Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management and Marketing

Master's Thesis

Impact of Social Media Marketing on Consumer Behavior in the Context of Dhaka City - Bangladesh

Ektiar Uddin

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

DIPLOMA THESIS ASSIGNMENT

Ektiar Uddin

Economics and Management

Thesis title

Impact of social media marketing on consumer behavior in the context of Dhaka city, Bangladesh

___

Objectives of thesis

The main goal of this thesis is to identify how consumer behavior is influenced by social media marketing.

Sub objectives are:
1) To determine how social media marketing effects on the consumer buying decision process.
2) To identify the perception of the consumer through content and engagement on social media.
3) To assess how a business can create more brand value by engaging more customers

Methodology

This thesis is in two main parts: Theoretical and Practical.

The theoretical part will consist of a thorough review of recent academic and other reliable literature.

The practical part will be based on primary and secondary data. Primary data will be collected through an online survey. The survey will be designed to collect information about the effects of social media marketing. Secondary data will also be collected from relevant and published sources. The data will be analysed using appropriate techniques to address the aims of the thesis.

The proposed extent of the thesis

60 to 70 pages approx

Keywords

Bangladesh, marketing, consumer behaviour

Recommended information sources

KOTABE, Masaaki; HELSEN, Kristiaan. *Global marketing management : international student version.* Hoboken: John Wiley & Son, 2011. ISBN 9780470505748.

KOTLER, Philip; ARMSTRONG, Gary; OPRESNIK, Marc Oliver. *Principles of marketing.* 2021. ISBN 978-1-292-34113-2.

KOTLER, Philip; KELLER, Kevin Lane. *Marketing management.* Noida: Pearson, 2018. ISBN 978-93-325-5718-5.

KOTLER, Philip. *Marketing 3.0.* ISBN 978-0470598825.

ODDEN, Lee. *Optimize : how to attract and engage more customers by integrating SEO, social media, and content marketing.* Hoboken, N.J.: Wiley, 2012. ISBN 978-1-118-16777-9.

POPOVIĆ, Kevin. *Satelite marketing : using social media to create engagement.* Boca Raton: CRC Press, 2016. ISBN 978-1-4822-5614-7.

SCOTT, David Meerman. *The new rules of marketing & PR : how to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly.* Hoboken: Wiley, 2020. ISBN 978-1-119-65154-3.

Expected date of thesis defence

2024/25 SS – PEF

The Diploma Thesis Supervisor

Ing. Richard Selby, Ph.D.

Supervising department

Department of Management and Marketing

Electronic approval: 29. 08. 2024

doc. Ing. Ladislav Pilař, MBA, Ph.D.

Head of department

Electronic approval: 04. 11. 2024

doc. Ing. Tomáš Šubrt, Ph.D.

Dean

Prague on 31. 03. 2025

Declaration

I declare that I have worked on my master's thesis titled "Impact of Social Media Marketing on Consumer Behavior in the Context of Dhaka City - Bangladesh" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the master's thesis, I declare that the thesis does not break any copyrights.

In Prague on 31/3/2025   _____

Acknowledgement

Impact of Social Media Marketing on Consumer Behavior in the Context of Dhaka City - Bangladesh

Abstract

This thesis explores the impact of social media marketing attributes on consumer purchase decisions, focusing on brand trust, interactivity, entertainment, perceived relevance, and informativeness. The study utilizes a mixed-methods approach to assess how these factors influence consumer behavior. The findings indicate that brand trust plays a significant role in shaping consumer confidence and purchasing decisions, aligning with previous research. However, interactivity was found to have a limited effect on purchase intent, suggesting that it requires additional persuasive elements like trust or informativeness to drive consumer action. Entertainment-oriented content was found to enhance brand engagement and increase purchase likelihood, confirming the effectiveness of entertaining social media campaigns. Perceived relevance and informativeness also emerged as key drivers, with personalized messaging and transparent information fostering stronger consumer engagement. The study suggests that social media marketing strategies should focus on building trust, providing relevant content, and leveraging entertainment to increase consumer loyalty and purchase intent. Limitations of the study include its focus on a specific demographic and the lack of differentiation between social media platforms. Future research could explore cross-cultural differences and the unique features of various social media platforms. The study contributes to understanding the complex dynamics of social media marketing in influencing consumer purchase decisions.

Keywords: Social media marketing, brand trust, consumer behavior, purchase decisions.

Vliv marketingu na sociálních médiích na chování spotřebitelů v kontextu města Dháka - Bangladéš

Abstrakt

Tato diplomová práce zkoumá vliv atributů marketingu na sociálních médiích na rozhodování spotřebitelů při nákupu, se zaměřením na důvěru v značku, interaktivitu, zábavu, vnímanou relevanci a informativnost. Studie využívá smíšený přístup k hodnocení vlivu těchto faktorů na chování spotřebitelů. Výsledky naznačují, že důvěra v značku hraje významnou roli při formování spotřebitelské důvěry a rozhodování o nákupu, což je v souladu s předchozím výzkumem. Nicméně interaktivita měla omezený vliv na záměr nákupu, což naznačuje, že k vyvolání spotřebitelské akce je potřeba další přesvědčivé prvky, jako je důvěra nebo informativnost. Obsah zaměřený na zábavu zvyšoval angažovanost značky a zvyšoval pravděpodobnost nákupu, což potvrzuje účinnost zábavných kampaní na sociálních médiích. Vnímaná relevance a informativnost se také ukázaly jako klíčové faktory, přičemž personalizovaná zpráva a transparentní informace posilovaly spotřebitelskou angažovanost. Studie naznačuje, že strategie marketingu na sociálních médiích by se měly zaměřit na budování důvěry, poskytování relevantního obsahu a využívání zábavy k zvýšení spotřebitelské loajality a záměru nákupu. Omezením studie je její zaměření na konkrétní demografickou skupinu a nedostatečné rozlišení mezi platformami sociálních médií. Budoucí výzkum by mohl zkoumat kulturní rozdíly a specifické vlastnosti různých platforem sociálních médií. Studie přispívá k porozumění složitým dynamikám marketingu na sociálních médiích při ovlivňování rozhodnutí spotřebitelů o nákupu.

Klíčová slova: Marketing sociálních médií, důvěra ve značku, chování spotřebitelů, nákupní rozhodování.

Table of content

1. Introduction

In the digital age, social media has transformed how businesses interact with consumers, influencing purchasing decisions and reshaping marketing strategies. Social media has become particularly popular among young consumers, with billions of users worldwide engaging in online communities to share thoughts, opinions, and ideas (Appel, Grewal, Hadi, & Stephen, 2020; Bilgin, 2018). Businesses, including both large corporations and small enterprises, leverage social media platforms as powerful marketing tools to enhance brand visibility and consumer engagement. The accessibility and convenience of social media across various websites and mobile applications have facilitated marketing activities, allowing businesses to reach their target audience more effectively (Dülek & Aydın, 2020).

Social media marketing is a strategy used by businesses to influence consumer behavior and purchasing patterns (Chen & Lin, 2019). By adopting social media marketing, businesses gain a competitive advantage through brand identity development, influencer collaborations, and user-generated content (Meliawati, Gerald, & Aruman, 2023; Stillwell, 2024). Additionally, social media marketing enables consumers to access and purchase higher-quality goods and services, prompting businesses to continuously innovate and improve their offerings (Meliawati et al., 2023).

In the context of Dhaka City, Bangladesh, social media marketing has become an essential component of business growth, particularly among young consumers who rely on digital platforms for product discovery and decision-making. This thesis explores the impact of social media marketing on consumer behavior in Dhaka, examining how digital engagement influences purchasing habits, brand perceptions, and overall market trends. By analyzing these dynamics, this master thesis aims to provide insights into how businesses can optimize their social media strategies to enhance consumer engagement and drive sales.

2. Objectives and Methodology

2.1 Objectives

The main goal of this thesis is to identify how consumer behavior is influenced by social media marketing.

Sub objectives are:

1) To determine how social media marketing effects on the consumer buying decision process.

2) To identify the perception of the consumer through content and engagement on social media.

3) To assess how a business can create more brand value by engaging more customers

2.2 Methodology

This section outlines the research design, data collection methods, and data analysis techniques that will be used to achieve the aforementioned objectives. The research follows a mixed-methods approach, combining both qualitative and quantitative methods to provide a comprehensive understanding of the influence of social media marketing on consumer behavior.

A deductive approach will be employed, where existing theories related to consumer behavior and social media marketing will be tested against empirical data. Hypotheses based on previous research will be formulated, and the data collected through both qualitative and quantitative methods will be used to test and refine these hypotheses, see Chapter – 3.3.

2.1.1   Survey

To address the first and second sub-objectives, a survey will be conducted to collect data from consumers who actively engage with brands on social media platforms. The survey will focus on understanding how social media marketing influences the consumer buying decision process and perceptions of brand content. A structured questionnaire will be developed with closed-ended questions to measure attitudes and behaviors related to social

media marketing, brand trust, engagement, and purchase decisions, based on likert scale from (1-5).

The survey will be distributed online and tries to get at least to a sample of 500 respondents who have interacted with brands on social media in the last month. The key areas covered in the survey will include:

- Demographics: Age, gender, occupation.
- Social Media Usage Frequency, how much time spent on social media, daily.
- Consumer Buying Behavior: Impact of social media on purchase intentions and decision-making processes.

3. Theoretical part

It's possible that social media marketing can change how companies and customers act. Several studies have shown that social media marketing is very important for changing how people think about products (Meliawati et al., 2023) and how loyal they are to companies (Biglin, 2018), all by changing their intention to buy (Meliawati et al., 2023). Being competitive means that businesses aren't giving up on changing their strategies and processes to fit the needs of people who use social networks. This is because social media marketing is still on the rise.

Consumer studies, on the other hand, demonstrate that people are drawn to labels that match their tastes and preferences because they are familiar and develop emotions and sometimes feel like there is excessive information on social media (Leung & Sun, 2019).

3.1 Social Media Marketing

Chen and Lin (2019) say that social media marketing is a type of business marketing that uses social media to change people's buying habits. As Meliawati et al. (2023) say, social media marketing is also about making real connections with target markets online so that brands can learn how to solve problems for those markets. According to Jacobson et al. (2020), social media marketing is using social media tools, platforms, and software to make, share, sell, and trade valuable products and services with an organization's partners.

In any case, marketing uses both old and new technology advances. There should still be TV, newspapers, radio, and signs in the modern world so that companies can advertise, but there haven't been for a few years because social media apps have become so popular. But Stillwell (2024) said that big brands like IBM, Dell, and Burger King sell on social media. The over 100 different blogs by IBM and a dozen islands in the virtual universe, particularly X (formerly Twitter), are now easier to understand.

The information highlights key trends in social media marketing as observed by Adiyono et al. (2021). Below is a summary of these trends:

1. **Integration of Online and Offline Strategies**: social media now plays a significant role in bridging online and offline interactions. Companies use social media to promote offline events, while attendees at such events engage with the brand's social media platforms, creating a seamless feedback loop. Events themselves act as content hubs for social media updates.

2. **Situational Social Media Marketing**: This involves leveraging trending topics or viral content linked to current news or events. Such strategies enable brands to rapidly capture the attention of vast audiences, increasing visibility and engagement organically.

3. **Elevated Role of Engagement**: social media has transitioned from being a supplementary marketing tool to a central one. Brands are prioritizing active engagement, fostering two-way communication, and implementing interactive strategies like loyalty programs to build stronger relationships with their audience.

These trends underscore the growing importance of social media as a primary marketing channel, emphasizing creativity, interactivity, and real-time engagement.

Studies on social media marketing have also shown that it has a big effect on things like how people act, what they buy, and how loyal and trustworthy they are of a brand. For example, a study of Chinese, French, Indian, and Italian luxury brands like Burberry, Dior, Gucci, Hermès, and Louis Vuitton found that they used social media marketing to include things like fun, interaction, trend lines, customization, and word of mouth (Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito, & Singh, 2016). With their strong marketing tools, social media's widespread use has helped new brands come into being. A study done in India found that Facebook was the most popular social media site and YouTube was the most trustworthy (Jagadeesh, Saurabh, & Aditi, 2020). Also, the target market has changed to include Millennials and Gen Z, who are tech-savvy and have a strong opinion of social media marketing because it affects how they buy things. There has also been more web traffic because product orders and sales income have gone up a lot thanks to social media ads on sites like Facebook that work best (Dolega et al., 2021). As habits and interests change with new technologies, it is important to remember that the move from standard marketing to social media has changed the marketing world.

3.1.1 The Role of Social Media in Modern Marketing: Engagement, Influence, and Data-Driven Strategies

In marketing literature, social media are often referred to as "platforms" where individuals can connect and engage with others who share similar interests and ideas. This is because social media are described as "dynamic, interconnected, egalitarian, and interactive organisms" (Dolega et al., 2021). These platforms have significantly transformed the market in three key ways.

First, social media enable brands to engage directly with their target audiences in ways previously unattainable. Platforms like Twitter and Facebook facilitate microblogging and content-sharing groups, allowing individuals to easily connect with like-minded communities (Dolega et al., 2021). In this context, "social connectedness" and "social ties" describe the relationships formed (Meliawati et al., 2023). These ties can vary in strength, with "strong" ties representing depth and "weak" ties indicating breadth of connections (Granovetter, 1973). Biglin (2018) found that the strength of a consumer's social ties significantly influences their likelihood to recommend a brand.

Second, social media have reshaped how companies and consumers interact and influence one another. Interactions, whether through direct communication or passive observation, impact the decisions and behaviors of others (Chen & Lin, 2019). Nair et al. (2010) describe these effects as "word-of-mouth" and "contagion" phenomena, where casual conversations can have a considerable influence. Muller and Peres (2019) emphasize that the value of social relationships, or "social equity," is tied to the growth and robustness of a company's social network.

Finally, recent research (Muller and Peres, 2019: Chen & Lin, 2019) highlights that the size and frequency of an individual's connections can provide insights into their behavior on social networks. These findings reinforce the widely accepted view that social media have a profound impact on decision-making processes.

Social media also gives businesses a lot of information that helps them better handle their ties with customers and make smart business choices (Dolega et al., 2021). The "3Vs"

(Dolega et al., 2021) are often used to describe data from social media and other digital sources: volume, range of sources, and velocity (how often data is changed). According to Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito, & Singh (2016) current information technology makes it easy to get and use a huge amount of information from social networking sites, blogs, and groups. This information can be found in written, visual, and audible forms. So, being able to collect and use social media data in a useful way is a new strategy resource that might help marketing efforts succeed (Meliawati et al., 2023). Useful for sharing study on consumers, market analysis, and coming up with new ideas.

3.1.2 Evolution and Impact of Social Media: From User-Generated Content to Marketing Strategies

People first used the word "social media" on My Space and Facebook (Duangruthai & Leslie, 2018). Web 2.0 let people connect with each other and share things like text files, videos, and even whole websites (Muller and Peres, 2019). Adiyono et al. (2021) say that social media is the "interconnected web of technologies that enables the production and sharing of works by ordinary people." User-generated content, or UGC, is information that was made by people. They divide the different kinds of social media into three groups: content communities (like YouTube), social networking (like Facebook), and community projects (like Wikipedia and blogs). Dülek and Aydın, (2020) say that social media is "a wide range of new information sources produced and used by consumers that wish to share information on any subject of interest with others." Such sources include social media. Pretty much 1.73 billion people, or about 25% of the world's population, use social media every day. That amount is projected to rise to 2.55 billion by 2017 (Appel, Grewal, Hadi, & Stephen, 2020). A lot of social media experts use smartphones and the internet (Stillwell, 2024) as marketing tools to look into social media because of how users share, co-produce, analyze, and change user content. Since people have changed their minds, companies now focus on their customers when they sell and name themselves (Stillwell, 2024).

Businesses have a harder time figuring out how their social media presence affects people knowing about and engaging with their brand than they do with traditional media like TV or print ads. When companies sell on social media, it can be hard to deal with bad feedback

(Dolega et al., 2021). However, this feedback is a necessary and important part of the brand talk. When people talk or argue about branding, they often bring up consumers, but their roles in branding and advertising are often ignored or downplayed (Stillwell, 2024).

Firms use three main social networking sites to promote their brand: Facebook, YouTube, and Twitter or "X". Some say that Facebook is "a holy grail to marketing operators" (Appel, Grewal, Hadi, & Stephen, 2020). Stillwell (2024) and Muller and Peres (2019) say that marketing plans that use Facebook reviews for certain brands and things (or "as" content) make more content overall. You're more likely to see ads for things you're interested in on Facebook (Stillwell, 2024). This knowledge could help marketers improve their strategies, the people they target, and their ads in order to get the best response from their customers.

Picture 1: Facebook ad
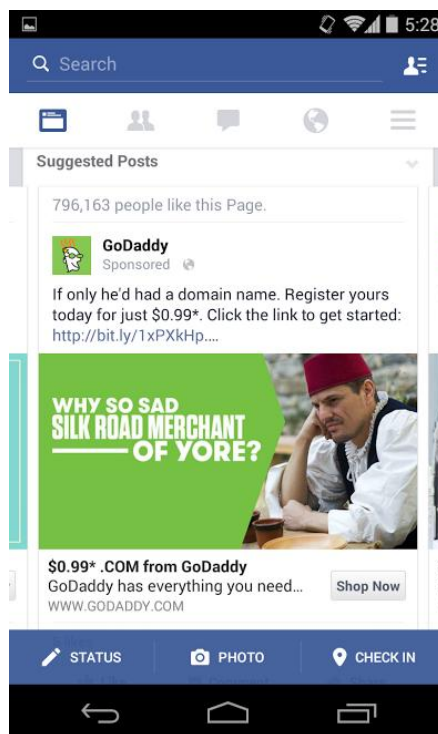
Source: Stillwell (2024)

3.1.3   Marketing Using Social Networks

According to Dülek and Aydın (2020), this is a part of content shared on social media sites with the goal of getting people to take action and raise awareness. Promoting a company or

product on social media sites in return for money is known as paid social media promotion, or just "paid social" (Raza, Mohamad, & Abubakar, 2017). People like ads because they tell them useful things about goods, which helps them buy things that are best for them (Pollay & Mittal, 1993). Commercially available social media ads affect how people think about businesses and how likely they are to buy from them (Stillwell, 2024). Many social networking sites are available, such as Instagram (which optimizes photos and videos), Twitter, YouTube (with short video stories), TikTok, Pinterest (which mostly has female users), and LinkedIn (which mostly has male users).

3.2 Customer Behavior

It was widely known that customer buying behavior is a complicated idea Dülek and Aydın (2020) that comes from the relationship between the buyer and their surroundings (Stanciu et al., 2020). As a result, many things or incentives affected people's choices to buy. Since the 1970s, researchers have looked at these rewards from different points of view (Raza, Mohamad, & Abubakar, 2017). At the same time, researchers were looking for things linked to personality, family, culture, financial position, attitude, and easily accessible statistics, as well as demographics. A lot of scholars have looked into hedonic and utilitarian motivations, the food business, and the value of shopping (Kazi et al., 2019; Dolega et al., 2021). Before we start, this chapter will look at relevant and current research on buyer behavior and reasons. It will also look at how these factors have affected people's buying decisions and the rise in social media marketing during the epidemic. This chapter will also look at research on the theories that explain how and why people accept and use technology, with a focus on how these theories affect people's plans to buy things online.

4.2.1 Consumer Decision Making

Given the significance of the customer decision-making process, numerous experts have sought to explain it through various models. Rassuli and Harrell (1990) emphasize that purchasing decisions are not an end but a means, highlighting how these choices influence subsequent behaviors. According to Raza, Mohamad, & Abubakar (2017), consumer choices can be shaped by functional, conditional, social, cognitive, or emotional values.

Examining external factors during the pre-purchase, in-store, and post-purchase phases reveals the impact of internet marketing, social and cultural contexts, and psychological influences on consumer activities and moods. Stanciu et al. (2020) proposed an internet-based buyer decision-making concept, while Appel, Grewal, Hadi, & Stephen (2020) introduced a circular decision-making framework. This cycle includes pre-purchase research and consideration, active evaluation to finalize a purchase, and post-purchase reflection on product utility, See Picture – 1.

Picture 2: Consumer's psychology

Introduction to Consumer Psychology

Post-Purchase Behavior

Recognition of Need

Purchase Decision

Information Search

Evaluation of Alternatives
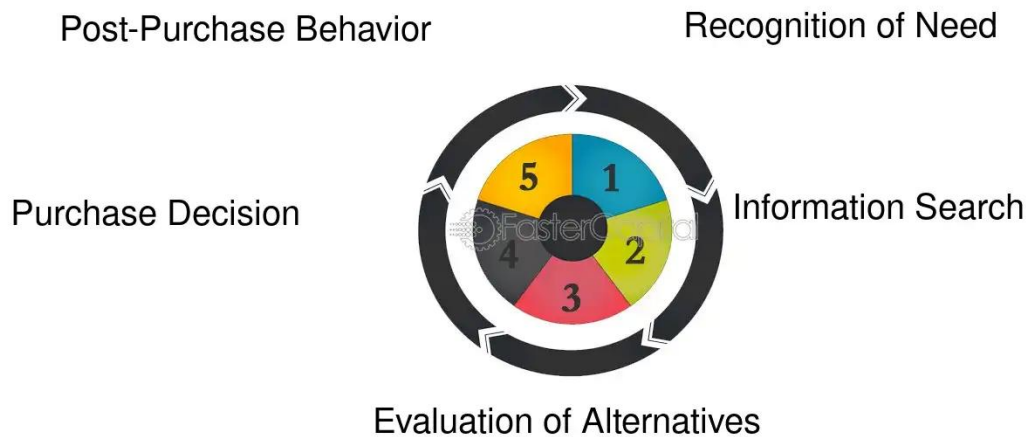
Source: Appel, Grewal, Hadi, & Stephen (2020).

Kotler and Keller (2012) developed a five-stage model for the buyer's journey, encompassing need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior adjustments. Similarly, Belch and Belch (2009) expanded on this by exploring the psychological processes that occur during each stage, such as motivation, awareness, attitude formation, integration, and learning.

Stankevich (2017) added to the models of how Kotler and Keller (2012) and Belch and Belch (2009) said people make decisions. Stankevich (2017) says that a customer is in the need recognition stage when they know they need a product or service. For now, it's up to marketing to figure out how to get people from where they are now to where they want to be going forward. It is important to keep in mind that the internal cues could be something as simple as a sudden need or as complicated as an urge. There is also a chance that external factors will set off the disease. In other words, marketers create demand with tools like ads and sales deals. But a customer has a desire when they realize that a product will meet a need that hasn't been met yet (Stankevich, 2017).

Marketers need to know when the people they want to buy from them have these needs so they can best target their ads. There are times when marketers will help customers figure out what they really need. In the same way, marketers make up situations or wants that make people feel weak without their products (Appel, Grewal, Hadi, & Stephen, 2020). Among these are the desire for a certain status and the availability of knowledge about that status, such as a new version of a product or items that compete with or support it.

When a need is recognized, it starts a chain of events that leads to the search for answers that can meet that need. Right now, the buyer is doing study from inside and outside the store to make an informed choice. An example of an internal information search is using your own mind. An example of an outward information search is looking around you, asking other people, and checking libraries, records, the internet, and any related social media sites or blogs. In this case, the time customers spend looking into their choices is very important. Marketers need to seize the chance and offer new deals, full descriptions of the product, and other rewards.

According to Kotler and Keller's (2012) description of how people make decisions, the third step is when people weigh the pros and cons of all the choices they have been given. The buyer may ask himself or herself, "Do I really need the product?" in the third and final stage of decision-making. Could we try something else? Is it true that the first version is awful? When people buy something, they often give more weight to some factors than others, like price, quality, brand knowledge, and so on. Having an emotional link with a product, giving in to ads, or any mix of these can lead to a choice. Now, it's important for companies to make sure that buyers know about their product and, even better, know about the feature that makes them decide to buy it. Anyone who wants to get the best deal needs to do their own research. Customers have different ideas about what makes a deal good, depending on things like price, quality, brand, placement, where to buy (location), what might happen if they use it, and so on.

Kotler and Keller's (2012) model of the customer buying process has four stages. The last step is the purchase phase. At this point, the buyer has chosen a product and is ready to obtain it. Once someone has decided on a brand, the next step is to actually buy it. In the same way,

buyers may decide at first that they want to buy something but then change their minds before they actually do. You could choose to decide when to go shopping, how much to spend, and whether to bargain over the price. It can take a long time between choosing to buy something and actually doing so, especially when it comes to bigger purchases like cars, computers, and sturdy goods. Nondurable goods, like everyday necessities, may have a short time between when someone decides to buy them and when they actually do. Getting a customer so interested that they are willing to wait for a deal is more important than ever.

The fifth step of Kotler and Keller's (2012) plan for figuring out the buyer's journey is the "post-purchase" phase. The most important thing right now is how the customer feels about the product after using it, which could be good or bad. People rate how happy they are with a product after they've used it. The customer might be worried about things like whether the goods met the needs of the target group. What did they expect to happen? After a customer has had success with a product, they may become an advocate for it and tell others to buy it. This is the second part of the customer trip. Negative comments can do the same thing. If they are brought up in stage two, they may make a potential customer change their mind about buying your goods. It is very important to move quickly if the customer is still unhappy at this point. People are more likely to buy from you again if they are happy with their purchase. In this case, the things either met or went above and beyond what the customers wanted. Some businesses can keep customers coming back by doing things after a sale.

According to Kotler and Keller's (2012) model, the buy intent, customer support, and return purchase rates are the best ways to show how well the buyer decision-making process is working. According to Sam, Fazli, and Tahir, customer support purpose is the chance that a customer will buy a certain product or brand based on the information they have access to at the moment. This explanation follows the model's steps of figuring out a need, finding relevant data, and judging the usefulness of possible answers. Conversely, customer support happens when a buyer picks out a product, then buys it, and pays for it (Grewal & Levy, 2010). Then, the idea of repeat purchase talks about how likely customers are to buy from a business again. Because of this, we do a full evaluation of customer decision-making measures.

3.2.1 Internal Influences on Consumer Behavior

Customers are very important for the growth of any business. Kazi et al. (2019) and Dolega et al. (2021) say that how customers behavior affect how businesses plan and how well they do their jobs in many areas and points of view. All businesses must first understand how customers think and act when they buy in order to change how they perform and plan. There are many things that can affect how customers act, which Stanciu et al. (2020) split into two groups: internally and externally effects. The factors can have an effect on the buying process three times: before, during, and after.

Different clients are affected by different internal factors that change how they act and what they buy. Such effects could be caused by many things related to the customer, including national norms, personal habits, and customer loyalty (Stillwell, 2024) and (Stanciu et al. 2020).

Culture is passed down from one generation to the next, and each generation adds to, changes, and keeps some of the traditions that have been passed down (Nayeem, 2012). It shows up in the way hominids behave and act, and it also affects the choices and traits of humans. People from the same society share many beliefs, habits, and bonds of friendship (Nayeem, 2012). All of these social events have been shown to have a big effect on how people think and act. Because of this, businesses are working hard to learn more about their customers and the social change and social players in the market so they can meet and beat their customers' expectations (Picot-Coupey et al., 2021). The way a buyer acts and thinks are affected by cultural factors and their purchases, as stated by (Nayeem, 2012).

On the other hand, different experts looked at the culture from different points of view. On the one hand, Lee, Kacen, and Nayeem (2012) agreed that the buyer's experience might form the attitude that affects their buying behavior. For example, if the buyer is collectivist and can be influenced by family, neighbors, or coworkers, but would rather put other group responsibilities or needs ahead of their own, that's a problem (Lee & Kacen, 2008). Nayeem (2012) also talked about how a consumer from a socialist background might be affected by society, especially by standing and image, which makes the customer more likely to buy things for no personal reason than to look good. Lee and Kacen (2008) say that consumers

who are individualists may act in ways that make them happy. Nayeem (2012) says that people who live in individualist societies think about and research their choices before making a buy. As for customers, people from both collectivist and individualist societies care more about brand names, prices, and quality than they do about culture.

Nayeem (2012) looked at the effect of culture on the client from a different point of view. In this way, people from different groups could agree on certain brands, styles, or goods. Societies affect how people behave by setting up a theoretical framework that most people in that society can follow. This is clear from the fact that most people can recognize Swedish fashion because it has the same design and style (Appel, Grewal, Hadi, & Stephen, 2020). Dülek and Aydın (2020) says that if you want to dress like a Swedish person, you have to follow some specific rules and guidelines, like quality and color. It's mostly about the Swedish scenery, which is mostly covered in snow and needs a lot of different color changes. Different colors are often used to represent national goods and events.

The way most people act is based on their personality and character traits, which have changed, grown, and been affected by life (Stankevich, 2017). As globalization happened in the twenty-first century, it mixed different cultures, which led to the growth of both new and old traits. In this way, a multicultural, universal human identity has grown. Market research has gotten harder for people who are good at predicting and focusing on what their clients will do and how they will act (Stankevich, 2017).

A lot of research has looked at how mental traits, like goals and pleasure, and demographic factors, like age and income, can affect how people act. People who buy things are of different ages and have different interests. People do, however, lessen their desire to buy things as they age (Wadera & Sharma, 2018). Also, differences in taste are clear between people of different ages and between people from different backgrounds and environments (Stankevich, 2017). When customers are happy with their purchases, they buy more and more because they enjoy it (Wadera & Sharma, 2018). People may choose to shop or buy something to feel better instead of having fun (Picot-Coupey et al., 2021).

These actions are shaped by the consumer's thoughts and have a big effect on their behavior, which could be seen as a desire to complete the deal as soon as possible (Wadera & Sharma,

2018). A brick-and-mortar shop is also a good choice for people who want to directly look at and judge items. This makes them feel more comfortable and happier. However, some buyers may find that shopping in person takes too much time. Because of this, customers really like internet stores that give them more options and more time to decide what to buy (Picot-Coupey et al., 2021)

Similar to this, a consumer's financial situation can change their ability to make purchases and their attitude toward money. Because of their financial status, which is based on their financial resources, financial standing, and savings, younger customers may not be able to meet all of their shopping needs as easily. The other side is that people's financial situations may affect what they buy (Hoyer & Krohmer, 2020). On the other hand, people tend to gravitate toward certain shops or brands based on past experiences that make them feel good and meet their needs. This is called a brand memory attitude (Picot-Coupey et al., 2021). Loyalty has a big effect on how customers act when it comes to making repeat and long-term purchases (Fraczek & Klimontowicz, 2015). When people trust a company or store, it depends on many things, like the services they provide, how reliable and high-quality they are, and how they treat their customers, like by giving them more information and specifics (Wadera & Sharma, 2018).

3.2.2   External Influences on Consumer Behavior

Customers don't have much control over external effects, which are things that happen outside of their control that have a direct effect on how they act and what decisions they make. One possible manager is the company that provides the good or service. There are both managed and uncontrolled factors that can have good and bad effects on businesses and customers. These include the community, driving factors, social networks, and disasters (Wadera & Sharma, 2018; Domie, 2013). However, Domie (2013) summarized the key factors that effect the decision-making process and its behavior, see Picture – 3.
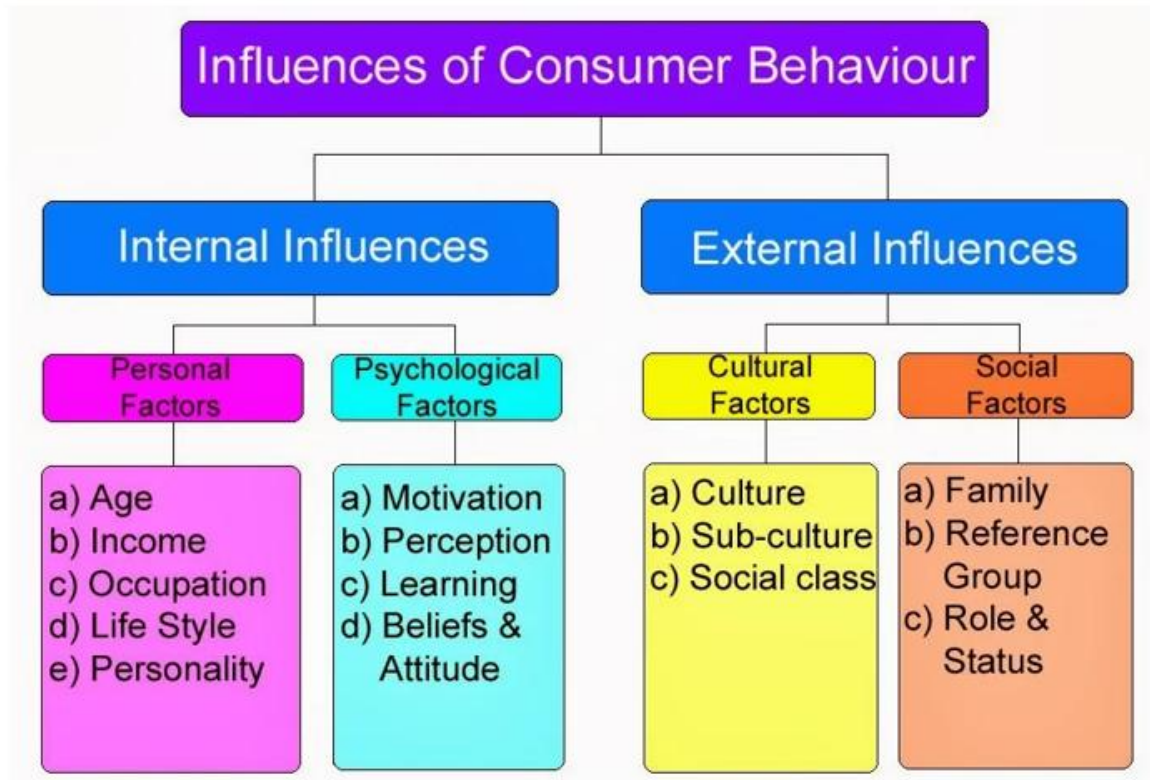
Source: Adopted from Domie (2013).

Several things affect how people act in order to meet a wish or find personal satisfaction (Domie, 2013). So, buyers act based on a number of different factors in order to notice and meet that need. Customers' reasons for acting in a certain way change over time and rely on a number of factors that researchers have labeled as complicated (Domie, 2013). A study by Lee & Yazdanifard (2015) says that price cuts are a buyer benefit motivation that companies use to get people to buy both real and digital goods. People who work in marketing try to get people to buy both selfish and useful things by giving them deals and other rewards. These are thought to be effective methods (Domie, 2013; Lee & Yazdanifard, 2015). Discounts and other special activities and strategies are used by marketers to get people to buy bigger items. These activities and strategies are meant to affect people's subconscious minds. On the outside, every marketing plan changes how customers act and what they buy (Domie, 2013). Lee and Yazdanifard (2015) and Domie (2013) say that the goal of marketing strategies is to produce unplanned buying behavior, which means that customers buy and

order things on the spur of the moment. Impulsive shopping and buying includes a lot of different actions, like buying things that you didn't really need or that you didn't expect to. Impulse buying is when someone decides to buy something in the middle of the night that makes them happy and completes them (Lee & Kacen, 2008). According to Sirhindi (2010), people buy things on the spur of the moment from both physical and online stores, which is thought to be better than being persuaded in person. On the other hand, Sirhindi (2010) said that platforms are becoming better for internet shopping, even for first-time buyers, because of the rise in electronic buyers and internet marketing strategies like deals and discounts.

That which motivates the buyer to make such a purchase could come from someone outside of the buyer himself, like a family member or a friend (Lee & Yazdanifard, 2015). This kind of purchase depends on the buyer's attitude and how smart they are. Because of this, social factors can change the drive. The type of buy may depend on the consumer's finances. For example, a consumer's established budget may affect impulsive purchases, no matter how appealing or powerful the goods appear, or the other way around (Domie, 2013). Akar et al. (2015) say that people from different backgrounds behave in different ways when they buy things, which is called individualism. This is especially true for high-involvement deals that require a lot of thought before the purchase. Impulsive buying can also have different effects on the people who do it. For example, they may not like the things they buy because they cost too much (Lee & Kacen, 2008) or because they don't know enough about them (Lee & Yazdanifard, 2015). Another external effect is the location of brick-and-mortar stores and how easy they are for customers to get to. This is a big part of getting people to buy things they need or want (Domie, 2013). The shop's variety and wealth make people want to come in and spend money (Wadera & Sharma, 2018; Domie, 2013). Online stores, on the other hand, offer a wider range of goods and lower prices, especially as we move toward digital shopping (Wadera & Sharma, 2018). However, the services that online and offline companies offer are different, but they both meet the needs of different customers (Wadera & Sharma, 2018). It looks like customers can choose from a lot of different places, both online and off. Each one caters to a different set of wants and hobbies. This means that customers get the best level of help, which seems more useful, satisfying, and creative than some other places (Wadera & Sharma, 2018).

These kinds of disasters have been going on since 5000 BC, and they still do. In the past of civilization, there have been wars, pandemics, plagues, and natural disasters. Most of these disasters were caused by nature, but some were also caused by people. Crisis situations have historically had a big negative effect on societies, causing serious shortages of things like food, medicine, shelter, and other necessities of life (Athwal et al., 2019). These kinds of effects changed how people acted and lived in the course of their many daily tasks. One well-known example is the lack of jobs, which has made many people rethink their old habits (Gangwal & Bansal, 2016). Even so, these effects did have an effect on how customers behaved. Some experts say that the amount saved has gone up while the rate of sales has gone down. When disasters happen, they change the way people act, and those changes have long-lasting effects that keep the new buyer's behavior and pass some of it on to new competitors, which will still have an effect on their behavior (Raza, Mohamad, & Abubakar, 2017).

3.2.3 The Impression of Crisis-Related-Information on Consumers-Purchase Behavior

Despite the fact that things change quickly and have a psychological impact during a crisis, CPB study has shown that people generally act sensibly during these times (Gangwal & Bansal, 2016). The results showed that customers cared more about spending money on needs than on frills. Customers now pick cheaper goods that meet their basic needs over more expensive ones. This has changed how they think about luxuries (Meliawati et al., 2023). Also, customers didn't want to waste money on expensive or valuable things, even if they could afford them (Gangwal & Bansal, 2016). Customers weren't just paying attention to the present, though; they often talked about how worried they were about the years to come (Wadera & Sharma, 2018). For a long time, disasters tend to change CPB behaviors. These changes may eventually become new habits for customers or big preferences toward businesses or products (Athwal et al., 2019). In their study of Wadera & Sharma, (2018) identified five new patterns and behaviors:

1. a desire for simplicity;
2. flexible saves;

3. unpredictable consumerism;
4. ecological consumption;
5. sustainable usage.

So, buyers are affected not only financially but also mentally (Lee & Yazdanifard, 2015). This effect could be seen in both short-term and long-term purchase habits.

According to Amado et al. (2018), social media sites have a big effect on CPB. Furthermore, Nistorescu and Puiu (2009) say that CPB changes during times of stress and pressure because of a shift in how risks are seen, assuming that all disasters are directly linked to risk. People were scared during times of crisis because they didn't know what would happen next, not because they were physically in danger, which is sometimes true (Athwal et al., 2019). A lot of this point of view comes from what people have said about disasters. Media exposure may change how people think about risk as long as the data sources keep stressing how important the event is (Meliawati et al., 2023). The more buyers knew about an unexpected event, like worsening conditions, higher unemployment, falling income, or maybe more people getting sick or dying, the worse the disaster might have been for them emotionally (Athwal et al., 2019).

In a way similar to the last case, Lee & Yazdanifard (2015) showed that people cut back on spending even when the data was wrong and there was shocking financial news. But, as Wadera & Sharma (2018) showed with the Covid-19 case, knowing that the information comes from a source that is biased by political views can lessen its effect. They discovered that a person's desire to follow the rules affected both how they thought about risk and how they acted after hearing government comments.

Also, online sites started to become more and more popular. Technologies that gather information are becoming more and more important, especially when it comes to data search and spreading information (Meliawati et al., 2023). Mason et al. (2021) found that 62 percent of people in the U.S. get their news from social media, even though they know that it can make it easy for false information to spread quickly and widely (news with purposely fake information). A lot of people spreading false information could hurt people and groups, but it could also have psychological effects and change how people think about threats.

3.3 Literature Review

Thus, it is clear the decision making of any customer depends on numerous factors, internal and external. Yet, according to Athwal et al. (2019), customer make their decision, based on their life – style. Thus, this chapter is dedicated to formation of hypothesis to be tested via survey.

3.4.1 Purchase decision

Previous research defined purchase decision as an individual's choice to pick a certain product or service offered by a company in preference to those of its rivals (Kim, 2020). The consumer's purchasing choice might be affected by either internal or external marketing factors. Internal elements include views and attitudes, knowledge, personality, perception, lifestyle, roles, and status. Conversely, external elements include culture, affiliation groups, and socioeconomic status. Contemporary consumers are inundated with diverse product and service options, prompting service providers to recognize the difficulty in attracting and maintaining successful relationships with key customers to secure ongoing growth and market presence (Salem, 2018). Marketing professionals have observed that consumers are increasingly at ease utilizing internet channels and social media platforms for interpersonal connections. Consequently, many service providers have established their own pages on social networks to engage with customers online and cultivate favorable brand images (Hutter et al., 2013). As customers' knowledge of a brand and its offerings heightens, they often pursue further information online and evaluate the advantages of choosing it over rivals before finalizing a purchasing choice (Sharma et al., 2021). Consequently, social media platforms have lately arisen as a potent means for digitally engaging and connecting with clients at a reduced cost. Through the use of social media platforms, companies may enhance consumer interaction (Gkikas et al., 2022), efficiently disseminate critical marketing messages, and swiftly access the target market (Huang et al., 2019). Customers, via their experiences, will have the chance to influence others and express their ideas via online evaluations, comments, and word-of-mouth (ibid).

3.4.2 Brand Trust

Brand trust was previously described as customers' readiness to rely on the brand to fulfill its explicit or implicit promise (Chaudhuri & Holbrook, 2001). Consequently, it arises from a company's goodwill in prioritizing customers' best interests to cultivate effective connections with them. Brand trust, as defined by Morgan and Hunt (1994), arises when customers possess confidence in the service provider's dependability and honesty. In the digital realm, customer reactions to various brand interactions are contingent upon trust and brand awareness. Calefato et al., Lanubile, and Novielli (2015) said that social media interactions are crucial for fostering brand trust. The writers said that these contacts may be cultivated via material provided by the company or via online comments and social media data. As brand trust increases among customers in the target market, enterprises will find it simpler to communicate their intended marketing messages and cultivate positive perceptions of their brands in consumers' thoughts (Ebrahim, 2020). Jadil et al., Rana, and Dwivedi (2022) shown that online trust significantly influences customer behavior. Pop et al. and Dabija and Alt (2022) both affirmed that brand trust positively influences buying choices. Therefore, the following theory is proposed.

H_1: Brand trust has a positive effect on purchase decision.

3.4.3 Social media marketing features

Previous literature indicates that researchers used many components of social media marketing to demonstrate their influence on customer purchasing behavior (Alalwan, 2018; Wang et al., 2019). The present study highlights four specific aspects of social media marketing to ascertain their direct and indirect influences on purchasing decisions via brand trust. The components include perceived relevance, interaction, enjoyment, and informativeness. The primary contribution of this study is in the comprehensive analysis of the influence of these factors on purchasing decisions, mediated by brand trust, within a unified research framework, particularly in Dhaka City – Bangladesh. So, far no studies have done to discover the impact of social media marketing on decision making process. However, further, the overall research that was contributed to the topic of marketing are covered to analyses various models and apply that in practical part.

Previous research on the adoption and use of information technologies has expanded within the empirical literature. The increasing interest is primarily influenced by the need of individual acceptability for the success of information technology applications. Consequently, several theories aimed at assessing technology acceptance among people and organizations have been suggested and validated. Numerous academics used several theories to examine the dimensions of new technology adoption, including the Technology adoption Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT). The UTAUT, presented by Dwivedi (2022), is the most modern and widely used theory for identifying the factors of consumer adoption and usage of technology across many contexts. Alawadhi and Morris (2008) assert that UTAUT is the best suitable model in the technology acceptance literature. Likewise, Alalwan (2018) demonstrated that the UTAUT model has successfully integrated the literature on technology adoption. Social media is regarded as a significant component of information technology in the published literature. Numerous research used UTAUT to examine the impact of social media marketing on customer purchasing decisions. The theoretical framework for this research is based on the UTAUT model to examine the relationship between social media marketing attributes and purchase decisions, and to determine whether brand trust mediates these correlations.

Figure 1: UTAUT Model
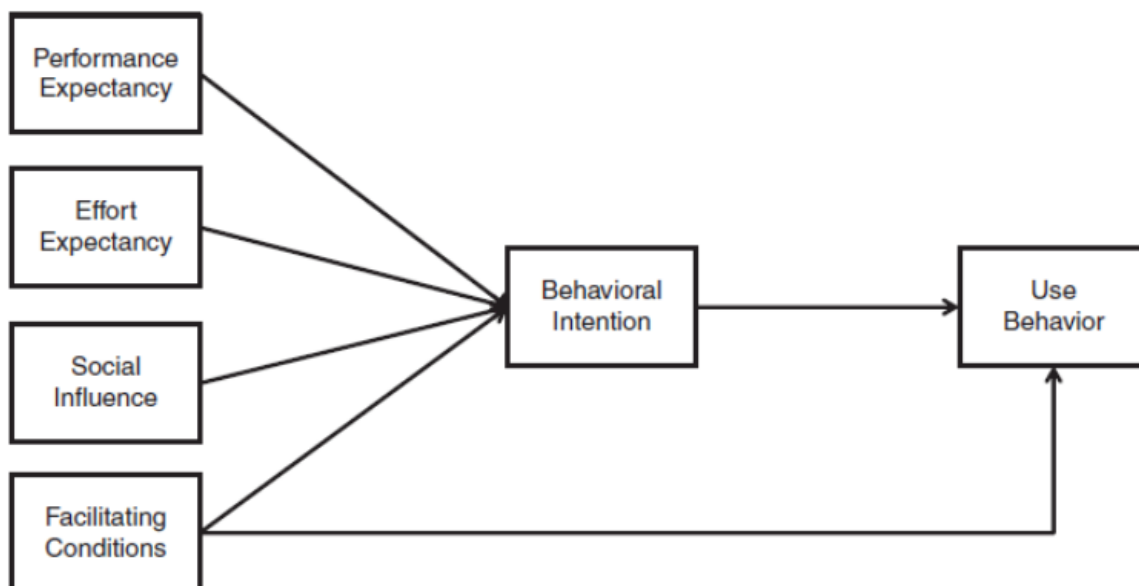
Source: Suki (2018).

In the existing literature, multiple studies (Gruzd et al., 2012; Mishra et al., 2022; Puriwat & Tripopsakul, 2021) utilized the UTAUT model to elucidate the impact of social media advertising attributes on consumer behavior. Trust is essential for the individual adoption of any modern information technology system (Liu et al., 2022). When individuals cultivate a significant amount of trust in firms that advertise on social media platforms, they will exhibit considerable confidence in acquiring their products. Currently, companies may effortlessly engage with customers and promote their products via various social media platforms, therefore cultivating favorable perceptions among consumers (Thaker et al., 2020). Information on social media disseminates rapidly among consumers, hence reducing the risk associated with acquiring desired items or services (Liao et al., 2019).

3.4.4 Interactivity

Interactivity is recognized as a significant aspect of digital marketing that has garnered much attention in prior study. The notion of interactivity is defined in the literature as a firm's capacity to facilitate its stakeholders in sharing and exchanging information with others online (Jensen, 1998). Kiousis (2002) proposed an alternative definition, describing marketers' capabilities to engage with existing and potential consumers online to convey essential marketing messages. Given the importance of social media platforms in offering organizational customers numerous opportunities for exchanging and acquiring diverse information, interactions on these platforms allow them to gain significant advantages while seeking to purchase specific goods or services (Yeon et al., 2019). Moreover, the ongoing enhancement of virtual media platforms is expected to promote customer interactions online via discussions on the advantages, narratives, and characteristics of a brand. Such interactions may strengthen the ties between consumers and service providers, hence resulting in advantageous exchange outcomes. Arjun et al. (2021) assert that marketers may use mobile apps, email, and internet technologies to effectively engage with clients.

Previous studies indicated that interactions via social media might affect customer purchasing behavior and brand trust. Zafar et al. (2021) assert that interaction significantly influences customers' impulsive purchasing behaviors. Some researchers (Yeon et al., 2019) investigated social media interaction and discovered that it significantly influences purchasing decisions. A choice may be impacted by either internal or external marketing

factors. Internal elements include views and attitudes, knowledge, personality, perception, lifestyle, roles, and status. Conversely, external variables include culture, membership groups, and socioeconomic status. Contemporary consumers are inundated with diverse product and service options, prompting service providers to recognize the difficulty in attracting and maintaining successful relationships with key customers to secure ongoing growth and market presence (Salem, 2018). Marketing professionals have observed that consumers are increasingly at ease utilizing internet channels and social media platforms for interpersonal connections. Consequently, many service providers have established their own pages on social networks to engage with customers online and cultivate favorable brand images (Hutter et al., 2013). As customers' knowledge of a brand and its offerings heightens, they often pursue further information online and evaluate the advantages of choosing it over rivals before finalizing a purchasing choice (Sharma et al., 2021). Consequently, social media platforms have lately arisen as an effective means of engaging and connecting with clients digitally at a reduced cost. Through the use of social media platforms, companies may enhance consumer interaction (Gkikas et al., 2022), efficiently disseminate critical marketing messages, and swiftly access the target market (Huang et al., 2019). Customers, via their experiences, will have the chance to influence others and express their ideas via online evaluations, comments, and word-of-mouth (Liu et al., 2021). Visual content in advertising has consistently been linked to consumer involvement, a trend that has been further intensified by technological advancements in social media. Visual material serves as an effective method for enhancing internet engagement (ibid).

H₂: Visual contents with brand information have a positive effect on purchase decision.

3.4.5 Entertainment

Entertainment has undeniably emerged as a crucial component of social media marketing, necessitating the creation of material that is seen as playful, humorous, and engaging (Sharma et al., 2022). Cheung et al. (2020) assert that amusement on social media channels occurs when companies offering services craft memorable experiences for customers by producing humorous and entertaining material to satisfy their need for pleasure. Pertierra (2021) said that entertainment is a significant factor affecting consumers' attitudes about a social media platform. Similarly, Park et al. (2009) proved that customer engagement is

enhanced on social media platforms by sharing material deemed interesting and meeting expectations. Individuals often seek brand-related content for pleasure, relaxation, and leisure (Muntinga et al., 2011). Courtois et al. and De Marez and Verleye (2009) corroborated these perspectives, indicating that the primary motivations for consumers engaging with social media material are enjoyment and escapism, which serve as key indications of entertainment satisfaction. By effectively engaging customers and enhancing their brand views, companies may get additional benefit from them via favorable word of mouth and brand trust (Kang, 2005). Different entertainment activities on social media platforms may positively influence consumer engagement and brand selection; for example, active participation in competitions, online games, and sharing pre-recorded movies (Buzeta et al., 2020; Jayasingh, 2019).

Previous research by Mustafi and Hosain (2020) shown that entertainment significantly influences customers' attitudes and buying intentions. Van Noort & Van Reijmersdal (2019) shown that marketing activities seen as humorous and enjoyable by customers tend to motivate them to invest more effort in obtaining information about the brand to make informed purchasing decisions. Additionally, Sohail et al. (2020) discovered that entrainment positively affects brand trust. Hafez (2021) has further substantiated that brand trust mediates the relationship between social media marketing attributes and brand equity.

Wottrich et al. (2017) stated that brand trust and customer choice are enhanced by creating and disseminating entertaining social media advertisements and content that fulfill their need for enjoyment. Nevertheless, the existing evaluation of previous research indicates that there has been little empirical study conducted on the mediating influence of trust between entertainment and purchase decisions.

H₃: Entertainment has a positive impact on brand trust.

H₄: Entertainment has a positive impact on purchase decision.

Thus, the relationship is multi directional. Hance, the correlation analysis would help to indicate such a relation.

3.4.6 Perceived relevance

Zhu and Chang (2016, p. 443) defined perceived relevance as "the extent to which consumers view a personalized advertisement as self-related or beneficial in attaining their personal goals and values." In virtual environments, perceived relevance is established by crafting tailored messaging for the intended client demographic. Effective administration of a firm's webpage allows for the customization of products or services, highlights individuality, and fosters deeper ties with important stakeholders. Zhu and Chen (2015) proposed that companies may classify their social media postings according to message customization into two categories: highly tailored messages and broadcasts. A tailored message is specifically crafted for an individual or specialized market, while a broadcast aims to disseminate marketing material to a large audience. A notable instance is seen in the Burberry and Gucci brands, which effectively manage their online presence by tailoring specific brand messaging to individual clients engaged in customizing their preferred items or services (Sangar, 2012). Perceived relevance in this research refers to the extent to which social media advertisements are tailored to fulfill the unique requirements and expectations of individual clients.

Previous work indicates that when consumers see a business's marketing messaging as aligning with their specific preferences, they are likely to cultivate positive interests towards the firm (Mishra et al., 2022). Sohail et al. (2020) discovered that perceived importance affects customers' purchasing intentions via self-awareness. When managers concentrate on addressing client inquiries via social media platforms, it is probable that buy decisions and brand trust will be enhanced towards the service provider (Wottrich et al. 2017). Hafez (2021) substantiated these assertions, concluding that brand trust mediates the relationships between social media marketing and a firm's brand equity. Similarly, previous research indicated that tailored marketing material, considered as relevant to clients and aligned with their unique desires and needs, positively influences brand trust (Kim 2020; Sohail et al., 2020) and purchasing behavior (Thaker et al., 2020).

H5: Perceived relevance has a positive impact on purchase decision.

3.4.7 Informativeness

Wottrich et al. (2017) referred informativeness to the ability of advertisements to convey important information and messages to consumers in order to enhance their brand attitude. Lee and Hong (2016) also stated that informativeness exists when marketing practitioners design persuasive ads that can aid in attracting larger number of customers and influencing their behaviors towards marketing content. In social media sites, service providers can easily reach and inform their customers regarding the most recent news and latest product offerings, hence making it a viable option for them to search about certain goods or services (Sharma et al., 2022). Furthermore, the widespread of internet and new smart phones have made it easier for firms to spread important information online and connect with customers (Chhonker et al., 2018). In comparison to the traditional ads and sales promotion programs, consumers tend to develop greater trust towards the information that are shared on social media networks, especially when online reviews are provided. In view of that, brand trust is likely to be reinforced by exposing consumers to the information about product or service quality and brand values (Athwal et al., 2019).

Jayasingh (2019) emphasized the importance of social networking sites in facilitating consumers' sharing of brand experiences, serving as a crucial source of information for other customers. Blanco et al. (2010) discovered a positive correlation between the informativeness of social media and customer purchasing behavior. This aligns with Lee and Hong (2016), who confirmed the beneficial effect of innovative advertisements and informativeness on customer views. They showed that disseminating critical brand information on the company's website influences consumer purchasing behavior. Lee & Yazdanifard (2015) discovered that informativeness positively influences brand trust. In reference to the above discussion, it can be said that informativeness is a crucial marketing feature that may be used to influence and shape consumer behavior. Enhancing and disseminating brand communications via Snapchat, YouTube, Twitter, Facebook, and other social media platforms is likely to bolster brand trust and influence purchasing behavior (Buzeta et al., 2020).

H₆: Informativeness has a positive impact on purchase decision.

Based on the hypothesis creation, the following model was created with the construct variables.

Figure 2: Potential model without numeric values
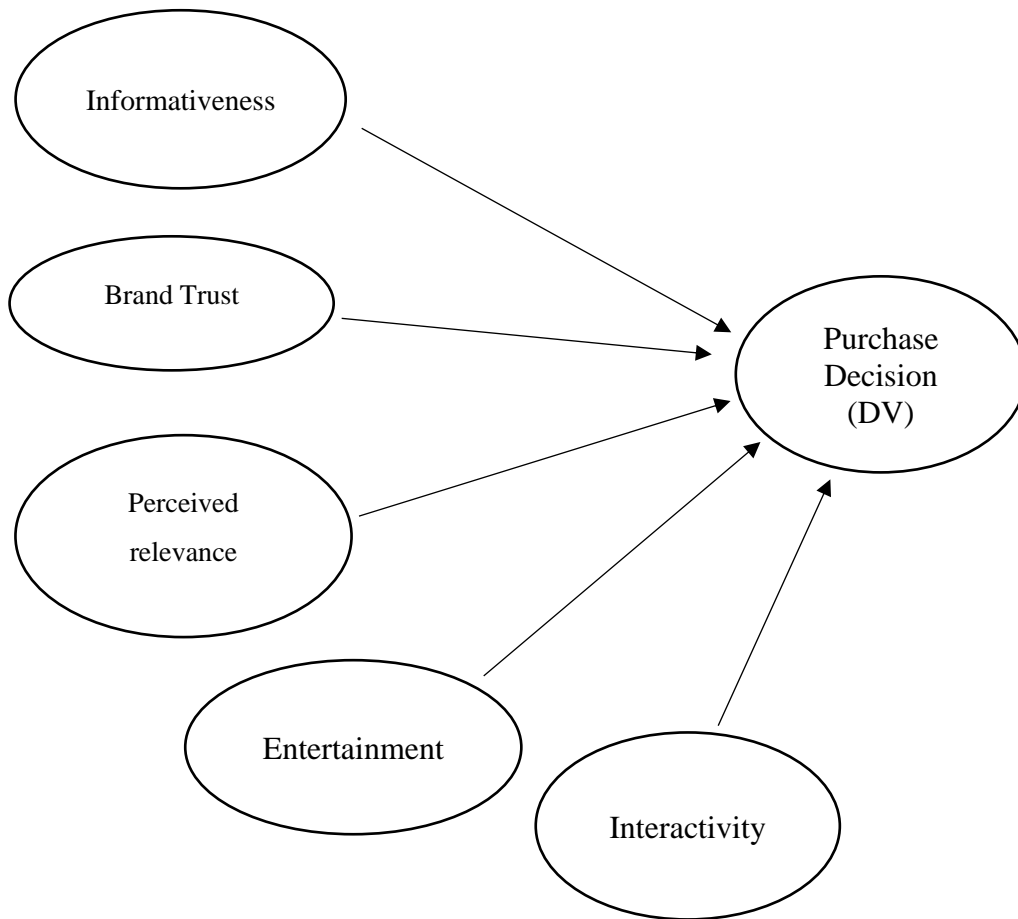
Source: Based on (Buzeta et al., 2020: Thaker et al. 2020: Jayasingh, 2019: Ebrahim, 2020).

4. Practical Part

This part of the research is devoted to the statistical analysis between the dependent and independent factors. Further, the whole process will be described in a step – by – step process.

4.1 Survey Design

Nonetheless, the data originates mostly from the author's collection. The author mostly uses a qualitative methodology, supported by statistical analyses and tests, to examine the link among various factors. Moreover, the quantitative technique is the principal emphasis of this inquiry. The statistical technique is articulated in numerical terms and is particularly suited for hypothesis testing. Conversely, qualitative data is articulated in verbal form and provides a more comprehensive insight into a topic or phenomenon. The quantitative method aims to achieve much larger sample sizes to ensure wider representation and to examine trends in individual experiences that may not be discernible with the lower participant numbers often necessary in qualitative investigations. The quantitative technique aims to investigate tendencies in individual perceptions that are not totally achievable via the qualitative approach. Another advantage of quantitative research is that the findings can be readily and statistically compared to other researches.

The independent variables include brand trust, entertainment, interactivity, perceived relevance, and informativeness. Data will be collected via a structured survey using a Likert scale, and multiple regression analysis[1] will assess the relationships.

Each independent variable is hypothesized to positively correlate with purchase decision: brand trust fosters consumer confidence, entertainment enhances engagement, interactivity aids decision-making, perceived relevance increases brand appeal, and informativeness strengthens trust. Correlation analysis will determine the strength of these associations (Field, 2018), with expectations that all factors contribute to purchase decisions, though their influence may vary (Carifio & Perla, 2008).

---

[1] Linear or Ordinal, depends on the data and approach technique.

Table 1: Survey Design

Dimension	Statement	Source
Brand Trust	I trust brands more when they actively engage with consumers on social media.	Novielli (2015)
	A brand's transparency on social media influences my purchasing decisions.	Dwivedi (2022)
	Positive interactions with a brand on social media increase my confidence in its products/services.	Ebrahim (2020)
Entertainment	Entertaining social media content makes me more likely to follow and engage with a brand.	Sharma et al. (2022)
	I enjoy brands that use humor and creativity in their social media marketing.	Cheung et al. (2020)
	Social media content that is fun and engaging enhances my overall perception of a brand.	
Interactivity	Interactive contents are very valuable and convenient sources of information about brand	Sharma et al. (2022)
	Interactive content helps me to make my final decision as it provides the features, I am looking for	Gkikas et al. (2022)
	Interactive contents provide with relevant product information.	
Perceived relevance	Social media ads that align with my interests capture my attention more effectively.	Sangar (2012)
	I find brands more appealing when their content is relevant to my lifestyle and preferences.	Zhu and Chang (2016)
	Personalized recommendations on social media influence my brand choices.	
Decision purchase	Seeing positive reviews and testimonials on social media encourages me to buy a product.	Salem 2018
	Promotions and discounts on social media influence my purchase decisions.	Sharma et al. (2021)
	The availability of product details and comparisons on social media helps me finalize my purchases.	
Informativeness	Social media provides me with valuable information about new products and services.	Chhonker et al. (2018)
	I rely on social media for product research before making a purchase.	Hajli (2014)
	Informative content on social media enhances my trust in a brand.	Kitsios et al. (2022).

Source: Mentioned in the last column.

4.1.1 The limitation of the approach

Although the survey was primarily distributed through the online platform Google Forms, the author was unable to verify whether all participants were genuinely from Dhaka City.

Ethical considerations refer to the principles evaluated throughout the development of this degree assignment. Unethical research practices include data manipulation, falsification, duplication of responses, and improper handling of data structures. One common unethical practice is data falsification, which may involve researchers asking friends or relatives to participate as interviewees on their behalf.

However, the author asserts that the collected data has neither been manipulated nor misrepresented in any inappropriate manner. Additionally, the research does not disclose any personal information such as names or surnames. Instead, personal variables are limited to gender, age, occupation, and country of origin.

4.2 Statistical Approach

Internal reliability refers to the consistency with which future researchers, given a predefined set of concepts, would apply data in alignment with the original research, while external reliability concerns the ability to replicate the study under high-quality standards (Bryman & Bell, 2011). Validity and reliability are closely linked; for a theoretical measure to be valid, it must exhibit stability, which aligns with dependability (Bryman, 2016).

Table 2: Cronbach's measures

CRONBACH'S ALPHA VALUE	RESULT
Below 0.6	Unacceptable
0.6 - 0.7	Low Reliability
0.7 - 0.8	Acceptable Reliability
0.8 - 0.9	Good Reliability
Above 0.9	Excellent Reliability

Source: Taber (2018).

Cronbach's alpha assesses the correlation between items within a scale, with a score above 0.70 indicating strong reliability, meaning the items effectively measure the same construct (see Table 2). Conversely, a lower alpha suggests that items may be measuring different concepts, reducing reliability and leading to their exclusion from the regression model.

4.2.1 Ordinal vs Linear regression analysis

The selection of an appropriate statistical method depends on the nature of the dependent variable and the assumptions underlying different regression techniques. In survey-based research, responses are often collected using Likert scales, which are ordinal in nature (i.e., they have a meaningful order but unknown intervals between categories). This necessitates careful consideration when choosing between ordinal regression and linear regression for analysis.

Ordinal regression is recommended when the dependent variable consists of ranked categories, as it does not assume equal spacing between response options (Agresti, 2010). This method is particularly useful in analyzing purchase intentions or consumer preferences on a Likert scale, ensuring that the ordinal nature of responses is respected.

Linear regression, on the other hand, assumes a continuous dependent variable and a linear relationship between predictors and outcomes (Field, 2018). While Likert scale data is technically ordinal, some researchers treat it as interval data, particularly when multiple survey items are combined into a composite score (Carifio & Perla, 2008). This approach allows for the application of linear regression, provided the assumptions of normality and homoscedasticity are met.

4.3 Demographic data

The table below represents the outcome of the survey, where 438 people took part from Dhaka city.

| What is your "Gender"?		
a)　　Male	295	67.35%
b)　　Female	143	32.65%
What is your "Age"?		
a)　　18 - 27	302	68.95%
b)　　28 – 38	124	28.31%
c)　　39 – 49	5	1.14%
d)　　50 – 65	7	1.60%
What is your "Occupation"?		
a)　　Construction	74	16.89%
b)　　Agriculture	47	10.73%
c)　　Administrative worker	75	17.12%
d)　　Banking & Finance	41	9.36%
e)　　Other	201	45.89%
How much time do you spend on social media daily?		
a)　　Less than 1 hour	312	71.23%
b)　　1-2 hours	76	17.35%
c)　　2-3 hours	45	10.27%
d)　　Up to 5 hours	2	0.46%
e)　　More than 5 hours	3	0.68%
How are you prone to buy things on internet?		
a)　　Yes, certainly.	144	32.88%
b)　　More yes than no.	156	35.62%
c)　　Barely buying things on internet.	81	18.49%
d)　　Not really.	45	10.27%
e)　　Certainly not.	12	2.74%

Source: Own processing from Excel.

The survey, conducted among 438 respondents, provides insights into demographic characteristics, social media usage, and online purchasing behavior in Dhaka City. The gender distribution reveals a male majority (67.35%), with females comprising 32.65%, indicating that male perspectives may dominate the findings. In terms of age, most respondents (68.95%) were 18–27 years old, followed by 28–38 years old (28.31%), while older age groups were underrepresented, with minimal participation from those 39+ years old. This suggests that the survey reflects younger, more digitally engaged consumers.

Occupationally, 45.89% of respondents selected "Other", indicating a broad range of professions not explicitly listed. Among specified industries, administrative workers (17.12%) and construction workers (16.89%) were the most represented, while agriculture (10.73%) and banking & finance (9.36%) had lower participation. This diversity suggests that social media marketing strategies may need to be adaptable across various professional sectors. Social media usage patterns show that a majority (71.23%) spend less than 1 hour daily on social media, with 17.35% spending 1–2 hours and 10.27% engaging for 2–3 hours. Very few respondents (1.14%) use social media for more than three hours a day, indicating that marketing strategies should be concise and engaging to capture attention within limited timeframes. Online purchasing behavior highlights that 68.5% of respondents are inclined to buy online, with 32.88% stating they certainly do so, while 35.62% are more likely than not to engage in e-commerce. Conversely, 18.49% rarely purchase online, 10.27% are hesitant, and 2.74% strongly avoid it. This indicates that while online shopping is gaining traction, businesses must prioritize trust-building measures such as customer reviews, influencer endorsements, and secure payment systems to convert hesitant buyers into active consumers.

The participant distribution across Dhaka city varies significantly, with some areas having a high concentration of participants while others have very few. The highest number of participants (31) are from Adabor, Chak Bazar, and Kamrangir Char. Several areas, including Cantonment and Khilgaon, have a moderate number of participants (around 22), see Figure – 3.

Figure 3: Demographic data

Number of responses across Dhaka

1   90

Created with Datawrapper
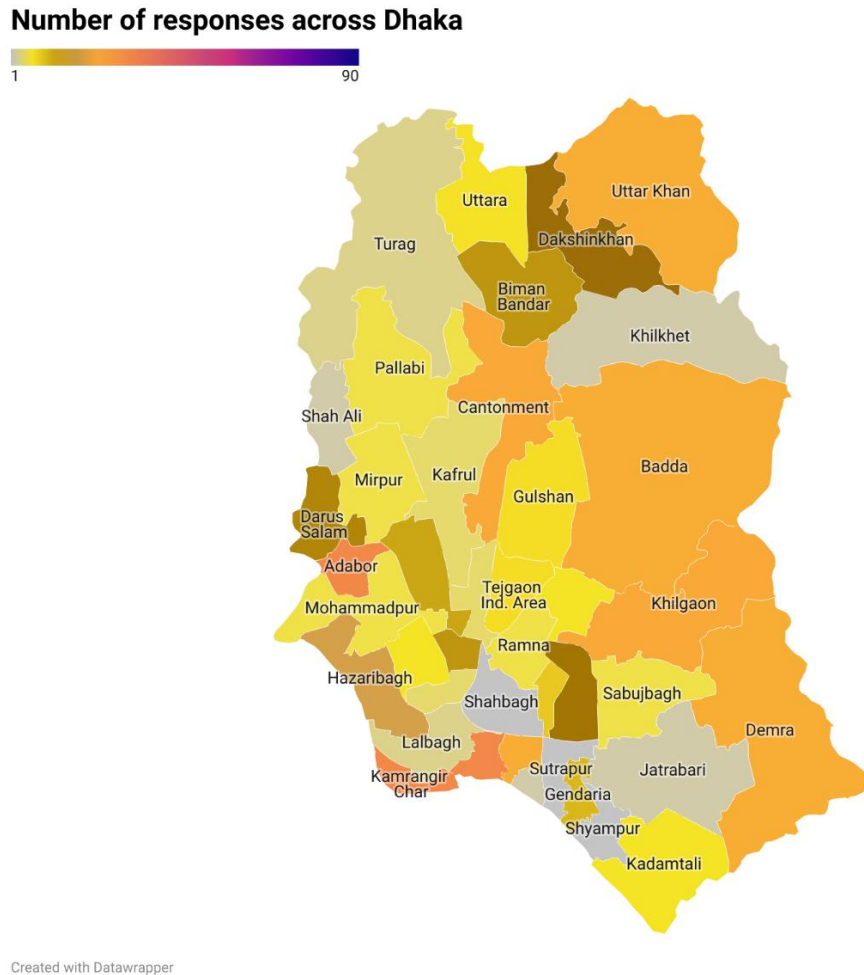
Source: Own processing, created in Datawrapper.

Many other areas have between 10 and 20 participants, including Hazaribagh, Mohammadpur, and Motijheel. However, some areas have very few participants, with Shahbagh, Shyampur, and Sutrapur having only one participant each, while places like Jatrabari, Khilkhet, Kotwali, and Shah Ali have just two participants each. Participant numbers are unevenly distributed across Dhaka, with some areas showing higher engagement while others have minimal representation.

4.3.1 Descriptive statistics

Table 3: Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
BT	438	1.00	5.00	4.5677	.876	.237	.424	1.133	.206
ENT	438	1.00	5.00	4.0701	.908	-.107	.424	1.341	.206
INT	438	1.00	5.00	3.9872	1.2087	-.138	.424	-.305	.206
PR	438	1.00	5.00	4.0175	.955	.108	.424	-.491	.206
DP	438	1.00	5.00	4.0007	1.013	-.244	.424	-1.211	.206
INF	438	1.00	5.00	3.8897	.721	1.387	.424	-.321	.206
Valid N (listwise)	438								

Source: SPSS IBM.

The Brand Trust (BT) dimension has the highest mean score of 4.57 with a standard deviation of 0.876, indicating strong agreement among respondents that brand trust is influenced by social media engagement. Since the standard deviation is relatively low, responses are fairly consistent. The Entertainment (ENT) dimension has a mean score of 4.07 and a standard deviation of 0.908, suggesting that most respondents agree that entertaining content increases their engagement with a brand. There is some variation in responses, but overall, the agreement level remains high. The Interactivity (INT) dimension records the lowest mean score of 3.99, with the highest standard deviation of 1.21. This indicates that while respondents generally recognize the value of interactive content, there is a wider variation in their opinions. Some strongly agree, while others have more neutral or differing views which could affect the Cronbach's result and its reliability across all answers of participants.

The Perceived Relevance (PR) dimension has a mean score of 4.02 and a standard deviation of 0.955, showing that respondents agree that relevant social media content captures their attention and influences brand appeal. The variation in responses is moderate. The Decision Purchase (DP) dimension has a mean of 4.00 and a standard deviation of 1.01, indicating

that social media plays a role in purchase decisions, but with slightly higher variability, suggesting that some individuals may not be as strongly influenced as others. Finally, the Informativeness (INF) dimension has the lowest mean score of 3.89, with the lowest standard deviation of 0.721.

4.3.2 Cronbach's alpha

The reliability analysis using Cronbach's Alpha assesses the internal consistency of the dimensions in the study. A Cronbach's Alpha value above 0.7 is generally considered acceptable, while values above 0.8 indicate good to excellent reliability, refer to Table – N.

The Decision Purchase (α = 0.897, N = 3) dimension has the highest reliability, indicating excellent internal consistency. This suggests that the items measuring how social media influences purchase decisions are strongly correlated and highly reliable. Similarly, Brand Trust (α = 0.881, N = 3) also demonstrates excellent reliability, confirming that the three items effectively measure consumer trust in brands based on social media engagement.

The Perceived Relevance (α = 0.861, N = 3), Informativeness (α = 0.852, N = 3), and Interactivity (α = 0.844, N = 3) dimensions all exhibit good reliability, meaning the items in these scales are internally consistent and effectively capture the intended constructs. These scores indicate that responses within these categories are stable and reliable for further analysis. However, the Entertainment (α = 0.641, N = 3) dimension has the lowest reliability, falling below the common acceptability threshold of 0.7. This suggests that the three items measuring entertainment might not be as internally consistent as the other dimensions. A lower reliability score may indicate that respondents interpret the entertainment-related questions differently or that the items capture slightly different aspects of entertainment. This issue could pose a problem in regression analysis, as a lower Cronbach's Alpha can introduce measurement error, leading to biased output and reducing the accuracy of the model's estimates. Therefore, it may be necessary to review the scale, refine the wording of the items, or consider adding additional items to improve its reliability. Regardless of the low reliability, there would be two models run with the "Interaction" and without, to see the effect.

Table 4: Cronbach's alpha results.

Cronbach's Alpha for "Brand Trust".	N of Items
.881	3
Cronbach's Alpha for "Interactivity".	N of Items
.844	3
Cronbach's Alpha for "Informativeness".	N of Item
.852	3
Cronbach's Alpha for "Perceived Relevance".	N of Item
.861	3
Cronbach's Alpha for "Decision Purchase".	N of Item
.897	3
Cronbach's Alpha for "Entertainment".	N of Item
.641	3

Source: SPSS IBM.

4.3.3 Collinearity results

The VIF measures how much the variance of a regression coefficient is inflated due to multicollinearity with other predictors. A VIF value greater than 10 is often considered an indicator of high multicollinearity, though some researchers might use a lower threshold such as 5.

VIF values for all items range from 1.412 to 3.332, with the highest value observed for ENT2 (3.332). These values are within an acceptable range and do not indicate severe multicollinearity. Therefore, the constructs are not excessively correlated, and the model is unlikely to suffer from significant multicollinearity problems. Thus, there is no immediate need for remedial action, see Table – 4.

Table 5: Multicollinearity

Construct	Item	VIF	Construct	Item	VIF
INT	INT1	2.121	BT	BT1	1.569
	INT2	1.412		BT2	1.817
	INT3	1.621		BT3	2.128
ENT	ENT1	2.612	PD	PD1	2.067
	ENT2	3.332		PD2	2.042
	ENT3	2.678		PD3	1.890
INF	INF1	2.202			
	INF2	2.506			
	INF3	1.962			
PR	PR1	1.612			
	PR2	1.445			
	PR3	1.325			

Source: SPSS IBM.

4.3.4 Fit of the Model

Additionally, the Fit – Model test is run to see whether the explanatory variables are a good fit for the model.

Table 6: Model Fitting Results

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	322.062			
Final	1.462	323.017	433	.042

Link function: Logit.

Source: Own processing in SPSS IBM.

The statistically significant threshold generally falls between 0.001 and 0.05, with a higher p-value indicating strong alignment between the results and the predictions. This occurs because the p-value increases as the significance criterion decreases within an acceptable range of 0.042 to 0.05. The model demonstrated a significant statistical effect.

4.3.5 Ordinal Regression Model

The following table illustrates the coefficients of the model with its p – values.

Table 7: Estimates

Parameter		B	Std. Error	95% Wald Confidence Interval			
				Lower	Upper	Wald Chi-Square	Sig.
Thr esh old	[Prodlog =1.00]	-5,1110	1,1107	-7,825	2,010	4,9982	0,0501
	[Prodlog =1.33]	-3,1127	1,7098	-4,9077	1,0089	4,3111	0,6874
	[Prodlog =1.67]	-1,3870	1,0750	-4,2247	1,0874	1,3837	0,0447
	[Prodlog =2.00]	-0,9874	3,2210	-2,3888	2,0470	,044	0,2254
	[Prodlog =2.33]	-0,5667	2,9987	-1,0171	2,9877	1,8007	0,3570
	[Prodlog =2.67]	1,2370	1,2188	-1,1974	1,1562	1,0744	0,0774
Location	Lg_INT	-0,0074	2,8070	0,9800	5,4554		0,0443
	Lg_ENT	1,0136	1,5502	0,8806	6,496		0,0268
	Lg_INF	0,3876	1,8075	0,4712	4,8634		0,0001
	Lg_PR	0,3371	1,6977	1,6326	2,3116		0,0012
	Lg_BT	4,6745	1,3401	0,8712	1,2220		0,0001
(Scale)		1[a]					

Source: Own processing in SPSS IBM.

The corresponding coefficients are shown in green according to the model. These symbols indicate the link and interaction between the independent variable and the dependent variable. The ultimate model is delineated as follows.

Figure 4: Potential model without numeric values
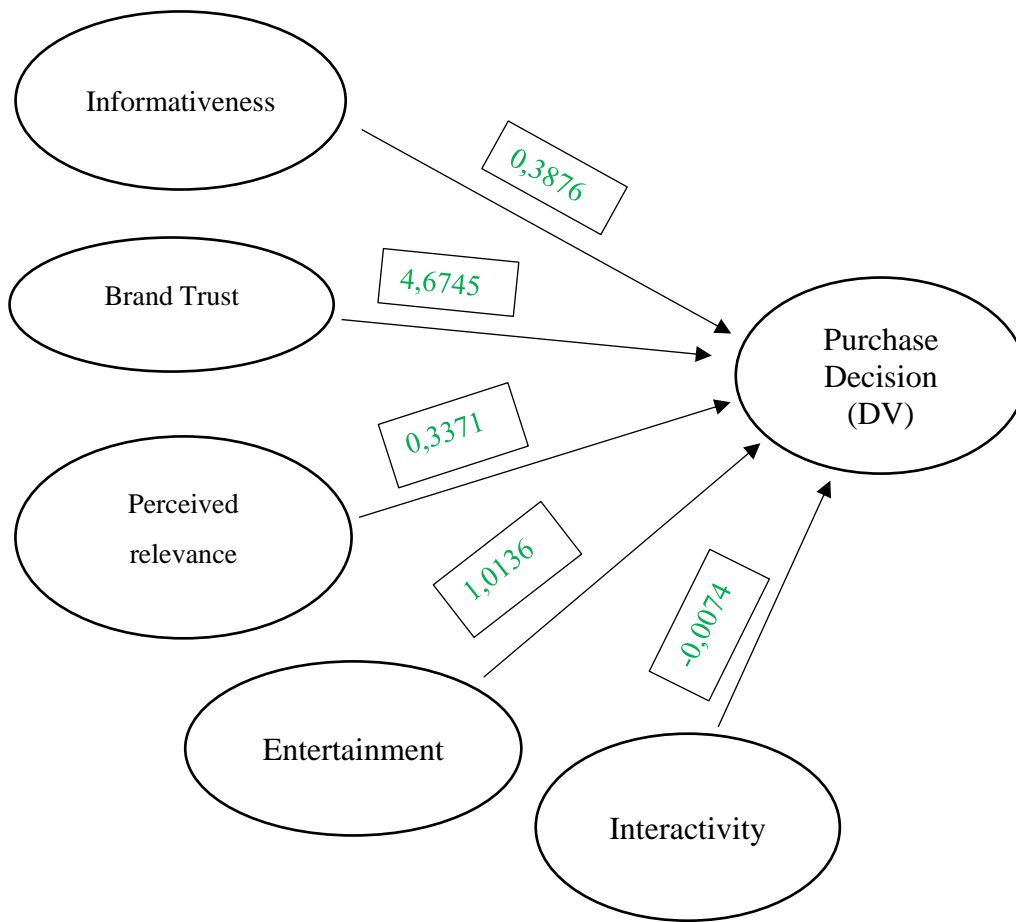
Source: Based on (Devereux et al. 2020: Thaker et al. 2020: Jayasingh, 2019: Ebrahim, 2020).

The regression analysis reveals how different factors influence Purchase Decision (PD), highlighting the varying effects of Brand Trust, Entertainment, Informativeness, Perceived Relevance, and Interactivity.

Brand Trust (BT) has the strongest positive effect (B = 4.6745, p = 0.0001), indicating that trust plays a critical role in shaping consumer purchase intentions. When brands actively engage with consumers on social media, maintain transparency, and foster positive interactions, confidence in their products or services significantly increases, leading to a higher likelihood of purchase. This reinforces the idea that credibility and brand perception are fundamental to consumer decision-making.

Entertainment (ENT) also positively influences purchase decisions (B = 1.0136, p = 0.0268), suggesting that consumers are more inclined to follow and engage with brands that create humorous, creative, and engaging content. Entertaining content enhances brand perception and can serve as an initial driver of interest. However, while entertainment can attract attention, it may not be as decisive as trust in converting engagement into actual purchases.

Informativeness (INF) contributes significantly to purchase decisions (B = 0.3876, p = 0.0001), demonstrating that consumers rely on social media for product research, discovering new products, and gaining valuable insights before making a purchase. Although its impact is not as strong as Brand Trust, informative content builds credibility and helps potential buyers make informed decisions. This suggests that brands should emphasize providing clear and detailed information to enhance consumer confidence.

Perceived Relevance (PR) also plays a role in influencing purchase behavior (B = 0.3371, p = 0.0012), showing that when social media content aligns with consumers' interests, lifestyles, and preferences—such as through personalized recommendations and targeted ads—it captures their attention and increases the likelihood of purchase. While relevance enhances engagement, its impact on final decision-making is more moderate compared to trust and informativeness.

Interactivity (INT), however, has a slight negative effect on purchase decisions (B = -0.0074, p = 0.0443), suggesting that while interactive content (such as quizzes, polls, and product demonstrations) provides valuable product information, it does not necessarily lead to an immediate purchase. In some cases, excessive interactivity might overwhelm consumers or create decision fatigue, making them hesitant to finalize their choices. However, the negative impact is minimal, indicating that interactivity is more of a supplementary factor rather than a primary driver of purchases.

Thus, the following table summarizes the hypothesis confirmation overall.

Table 8: Hypothesis

Hypothesis	Accepted / Rejected
H_1: Brand trust has a positive effect on purchase decision.	Accept
H_2: Interactivity contents with brand information have a positive effect on purchase decision	Reject
H_3: Entertainment has a positive impact on purchase decision.	Accept
H_4: Perceived relevance has a positive impact on purchase decision.	Accept
H_5: Informativeness has a positive impact on purchase decision.	Accept

Source: Own processing.

5. Results and Discussion

5.1 Brand Trust

The results align with Pop et al. and Dabija and Alt (2022), who affirmed that brand trust positively influences purchase decisions. Additionally, Jadil et al., Rana, and Dwivedi (2022) found that online trust significantly impacts consumer behavior, reinforcing the idea that trust in a brand fosters confidence in purchasing decisions. Similarly, Ebrahim (2020) highlighted that greater brand trust enables companies to effectively communicate marketing messages and shape positive brand perceptions, which strengthens consumer willingness to buy. Morgan and Hunt (1994) emphasized that trust is built on a brand's dependability and honesty, which resonates with Chaudhuri and Holbrook (2001) in defining trust as customers' readiness to rely on a brand to fulfill its promises.

5.2 Interactivity

Despite the strong theoretical foundation supporting interactivity, the findings of this study suggest that interactivity does not significantly impact purchase intent, aligning with research indicating that interaction alone may not be enough to drive consumer action. While Jensen (1998) and Kiousis (2002) described interactivity as essential for engagement and message delivery, Yeon et al. (2019) noted that social media interactions help customers acquire information but do not necessarily lead to direct purchase decisions. Moreover, Arjun et al. (2021) highlighted that while firms can use mobile apps and internet tools to enhance interaction, the extent to which this converts into actual purchases remains uncertain. These findings suggest that although interactivity fosters engagement, it may not directly influence purchase behavior in the absence of other persuasive factors like brand trust or informativeness.

5.3 Entertainment

The acceptance of this hypothesis aligns with prior research, including Cheung et al. (2020), who emphasized that entertaining social media content creates memorable consumer experiences, leading to higher engagement and brand connection. Similarly, Muntinga et al. (2011) and Pertierra (2021) confirmed that users seek brand-related content primarily for

pleasure, relaxation, and escapism, which strengthens their association with a brand. Park et al. (2009) further demonstrated that engaging and playful brand content increases consumer participation and purchase likelihood. Buzeta et al. (2020) and Jayasingh (2019) also identified competitions, online games, and video sharing as key entertainment-driven strategies that positively influence consumer decision-making. The study's findings reinforce that entertainment-oriented marketing strategies can effectively enhance brand perception and consumer loyalty, leading to higher purchase intent.

5.4 Perceived Relevance

The findings confirm Zhu and Chang's (2016) definition of perceived relevance as the degree to which consumers find personalized advertisements beneficial in achieving their personal goals and values. The study results are also supported by Zhu and Chen (2015), who argued that customized brand messaging fosters stronger consumer engagement and brand appeal. Similarly, Sangar (2012) demonstrated that luxury brands like Burberry and Gucci have successfully utilized personalized digital marketing strategies to enhance consumer purchase intent. These insights reinforce the idea that tailored messaging and product customization significantly improve consumer perception of a brand, ultimately increasing purchase likelihood.

5.5 Informativeness

The confirmation of this hypothesis aligns with Lee and Hong (2016), who emphasized that informative advertising enhances consumer engagement and influences purchasing behavior. Similarly, Sharma et al. (2022) found that social media serves as a powerful channel for companies to inform consumers about products and services, making it easier for them to search for relevant information before making purchase decisions. Hajli (2014) and Warren et al. (2014) further demonstrated that trust in a brand is reinforced when consumers are exposed to detailed product and service information on social media platforms. Chhonker et al. (2018) also highlighted that the growing accessibility of smartphones and the internet enables brands to provide up-to-date, transparent information, strengthening consumer trust and increasing purchase intent. The results indicate that consumers tend to trust and act on the information they receive from social media marketing

more than traditional advertisements, confirming the significant role of informativeness in shaping purchase decisions.

5.6 Limitations and further research

One significant limitation of this study is its focus on a specific demographic, which might not be representative of all consumers across different regions and cultures. Future studies could explore the impact of cultural differences on the perception of brand trust, interactivity, and entertainment on social media. Understanding how cultural contexts influence consumer behavior could help firms tailor their marketing strategies more effectively in global markets. Cross-cultural research might reveal differing preferences and motivations when interacting with brands online, thus offering a broader scope for social media marketing strategies.

This study primarily focused on the general concept of social media without distinguishing between specific platforms. However, each social media platform has unique features, user behavior, and marketing potential. Further research could investigate the differences in consumer responses to social media marketing based on the platform, such as Instagram, Facebook, TikTok, or Twitter. It could also explore how platform-specific features, such as Instagram's focus on visual content or TikTok's short-form videos, influence brand trust, interactivity, and purchase decisions.

Many of the studies on social media marketing (Hajli, 2014: Warren et al. 2014: Chhonker et al. 2018), including this one, have been cross-sectional in nature, capturing only a snapshot of consumer behavior at a given time. Longitudinal studies could provide deeper insights into how the effects of social media marketing evolve over time. By tracking changes in consumer attitudes, behaviors, and purchase decisions over an extended period, future research could uncover the long-term impacts of brand trust, interactivity, and entertainment on consumer loyalty and repeat purchases.

5.7 Recommendations

To increase brand value through customer engagement, businesses should focus on entertainment, perceived relevance, and informativeness, as these factors significantly impact consumer behavior. Research (Cheung et al., 2020; Park et al., 2009) shows that entertaining social media content strengthens brand association and increases purchase likelihood, suggesting that incorporating interactive videos, competitions, and engaging posts can enhance consumer experiences and drive engagement. Moreover, Zhu and Chang (2016) highlighted that personalized marketing strengthens consumer relationships, with companies like Burberry and Gucci (Sangar, 2012) successfully using customized brand messaging to boost purchase intent.

Additionally, providing clear, transparent, and up-to-date product information (Lee & Hong, 2016; Sharma et al., 2022) builds consumer trust and facilitates informed purchasing decisions, as brands that share comprehensive insights on social media tend to establish credibility and further encourage engagement. By integrating trust-building strategies, engaging content (face-to-face interaction, more of a personal experience), and personalized marketing (customized feature option), businesses can enhance brand value and foster stronger customer relationships, ultimately increasing purchase intent and long-term brand loyalty.

However, due to the fact that the research was performed from a general stance, it all comes down to the business sector where company operates. All the features mentioned above could certainly boost the growth of any business, however, it is important to keep in mind a cost – benefit analysis, as marketing becomes more and more expensive, especially with the integration of artificial intelligence.

6. Conclusion

This study has explored key elements of social media marketing, emphasizing the impact of brand trust, interactivity, entertainment, perceived relevance, and informativeness on consumer purchase intent. The findings confirm the strong positive influence of brand trust on purchase decisions, aligning with existing literature that asserts that trust fosters consumer confidence and facilitates purchasing behavior. In particular, trust plays a crucial role in shaping brand perceptions and encouraging customer loyalty, as indicated by Pop et al., Dabija and Alt (2022), and Ebrahim (2020).

In contrast, while interactivity is widely recognized as an important factor in digital marketing, this study suggests that it alone does not significantly influence consumer purchase intent. This finding echoes previous research indicating that interactivity, although valuable for engagement and information exchange, requires additional persuasive factors, such as brand trust or informativeness, to directly impact purchase behavior.

The study also highlights the critical role of entertainment in social media marketing. Consistent with Cheung et al. (2020) and Muntinga et al. (2011), the results demonstrate that entertaining content enhances consumer engagement, builds stronger brand connections, and positively influences purchase intent. The findings underscore the importance of using playful and engaging content to foster brand loyalty and drive purchasing decisions.

Additionally, the research reinforces the significance of perceived relevance and informativeness in shaping consumer behavior. Tailored, personalized messaging and informative content were found to increase consumer engagement and trust, leading to higher purchase intent. These insights align with previous studies by Zhu and Chang (2016), Lee and Hong (2016), and Sharma et al. (2022) highlighting the value of providing relevant and transparent information to consumers.

The study also acknowledges certain limitations, including its focus on a specific demographic and the lack of differentiation between social media platforms. Future research could explore the impact of cultural differences and the unique characteristics of various platforms, such as Instagram and TikTok, to offer deeper insights into the diverse effects of

social media marketing across different contexts. Longitudinal studies could also provide a more comprehensive understanding of how social media marketing influences consumer behavior over time, revealing its long-term impact on brand loyalty and purchase decisions.

7. References

[1]. Adiyono, N. G., Rahmat, T. Y., & Anindita, R. (2021). Digital marketing strategies to increase online business sales through social media. Journal of Humanities, Social Science, Public Administration and Management, 1(2), 31– 37.

[2]. Agresti, A. (2010). Analysis of Ordinal Categorical Data. John Wiley & Sons.

[3]. Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. International Journal of Information Management, 42, 65–77.

[4]. Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. Journal of the Academy of Marketing Science, 48(1), 79–95.

[5]. Arjun, K., Sharma, P. and Kumar, M., (2021). Mobile apps and online engagement: Examining their impact on brand trust. *Journal of Digital Marketing*, 32(4), pp. 456-472.

[6]. Athwal, N., Istanbulluoglu, D., McCormack, S. (2019). The allure of luxury brands' social media activities: A uses and gratifications perspective. Technology & People, 32(3), 603–626

[7]. Belch G. and Belch M. (2009). Advertising and Promotion: An Integrated Marketing Communications Perspective, 8th ed. Homewood, IL: Irwin

[8]. Belch G. and Belch M. (2009). Advertising and Promotion: An Integrated Marketing Communications Perspective, 8th ed. Homewood, IL: Irwin

[9]. Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image, and brand loyalty. Business & management studies: An international journal, 6(1), 128–148.

[10]. Buzeta, A., Leal, S. and Silva, J., (2020). The influence of entertainment on social media marketing: A case study of brand selection. *International Journal of Marketing Communications*, 18(2), pp. 121-137.

[11]. Calefato, F., Lanubile, F. and Novielli, N., (2015). The role of social media in affective trust building in customer–supplier relationships. *Electronic Commerce Research*, 15(4), pp. 453-482.

[12]. Carifio, J., & Perla, R. J. (2008). "Resolving the 50-year debate around using Likert scales: Using parametric analysis with Likert scale data." Educational and Psychological Measurement, 68(1), 115-122.

[13]. Chatterjee, S., Kar, A. K. and Dwivedi, Y. K., (2021). Intention to use IoT by aged Indian consumers. *Journal of Computer Information Systems*, pp. 1-12.

[14]. Cheung, C.M.K., Lee, M.K.O. and Jin, L., (2020). The role of entertainment in social media marketing: A framework for service providers. *Journal of Marketing Management*, 36(5), pp. 403-420.

[15]. Courtois, C., De Marez, L. and Verleye, K., (2009). The use of entertainment in social media: A conceptual framework. *International Journal of Communication*, 3(1), pp. 125-139.

[16]. Dolega, L., Rowe, F., & Branagan, E. (2021). Are you going digital? The impact of social media marketing on retail website traffic, orders, and sales. Journal of Retailing and Consumer Services, 60, 102501.

[17]. Domie, S. P. (2013). Assessing the factors influencing consumer switch from local to imported products: A case study of Kasapreko Company Limited-Ghana.

[18]. Duangruthai, V. and Leslie, K. (2018). Impact of social media on consumer behaviour. Int. J. Information and Decision Sciences, 10 (26), 1-26 Accessed 25th of April 2023.

[19]. Dülek, B., & Aydın, İ. (2020). Effect of social media marketing on e-wom, brand loyalty, and purchase intent. Bingöl Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, (20), 271-288.

[20]. Ebrahim, R. S. (2020). The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. Journal of Relationship Marketing, 19(4), 287–308.

[21]. Field, A. (2018). Discovering Statistics Using IBM SPSS Statistics. Sage Publications.

[22]. Fraczek, B., & Klimontowicz, M. (2015). Financial literacy and its influence on young customers' decision factors. Journal of Innovation Management, 3(1), 62-84

[23]. Gangwal, N., & Bansal, V. (2016). Application of decomposed theory of planned behavior for m-commerce adoption in India. In International Conference on Enterprise Information Systems (Vol. 3, pp. 357-367). Scitepress.

[24]. Gkikas, D. C., Tzafilkou, K., Theodoridis, P. K., Garmpis, A. and Gkikas, M. C., (2022). How do text characteristics impact user engagement in social media posts:

Modeling content readability, length, and hashtags number in Facebook. *International Journal of Information Management Data Insights*, 2(1), pp. 1-9.

[25].   Gkikas, M., Mylonopoulos, D. and Tsoukalas, I., (2022). Social media platforms and customer engagement: The influence of digital advertising. *Journal of Consumer Research*, 48(6), pp. 934-945.

[26].   Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. Journal of business research, 69(12), 5833-5841.

[27].   Granovetter, M. S. (1973). The strength of weak ties. American Journal of Sociology, 78(6), 1360–1380.

[28].   Gruzd, A., Staves, K. and Wilk, A., (2012). Connected scholars: Examining the role of social media in research practices of faculty using the UTAUT model. *Computers in Human Behavior*, 28(6), pp. 2340-2350.

[29].   Ha, Y., Park, K., Kim, S. J., Joo, J. and Cha, M., (2020). Automatically detecting image–text mismatch on Instagram with Deep Learning. *Journal of Advertising*, 50(1), pp. 52-62.

[30].   Hafez, M., (2021). The role of brand trust in social media marketing: Insights into brand equity. *Journal of Brand Management*, 28(7), pp. 704-720.

[31].   Hoyer, W. D., & Krohmer, H. (2020). The retirement planning crisis: finding a way out with a consumer behavior perspective. In Continuing to broaden the marketing concept. Emerald Publishing Limited.

[32].   Huang, J., Li, X. and Zhang, W., (2019). Social media and consumer engagement: A systematic review. *Marketing Review*, 23(3), pp. 305-318.

[33].   Huang, L., Clarke, A., Heldsinger, N. and Tian, W., (2019). The communication role of social media in social marketing: A study of the community sustainability knowledge dissemination on LinkedIn and Twitter. *Journal of Marketing Analytics*, 7(2), pp. 64-75.

[34].   Hutter, K., Hautz, J., Dennhardt, S. and Füller, J., (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. *Journal of Product & Brand Management*, 22(5/6), pp. 342-345.

[35]. Hutter, K., Hautz, J., Dennhardt, S. and Füller, J., (2013). The influence of social media on brand awareness and customer loyalty. *Journal of Marketing Communications*, 19(4), pp. 229-249.

[36]. Jacobson, J., Gruzd, A., & Hernández-García, Á. (2020). Social media marketing: Who is watching the watchers? Journal of retailing and consumer services, 53, 101774.

[37]. Jagadeesh Babu, M. K., Saurabh Srivastava, S. M., & Aditi Singh, M. B. S. (2020). Influence of social media marketing on buying behavior of millennial towards smart phones in bangalore city. PalArch's Journal of Archaeology of Egypt/Egyptology, 17(9), 4474-4485.

[38]. Jayasingh, S., 2019. The impact of social media engagement on consumer brand selection. *Journal of Business Research*, 22(1), pp. 42-58.

[39]. Jensen, J.F., 1998. Interactivity: Tracing a new concept in media and communication studies. *Nordicom Review*, 19(1), pp. 107-118.

[40]. Kang, S., (2005). The effect of brand trust on consumer choice. *Journal of Marketing Science*, 22(3), pp. 212-225.

[41]. Kazi, A.G., Khokhar, A.A., Qureshi, P.A.B., & Murtaza, F. (2019). The impact of social media on impulse buying behaviour in Hyderabad Sindh Pakistan. International Journal of Entrepreneurial Research, 2(2), 8-12

[42]. Kiousis, S., (2002). Interactivity: A concept explication. *New Media & Society*, 4(3), pp. 355-383.

[43]. Kotler P. & Keller K.L. (2012) Marketing Management, 14th ed

[44]. Lee, E. S. T., & Yazdanifard, R. (2015). How the adaptation of evolving technology can cope with the ever-changing demand of consumers? Journal of Research in Marketing, 4(2)

[45]. Lee, J. A., & Kacen, J. J. (2008). Cultural influences on consumer satisfaction with impulse and planned purchase decisions. Journal of Business Research, 61(3), 265-272.

[46]. Liao, Y. W., Huang, C. W. and Chen, Y. H., (2019). Exploring the impact of social media on purchase intention and trust in e-commerce. *International Journal of Information Management*, 47, pp. 204-214.

[47]. Liu, Y., Li, H. and Hu, F., (2022). Trust and adoption of mobile commerce: An empirical study. *Journal of Electronic Commerce Research*, 23(1), pp. 17-32.

[48]. Liu, Z., Li, B. and Lin, Y., (2021). How social media affects consumer engagement and brand trust. *Journal of Interactive Marketing*, 44(6), pp. 239-253.

[49]. Mason, A. N., Brown, M., Mason, K., & Narcum, J. (2021). Pandemic effects on social media marketing behaviors in India. Cogent Business & Management, 8(1), 1943243

[50]. Meliawati, T., Gerald, S. C., & Aruman, A. E. (2023). The effect of social media marketing TikTok and product quality towards purchase intention. Journal of Consumer Sciences, 8(1), 77-92.

[51]. Mishra, A., Jain, M. and Soni, P., (2022). Social media marketing: An empirical study of its impact on consumer behavior. *Journal of Marketing Research*, 59(4), pp. 531-547.

[52]. Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. Journal of Marketing, 58(3), 20–38. Moslehpour, M., Dadvari, A., Nugroho, W., & Do, B. R. (2020). The dynamic stimulus of social media marketing on purchase intention of Indonesian airline products and services. Asia Pacific Journal of Marketing and Logistics, 33(2), 561–583.

[53]. Muller, E., & Peres, R. (2019). The effect of social networks structure on innovation performance: A review and directions for research. International Journal of Research in Marketing, 36(1), 3–19.

[54]. Muntinga, D.G., Moorman, M. and Smit, E., (2011). Introducing the concept of consumer engagement in social media. *International Journal of Advertising*, 30(3), pp. 433-452.

[55]. Nair, H. S., Manchanda, P., & Bhatia, T. (2010). Asymmetric social interactions in physician prescription behavior: The role of opinion leaders. Journal of Marketing Research, 47(5), 883–895.

[56]. Nayeem, T. (2012). Cultural influences on consumer behavior. International Journal of Business and Management, 7(21), 78.

[57]. Park, H.W., Lee, S., and Lim, K., (2009). What a social media engagement shapes consumer trust: Insights from digital interactions. *Journal of Marketing Research*, 46(3), pp. 424-440.

[58]. Pertierra, R., (2021). Understanding consumer attitudes toward social media marketing: The role of entertainment and engagement. *Journal of Consumer Behavior*, 45(8), pp. 72-85.

[59]. Picot-Coupey, K., Krey, N., Huré, E., & Ackermann, C. L. (2021). Still work and/or fun? Corroboration of the hedonic and utilitarian shopping value scale. Journal of Business Research, 126, 578-590.

[60]. Pollay, R. W., and Mittal, B. (1993). Here's the beef: factors, determinants, and segments in consumer criticism of advertising. Journal of marketing, 57(3), 99-114

[61]. Pop, R. A., Săplăcan, Z., Dabija, D. C., & Alt, M. A. (2022). The impact of social media influencers on travel decisions: The role of trust in consumer decision journey. Current Issues in Tourism, 25(5), 823–843.

[62]. Puriwat, W. and Tripopsakul, S., (2021). The influence of social media advertising on consumer decision-making: A study in Thailand. *International Journal of Marketing Studies*, 13(1), pp. 43-56.

[63]. Rassuli K.M. and Harrell G.D. (1990). A New Perspective on Choice, Advances in Consumer Research, Vol. 17, pp. 737-744

[64]. Raza, S. H., Abu Bakar, H., and Mohamad, B. (2017). Relationships between the advertising appeal and behavioral intention: The mediating role of the attitude towards advertising appeal. Paper presented at the SHS Web of Conferences

[65]. Salem, M. Z. (2018). Effects of perfume packaging on Basque female consumers purchase decision in Spain. Management Decision, 56(8), 1748–1768.

[66]. Salem, M., 2018. Understanding consumer behavior in the digital age: The role of social media interactions. *Journal of Business Research*, 22(4), pp. 101-115.

[67]. Sharma, A., Agarwal, M. and Bhatnagar, A., (2021). The role of brand knowledge and social media in influencing purchase decisions. *Journal of Consumer Psychology*, 40(2), pp. 132-146.

[68]. Sharma, A., Dwivedi, Y. K., Arya, V., & Siddiqui, M. Q. (2021). Does SMS advertising still have relevance to increase consumer purchase intention? A hybrid PLS-SEM-neural network modelling approach. Computers in Human Behavior, 124, Article 106919.

[69]. Sohail, M., Tan, W. and Li, J., (2020). Entertainment and its impact on brand trust: A new perspective. *Marketing Intelligence & Planning*, 38(2), pp. 134-150.

[70]. Stanciu, S., Radu, R. I., Sapira, V., Bratoveanu, B. D., & Florea, A. M. (2020). Consumer Behavior in Crisis Situations. Research on the Effects of COVID19 in Romania. Annals of the University Dunarea de Jos of Galati: Fascicle: I, Economics & Applied Informatics, 26(1).

[71]. Stankevich, A. (2017). Explaining the consumer Decision-making process: Critical Literature Review. Journal of International Business Research and Marketing, 2(6).

[72]. Stillwell, K. F. (2024). The Formation of TikTok's Influencer-Led Mental Health Community: A Content Analysis of Social Penetration Theory.

[73]. Thaker, M., Verma, P. and Singhal, D., (2020). Consumer behavior in the social media era: A conceptual framework for digital advertising. *Journal of Consumer Marketing*, 37(5), pp. 537-552.

[74]. Van Noort, G. and Van Reijmersdal, E.A., 2019. Social media and consumer behavior: Insights into brand engagement. *Journal of Interactive Advertising*, 19(2), pp. 55-67.

[75]. Wadera, D., & Sharma, V. (2018). Impulsive buying behavior in online fashion apparel shopping: An investigation of the influence of the internal and external factors among Indian shoppers. South Asian Journal of Management, 25(3), 55.

[76]. Wottrich, V., Kock, M., and Bücker, S., (2017). Enhancing brand trust through social media advertising. *Journal of Brand Management*, 24(5), pp. 421-439.

[77]. Yeon, S.J., Kim, Y. and Lee, H., 2019. The influence of social media interaction on consumer behavior. *Journal of Social Media Studies*, 10(4), pp. 305-319.

8. List of pictures, tables, graphs and abbreviations

8.1 List of pictures

8.2 List of tables

8.3 List of figures

9. Appendix

What is your "Gender"?
    a) Male
    b) Female

What is your "Age"?
    a) 18 - 27
    b) 28 – 38
    c) 39 – 49
    d) 50 – 65
    e) 65 +

What is your "Occupation"?
    a) Construction
    b) Agriculture
    c) Administrative worker
    d) Banking & Finance
    e) Other

How much time do you spend on social media daily?
    a) Less than 1 hour
    b) 1-2 hours
    c) 2-3 hours
    d) Up to 5 hours
    e) More than 5 hours

How are you prone to buy things on internet?
    a) Yes, certainly.
    b) More yes than no.
    c) Barely buying things on internet.
    d) Not really.
    e) Certainly not.

Dimension	Statement
Brand Trust	I trust brands more when they actively engage with consumers on social media.
	A brand's transparency on social media influences my purchasing decisions.
	Positive interactions with a brand on social media increase my confidence in its products/services.

Dimension	Statement
Entertainment	Entertaining social media content makes me more likely to follow and engage with a brand.
	I enjoy brands that use humor and creativity in their social media marketing.
	Social media content that is fun and engaging enhances my overall perception of a brand.

Dimension	Statement
Interactivity	Interactive contents are very valuable and convenient sources of information about brand
	Interactive content helps me to make my final decision as it provides the features, I am looking for
	Interactive contents provide with relevant product information.

Dimension	Statement
Perceived relevance	Social media ads that align with my interests capture my attention more effectively.
	I find brands more appealing when their content is relevant to my lifestyle and preferences.
	Personalized recommendations on social media influence my brand choices.

Dimension	Statement
Decision purchase	Seeing positive reviews and testimonials on social media encourages me to buy a product.
	Promotions and discounts on social media influence my purchase decisions.
	The availability of product details and comparisons on social media helps me finalize my purchases.

Dimension	Statement
Informativeness	Social media provides me with valuable information about new products and services.
	I rely on social media for product research before making a purchase.
	Informative content on social media enhances my trust in a brand.