



Impact of Social Media on Consumer Buying Behavior through Online Value Proposition: A Study on E-Commerce Business in Bangladesh

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ABSTRACT

Purpose: The research aims at how social media influences consumer buying behavior through the online value proposition. The study considers the integrated digital platform to be utilized for sophisticated business activities to assess the online buying behavior of consumers, which can be effective with the online value proposition. The study further aims to explore the effects of social media to improve consumer interest which can create a successful e-commerce marketplace.

Methodology: For comprehending the research outcome, the work follows deductive research approach being conclusive in nature considering a triangulation research method. Non-probability snowballing sampling technique is used to determine the significance of research. Data was collected from 150 respondents by means of a survey questionnaire and a face to face interview. Data were analyzed through regression, correlation and ANOVA.

Findings: 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.

Limitations: This research suffered from a considerable amount of time & budget. Though, proper time allocation and budget can take this study further.

Practical Implications: Research the implications for the advancement of the e-commerce sector is essential to understand the further growth of social media in the e-commerce sector. All social media must be expressed more clearly so that sufficient communication tools are distributed.

Originality/Value: The research has illustrated consumer buying behavior is changing significantly through online value proposition as well as the reason behind this consequence. Therefore, the research has fulfilled the prior literature gap and maintained its originality.

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1. Introduction

Social media has become a crucial component of the marketing process throughout the current business environment in Bangladesh (Abuhashesh, 2014). A considerable number of Bangladeshi customers can be reached quickly by e-commerce businesses using the digital platform route (Oncioiu, 2017). Because of the platform's simplicity and appeal, Bangladeshi consumers are already keen to buy the right goods through e-Commerce firms (Ireck and Settle, 2009). In this study, the impact of successful e-commerce marketing strategies in Bangladesh for different types of social media will be evaluated such as Facebook, Twitter, Google+, YouTube and LinkedIn. Besides, based on the business environment, the functionality of those sites will be explored in Bangladesh's perspective. Also, the study will assess social platforms' importance for building the online value proposition in the E-commerce sector of Bangladesh. Then, the study will examine how well these tools can adequately be used for the implementation of marketing activities in the Bangladeshi E-commerce sector.

1.1. Rationale of the Study

Today, the usage of social networking sites across the world in all sectors has increased. The Bangladeshi E-Commerce sector also has the opportunity to communicate with consumers more efficiently using advanced technology in an effective way (Drysdale, 2007). Nowadays, most businesses use social media to improve their understanding of consumer buying behaviour. Thus study related to social media topics is comprehensive, and there is no research done yet as to investigate the impact of social media on consumer buying behaviour and results in branded e-commerce (Rossotto et al., 2018). This study signifies that social media platforms should be able to set the stage for consumers to access better information about products and services, making it easy for them to connect with the business through integrated digital platforms. Easy connectivity with the consumer is also possible for business through this exposure (Rahman et al., 2018). The report will further signify by defining specific social media and analysing whether they can lead to enhancing consumer participation and providing interest. Besides, in Bangladesh, there are reportedly over three million social media users exist. For which, companies can significantly improve the productivity of the sector using this vast reach of consumers through social media. As a result, a company will be able to attract this massive crowd of consumers, and the productivity of the business will potentially rise. Therefore, the implications are significant due to this study. Furthermore, this research has been conducted with relevant resources to ensure better comprehension of how social media platforms can influence the buying behaviour of consumers.

1.2. Objectives of the Study

The objectives of this research include;

- To evaluate how successful social media are used as a means of drawing customers' attention to the business.
- To determine the effectiveness of modern e-commerce approaches for attracting customers in Bangladesh.
- To analyse the direction in which the e-commerce sector in Bangladesh will achieve an effective social media strategy for increasing market sales.
- To discuss how E-commerce firms in Bangladesh can utilize social media tactics productively.

1.3. Research Questions of the Study

The following research questions are formulated to achieve the study objectives;

- What are the successful social media capable of attracting customers?
- What purpose may the social media perform in attracting consumers for a specific company?
- How can e-commerce businesses operate in the marketplace to boost their success in social media?
- What are Bangladesh's e-commerce approaches in the market place for achieving competitive advantage?
- How can businesses leverage online value proposition successfully for developing e-commerce consumer awareness and involvement of consumer engagement?

2. Literature Review

Social networking channels are the newest addition to the broader marketing process in the course of operation with various organizations (Icha and Edwin, 2016). Besides, these channels are essential for taking the business further than the boundaries of international marketplace borders (Broniarczyk and Alba, 1994). Thus, the literature review portion of this study will address the critical aspects and character traits of social media, which are essential to attract customers towards the company's product and services (Kapoor et al., 2017).

2.1 The E-Commerce Platform

The social media marketing is relatively a new concept of marketing which integrates the usage of ICT to perform the marketing, advertising, promotional functions of goods and services as a virtual company (Aaker, 2011). Moreover, the knowledge of items and services are accessed more easily and efficiently through the usage of social media (Icha

and Edwin, 2016). Nevertheless, in the business sector, terms such as Social Media, Internet Marketing and E-commerce are often misunderstood and misused (Mata and Quesada, 2014). Social media is mainly used in a wider field of internet marketing, which involves the use of intranets, extranets, mobile networks, etc. Besides, E-business and E-commerce also have much greater involvement in their usage concept (Harsono, 2011). The online marketing or e-marketing strategy has, therefore, proved very successful in reaching the most valuable consumers in the business (Boschert, 2011). This might help explain the company's indoctrinations to the consumers in a more appropriate manner (Aaker, 2011). Moreover, the e-marketing method often allows in a relatively short space of time to generate a large number of customers (Rahman, 2015). According to Amin (2018), the method has further experienced a significant development with the invention and launch of digital networks and communication devices. Besides, searching for information through a search engine like Google, Yahoo, Duck-Duck Go, and so on are now playing a key role in marketing and publicizing the goods for potential customers of businesses. However, companies must incorporate a range of relative practices and strategies for E-business that will also use e-commerce strategies. Moreover, social media marketing mostly uses methods close to traditional marketing techniques, approaches, and strategies. This marketing strategy often provides a comfortable and easy connection to goods and services, which serve effectively as a basis for a company's appropriate infrastructure (Sinha and Singh, 2018). As a result, the company's products can be clearly found by potential customers on the website, which gives better knowledge of their roles and procedures. Thus, social media campaigns can generate greater results for e-commerce businesses (Rahman, 2015).

Conversely, businesses with the benevolence of the recently developed website, as well as applications, are using different kinds of social networking sites (Aaker, 2011). For certain digital platforms, usage can be quite beneficial for changing corporate agendas. Through reaching the customers and suppliers who pave the way for cooperation with their services, the e-commerce firms tend to adopt the concept of their business portals orders (Amin and Bhuiyan, 2019). This approach mainly serves the e-commerce business in order to establish and manage effective communication success with current and future clients (Becker, 2008).

However, in the majority of cases, the digital marketing mix is identical to companies' existing marketing mix (Aaker, 2011). Through all marketing mix features, businesses may advertise further efficiently using the web. Significantly e-commerce firms in Bangladesh initially offer various types of products in marketplace. Such goods are developed primarily by companies to appease the market customers (Paco, 2009). Numerous companies advertise the visually appealing products directly to customers in order to achieve virtually present e-commerce consumers' interest (Amin, 2018). Thus the

digital marketing process offers more information related to the product specification, price, and delivery of the product (Chaffey and Smith, 2013).

Furthermore, the price of the product is another important factor that is greatly influenced by consumers' behavioural patterns and characteristics (Hunt, Lambe, and Wittmann, 2002). Through developing good relationships with consumers, e-commerce firms appreciate their viewpoints on price (Ohidujjaman, Hasan, and Nurul Huda, 2013). Besides, the company officials also consider the consumers' ability to pay for their products in specific amounts (Amin, 2017). Then, the commodity positioning or placement is yet another important factor in the marketing process that means giving consumers a certain feeling and understanding when they perceive goods (Broniarczyk and Alba, 1994). As goods are essentially marketed through social media, the advertising for the items is also carried out abstractly. Eventually, online marketing as a promotion of items is taken into account by e-commerce firms (Gobe, 2001). Different channels, including ads, affiliate marketing, direct mail, social media marketing, etc. is accessible during the digital marketing campaign (Ryan, 2009). Thus, businesses can hit the maximum number of potential customers and maintain a relationship with current customers.

2.2 Theoretical Framework

The 'technology imperative' theory provided by Markus and Robey (1988) and further improved by Thakur (2016) might be crucial for comprehending the complex human-technological relationship. This complex relationship can play a crucial role to understand how Social media can be used to create an integrated digital platform that will pave the way for Branded E-Commerce. Furthermore, in the 'adaptive structuration theory' (AST), the social structure that is regarded as a direct part of technology and user's perspectives has been incorporated provided by DeSanctis and Poole (1994) and further developed by Karsten and Jones (2008). The theory helps to analyze the role of technology in achieving positive organizational change that provides scope for better customer engagement. In addition, some studies apply the affordance theory as a theoretical lens for empirical studies to address the social and structural factors to make higher level of consumer engagement using Social media (Cousins and Robey, 2015). Further ideas about the variables can be identified using the following (Table 1).

Andaleeb (2016) emphasised on the market targeting along with segmentation and positioning is the essence of strategic marketing. Moreover, researchers have drawn on the value measures that are developed in different cross cultural research. According to Schwartz and Bilsky (2017), value experience is the perceptions of the consumers on how their needs are being met and how their benefits are addressed. Furthermore, Correa et al. (2017) focused on offering mix which primarily consists of distinct offering lines where each line consists of individual offers or items. Lastly, Ping (2013) included in his study

that alternative differentiation is defined as the estimation of the customers of the availability of similar kinds of services from alternative service providers. The differentiation and attractiveness of the alternatives are lower when more similar services are available to the customers.

Table 1. Definitions of the Terms

Term(s)	Definition	References
Social media	“Social media refer to the tools for promotion using online mechanisms and reaching out to the maximum number of customers.”	(Selligent.com, 2018)
Market Target	“Market targeting is the process of evaluating each segment of the market along with its attractiveness in selecting one or more segments of the market to enter.”	(Kotler et. al., 2015)
Value of Customer Experience	“The value of customer experience refers to expectation of the customers that the enterprise will deliver a certain level of standard in product or services.”	(Kirby et. al., 2013)
E-Marketing Mix	“E-Marketing Mix involves some additional features along with the basic marketing mix. The 4Ps of the basic marketing mix are reinforced by personalization, privacy, customer service, security, site, sales promotion, community etc.”	(Lee, 2018)
Benefits	“In the case of business, the perceived benefits and perceived cost create a straightforward relationship that leads to value creation for the products and services.”	(Miranowski, 2017)
Product Differentiation Alternatives:	“Product differentiation alternatives provide options for incorporating features that are unique”	(Miranowski, 2017)
Customer Understanding & Engagement	“Customer engagement has been conceptualized to explain the interactive relationship of the customers with different kinds of media channels and brands”	(Thakur, 2016).
Branded E Commerce: Integrated Digital Platform	“Integrated digital marketing is a process to create a presence for the customer’s brand and to position the brand to ensure that it becomes a presence in and of itself.”	(Selligent.com, 2018)
Online Value Proposition	“Online value proposition is primarily tied to the brand positioning and it effectively identifies the reasons why the customers will click on, return, register or purchase from a particular website”	(Smart Insights, 2018).

Source: Authors' Compilation based on Literature Review (*Column 3*)

Social media platforms are mostly used in different parts of the world. Here, the eight social media platforms that have been chosen for this research are Facebook, Google+, Twitter, YouTube, LinkedIn, Flickr, Instagram, and MailChimp. These platforms are chosen for this study because they are most frequently used by organizations in the business sector. Each of these Social Media tools has different strengths and benefits which are used in the business to achieve a higher level of customer engagement with the business (Amin and Bhuiyan, 2019).

Online value proposition means ensuring that consumers are willing to use social media infrastructure for different products and services (Bijan, Nuruzzaman and Chowdhury, 2016). Notably, online value propositions ensure intense connections between company & consumer in social media perspective. As a fact, engaging with consumers increasingly offers the company a significant chance to pick up market targets; also retain consumer trust in certain products & services (Amin and Bhuiyan, 2019). Social networking sites often define the value experience of how consumers perceive the way goods in just the way companies want them to be (Morgan, 2015). Conversely, certain companies created offering mix that is crucial if certain desires need to be maintained since many offer different styles of deals to all these commodities (Mahmud, 2015). In addition, the main focus of all these companies is to give consumers further advantage as well as benefits with ease, which makes their products and services of higher value in the marketplace of Bangladesh. Social networking sites consequently provide a profound effect on their diameter and competitiveness for an advanced economy, including Bangladesh and other developing countries (Akhtar, 2016). Besides, the vast numbers of Bangladeshi consumers use Facebook, Google+, and Twitter extensively, while companies know that their marketing efforts deserve usage (Amin, 2018). Moreover, Value proposition is a much-recognized concept that businesses are using in marketing operations when they convey details regarding their advertisements, which offers a glance at modern technologies (Hassan, 2012). In this case, they have been very successful thus far. Therefore, the first hypothesis of the analysis describes as follows:

H₁: the eight Social media primarily creates the online value proposition for E-commerce business.

The authors considered social media as the most used tool to promote and gain exposure for any items which are mostly used by all types of companies in the world. Besides, to provide broadened experiences with certain products and services, Facebook, Google+, and Twitter not only give a chance to the company for interacting with consumers, but they also use graphical content related to the product, which enables consumer engagement and crystal understanding. Moreover, the continuous experience of these gestures and sensory elements, the awareness, and interest of the consumer increase remarkably, and they can consider their desires and how they can fulfil these requirements through their goods.

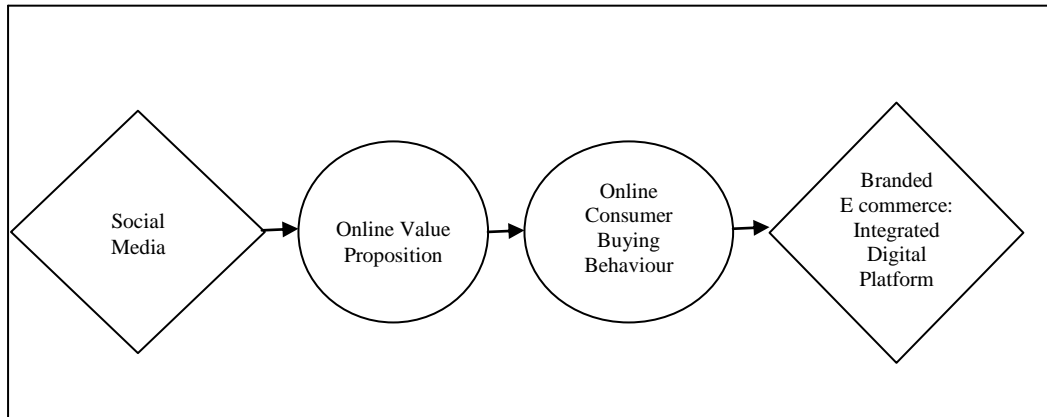


Figure 1. The way social media increases consumer buying behaviour through the online value proposition. Source: Authors' Derived.

Nevertheless, the Social media establish a weightier value proposition. From a theoretical perspective, furthermore, the second hypothesis will be:

H₂: Consumer Buying Behaviour is results of the online value proposition for e-commerce business.

In terms of determining what the Branded e-commerce applies to, it is the creation of a company's brand image using online business methodologies. Besides, brand promotion is actively carried out by businesses which are dramatically improved by social networking sites. In fact, the integrated digital system has changed the direction of all businesses' communications processes. Furthermore, social media incorporation into email services, newspapers, forums, online websites, reporting, etc. has increased the convergence of marketing and communications activities.

H₃: Consumer buying behaviour increases the branded e-commerce and integrated digital platform

After the discussion, it is apparent that the social media platforms dramatically enhance consumer understanding and customer engagement which leads businesses to a branded e-commerce establishment. Besides, the interconnected digital platform is the massive sandbox for business enterprises that can be used to carry out and expand marketing efforts. Additionally, the overall communication practices as well as providing potential consumers with knowledge that would otherwise be hidden without utilizing these platforms, which includes Face book, Twitter, Google+, LinkedIn, etc.

For this study, numerous parameters were drawn across various theories, which have improved the objectivity of Consumer experience's quality measurement. The Social Media variable has been derived from the study of Thakur (2016) where these platforms have been linked to understanding customer engagement and loyalty. The importance of

value proposition has been derived from a similar study conducted by Cusumano (2012) where the value of products has been associated with the use of appropriate platform. Likewise, branded e-commerce is another significant factor in any quasi-commodity strategy according to the theory provided by Figueiredo (2000). E-commerce brands will be key points of differentiation for the consumers. Lastly, the integrated digital platforms have been derived from the works of Neittaanmäki, Galeieva and Ogbechie (2016) where a greater emphasis has been provided on platform-centric ecosystems.

2.3 Variable Identified

The Dependent variable from the above discussion emphasized regarding the variables of the study which includes Y= Strength of branded E-commerce and level of Integrated Digital platform with the the Independent variables are X₁= Facebook, X₂= Google+, X₃= Twitter, X₄= YouTube, X₅= LinkedIn, X₆= Flickr, X₇= Instagram, X₈= MailChimp, X₉= Online Value Proposition, X₁₀=Customer understandings and engagement.

3. Research Methodology

In order to conduct this research effectively, the research have been conclusive in nature for performing such experiments successfully with deductive approach. The researchers have used triangulation methods for this study by which they have analysed both quantitative and qualitative data. Both primary and secondary sources of data have been used in this research. The primary sources of data include surveys and interviews of the selected respondents. A five point likert scale was used in this particular study where the score was ranging from 1 (= not at all important) to 5 (=very important) to capture different phase decision. The snowballing sample procedure has been carried out by the researchers as customers who purchase through online are very rare. With this method, the respondents are asked some questions from a questionnaire which they had to answer appropriately and then the other respondents are chosen based the reference of prior respondents (Jha, 2008).

The researchers have used both metric (nominal and ordinal level data) and non-metric (Interval and ratio level data) data for the analysis of the research project. The survey has been conducted by the researcher to ensure a greater level of reliability and validity. For this study, 150 respondents have been selected who have been surveyed online to make sure that they actually use the social media for purchasing. The respondents are exclusively residents of Bangladesh to ensure the accuracy of information. Therefore, correlation analysis, three statistical regression models² and ANOVA were used to analyse data.

²Regression analysis for Hypothesis-1: $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + e$ [Here, Y= Online Value Proposition, X₁= Facebook, X₂= Google+, X₃= Twitter, X₄= Pinterest, X₅= LinkedIn, X₆= Flickr, X₇= Instagram, X₈= MailChimp, β_0 = Intercept of The Line, e = errors associated with the models]

4. Data Presentation and Data Analysis

4.1 Introduction

During the presentation of data, the demographic criteria have been organized. All study participants in the study are from Bangladesh and thus the questions raised in the survey are answered throughout the Bangladesh context. The participants are teenagers and adults that use social media as well as other digital platforms. The main objective of the study is to examine the impact of social media on customer engagement and consumer understanding.

4.2 Demographic Information of the Subjects

The research includes both male and female respondents aging from 18 years to 55 years old. Moreover, the respondents are living mostly in urban and sub-urban areas in Dhaka, Rajshahi and Barishal district while urban areas' respondents mostly use internet by Wifi and sub-urban areas' respondents mostly use internet by Mobile Broadband.

4.3 Survey Questionnaire Analysis (Quantitative Data Analysis)

The researcher used Likert scale which is a well-recognized rating scale for measuring attitudes and opinion of the consumer. In this questionnaire analysis, respondents' answers have been procured using the scale from "very satisfied" to "very dissatisfied." "*The use of Facebook Marketing is effective for improving E-commerce company performance*" survey question has been analysed to see the result of whether Facebook can enhance the efficiency of Bangladeshi e-commerce firms. This analysis indicates that 47.5% of participants are satisfied and 17.5% very satisfied. However, a quite small percentage of people remain dissatisfied. Therefore, consumers believe that Facebook will play an essential role in increasing the efficiency of e-commerce firms. The success of Facebook as a social networking site can therefore be established to draw customers to the business.

The outcome of the survey question "*Google+ can help the E-commerce Company to reach out to the maximum number of customers*" the author reveals that Google +'s contribution to enhancing e-commerce company performance will indeed be analysed. The study revealed that 45% of surveyed respondents' are satisfied, and 15% of those surveyed are very satisfied. 40% of participants are neutral. Here, neutral individuals don't have any knowledge of using Google+. It is, therefore, apparent that the e-commerce efficiency on Google+ is improved considerably. The author also notes that the importance of Google+ to increase the efficiency of the e-commerce business will remain in effect.

Regression Equation-2: $Y = \beta_0 + \beta_1 X_9 + e$. [Here, Y= Online Consumer Buying Behaviour, X_9 = Online Value Proposition, β_0 = Intercept of The Line, e = errors associated with the models]

Regression Equation-2: $Y = \beta_0 + \beta_1 X_{10} + \beta_2 X_2 + e$. [Here, Y= Strength of branded E-commerce and level of Integrated Digital platform, X_{10} = Online Consumer Buying Behaviour, β_0 = Intercept of The Line, e = errors associated with the models]

Nonetheless, 55% of participants believe Twitter is essential for enhanced performance and customer engagement for all the companies, as is seen in the study of the statement *"Use of Twitter for messaging as a social media for consumers"* Twitter respondents are positive because increasing numbers of individuals in Bangladesh accessing Twitter Bangladesh's e-commerce firms can still consider the appeal of international customers via Twitter. As a result, the success of the latest e-commerce campaigns to attract consumers' interest in Bangladesh is therefore improved by the use of Twitter.

In response to the survey question *"Using YouTube can help the E-commerce Company to maintain good relationships with the customers"* findings show that 47.5% of the participants are satisfied, and 12.5% of the respondents are very satisfied has been comprehended from the analysed results of the survey question YouTube, thus, is another powerful Social media to increase consumer satisfaction as well as the success of the company. Therefore, a key role can be played to improve the efficiency of YouTube.

In response to the survey question, *"Using Flickr can make the products and services of the E-commerce Company more attractive"* the results reveal that found that 47% of respondents feel satisfied & 20% feel very satisfied using Flickr. However, 17.5% of respondents remain neutral. This suggests that Flickr is another excellent social media which can significantly increase the efficiency of a business and attract as many customers as possible. Marketers in Bangladesh use Flickr as a social media to attract more of the potential consumers.

The findings of the survey question *"Using LinkedIn can help the E-commerce Company to manage its activities more accurately"* reveal that 37.5% of respondents feel satisfied and 30% feels very satisfied. This suggests that company has started to embrace the effects of LinkedIn as a social media, which can be essential for reaching a wide range of consumers. Besides, LinkedIn profiles are used by various people to sustain their relationships, and businesses can use this ability to market their goods.

40% of respondents are satisfied, and 25% very satisfied with survey question *"Using MailChimp, the E-commerce Company can improve the number of loyal customers."* The conclusion is that MailChimp is yet another social media capable of boosting efficiency by approaching consumers. Besides, MailChimp is exceptionally efficient for e-mail promotions as a marketing tool for the business. Nevertheless, 25% of respondents are neutral, indicating they don't realize how this platform impacts them.

In the last survey question, *"Using Instagram, the E-commerce Company can make their products visually attractive,"* showed the result that 40% of respondents are satisfied, and 20% are very satisfied. In comparison, 20% of respondents are neutral. So it can be said that Instagram will play a vital role as an influential social media for the development of E-commerce marketing strategies in Bangladesh.

4.4 Regression Analysis

4.4.1 Regression Analysis for Hypothesis 1

H₁: The eight Social media primarily create the online value proposition for E-commerce business.

H₀: Social media does not increase the consumer buying behaviour through online value proposition.

We can get the regression equation in the following format by using the following table:

$$Y = -.212 + .173X_1 + .329X_2 + .148X_3 + .185X_4 + .135X_5 + .057X_6 + .0989X_7 + .219X_8 + e \quad (1)$$

Where:

X₁-Facebook, X₂-Google+, X₃-Twitter, X₄-Pinterest, X₅-LinkedIn, X₆-Flickr, X₇-Instagram, X₈-MailChimp, β₀-Intercept of The Line, e- errors associated with the models

Table 2. Model Fit

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.87 ^a	.756	.742	.8450

Source: Authors' Calculated

Note: Predictors (Independent Variables): Facebook, Google+, Twitter, YouTube, LinkedIn, Flickr, Instagram, MailChimp. Dependent Variables: the online value proposition for E-commerce business

The value of R is shown in the column 'R' to calculate the dependent variables. The value of R has been estimated as 0.87, indicating very strong relationship between dependent and independent variables. The value of R², on the other hand, is 0.756 that shows 74%. Variation in dependent variable is caused by independent variable(s) while adjusted R Square stands for changes in dependent variable due to additional independent variable. The analysis of variance in this research is provided in the following section:

Table 3. ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	244.494	1	244.494	44.928	.000 ^b
Residual	750.80	148	5.072		
Total	995.294	149			

Source: Authors' Calculation

Note: Independent Variables: Facebook, Google+, Twitter, YouTube, LinkedIn, Flickr, Instagram, MailChimp, Dependent Variables: the online value proposition for E-commerce business

The Table value of F is 4.01 at the significance level 0.05, which is shown from the ANOVA table. Therefore, calculated F value is 24.884. The calculated F value is thus higher than the critical ($4.01 < 24.928$). So, the null hypothesis is rejected, and the alternative hypothesis has been accepted. So, the usage of the social media can, therefore, be assumed to impact on the value proposition and customer engagement with the Bangladeshi e-commerce company.

In comparison, other categories of variables such as the 0.000 significance level for Facebook. This value of the significance level, however, is below the standard scale. This attribute is consequently more critical in this particular circumstance. As this is also suggested in the analysis, specific aspects, such as Google+, significantly influence the consumer awareness or involvement of consumers. Furthermore, the Twitter is used in the marketing sector as part of the digital advertising, which also has a remarkable impact on customers' inclusion interest. The variable value is 0.24 of significance level. It is therefore evident that file management systems play a central role in providing customers with well-being and safety. As a consequence; a growing number of customers can be interested in the company transition through Twitter marketing. In fact, there is a particular aspect like YouTube, which has an incredible impact on the consumer buying option. Social Media Marketing tools influence the change to purchasing decisions of Bangladeshi consumers (Amin and Mozid, 2017). The variable value is 0.053 of significance level. This value is very strong in comparison to the other independent variables. In this sense, the online social media networks excel across creating better customer relationships. Moreover, for this situation, that has the meaning of 0.059 significance level, the limitation of Flickr to attract customers into the company also continues to stand out. Thus, the visual communication platforms are important to bring ever more customers to the company.

Many additional factors remain, such as MailChimp, LinkedIn, Instagram etc. The study also found that certain independent variables provide better connections towards the reporter-dependent variables. In fact, this entire requirement generates a related component that draws increasing numbers of consumers to the company. Such specific variables have 0.389, 0.096 and 0.474 significance level. In this way, it is evident that certain independent variables affect the growth of the set of customers.

4.4.2 Regression Analysis for Hypothesis 2

H₁: Consumer Buying Behaviour is the direct or indirect results of the online value proposition for E-commerce business.

H₀: Consumer Buying Behaviour is not the direct or indirect results of the online value proposition for E-commerce business. The regression equation in the following format by using the following table: $Y = .212 + .695X_9 + e$

Table No 4. MODEL FIT

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.81 ^a	.656	.641	.780

Source: Authors' Calculation

Note: Dependent Variables: Consumer Buying Behaviour, Independent Variables: the online value proposition for E-commerce business

The value of R is shown in the column 'R' to calculate the dependent variables. The value of R has been estimated as 0.1, indicating very strong relationship between dependent and independent variables whereas R^2 , is 0.656 shows 65.6% variation in dependent variable is caused by independent variable(s) while adjusted R Square stands for 64.1% changes in dependent variable due to additional independent variable that according to the survey results. It leads to the conclusion that the ideas for online interest are a result of increased consumer awareness and engagement across Social Media channels more driven. The independent variables, in this case, are X1= Facebook; X2= Google+; X3= Twitter; X4= YouTube; X5= LinkedIn; X6= Flickr; X7= Instagram; X8= MailChimp. Variance analysis of this study is given below in this section:

Table No 5. ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	44.94	1	44.94	6.28	.000 ^b
Residual	570.80	148	3.851		
Total	615.74	149			

Source: Authors' Calculation

Note: Dependent Variables: Consumer Buying Behaviour, Independent Variables: the online value proposition for E-commerce business

The table value F is 4.01 at significance level is 0.05, which is shown from the ANOVA table. Therefore, the estimated distribution F value is 6.28. The estimated F value is thus higher than the critical ($4.01 < 6.28$). So, the null hypothesis is rejected, and the alternative hypothesis has been accepted. So, the usage of the social media can, therefore, be assumed to impact on the value proposition and customer engagement with the Bangladeshi E-commerce company.

4.4.3 Regression Analysis for Hypothesis 3

H₁: Consumer Buying Behaviour increases the branded e-commerce and integrated digital platform.

H₀: Consumer Buying Behaviour does not increase the branded e-commerce and integrated digital platform

We can get the regression equation in the following format by using the following table:

$$Y = .212 + .695X_9 + e$$

Table No 6. MODEL FIT

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.915 ^a	.837	.815	.825

Source: Authors' Calculation

Note: Dependent Variables: Consumer Buying Behaviour, Independent Variables: The branded – Ecommerce and Integrated Digital Platform

The value of R is shown in the column ' R ' to calculate the dependent variables. The value of R has been estimated as 0.915, indicating very strong relationship between dependent and independent variables. The value of R², on the other hand, is 0.819 means that 83.7% variation in dependent variable is caused by independent variable(s) while adjusted R Square .815 stands for 81.5% changes in dependent variable are due to additional independent variable that according to the survey results. It shows that according to the survey results, the dependent variable will be changed by 82% concerning the independent variable. It clearly shows that the understanding of customers and the engagement of customers strengthen branded e-commerce. The independent variables, in this case, are X1= Facebook; X2= Google+; X3= Twitter; X4= YouTube; X5= LinkedIn; X6= Flickr; X7= Instagram; X8= MailChimp. Variance analysis of this study is given below in this section:

Table No 7. ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	244.85	1	244.85	8.29	.003 ^b
Residual	352.80	148	2.383		
Total	597.65	149			

Source. Authors Calculation

Note: Dependent Variables: Consumer Buying Behaviour, Independent Variables: The branded – Ecommerce and Integrated Digital Platform

The table value of F is 4.01, whereas the significance level is 0.05, which is shown from the ANOVA table. Therefore, the estimated distribution F value is 8.29. The estimated F value is thus higher than the critical ($4.01 < 8.29$). So, the null hypothesis is rejected, and the alternative hypothesis has been accepted. Thus, the usage of social media can indeed be presumed that the value proposition, as well as the buying behaviour of the consumer in Bangladesh, influences the E-commerce sector significantly.

4.5 In depth Interview Response Analysis

The interviewees have responded that the social media gives the consumers significant advantages because they can look for information about a specific commodity of a particular company. The consumers check the different features of products and services as well as track their updates frequently on the social media website. They also contact the advertisers on the social media page for any information they want and receive feedback automatically. This communication procedure adds to an acknowledgment of the goods and services of different companies, which is an opportunity for the consumer to become more engaged in the decision-making process. Moreover, the incorporation of all social media into a single selling method is also a groundbreaking move that consumers very much support. Nonetheless, according to some researchers, there are some negative aspects of social media in monitoring business quality management. It is also shown that the items shipped do not match with the purchased item though the items posted online look more polished and appealing. Until now, many businesses have also struggled to perform successful purchases with their clients. However, individual companies include online payment gateway to the clients which include credit or debit cards and bank accounts. Therefore, in some cases for consumers, it is not necessary to them to provide a bank account in which situation reimbursement resulting in the termination of transfers is not available. Therefore, it is essential to improve the digital payment system to provide consumers online facilities from the companies with ease. The detailed discussion thus shows the ultimate conclusion of this study.

5. Conclusion

The research result shows that social media are praiseworthy in terms of increasing user acquisition since all conscious Social Media sites are striving to acquire customer figures, as all of these channels aspire consumers with behaviours. It, therefore, reaches the very first objective, because more consumers are successfully attracted to the online platforms. In Bangladesh, e-commerce companies share specific strategies to protect consumers' satisfaction through Social media. Thus it meets the second objective because the latest e-commerce approaches can more easily attract consumer interest in Bangladesh. Moreover, e-commerce entities will increase trade meritoriously and strategically through the implementation of social media strategies. Furthermore, e-commerce business clients in Bangladesh want to develop new product and services characteristics. In other terms, it's still a wise idea to look for new deals and approaches to shield the consumer from the monotony of usual activities. Besides, these companies must transcend brick and mortar initiative, which only physically conducts business, to click and mortar that shows that they do business online as well as in physical processes. The third objective of this research has been accomplished because the appropriate social media strategy for the increased revenue of e-commerce firms in Bangladesh has been extracted from this

report. The e-commerce firm will educate consumers about current deals through social media and can obtain the views of consumers on future business strategies. Consumers are always happy to support the e-commerce business, and therefore, the company should be ready to take account of consumers' opinions. In order to correct emerging economy developments, the current approaches of the e-commerce organization should be strengthened. Therefore, the fourth objective of the study is accomplished. The evolving actions of consumers should also be analyzed, and the e-commerce company in Bangladesh should prepare appropriate strategies for resolving their improvements.

Using the Model of Online Value Proposition (OVP), the study has devised how consumer buying behaviour can be ensured within the business and creating an integrated digital platform. The gaps of the previous theories have been overcome by adding value experience and offering mix to the model. It overcomes the gaps in explaining consumer buying behaviour through consumers' perceptions, experience, and offers presented by the company.

As a practical contribution, companies will be able to ensure better consumer buying behaviour online. By using Social media, companies can establish a branded e-commerce in the business sector. It will be possible with the effective use of Social Media tools. In this way, better products will be purchased by the customers, and more scopes will be revealed for future research.

When the study was being conducted, researchers have faced some significant limitations. While performing this kind of large scale study, time becomes one of the pivotal impediments in the study. Furthermore, the researchers also faced budget limitations, and the expansion of the research towards a higher level has been hampered. Last but not least, some of the interviewees also created major impediments as they were reluctant to provide accurate and appropriate information. There are scopes for studies in using Smartphone apps for the companies in branded e-commerce.

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