

# The Implication of Social Media on Online Purchasing Behavior in Bangladesh: An Empirical Study Focusing University Students

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## ABSTRACT

**Purpose:** The study aimed to investigate the implication of social media networks on online purchasing behavior, specifically focusing on consumer patronage, decision-making processes, and purchase intentions.

**Methodology:** This study utilized convenience sampling as a form of non-probability sampling. This investigation utilized a quantitative research design and gathered data from 200 University students using a structured questionnaire. Structural Equation Modeling (SEM) techniques with SMART PLS-4.0 were used to test hypotheses.

**Findings:** According to the research, social media networks significantly impact the purchasing habits of internet users, influencing the decision-making process, purchase inclinations and store brand patronage. Consumers, as a result, take into consideration social media platforms like Facebook and Twitter etc. while making purchases from online retailers.

**Practical Implications:** This study's findings will streamline the e-commerce industry by attracting more e-commerce customers, especially the young generation. This study will assist internet marketing practitioners in creating campaigns that take into account social media networks and customer purchasing behavior.

**Originality/Value:** This study examined online purchasing behavior in three contexts: customer patronage, decision-making process, and purchase intentions, to provide a comprehensive understanding of the online buying landscape inside the realm of social media.

**Limitations:** This survey focused solely on university students in Dhaka city, implying that students from other cities may hold divergent opinions. This study employed convenience sampling, which is less accurate than probability sampling in order to prevent sample biases.

## 1. Introduction

These days, technology plays an integral role in almost every aspect of human life (De Mooij, 2019). Every element of people's lives has been impacted by the tremendous changes brought about by technology (Sami & Irfan, 2018). One of the critical components of technology is the internet. As stated by Ellis-Chadwick and Chaffey (2019), the internet serves as a medium for communication between individuals and companies and a means for companies to promote their products and get a

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more significant portion of the market. Users utilize it for various purposes, including gathering information about online transactions (Kaplan & Haenlein, 2010). In the past few years, the rise of social media (SM) has changed many parts of how people interact and buy things (Zarrella, 2009). As technology changes, more and more people depend on social media sites not only for entertainment and conversation but also to get information about products they want to buy (Nandi & Rakiv, 2020). Social media (SM) acts as a tool for giving customers a voice. Companies are reaching a wider audience through their channels, driving traffic to other marketing platforms, interacting with current clients, and improving brand awareness (Lee, E. 2013). Companies realize how social media affects consumer choices, intents, and loyalty. Companies increasingly understand that using SM wisely can give them a competitive advantage (Nandi & Rakiv, 2020). It is possible to find practical ways to increase consumer engagement in online shopping by the influence of social media on online purchasing decisions (Varghese, Sony, Agrawal, Mansi, 2021).

Experts predict a significant increase, nevertheless, since customers are now at ease buying purchases online and think that the time they save will also change how they communicate (Gilchrist, 2016). The study of consumer behavior involves analyzing the decisions made by individuals, organizations, or groups about the acquisition, use, disposal, and retention of goods, experiences, and ideas (Raorane & Kulkarni, 2011). Predicting client behavior is crucial because it helps understand customer loyalty, which enhances customer relations management (CRM). How customers behave helps them build their model and assess the return on their CRM investment. Additionally, it will support higher rates of client acquisition success, profitability growth, and competitiveness establishment (Qiu et al., 2014). Repeat business results from consumer loyalty, a combination of behavior and attitude. Behavioral loyalty in industrial and service marketing refers to brand retention and repeat business, as defined by Abhishek (2019).

The impact of SM on online purchase behavior is of great importance in Bangladesh (Pervin & Khan, 2024), a country experiencing rapid economic growth and a growing young population (Brida et al., 2024). Given the many university students in the population (Chowdhury et al., 2020), it is essential to study this demographic to understand how e-commerce influences consumer preferences in the country. Therefore, investigating the relationship between the use of social media and the behavior of Bangladeshi university students making online purchases is an exciting and vital field of research.

The gap in the study came from Buyer's black box model, which stated that previous studies had not shown how social media affected customers' purchasing decisions. Nonetheless, this research aims to show how social media influences customer behavior, buying intention, and decision-making process. This suggests that social media impacts the way consumers spend their money. The primary aim of this research paper is to ascertain the impact of social media on the online buying behaviors of customers in Bangladesh.

## **2. Justification of the Study**

Azzaakiyyah (2023) observed that customers increasingly utilize social media, resulting in heightened engagement in online activities such as messaging, gaming, blogging, and communication. In contemporary times, particularly in developed countries, marketing firms can engage with clients through expanding social media platforms (Ola & Reem, 2018). Individuals can communicate their thoughts, emotions, and viewpoints with others using contemporary social media platforms, which has a significant impact on e-commerce (Hafez, 2021). Due to the availability of information and advanced communication technology, buyers now might purchase online using various social media platforms and websites (Ekwueme & Akagwu, 2017). Businesses globally have extensively embraced social media platforms like Facebook, Twitter, YouTube, Google+, and others to establish connections and cultivate client relationships. According to Trattner and Kappe (2012), Facebook and Twitter are the only platforms that have successfully established authentic relationships with their users by becoming integral parts of the most rapidly expanding networks. In the present era, businesses can connect with

consumers through social media platforms, which have become the widely accepted standard for influencing brand equity (Alvarez-Milan et al., 2018; Wallace et al., 2017).

Various perspectives have been explored and assessed regarding the behavior of online consumers. These include the consumer's perspective, as studied by Lee and Cude (2012), and the examination of consumer satisfaction and future purchase intentions by Ha (2012). Additionally, extensive studies have been conducted on e-commerce and social media. As Chukwu and Uzoma (2021) reported, around 50% of active Facebook users log in daily and collectively spend over 500 billion minutes on the platform monthly. Social media allows clients to regain power in the commercial sector. Businesses need to comprehend the impact of SM on customers' purchasing behaviors (Ola & Reem, 2018). The utilization of SM varies according to distinct demographic groups. For instance, Liu et al. (2023) examined the influence SM on the travel behaviors of Generation Z and discovered a favorable association. Given the widespread perception of internet purchases as extremely convenient (Sunitha & Gnanadhas, 2014), it is essential to assess the implication of SM on online behavior among various demographic groups, such as university students.

Over the past few years, Bangladesh has experienced a significant increase in internet usage, backed by the widespread growth of social media platforms (Rahman et al., 2023). Saha (2014) stated that the Bangladesh Telecommunication Regulatory Commission reported 3.9 crore internet customers, with 1.5 crore frequent users. According to Oprescu, P. G. (2019), internet infrastructure and technology improvements have led to a rise in e-commerce. The digital revolution has profoundly impacted consumer behavior, specifically among young people, including college students. Particularly among youth, social media sites like Facebook and Twitter have been prevalent (Daily Star, 2021). Khrais and Gabbori (2023) argued that SM platforms like Facebook and Twitter have revolutionized how people engage with brands, obtain product details, and make buying choices. Nevertheless, despite the increasing importance of social media in influencing online buying choices, there is a noticeable lack of comprehension of its consequences in the context of Bangladesh and university students' perspectives. This study seeks to fill this void by examining the influence of SM on the online buying habits of university students in Bangladesh.

### **3. Literature Review & Hypotheses Development**

#### **3.1 Social Media and Consumer Buying Behavior**

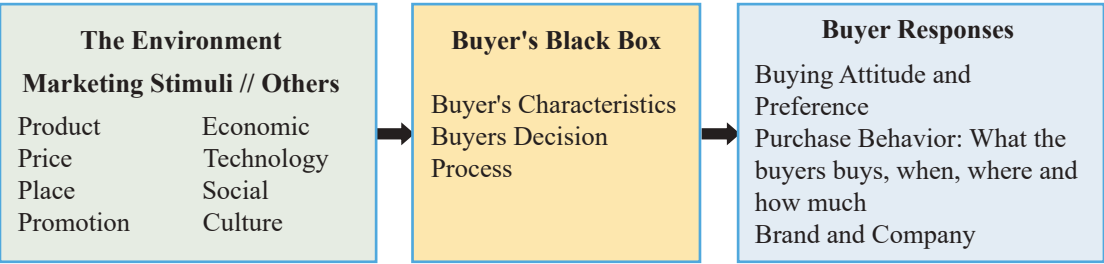
Ferine et al. (2023) defined social media as a digital platform and application that enables users to generate, distribute, and engage with online content. Azzaakiyyah (2023) further added that it is a communication and social interaction method that uses information technology and the internet. Social media enables individuals, groups, or organizations to connect, communicate, share information, and engage in online activities interactively and collaboratively (Lin, 2022). Consumers can now acquire product and service information through different social media trends (Voramontri & Klieb, 2019). Consumers can interact with brands on social media and have regular conversations about them. Exchanges of opinions, ideas, and experiences between consumers are now easily possible (Alsubagh, 2015). Digital contact between people and the rest of the world has become more accessible thanks to SM marketing, according to Dellarocas (2002).

According to the study by Gary et al. in 2012, a purchase decision refers to customers deciding whether or not they want to buy a particular item. This research focuses on online purchasing behavior, however, consumers have the option to buy either online or offline because pandemics have an impact on customer preferences, purchasing habits, internet shopping behavior, and even the level of satisfaction with their purchases (Juju et al., 2023; Mason et al., 2020). By examining consumer attributes, demographics, lifestyles, and behavioral elements, including commitment, brand support, and the ability to recommend others, official consumer behavior research seeks to comprehend individual needs and consumption (Abhishek, 2019). Customer purchase decisions are directly impacted by online reviews. Community members can provide feedback on a product, issue, or

community by sharing their experiences through reviews (Zhang et al., 2014).

Various writers have found distinct factors of social media that exert an influence on online purchasing behavior. The level of trust in SM significantly influences the decision to make online purchases (Stouthuysen et al., 2018). Furthermore, Maia et al. (2018) identified trust and perceived benefits of social media as essential factors influencing online purchasing behavior. Perceived quality, environmental attributes, corporate social responsibility, product quality, price, service, brand ambassadors, and social media loyalty all influence consumer buying behavior (Yeo et al., 2022; Sumarliah et al., 2021; Neviana & Ratnasari, 2021; Yunita & Ali, 2017; Wang & Hariandja, 2016; Ferrao & Alturas, 2018).

Kotler's model of consumer buying behavior has been considered the standard marketing model because it captures the entire consumer behavior process: customers are first stimulated by marketing and other variables, and then they enter the buyer's "black box" and respond (Kotler & Armstrong, 2015). Customers consider their past experiences, beliefs, aspirations, and ambitions while purchasing. The buyer's "black box" consists of their subjective thoughts and preferences regarding the value generation process and the alignment of the product with the market.



**Figure 1.**  
*Model of Buyer Behavior*

Source: (Adapted from Kotler & Armstrong, 2015)

A major flaw in Buyer's black box model is that it fails to account for social media's effect on how people shop. Researching the relationship between social networking and customers' online purchasing habits might fill this knowledge vacuum.



**Figure 2.**  
*The Influence of Social Media on Online Buying Behavior*

Source: Developed by authors

### 3.2 Relationship between Social Media Networks and Consumer Patronage

The qualities, features, price, and other aspects of an item or service can affect a customer's decision to purchase it (Yunita & Ali, 2017). It has been noted that a customer's experience sticks in their memory for as long as possible, regardless of the outcomes of their past purchases (Keller, 2013). The internet has enabled anyone to access their social media (SM) accounts from anywhere. As social media users continue to rise, businesses are beginning to see these platforms as potential channels for communicating with their target audiences (Renu, 2018). Online retailers have a strategic advantage over brick-and-mortar stores thanks to their effective use of social media, according to Turban et al. (2015).

Social networks and internet applications facilitate various tasks and are therefore highly valued by users for their efficiency (Doshi et al., 2023). The study conducted by Yahaya Nasidi et al. (2021) revealed a strong and positive correlation between the perceived usefulness of social media and consumer patronage of products. Furthermore, the effect of social media networks on consumer patronage was examined by Chukwu and Uzoma (2014). They concluded that social media sites like Facebook, Twitter, YouTube, and Google Stores influence consumer patronage positively. Alternatively, small business owners must strive to offer their clients an exceptional experience. Owners of small businesses should be receptive to feedback from customers who use their products (Ozioma, 2023). Various researchers have identified perceived patronage as a crucial result of the perceived usefulness of SM, as demonstrated by Venkatesh et al. (2016) and Weerasinghe and Hindagolla (2018). Patronage intention measures the likelihood that current consumers will continue to use or revisit a particular product or service (Doshi et al., 2023). Therefore, it is essential to know the impact of SM on store or product patronage.

*H<sub>1</sub>: Social media has positive impact on online consumer patronage.*

### **3.3 Relationship between Social Media Networks and Consumer Purchase Intention**

Some forms of social media make it easy for users to meet new people, share content, sign up for accounts, and generally engage in social networking (Kaplan & Haenlein, 2010). Consumers typically develop purchase intentions during the decision-making process when they are confident in moving forward with a specific brand or product, as they study marketing, advertising, and selling (Wells et al., 2011). This purchase intention is an essential indicator for analyzing consumer behavior since it quantifies the likelihood that a client will purchase. When consumers intend to buy something, their willingness to buy it grows. According to a research model developed by Kian et al. (2017), customer purchase intention on social media platforms can be influenced by perceived utility, considered ease of use, social influences, enjoyment, and trust. Farzin et al. (2022) found that in virtual environments, the properties of social networking sites, such as decreased perceived risk and increased consumer trust, impacted purchase intention.

Furthermore, as per the research carried out by Salhab et al. (2023), SM marketing has a substantial influence on brand image and trust, ultimately impacting purchase intentions. However, Schivinski and Dąbrowski (2016) discovered that content generated by both the corporation and the user did not significantly influence the desire to make a purchase on Facebook. In their study, Godey et al. (2016) found that marketing activities on SM platforms have a positive impact on customers' inclination to make a purchase.

The objective of this research is to examine the factors that influence users' inclination to make purchases on social networking platforms, focusing on a particular demographic group (University students). Previous research mostly focuses on e-commerce platforms and social media networks, often failing to consider specific demographic variables.

*H<sub>2</sub>: Social media has positive impact on online purchase intention.*

### **3.4 Relationship between Social Media Networks and Online Decision Making Process**

Consumer behavior patterns when purchasing goods or services are called buyer decision-making (Voramontri & Klieb, 2019). Alternatively, Economic decisions involve allocating limited resources, such as money, time, labor, and other production factors, to meet specific needs and goals (Hosany & Hamilton, 2023). Purchasing commodities and services is a crucial component of economic decision-making. Ausat (2023) asserted that social media is crucial in forming public opinion and impacting economic decision-making. Furthermore, Voramontri and Klieb (2019) assert that complicated purchases have a higher risk, which is why obtaining information is more crucial. In addition to engaging in increasingly complex transactions, consumers spend more time reading articles on social media before making a decision (Fu et al., 2020). Through new social media platforms, online decision

services, and advisory structures, the media has increased the impact of social media on decision-making at various levels and continues to support intelligence analysis (Karimi, 2013).

Xie and Madni (2023) proposed a favorable correlation between the information published on social media and the adoption of environmentally friendly purchasing practices among the younger population in China. However, they did not address whether this information also influences decision-making processes. Romadhoni et al. (2023) found that social media marketing and electronic word-of-mouth communication have a positive influence on purchase decisions. This influence is mediated by buying intention. Previous studies mostly focused on the correlation between social media (SM) and purchasing choices, overlooking the exploration of the thoughts and actions of college students about SM and the decision-making procedure.. Therefore, it is imperative to understand the perception of social media among university students when it comes to making online purchasing decisions, as they constitute the primary user base of SM platforms (Ellison et al., 2007).

*H<sub>3</sub> : Social media has positive impact on online buying decision making process.*

**3.5 The Study Construct and Research Framework**

A study framework is developed to illustrate the impact of SM on the purchasing behaviors of Bangladeshi consumers, drawing on the previously published research mentioned above. Measures ranging from a list of beliefs about social media's positive and negative effects to an assessment of "overall favorability or unfavorability" have been used to quantify the idea.



**Figure 3.**  
*Conceptual Aramework Proposed by Authors*  
Source: Authors developed

**4. Methodology**

**4.1 Research Design**

A quantitative research methodology was employed to assess university students' perceptions regarding the impact of SM on customer patronage, buying intention, and decision-making process. The researchers utilized the judgmental sampling technique, a non-probability sampling method, to gain insight into the perception of university students.

**4.2 Research Instrument**

A cross-sectional survey was undertaken at a particular moment in time using three public university student groups that were easily accessible in order to evaluate the hypothesis. The cross-sectional survey was conducted between January and March of 2024. The study utilized a structured questionnaire as a research tool to gather information on the online buying habits of customers in Bangladesh, as well as the factors that affect these behaviors. The survey consisted of a cover page, a 5-point Likert scale questions, and demographic information. The study's sample consisted of university students in Bangladesh, who were selected based on their regular engagement in online shopping and substantial use of social media.

### 4.3 Population, Sample Frame, Sample Size and Data Collection

The study includes all students currently enrolled at both private and public universities. Three public universities, namely Dhaka University, Jagannath University, and Jahangirnagar University, were chosen as the sample frame due to their large enrollments of students. The drop-off and pick-up (DOPU) method of conducting surveys to collect data was the main focus. Previous research has demonstrated that the DOPU technique helps participants' complete tasks with less prejudice and within the allotted time range (Qader & Zainuddin, 2011; Rubel et al., 2017). 225 responses were gathered in total. After eliminating outliers and records with missing values, 200 responses were remaining.

### 4.4 Demographic Profile of Participants

**Table 1.**

*Demographic Profile of Respondents*

|                                        | Categories     | Percent |
|----------------------------------------|----------------|---------|
| Gender                                 | Male           | 58%     |
|                                        | Female         | 42%     |
|                                        | Total          | 100%    |
| Age                                    | 18-22 years    | 22%     |
|                                        | 23-26 years    | 61%     |
|                                        | 27-30 years    | 12%     |
|                                        | 30 above       | 5%      |
|                                        | Total          | 100%    |
| Level of Education                     | Undergraduates | 52%     |
|                                        | Graduates      | 14%     |
|                                        | Post Graduates | 34%     |
|                                        | Total          | 100%    |
| Frequently used<br>E-commerce Platform | Daraz          | 60%     |
|                                        | Evaly          | 7%      |
|                                        | Chaldal        | 6%      |
|                                        | Rokomari.      | 27%     |
|                                        | Total          | 100%    |

Source: Authors Developed

### 4.5 Validity and Reliability of the Measures

Validity tests assess the extent to which the measuring scales employed in a study effectively measure the underlying variable under investigation (Zikmund et al., 2012). A preliminary survey was conducted among 30 Jagannath University students to assess the questionnaire's validity. Initially, Cronbach's alpha was used to evaluate the data's dependability. Cronbach's alpha values for all variables were more significant than 0.70, demonstrating the items' reliability (Cronbach, 1951). Cronbach (1951) and Peter (1979) defined dependability as the degree to which measurements are error-free and produce reliable results. The reliability test results indicate that the survey data was collected reliably and is suitable for further investigation.

### 4.6 Data Analysis Technique

The data was evaluated using SMART PLS 4.0, which employed structural equation modeling (SEM). The study utilized this methodology to measure participant responses and assess the data collected regarding the impact of SM on consumer buying behavior. This study employed both descriptive and

inferential approaches of data analysis. Descriptive statistics were used to clarify the characteristics of the data and demonstrate differences in response and perception. The study employed SMART PLS for doing inferential analysis.

5. Data Analysis

5.1 Output of the Measurement Model

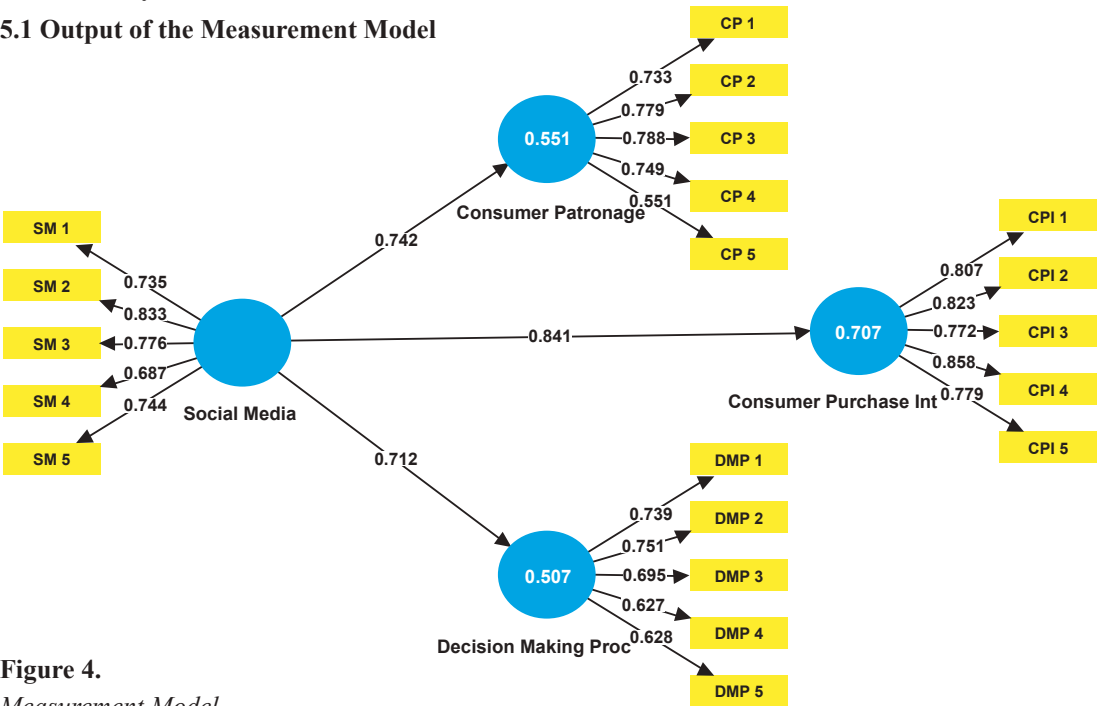


Figure 4.  
Measurement Model

Source: Authors Developed

Using confirmatory factor analysis, validity and reliability were assessed. The results of the inquiry into convergent validity are shown in Table 2. The composite reliability (CR) and average variance extracted (AVE) metrics were applied in this investigation. According to Vinzi (2010), the research concept's loading indicators are 0.50 or higher. Remove any indicators with values less than 0.50. A significant result was obtained from the statistical analysis of Average Variance Extracted (AVE) and Composite Reliability (CR) (Vinzi et al., 2010). Convergent validity exists in the model.

Table 2.  
Summary of Measurement Model

| Variables          | Items | Loading score | CR    | AVE   | Cronbach's Alpha |
|--------------------|-------|---------------|-------|-------|------------------|
| Social Media       | SM1   | 0.735         | 0.870 | 0.572 | 0.812            |
|                    | SM2   | 0.833         |       |       |                  |
|                    | SM3   | 0.776         |       |       |                  |
|                    | SM4   | 0.687         |       |       |                  |
|                    | SM5   | 0.744         |       |       |                  |
| Consumer Patronage | CP1   | 0.733         | 0.845 | 0.526 | 0.775            |
|                    | CP2   | 0.779         |       |       |                  |
|                    | CP3   | 0.788         |       |       |                  |
|                    | CP4   | 0.749         |       |       |                  |
|                    | CP5   | 0.551         |       |       |                  |

|                                    |      |       |       |       |       |
|------------------------------------|------|-------|-------|-------|-------|
| <b>Consumer Purchase Intention</b> | CPI1 | 0.807 |       |       |       |
|                                    | CPI2 | 0.823 |       |       |       |
|                                    | CPI3 | 0.772 | 0.904 | 0.653 | 0.867 |
|                                    | CPI4 | 0.858 |       |       |       |
|                                    | CPI5 | 0.779 |       |       |       |
| <b>Decision Making Process</b>     | DMP1 | 0.739 |       |       |       |
|                                    | DMP2 | 0.751 |       |       |       |
|                                    | DMP3 | 0.695 | 0.819 | 0.476 | 0.724 |
|                                    | DMP4 | 0.627 |       |       |       |
|                                    | DMP5 | 0.728 |       |       |       |

Source: Authors Calculation

**Table 3.**  
*Output of Discriminant Validity*

|                             | <b>Consumer Patronage</b> | <b>Consumer Purchase Intention</b> | <b>Decision Making Process</b> | <b>Social Media</b> |
|-----------------------------|---------------------------|------------------------------------|--------------------------------|---------------------|
| Consumer Purchase Intention | 0.944                     |                                    |                                |                     |
| Decision Making Process     | 0.960                     | 0.908                              |                                |                     |
| Social Media                | 0.893                     | 0.993                              | 0.920                          |                     |

Source: Authors Calculated.

The computed discriminant validity is shown in Table 3. Using the Fornell-Larcker criterion, the discriminant validity was evaluated. Therefore, the latent components' off-diagonal correlations have to be smaller than AVE squared. Because of this, the value of each item was the same and met the required requirement.

**Table 4.**  
*Summary of Path Model*

|                                                   | <b>Sample mean (M)</b> | <b>Standard deviation (STDEV)</b> | <b>T statistics ( O/STDEV )</b> | <b>P values</b> | <b>Decision</b> |
|---------------------------------------------------|------------------------|-----------------------------------|---------------------------------|-----------------|-----------------|
| Social Media ----><br>Consumer Patronage          | 0.747                  | 0.035                             | 21.200                          | 0.00            | Supported       |
| Social Media ----><br>Consumer Purchase Intention | 0.844                  | 0.015                             | 57.447                          | 0.00            | Supported       |
| Social Media ----><br>Decision Making Process     | 0.720                  | 0.041                             | 17.272                          | 0.00            | Supported       |

Source: Authors Calculated

Social media is a one-dimensional concept and is considered endogenous. Online consumer purchasing behavior is multi-dimensional and viewed as an exogenous structure. The study found that SM strongly impact customer buying behavior, specifically consumer patronage, purchase intention, and decision-making process. When examining the impact of SM on online purchasing behavior, a positive relationship has been shown between SM and consumer patronage, SM and consumer purchase intention, and SM and the decision-making process. The VIF was computed and compared to the threshold range of 1.47-3.00 to assess collinearity statistics. According to Hair et al. (2014), the R2 values derived from the client buying behavior analysis are 0.551, 0.707, and 0.507. The numbers fall within an acceptable range for enhancing the analysis.

## **6. Findings & Discussion**

This study evaluated how social media influences online consumer purchase behavior. The results showed significant positive relationships between social media, consumer patronage, purchase intention, and decision-making. The outcome makes substantial contributions that bolster the findings of the prior research. Online purchasing intention is closely linked to social media networks. Because online shoppers often interact with social media networks like Facebook, Twitter, and YouTube, these platforms considerably influence online shopping behavior and purchase decisions. Consumers that heavily rely on SM are often influenced by it to make purchases, especially when it comes to online shops like f-commerce and e-commerce. Furthermore, the survey revealed that university students depend significantly on social media to collect information about items and services before purchasing online. Customer reviews, ratings, and recommendations from friends and social media influencers are examples of user-generated material that consumers consider essential information sources that influence their purchasing decisions. One significant factor leading to this result is that university students depend heavily on social media in their online interactions. Because social media and online consumer purchase behaviors are strongly correlated, prominent data analysts and content marketers spend much of their marketing budget on SM.

Moreover, as perceived financial risk significantly impacts customer purchase decisions, online retailers and e-commerce businesses need to priorities protecting online customers' funds and bank details. Customers should receive clear information from online retailers and e-commerce companies regarding the quality and accessibility of their items. For this reason, all online shoppers want accurate product descriptions, reliable photos, well-designed websites, and secure payment methods. When they shop online, Bangladeshi consumers are concerned about the security and privacy of their personal information. Online retailers and e-commerce companies must maintain the confidentiality of consumer information to avoid customers being discouraged from making purchases online due to concerns about fraud. The government should establish an infrastructure to facilitate the success of entrepreneurs globally. Specifically, there should be an encouragement for individuals in Bangladesh to utilize online resources for purchasing locally-produced items and services.

## **7. Conclusion & Research Implication**

Using the e-commerce sites Daraz, Evaly, Chaldal, and Rokomari, the study looked at how social media affects consumer purchasing behavior in Bangladesh from the students' viewpoint. The study utilized a survey research design and disseminated online and offline questionnaires to achieve its goals. Social media networks significantly influence customer patronage, consumer decision-making, purchase intentions, and purchasing behavior in Bangladesh, as indicated by empirical research. Customers are interested in social media activities that influence their online shopping behavior. Increased social media advertising activities by firms lead to higher client purchase intentions and online patronage for the brands. The study concludes that to favorably affect their customers' purchasing behavior, e-commerce companies should be aware of and take action on aspects like enhancing content in Facebook that produce great experiences on their social media sites.

### **7.1 Implication in Management Practices**

The investigation of social media and consumer purchasing behaviors has improved and updated the work done by management practitioners. Influencing consumer purchase behavior, decision-making, customer purchasing intention, and market patronage would benefit human resource management. Both academics and practicing managers should consider the implications of this work.

### **7.2 Implication to the Industry**

The study's findings compel the sector and its management to create an atmosphere that benefits online purchases and increases customer confidence. Further, the industry needs to simplify the process of attracting more e-commerce customer assistance.

### 7.3 Implication to the Society

The study results indicate that society will advance if consumers are taught to believe that the businesses that offer them goods act in their best interests. There will not be any uneasiness, concerns, or actions that lead to disputes with online retailers over what people purchase. This will sustain the advancement of civilization on a broader level.

### 7.4 Limitation and Future Research Direction

This study has drawbacks. Thus, future research should expand on and improve the relationships and variables studied here. Two exciting directions for further research are suggested in this work. One suggestion for future research is to perform comparable surveys and expand the current study to include other Bangladeshi internet users in different locations, as the current research was limited to the Dhaka region. The area may also be investigated to ascertain whether there are any differences in the effect of SM on consumer online purchase behavior. The second theory holds that sampling biases may have occurred since a convenience sample was used to collect the data in a classroom. The generalization of the findings is restricted when employing student participants. Future research should explore populations beyond students to replicate the model created in this study, enhancing its external validity.

Hence, the tool used to measure the study was modified from prior research. Additionally, the variables utilized in the investigation may need to be increased. Additional significant cues were not included in the current investigation. Social media platforms like Instagram, Twitter, and Facebook influence Bangladeshi consumers' purchase decisions. Subsequent research needs to address this empirically. Utilizing a specific set of e-commerce businesses, conduct a study on the perceived risk associated with online purchases in Dhaka, Bangladesh.

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