for any brand by attracting more customer, here the mean value is 3.9700 And std .85818 which have higher mean value than 3.5 and sdt less than 1. This variable says that buyers buy from online because of social media influencer's characteristics.
- Influencer's recommendations encourage the consumer to buy the product, in this variable the mean value is 3.7100 and std is .96708 which means that consumer says that they prefer friendly return policy. This variable refers the social influencer's factor of our model.
- Social media has resulted in the evolution of social proof as a great force for buying decisions mean value is 3.7800 and the std is .98041 so we can notice a positive relationship. It's the factor of social proof consumer are more interested.
- Social proof always assumes the consumer action of others in an attempt to reflect correct behavior for given situation higher impact because we can notice that the mean value is 3.80000 and the std .93203for this variable. It's the factor of social proof.
- Social proof has emerged due to the tendency of people to imitate the behavior of people around them, or people imitate who have influence over them so here this variable have higher mean value than 3.9300 and std .92392. Another important factors of social proof.
- Social proof is the idea that we influence by what other people see as valuable. Here the mean value is 3.6300 and the standard deviation is .94980. We should focus on this factor social proof to increase the consumers to buy more through online.
- Most of the user agreed that Build product awareness always help to build brand value, loyalty and build strong trust to its brand, here the mean value is 3.7500and the standard deviation is .97830. We should focus on this factor product awareness to increase the consumers to buy more through online.
- Information from social connection becomes a source of influence on consumer and their buying behavior it's also positively affect mean value is 3.7700 and std .95193.

4.3 Correlation Analysis

| Table 3: Correlation Analysis | | | | | | | |
|-------------------------------|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | | Social Influencers | Social Influencers | Social Influencers | Social Influencers | Social Influencers | Social Influencers |
| Social Influencers | Pearson Correlation | 1 | .424** | .292** | .244 | .190** | .228** |
| | Sig. (2-tailed) | | .000 | .003 | .015 | .059 | .022 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Social Proof | Pearson Correlation | .424** | 1 | .494** | .314** | .262 | .356** |
| | Sig. (2-tailed) | .000 | | .000 | .001 | .008 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Product Awareness | Pearson Correlation | .292** | .494** | 1 | .266** | .391** | .462 |
| | Sig. (2-tailed) | .003 | .000 | | .008 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Social Connections | Pearson Correlation | .244* | .314** | .266** | 1* | .331** | .227** |
| | Sig. (2-tailed) | .015 | .001 | .008 | | .001 | .023 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Consumer Buying Behavior | Pearson Correlation | .190 | .262** | .391** | .331 | 1** | .226** |
| | Sig. (2-tailed) | .059 | .008 | .000 | .001 | | .024 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .228* | .356** | .462** | .227* | .226** | 1** |
| | Sig. (2-tailed) | .022 | .000 | .000 | .023 | .024 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

In A Pearson Bivariate Correlation "Social Proof" Is Correlated With "Product Awareness" Variable At 49.4% Where Significant Level (2-Tailed) Is .000. That Means If We Change 100% Of The "Social Proof" Level Then This Will Affect "Product Awareness" By 49.4% And Vice Versa.

In A Pearson Bivariate Correlation "Product Awareness" Is Correlated With "Consumer Buying Behavior" Variable At 46.2% Where Significant Level (2-Tailed) Is .000. That Means If We Change 100% Of The "Product

Awareness" Then This Will Affect "Consumer Buying Behavior" By 46.2% And Vice Versa.

In A Pearson Bivariate Correlation "Social Proof" Is Correlated With "Social Influencers" Variable At 42.4% Where Significant Level (2-Tailed) Is .000. That Means If We Change 100% Of The "Social Proof" Level Then This Will Affect "Social Influencers" By 42.4% And Vice Versa.

4.4 Linear Regression

| Table 4: ANOVA ^a | | | | | | |
|-----------------------------|------------|----------------|----|-------------|-------|-------------------|
| | Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 9.852 | 5 | 1.970 | 6.036 | .000 ^b |
| | Residual | 30.685 | 94 | .326 | | |
| | Total | 40.537 | 99 | | | |

a. Dependent Variable: CONSUMER_BUYING_BEHAVIOR

b. Predictors: (Constant), SALES_PROMOTION_DISCOUNT, SOCIAL_INFLUENCERS, SOCIAL_CONNECTIONS, PRODUCT_AWARENESS, SOCIAL_PROOF

This ANOVA table shows that the significant value is .000 level which means that the model is fit to explain consumer buying behavior.

| Table 5: Coefficients | | | | | | |
|-----------------------|--------------------------|-----------------------------|------------|---------------------------|-------|------|
| | Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.586 | .493 | | 3.220 | .002 |
| | SOCIAL_INFLUENCERS | .050 | .106 | .047 | .467 | .641 |
| | SOCIAL_PROOF | .141 | .119 | .132 | 1.190 | .237 |
| | PRODUCT_AWARENESS | .316 | .097 | .356 | 3.263 | .002 |
| | SOCIAL_CONNECTIONS | .062 | .084 | .073 | .739 | .462 |
| | SALES_PROMOTION_DISCOUNT | .016 | .084 | .019 | .185 | .854 |

a. Dependent Variable: CONSUMER_BUYING_BEHAVIOR

Here in this model, we will consider the significant variables at less than .05. So, according to this coefficient table, we can say that only one variable is considerable. This one variable is Product Awareness. The rest of the independent variables (social influencers, social proof, social connection, sales promotion) have insignificant relation with the dependent variable. In this analysis, the Beta value is .356. So, if marketers can focus on this one factor, it will be easier for them to attract more customers because this one factor primarily influence the consumer buying behavior.

5. RECOMMENDATION AND CONCLUSION

5.1 Recommendation

5.1.1 Recommendation from Demographic Statistics

In our study, we found that age is 18 to 34 years old (around 56%) mostly buy products online, so marketers should target this group of people and apply their marketing technique. Students (40%) and service holders (27%) are more interested in buying online, so we recommend that

marketers try to attract this group of people more too online shopping. Another significant issue is their family income level. We found that income is Tk. and 50,000 to 80,000, 30% and below Tk.20000 are 23% and Tk.80001-200000, 22% more likely to buy online, so marketers should also target them.

5.1.2 Recommendation from the Descriptive Analysis

In descriptive analysis we can see that mean value and standard deviation value is higher in social influencers and social proof factor compare than other. We think that should more invest this factor for business development.

- Here in the descriptive statistic table, we found that most of the convenience variables have been positively answered by the respondents. Consumers are more likely to buy when they get recommendations from a person, they trust to purchase mean 4.21, std. .95658 which have higher mean value than 3.5 and std less than 1, it refers the social influencers factor of our model. It means that buyers buy online because of its influence characteristics. So, marketers should develop more strategies to increase online business convenience.
- Customer prefers online shopping because of its crowded nature. Social media influencers are inspiring their audience to influence their buying behavior mean value 3.94 and std. .95155, which have higher mean value than 3.5 and have std less than 1, this variable refers the social influencers factor of our model. So, if the marketer has an existing opportunity that people prefer them rather than physical store only because of their crowded less nature.
- Consumers prefer that they get more willing to buy. Influencer marketing can work wonders for any brand by attracting more customer, so we have a positive relationship in this variable. Consumers are more inspired to purchase in online shopping where the mean value is 3.97 and the std is .85818 so we can notice a positive relationship. So the influencers have to be more efficient and effective so that customer can be more attracted to online shopping.
- Social proof always assumes the consumer action of others in an attempt to reflect correct behavior for given situation that are more affective for consumer the mean value is 3.80 and std. .93203. So should try more focus it.
- Social proof has emerged due to the tendency of people to imitate the behavior of people around them, or people imitate people who have influence over them, and that social proof is always help to consumer to buy product 3.93 and std .92392. We can see that the mean value is higher than the 3.5 and std less than 1.

So, at last we can say that the more agreed factors are social influencers and social proof consumer are more inspired and shows more positive relationship.

5.2 Recommendation from Correlation

As we know that the Pearson correlation value when 0.8-1.00 its means show the relationship very strong, 0.6-0.8 means strong, 0.4-0.6 that's means moderate, 0.2-0.4 is poor.

Here, in our research we find that it shows the moderate correlation.

- "Social Proof" Factor Is Correlate With "Product Awareness" At .494 Value Where Significant Level Is .000 If We Change the Factor 100% Then It Will Have 49.4% Impact In The Consumer Buying Decision.
- "Product Awareness" Factor Is Correlate With "Consumer Buying Behavior" At .462% Where Significant Level .000 If We Change the Factor 100% Than It Will Have 46.2% Impact On The Consumers Buying Decision.
- "Social Proof" Factor Is Correlate With "Consumer Buying Behavior" At .424 Value Where Significant Level .001 If We Change the Factor Than It Will Have 42.4% Impact In The Consumer Buying Decision.

5.3 Recommendation from Regression

According To This Coefficient Table We Can Say That Here Only One Variable Is Considerable, And That Variable Can Influence Consumer Buying Behavior. That One Variable Is Product Awareness. Which Is Significant At Level .002 And Beta Value .316. The Rest of The Four Independent Variables (Social Influencers, Social Proof, Social Connection, Sales Promotion Discount) Have No Relation With The Dependent

Variable. So, Marketer Should Concentrate More On Product Awareness rather than other factors. In our mother article we found out that in finding at last the research findings revealed positive results for the social media' effectiveness in the e-commerce sector. Nonetheless, companies operating in Bangladesh are underestimating the opportunity of branded e-commerce development within social media. On the other hand, and our research study we find out the social media some factors are positive relationship on consumer buying behavior. Descriptive analysis we find out the main social media factor are social influencers and social proof are positively influencing consumer buying and coefficient are product awareness are more agreed factors regression find out positive relationship consumer buying behavior product awareness significant value .002 and beta value .316. In our study, the product awareness variable positively impacts consumer buying behavior. So, marketers should focus on the product awareness factor & marketers need to develop this variable. Because of this reason, it will be easier for them to attract more customers because this factor primarily influences the consumer buying behavior. So, at last we can say that our mother article research and our research study main theme are similar.

6. CONCLUSION

The focus of this study is on the role that social media plays in influencing consumers' decisions to make purchases. The research takes into account how the integrated digital platform may be put to use for complex business operations, such as analyzing customers' online purchasing patterns that work well with a digital value offer. The study's secondary objective is to investigate how e-commerce might benefit from the increased attention generated by social media. As we can the research objective part here in impact on Social Influencers and Social Proof on consumer buying behavior positively because of in descriptive research analysis we found out the results mean value more than 3.5 and std less than 1. Another factor is correlation Pearson value is moderate Social Proof and Product Awareness so that mean more consumers are agreed that factor more and it consumer influence. This research was objected to find out that how the consumer behaves when they go for online shopping and what factor influence them to buy from online, on that perhaps researcher have collected so many comments, reviews, journal papers, research paper etc. And researcher also developed a conceptual model and some hypothesis based on analyzing the secondary data. After conducting this research data analysis and findings the researcher came to know that some of their hypothesis & assumption is right. Some of them are wrong such as from the regression analysis researcher came to know that except the product awareness the rest of the factors are not significant to determine the consumer behavior towards online shopping. Here, all the research questions have answered how Product awareness influences consumer buying Behavior. According to our research, the product awareness variable influences customer purchasing decisions favorably. Therefore, marketers must develop this element and concentrate on the product awareness aspect. Because this aspect predominantly affects consumer purchasing behavior, it will be simpler for them to draw in more customers. The research findings revealed positive results for the social media' effectiveness in the e-commerce sector. Nonetheless, companies operating in Dhaka city are underestimating the opportunity of branded e-commerce development within social media.

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