Impact of Social Media Marketing on Buying Behaviors of Superstore Customers in Bangladesh

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***Abstract:** This study aims at identifying the impact factors of social media marketing on the buying behaviors' of superstore customers in Bangladesh. Altogether, 291 buyers were surveyed from five superstores of Bangladesh such as, Agora, Meena Bazar, Shwapno, Almas Super Shop, and Nandan. A structured questionnaire with five points Likert scale was used to survey the customers. Descriptive statistics were used to present the profiles of the respondent customers while inferential statistics like Factor Analysis was used to identify the impact factors and Multiple Regression Analysis was used o identify the relationships between the impact factors and the overall impact on purchase decision of the customers. Study identified four significant impact factors such as, quick searching and verification of authenticity of product information, easy to order and saving time, customers addiction to media buying, and awareness of innovative and new products that induce the superstore customers to make their purchase decisions. This study suggests that the policymakers should focus on authenticity of product information, easy to order system that saves time, publicity of innovative and variety of products, and customer addicted towards media marketing for making the customers inclined towards buying the products and services from superstores of Bangladesh.*

Keywords: Social Media Marketing, Buying Behavior, Customers Addiction to Media Buying.

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I. BACKGROUND AND OBJECTIVES

The superstore business in Bangladesh started its journey in late 90s with the inception of Agora superstore as the first superstore in the country. At present, the growth of superstores is at a peak in Bangladesh due to the use of social media by the shoppers where they can discuss, compare, order, and finally select their preferred products and services. About 40% of the merchants use social media marketing to generate their sales to the customers. Now a days, most of the customers perceive that purchasing directly through social media platform is easier and time saving for them. Superstores offer a large range of commodities in one platform, which are needed by the consumers every day. As the people becoming busy day by day in urban areas, they have not much time to spend buying day-to-day commodities from different places. Hence, superstores can help to meet up their everyday needs from one place like superstore. This is a case of the people living in Dhaka city, where about 20 million people are living.

In fact, superstore concept has been brought in by Agora in Bangladesh and followed by Meena Bazaar, Shwapno, Price Bazar, Nandan and other stores[1]. Now, it is an important retail industry in the country. The changing trend in the consumers' lifestyles in Bangladesh made them interested towards the superstores due to increased number of dual earner couples, storage facilities with refrigerators, unwanted crowd in the "wet" markets, and all the articiles are in one place. Due to remarkable growth and changing tastes and preferences of the customers in this sector, the superstores are facing intense competition. Therefore, analyzing the purchasing behavior of the customers is indispensible for the marketers (Alam, et. al., 2019). According to Bangladesh Superstores Owners' Association (BSOA), currently, there are 130 superstores in Bangladesh. Most of the outlets are operated by the leading four retailers such as, Agora, Meena Bazar, Price Bazar, and Shwapno[2]. However, the industry is dominated by Shwapno (59 Outlets), Agora (13 Outlets) and Meena Bazar (18 Outlets)[3]. Along with these stores, Almas Super Shop, Price Bazar, Trust Family Needs, CSD, S.S. Mart and Nandan are also operating business in this industry. According to BSOA, every year government earns Tk.30 crore as revenue from this industry where more than 10,000 people are employed.

Superstore concept is also operational in other South Asian countries. Presently, about 18% of customers in the Maldives, 7% in India, 1% in Pakistan and Nepal are shopping from the superstores. In Bangladesh, 2% people are shopping from superstores and rest 98% people are still dependent on traditional markets and grocery shops[4]. These people like to move one shop to another shop and prefer bargaining in fixing price due to their habits and cultures. For marketer, maintaining a big superstore is not easy because at least 15,000 to 16,000 products are required to display in a superstore to be a complete one. Each standard superstore should have, at least, 7,000 sq. ft space in size with adequate parking space. The superstore also should carry a wide variety of quality assured products. However, the success of the superstore depends on four main drivers such as, consumer awareness, fluctuation in social formation, change in per capita income and change in taste and fashion of the consumers[5]. According to BSOA,

the current annual sales growth rate of superstores in Bangladesh is 15% to 20%. The annual turnover in this sector is now more than BDT 15.0 billion (Tk. 1500 cores) by about 30 companies with about 200 outlets operating across Bangladesh[6].

Due to the development of ICT in Bangladesh, marketing and branding of superstores, now, substantially depends on the use of social media including Facebook, Google+, Twitter, LinkedIn, YouTube, Instagram, etc. that generate publicity among potential customers and the publics as well. Internet-based social media marketing sites provide opportunities for marketers to increase the visibility of their product-brands to the potential customers. Therefore, buying behavior of the customers substantially depends on social media marketing along with other factors. Age, sex, education level, monthly household income, monthly household expenditure, monthly frequency of visit, availability of desired products and the price are the significant predictors of superstore customers' satisfaction in Bangladesh (Azad, et. al., 2012). Therefore, the customary business model like Brick and Mortar[7] is now replacing with internet-based or clicks or order-based business model. The shoppers can buy their desired products straight from the superstores with a single click. Study shows that 80% of the online shoppers believe that the social media marketing helped them make perfect shopping decisions. One-forth business owners sell their products through social media like Facebook in Bangladesh. Use of social media marketing is broad and useful for both marketers and customers due to win-win benefits. In Bangladesh, there are apparently over three million existing social media platform users. It is observed that more people are inaugurating their businesses through social media other than .com or .com.bd, which requires financial and human capital as it creates more customer engagement compared to direct selling.

Thereby, this study explores the impact of social media marketing on buying behaviors of superstore customers in Bangladesh. The main objective of this study is to identify the factors relating to social media marketing on buying behaviors of the superstore customers. The specific objectives are:

i   To identify the factors concerning social media marketing and the buying behaviors of superstore customers in Bangladesh;

ii   To ascertain the relationships between social media marketing and the searching and verification of authenticity of the product information;

iii To discover the relationships between social media marketing and placing orders by the customers;

iv   To explore the relationships between social media marketing and the addiction of customers towards media buying;

v   To identify the relationships between social media marketing and the customer awareness towards innovative and new products of the superstores;

vii To find out the relationships between social media marketing impact factors and the overall buying behaviors of the superstore customers in Bangladesh.

II. REVIEW OF LITERATURE

Now a day, online shopping has become an inseparable part of the lives of rural people all over the world. Covid-19 has increased demand of online shopping substantially in Bangladesh too. Online shopping is also known as e-commerce or electronic commerce. Using the online platform, customers buy products straight from the sellers of superstores through internet. Due to the expansion of Information and Communication Technology (ICT) in Bangladesh, customary business model like 'Brick and Mortar Model' is replacing with an internet-based or click or order-based business model. Since income of the individuals are increasing and more and more people are moving towards western culture, the purchasing power of the people is gone up (Tinne, 2011). It has also observed that increased use of the internet to shop for a wider variety of items, from shoes to aero plane tickets is comparatively higher than anytime in past. At present, people have several options to choose their products while they shop through the means of an online platform or social media. Hence, it is suggested that the social media platforms should be able to set up the phase for customers to access enhanced information about the products making it easier for them to associate with the business through combined digital platforms (Rahman, et. al., 2018). Now, most of the giant businesses are using the social media platforms for branding their products and services. The luxury brands have pitched their eyes on social media marketing with the aim to establish customers' relationships through effective communication. Social media such as, Twitter, Facebook, Instagram and YouTube has already been appraised as business take-off tools for luxury fashion brands. Many luxury houses have created their own Twitter accounts and are posting themselves on Facebook and other media. Brands and customers are communicating with each other without any restriction of time, place, and medium in an online relationship so that traditional one-way communication is replaced with interactive two-way direct communication (Kim & Ko, 2012). The expansion and rising popularity of social media sites indicate that this is an era where user-generated content can create powerful communities and can facilitate the interactions of the people for common interests. Consumers, typically, can criticize the information provided by other individuals to be truthful and reliable. Hence, user-generated social media communications have a greater effect on customers' overall perception of brands than firm-created marketing communication (Schivinski & Dabrowski, 2016; Akter & Sultana, 2020).

From the customers' point of view, shopping on the website allows web shoppers to search and compare various products or services and the substitutes from different online stores. The interactive nature of the internet offers opportunities for customers to use the website-based shopping facilities effectively by improving the availability of product information, enabling direct multi-attributes comparison, and reducing prospective buyers' information search costs (Ling, et. al., 2010). Social media controllers make a positive impact on the buying decision process of the customers (Sony Varghese & Mansi Agrawal, 2021). Research found from the exchange of information, evaluations

and social connectivity has strong effect on purchasing decisions and consumers (Abdel Qurder, 2015). Study also shows that the effective marketing in social media by the marketers can help to promote their products, encourage customers to purchase their products, services and ideas, increases brand awareness, loyalty, trust and ultimately increases profitability (Neupane, 2019). Thus, another trend in the retailing industry is the firm development of two-sided online marketplaces like Amazon, Alibaba, Groupon where retailers sell products and buyers buy products' on the same platform. These online platforms further qualify retailers to capitalize on various data to develop dynamic pricing and promotion strategies of the products. The retailers influence the range of the data made accessible by platforms and dynamically change price through offering promotions to stay competitive in the market (Zhang, et. al., 2017).

Social media marketing creates opportunities for the customers in different ways. Customers can write appraisals, share ideas and contents through social media and can even write references about the organization(s). Customers share their experiences after purchasing products in the same media. Through the access in social media platforms, customers have the opportunities to be connected with the companies and others customers. Among the customer groups, the spread of information has a significant impact on social media. Though, many studies showed that numerous people don't depend on social media for purchasing their products and services, but they get encouraged by the reviews and comments of the customers who share their purchasing experiences of the products online (Sultana, 2018). Therefore, most of the businesses currently use social media marketing strategy to progress their depth of understanding of consumers buying behaviors. In Bangladesh, companies can considerably improve the sales efficiency by using the massive reach of consumers through means of social media marketing. As a result, the productivity of the business continues to potentially upswing and the companies are able to fascinate this massive crowd of the consumers (Alamin, et. al., 2020).

Trust and attitudes towards Facebook to drive the intention of buying through Facebook is important for the marketers (Nipa, et. al., 2020). Today, the availability of product information on the internet and having prior knowledge or awareness of the brand can influence the purchase decision of the customers substantially (Montague, Gazal, & Wiedenbeck, 2019). Study identified the recent trends in the use of social media interaction between corporate marketers and communication prospects of the marketers, information-sharing and collaboration for the marketing activities (Shabnam, Choudhury, & Alam, 2013). Thus, the study related to social media topics is comprehensive and there is a very few research done yet as to investigate the impact of social media marketing on consumers' buying behaviors.

Online marketing strategy has shown to be very precise and positive in reaching the most valued customers in any business now a day. This can explain the company's propaganda to the customers in a more appropriate manner (Aker, 2011). Moreover, the method of e-marketing permits generating a large number of customers in a comparatively

short period of time. It has also observed that starting a business on a social platform such as, Facebook is much more convenient rather than operating a .com or .com.bd websites. Along with other customers, among the university students of Bangladesh, study found a growing trend towards shopping in Facebook. Research in the developed online market also supports this trend and found that co-creation value, social value, and usage amount affect customers' engagement with social media brand pages (Rahman, 2015).

Social media platform is extensive and is havily used in different parts of the world. The most common social media platforms that have been chosen for the business sectors are Facebook, Google+, Twitter, YouTube, LinkedIn, Flickr and Instagram. Each one of these social media marketing tools has different strengths and benefits which are used in the business to accomplish an advanced level of customers' engagement with the brand (Amin and Bhuiyan, 2019). The good number of Bangladeshi customers use Facebook, Google+, and Twitter, broadly, while companies know that their marketing efforts deserve usage (Amin, 2018). Research shows that there is a relatively strong correlation between the variables expressing the preference for shopping through e-stores that were promoted on the social networks and those that were advertised on TV, radio, or on the web (Ali Taha, et. al., 2021). The value proposition in social media is a much-recognized notion that businesses are using in marketing operations when they carry details regarding their advertisements (Hassan, 2012). Platforms like Facebook live are also very trendy today where people share their opinions and experiences frequently. Many online stores and individuals use the live platform to exhibit their products especially during the time of festivals, e.g., Eid, Puja, Christmas or New Year celebration. With the growing number of mobile internet facilities, high-speed internet connection and affordability of smart phone and data led more people to expose to the social networks. Advertisers are well aware of the fact that they should invest in social media marketing to stay in touch with their target customers. According to Bangladesh Telecommunication Regulatory Commission (BTRC), the top three mobile operators like GrameenPhone, Banglalink, and Robi Axiata Limited spent USD $12.40 million in 2017-2018 to make the internet available for their customers. They are spending 20% of their total advertising budget on digital platforms which was lower than 10% a year ago (Hasan, et. al., 2019).

In the last few decades, the internet developed into a greater phase for doing online businesses by the organizations. In the most shaped-up nations like USA, internet has turned into essential medium, delivering and representing different sorts of items 24 hours 7 days a week. In Bangladesh, for instance, there are confinements driven in the Business-to-Customer (B2C), the level of internet-based business is consistently beneath the retail businesses. E-promoting has assumed a vital part in online B2C exchanges (Vaidehi, 2014). It was found in research that social media marketing brings convenience to consumers and they can spend more time on it to search the desired products (Prome, 2021). Consumers' behavior is also shaped by the social media and creates purchase intension among them. Research also shows that social networks have

a role in influencing the behavior of consumers in the virtual environment, particularly when the degree of exposure of messages and the relation created between the variety of information given and the consumer who is about to make a purchase (Elisabeta, and Ivona, 2014). Social media positively influence online re-purchase intention among the customers (Gazi, 2016). Hence, brand engagement is an area that is positively impacted by social media marketing. As a result, customers repetitively buy the products and services by using social media. Social Media Marketing Activity (SMMA) elements such as, (i) entertainment, (ii) interaction, (iii) trendiness, (iv) customization and (v) Electronic word-of-mouth communication (e-wom) are positively related to brand equity, social brand engagement and purchase intension (Choedon and Lee, 2020). After sales services, home delivery, product quality, price and security are also influenced by the social media marketing and affect customers' satisfaction significantly (Hoque, et. al., 2020).

Internet shopping has turned into a vital divert in online business in the world. Web-based shopping conduct implies the way toward utilizing the internet to buy desired items by the customers. In the view of the client's web-based shopping conduct, it is as per the client's mental condition and their inner desires. Impulse buying that means the tendency of a customer to buy goods and services without planning in advance is also affected by social media marketing (Bansal and Kumar, 2018). Social media platforms create a community of customers to debate and share ideas about certain products and services. Hence, the firms are, now a day, developing new techniques and methods to communicate with customers and suppliers through the social media. Compared to traditional media, managers can use social media to communicate with the bundles of consumers simultaneously. Moreover, to attain organizational objectives, firms use social media to engage customers. The approach and liking of a customer are also revealed in reviewing products on social media platforms which can have strong impact on value creation (Vithayathil, et. al., 2020). Study shows that 87% of e-commerce shoppers believe social media marketing helps them make a shopping decision (Appel, et. al., 2020).

Delivery efficiency is another aspect which is substantially influenced by the online business transactions. Customers can buy the products in less time and can receive the product at the doors of their houses. In this e-commerce system, consumers' willingness to pay is enhanced by satisfaction with online shopping and delivery efficiency of the marketers (Saha, et. al., 2020; Suhan, 2015). Research reveals that there is are significant correlations among perceived usefulness, perceived value and perceived risk and all these three significantly influence purchase intention of the customers (Sharma, & Bhatt, 2018). Study also reveals that the social media like Facebook, Instagram and Twitter are highly effective on the students buying behaviors (Sankar, 2019). Study also found that social media marketing affect customers' buying behaviors by 69% (Tashtoush, 2021). Based on the review of literatures on social media marketing impact on buying behavior of superstore customers a variable matrix has been developed to test in this research (Appendix 1).

III. CONCEPTUAL FRAMEWORK OF THE STUDY

Based on review of literatures, this study developed a conceptual framework relating to the impact of social media marketing on buying behaviors of superstore customers in Bangladesh. The framework shows that social media marketing activities create impacts on searching and verification of authenticity of product information, placing buying order, addiction to media buying, and awareness of innovative and new products of superstore customers in Bangladesh (Figure 1). Social media marketing helps in searching and verifying product information quickly, aids in placing buying order by saving time, raises addiction towards media buying, and increases awareness of innovative and new products of the superstores in Bangladesh.
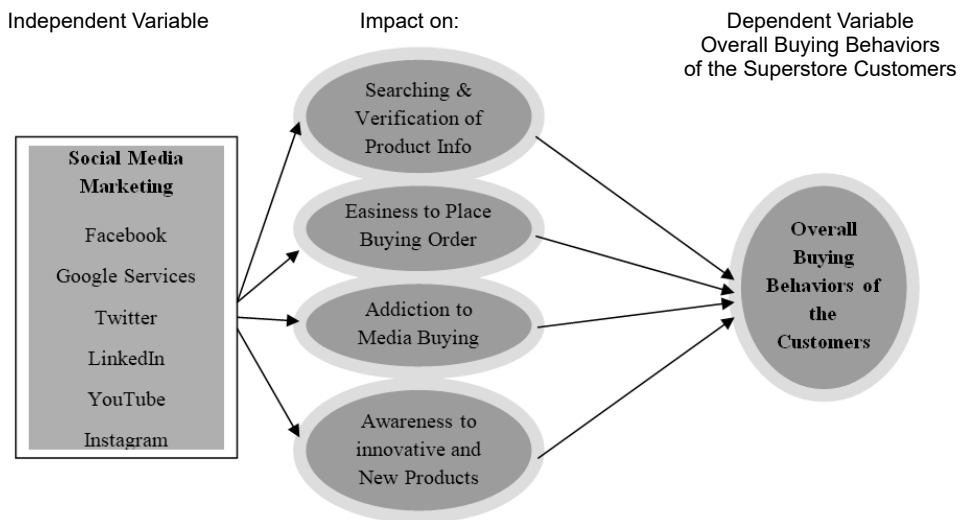

Figure 1. *Impact of social media marketing on buying behaviors of superstore customers in bangladesh*

IV. RESEARCH METHODS

The main purpose of this study is to identify the impact factors of social media marketing on the buying behaviors' of superstore customers. Social media has been used as one of the preeminent mediums by the shoppers in Bangladesh. A good number of consumers believe that purchasing directly through social media platform is easier and time saving for them. The methodology section of this research will include respondents' profiles, research design, test of reliability, Sample Design and Determination of Sample Size and data collection and analysis.

Respondents' profiles

Table 1 shows that the majority of the respondents (73.20%) are female and 26.80% are male. It also shows that most of the respondents (80%) are married, and 19.6% of them are unmarried. It means that married people primarily go to superstores. Shopping

experience of the superstore customers show that most of them (64.3%) have 2-4 years of shopping experience followed by 4-6 years (23.4%), less than 2 years (9.3%), 6-8 years (2.7%) and above 8 years (0.30%). Educational qualifications of the superstore buyers show that most of the buyers have HSC or equivalent degrees (63.9%), followed by bachelor degree and above (24.4%), SSC or equivalent (8.9%), Class 6 to 9 (2.4%) and below class 6 (0.30%). Most of the respondents (66.7%) live in urban areas, followed by sub-urban areas (28.5%) and rural areas (4.8%).

Table 1
Profiles of the respondent superstore customers

Variables	Particulars	Frequency	Valid Percent (%)	Cumulative Percent (%)
Gender Distribution	Female	213	73.2	73.2
	Male	78	26.8	100.0
	Total	291	100.0	
Marital Status	Unmarried	58	19.6	19.9
	Married	233	80.0	100.0
	Total	291	100.0	
Locality from Where They Came	Rural	14	4.8	4.8
	Sub-urban	83	28.5	33.3
	Urban	194	66.7	100.0
	Total	291	100.0	64.3
Years of Experience	2-4 Years	187	64.3	87.6
	4-6 Years	68	23.4	90.4
	6-8 Years	8	2.7	90.7
	Above 8 Years	1	.3	100.0
	Less than 2 Years	27	9.3	
	Total	291	100.0	
Educational Qualifications	Bachelor's degree & above	71	24.4	24.4
	Below class 6	1	.3	24.7
	Class 6-9	7	2.4	27.1
	HSC or equivalent	186	63.9	91.1
	SSC or equivalent	26	8.9	100.0
	Total	291	100.0	

Research design

To conduct this study, 291 buyers of superstores were interviewed from five well established superstores such as, Agora, Meena Bazar, Shwapno, Almas Super Shop, and Nandan which are the large superstores in Bangladesh and accounts for more than 70% market share of this industry. According to the BSOA (Bangladesh Supermarkets Owners' Association), currently, there are 130 supermarkets in the country. The industry is largely dominated by three major players such as, Shwapno (59 Outlets), Agora (13 Outlets) and Meena Bazar (18 Outlets)[8]. Other stores are Nandan, Almas Super Shop, Price Bazar, Shop n Save, Amana Super Shop, Daily Super Shop, A.R Super Store, Unimart, etc. Data were collected from the five super store customers like Agora, Meena Bazar, Shwapno, Almas Super Shop, and Nandan from 22 branches of these superstores.

A structured questionnaire with five points Likert scale was used to collect primary data from the superstore buyers located in Dhaka city. Both descriptive and inferential statistics were used to analyze the data. Descriptive statistics were used to describe the profiles of the customers while inferential statistics like factor analysis and multiple regression analysis were used to identify the social media marketing impact factors and the relationships between the overall buying behaviors and the impact factors.

Test of reliability

Reliability is defined as the consistency across items like the internal consistency of the variables used in the study. Case processing summary shows that among 291 data 287 data were used in testing reliability (Table 2). The test results show that the reliability score (Cronbach's Alpha) of 287 data with 30 items in the questionnaire is 0.973. According to standards, this value is at the acceptable limit (Nunnally, 1994). This means that the reliability of the data set is very high.

Table 2
Case processing summarya

Valid		Missing		Total	
N	Percent	N	Percent	N	Percent
287	98.6%	4	1.4%	291	100.00%

a. Euclidean distance used

Stress and Fit Measures show that the congruence co-efficient value is 0.94 which has been seen as corresponding to a fair similarity.[9] This indicates that similarity between factors that have been derived in factor analysis (Table 3).

Table 3
Stress and fit measures

Normalized Raw Stress	.10686
Stress-I	.32690a
Stress-II	.82043a
S-Stress	.23532b
Dispersion Accounted For (D.A.F.)	.89314
Tucker's Coefficient of Congruence	.94506

PROXSCAL minimizes normalized raw stress.
a. Optimal scaling factor = 1.120.
b. Optimal scaling factor = .897.

Sample design and determination of sample size

It is evident in research that, 2% of the total population of Bangladesh buys from superstores which are about three million in total. Hence, the population size has been identified as three million who shop from superstores in Bangladesh. The sample size of this study was determined by using the formula suggested by Yamane (1967).

$$n = \frac{N}{1 + N(e)^2}$$

Where, n is the sample size, N is the population size, and e is the level of precision. For this study, the level of precision is presumed as 0.06 (Six percent), and the population size, i.e., is 30,00,000. Putting these values in the above equation, the required sample size becomes approximately 267. This study interviewed 291 customers from the top five superstores such as, Agora, Meena Bazar, Shwapno, Almas Super Shop, and Nandan. This figure is well above the critical sample size of 200 for employing multivariate analysis (Hair et al., 1998). Taking the accessibility and willingness of the employees to respond to this study into account, Convenience Sampling Method (CSM) was used to draw the sampling units (Malhotra, 2007). Data were collected from 291 superstore customers of 22 Branches of five large superstores located in Dhaka city (Table 4).

Table 4
Respondent supestore customers interviewed

SI #	Name of Superstores	Superstores Locations from where customers were surveyed	Number of Superstore Branches Covered	Number of Customers Surveyed	Cumulative Respondents
1.	Agora	Uttara, Moghbazar, Dhanmondi, Mirpur, Shimanto Square, Green Road Branch.	06	82	82
2.	Meena Bazar	Dhanmondi Store, Shantinagar, Moghbazar, Banasree, Mirpur.	05	77	159
3.	Shwapno	Gulshan, Banani, Uttara, Ashkona	04	68	227
4.	Nandan	Gulshan, Dhanmondi, Uttara	03	31	258
5.	Almas Super Shop	Satmasjid Road Branch, Mohammadpur, Mirpur, Chadni Chawk.	04	33	291

Data collection and analysis

Data were collected from both primary sources like superstore customers and secondary sources like books and journals. Primary data were used for the identification of the social media marketing impact factors on buying behaviors of superstore customers. The survey was conducted among the superstore customers of Bangladesh. The survey was conducted in December 2020 to February 2021. The interviewers were trained on the questionnaire items for collection of data before commencing the interview. Along with descriptive statistics[10], inferential statistical[11] techniques like, Factor Analysis and Multiple Regression Analysis were used to analyze the data. A Principal Component Analysis (PCA) with an Orthogonal Rotation (Varimax)[12] using the SPSS (Statistical Package for Social Sciences) was performed on the survey data. Multiple Regression Analysis[13] was conducted to identify the relationships between the dependent and independent variables and the significant social media marketing impact factors.

V. ANALYSIS AND INTERPRETATIONS

This section includes the results and discussions of Factor Analysis and Multiple Regression Analysis. Factor analysis was conducted to identify the impact factors related to social media marketing and the buying behaviors of superstore customers in Bangladesh. Multiple regression analysis was conducted to identify the relationships between the overall buying behaviors or decisions and the impact factors.

Results of factor analysis

Factor analysis was used to identify the impact factors of social media marketing on buying behaviors of superstore customers. Initial communalities of the variables are estimates of the variance in each variable accounted for by all components or factors. The results of the factor analysis show that all the impact variables concerning buying behaviors of superstore customers in Bangladesh have high communalities indicating that the variables used in this study have higher level of internal relationships (Appendix 2).

This study identified four social media marketing impact factors concerning buying behaviors of superstore customers. The four factors together explain 72.98% of the variance of the data set. The factors are: (i) quick searching and verification of authenticity of product information, (ii) Easy to Order and Saving Time, (iii) Addiction to Media Buying and (iv) Awareness Towards Innovative and New Products (Table 5).

Table 5

Social media marketing impact factors & total variance explained

Components/Factors	Initial Eigenvalues		
	Total	% of Variance	Cumulative (%)
1. Quick Searching and Verification of Authenticity of Product Information	16.937	56.458	56.458
2. Easy to Place Order and Saving Time	2.127	7.091	63.549
3. Addiction to Media Buying	1.723	5.742	69.292
4. Awareness to Innovative and New Products	1.107	3.689	72.980

Extraction method: Principal component analysis.

The factor loadings of the variables constituted by four impact factors of social media marketing are very high *Table 6*. It shows that the factor loadings of all the variables are high, indicating that the variables constituted the factor(s) have a higher level of relationships with the impact factors of buying behaviors of the superstore customers. Factor 1 named 'Quick Searching and Verification of Authenticity of Product Information' is formed with 10 impact variables and has higher level of association with the factor. Factor 2 named 'Easy to Order and Saving Time' is formed with 10 variables having higher level factor loadings. Factor 3 named 'Addiction to Media Buying' is created by 5 variables and Factor 4 is formed with 5 impact variables of buying behavior of superstore customers. These are the buyers' behavioral factors influenced by social media marketing of the superstore marketers in Bangladesh.

Table 6

Rotated component matrix[a] - formation of factors

Variables/Factors	Component		
	1	2	3
Factor 1 Quick Searching and Verification of Authenticity of Product Information			
i. I can search quickly and can verify the authenticity of product information	.822		
ii. I can buy anything anytime from anywhere by using social media	.797		
iii. I have purchase preference in social media	.772		
iv. communication medium of before & after purchase	.745		
v. I can easily compare the price and quality of products and services by using social media	.713		
vi. I suggest my friends buy online.	.708		
vii. Have positive impact of social media marketing	.699		
viii. Reliability on product attributes gained from virtual engagement	.669		
ix. I put the credibility by consumer feedback	.533		
x. I put the credibility by suggestion from the people I know.	.471		
Factor 2 Easy to Place Order and Saving Time			
i. Online buying saves my time to buy anything from an online superstore.		.786	
ii. I find it easy to order online superstore.		.774	
iii. I would buy more items from superstores		.765	
iv. Comparing prices of products/services on social media help me easy to make a decision		.764	
v. I find it bothersome to contact the page owners to know the price of the products/services.		.724	
vi. I feel encouraged to provide my feedback after the consumption of any product/service on social media.		.717	
vii. Social media marketing makes my buying decision more worthy		.708	
viii. I think buying online is prestigious for me		.688	
ix. I change my purchase preferences based on social media information.		.547	
x. I think social media provides a strong platform for consumers like me to communicate with each other.		.499	
Factor 3 Addiction to Media Buying			
i. I have a pre-conceived notion towards products/services get from social media before its actual consumption.			.806
ii. I prefer online shopping to go to brick and mortar stores			.718
iii. I put the credibility by measuring their page reach.			.654
iv. I judge products by their virtual display and put my trust in them			.634
v. I often rely on information from social media if I have any doubts about a product.			.543
Factor 4 Awareness to Innovative and New Products			
i. Social media allows firms to develop new methods and techniques for communication with customers and suppliers.			
ii. I get persuaded from social media advertisements to shops.			
iii. I buy groceries from online superstores.			
iv. I regularly use social media channel for shopping.			
v. I think social media sites are able to fetch ideas for shopping actively.			

Extraction Method: Principal component analysis

Rotation Method: Varimax with kaiser normalization.

a. Rotation converged in 6 iterations.

Results of regression analysis

Regression analysis has been conducted between the overall buying behavior or purchase decision of the superstore customers and the impat factors identified through factor analysis. Model summary shows that R square value of the model is 0.712 and the adjusted R square is 0.708, indicating that the model is a good model to explain the social media marketing impact on buying behaviors of superstore customers in Bangladesh (Table 7).

Table 7
Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844a	.712	.708	.366

a. Predictors: (Constant), REGR factor score   4 for analysis 1, REGR factor score   3 for analysis 1, REGR factor score   2 for analysis 1, REGR factor score   1 for analysis 1

Results also show that all the impact factors together are significantly related to the overall buying behavior of the superstore customers in Bangladesh (Table 8).

Table 8
Analysis of variance - ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.653	4	23.413	174.621	.000a
	Residual	37.811	282	.134		
	Total	131.463	286			

a. Predictors: (Constant), REGR factor score   4 for analysis 1, REGR factor score   3 for analysis 1, REGR factor score   2 for analysis 1, REGR factor score   1 for analysis 1

b. Dependent Variable: Considering all the factors mentioned above, I think there is a substantial impact of social media marketing on my buying behavior.

This study identified four impact factors related to social media marketing on buying behaviors of superstore customers in Bangladesh such as, (i) quick searching and verification of authentication of the product information, (ii) easy to order and saving time, (iii) addiction to media buying, and (iv) awareness of innovative and new products. The established regression model for this study using the standardized coefficients is:

$$Y = 4.073 + .725X_1 + .386X_2 + .146X_3 + .127X_4$$

This means that the factor named quick searching and verification of authentication of product information can influence 72.50% of the dependent variable (Buying behaviors of superstore customers) of the model, followed by easy to order and saving time (38.60%), addiction to media buying (14.60%) and awareness of innovative and new products and services (12.70%).

Individual factor relationships show that the factors such as, the (i) quick searching and verification of product information, (ii) easy to order and saving time, (iii) addiction to media buying, and (iv) awareness of innovative and new products are significant impact

factors of social media marketing (Table 9). That means, due to marketing by social media, these are the positive impacts for which the customers buy products and services from online superstores in Bangladesh.

Table 9
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.073	.022		188.448	.000
1. Quick searching and verification of product information	.492	.022	.725	22.706	.000*
2. Easy to place order and saving time	.262	.022	.386	12.084	.000*
3. Addiction to media buying	.099	.022	.146	4.585	.000*
4. Awareness to innovative and new products	.086	.022	.127	3.981	.000*

a. Dependent Variable: Considering all the factors mentioned above, I think there is a substantial impact of social media marketing on my buying behavior.
* Significant.

VI. CONCLUSIONS

This study identified that there are significant relationships between social media marketing and the buying behaviors of superstore customers in Bangladesh. Factor analysis results show that there are four impact factors such as, quick searching and verification of authenticity of product information, easy to order and saving time, addiction to media buying, and awareness of innovative and new products are positively influenced by the social medial marketing. These factors together explain 71% of the dependent variable, i.e., buying behaviors of superstore customers in Bangladesh. All the impact factors together are significantly related to the overall buying decision of the superstore customers. This can be attributed by the benefits of social media marketing enjoyed by the superstore customers. Individual factor relationships show that the impact factors such as, the quick searching and verification of authenticity of product information, easy to order and saving time, addiction to media buying, and awareness of innovative and new products are significant factors for the overall buying behaviors of the superstore customers. This indicates that the social media marketing has got an important impact on the buying behaviors of superstore customers that ultimately induce them to make the purchase decision. This study has only been conducted to explore the impact of social media marketing on buying behaviors of superstore customers in Bangladesh. However, there might have other impact factors for the change of buying behaviors of the superstore customers, like change in taste and preferences due to the change in socioeconomic status of the buyers, which may be identified by conducting further research. There is also an ample scope to conduct study on the consumers buying behavior other than superstore customers by taking more samples and more dimensions into account in future.

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APPENDICES

Appendix 1 Social media marketing Impact Variables on Buying Behaviors of Superstore Customers

Sl. No.	Ref.	Findings of the Research Studies	Impact Variables
1.	Hasan, M. R., Haq, M. R., & Rahman, M. Z. (2019).	The research findings reveal that the Social Networking Groups, Brand Fan Pages and Paid Advertising have an influence on Purchase Decision	Influence on purchase Decision
2.	Amin, M. A. and Bhuyian, A. (2019).	Online marketing platforms such as Facebook, Google+, Twitter, Pinterest, LinkedIn etc. can be of great significance for the companies to support precise market targets, determine the value experience and offer enhanced benefits to the customers.	Offer enhanced benefits to the customers
3.	Al Amin, M., & Bhuiyan, A. R. (2019).	Social media marketing has a positive relationship with the brand awareness. The impact of social media marketing on the brand awareness of Horlicks can be effectively discovered with this process.	Creation of brand awareness
4.	Prome, S. S. (2021).	Social media marketing brings convenience to people and consumers can spend more time on it.	(i) Convenience to people, (ii) Encourage spending more time on it
5.	Al Amin, M., Nowsin, N., Hossain, I., &Bala, T. (2020).	Positive results for the social media marketing' effectiveness in the e-commerce sector	Positive results in the e-commerce sector
6.	Rahman, M. A., Islam, M. A., Esha, B. H., Sultana, N., & Chakravorty, S. (2018).	Customers shop online saves time, and for available varieties of products and services.	Saving time, and availability of variety of products and services.
7.	Akter, M., & Sultana, N. (2020).	Digital marketing communication could trigger on every stage of buying decision behavior with high involvement in buying branded cosmetics. Customers have positive feelings towards digital platforms during this pandemic.	(i) Impact on every stage of buying decision behavior (ii) high involvement in buying.
8.	Hoque, F., Joya, T. A., Akter, A., Afrina, T., Beg, T. H., & Mukul, A. Z. A. (2020).	After-sale service, home delivery, quality of the product, price and security were affecting customer satisfaction significantly.	(i) After-sale service, (ii) home delivery, (iii) quality of the product and low price and (iv) Physical security
9.	Suhan, J. (2015).	Online shopping is a shopping mode where consumers can buy their desired products from their houses.	Buying desired products from the house.

10.	Saha, S. K., Zhuang, G., & Li, S. (2020).	Consumers' willingness to pay is enhanced by satisfaction with online shopping and delivery efficiency.	Delivery efficiency & enhancement of satisfaction.
11.	Sultana, M. N. (2018).	The study found that the impact of social media marketing differs at various stages of customers' purchasing decision making process. More impact was observed on information searching decision, evaluation of alternatives stage, purchasing stage, the post- purchasing stage and finally on need recognition stage. Influence of social networking site – Facebook was evidenced statistically significant. The impact of other social media marketing platforms on customers' decision-making stages was statistically insignificant.	(i) information searching decision, (ii) evaluation of alternatives, (iii) the post- purchasing service and finally (iv) recognition (v) customers' decision making.
12.	Gazi, N. A. (2016).	Usefulness, attitude, trust have better influence on online repurchase intention among present customers of Chaldal. com in Dhaka.	Enhancement of repurchase intention of the customers
13.	Nipa, S. J., Akter, F., & Hossain, M. S. (2020).	Both security and privacy have positive influence to trust and ease of use and usefulness has positive influence to build attitudes towards Facebook. Finally, trust and attitudes towards Facebook to drive the intention of buying through Facebook.	Creates trust and easy to use media.
14.	Kim & Ko, (2012)	Brands gain publicity and build a relationship with the customers.	Brand publicity and builds relationship with customers
15.	Schivinski & Dabrowski, (2016)	User-generated social media marketing communications have a greater effect on consumers' overall perception of brands than firm-created social media marketing communication.	Consumers' overall perception of brands
16.	Ling, K. C., Chai, L. T., & Piew, T. H. (2010).	The interactive nature of the internet offers opportunities for customers to use the website based shopping facilities effectively by improving the availability of product information, enabling direct multi-attributes comparison, and reducing prospective buyers' information search costs.	Availability of product information, enables direct multi-attributes comparison, and reduces prospective buyers' information search costs.
17.	Sultana, M. N. (2018).	People don't depend on social media marketing for purchasing their products and services, but they get encouraged by the reviews and comments of customers who share their experiences of purchasing the products and services online.	Customers get encouraged by the reviews and comments of other customers
18.	Al Amin, M., Nowsin, N., Hossain, I., & Bala, T. (2020).	The productivity of the business continues to potentially upswing and the companies are able to fascinate this massive crowd of consumers through online marketing.	Fascinate massive crowd of consumers.

19.	Aker, D. A (2011).	Social media marketing might be helpful in explaining the company's propaganda to the consumers in a more appropriate manner.	Explains the propaganda to the consumers in a more appropriate manner.
20.	Rahman, S. M. (2015).	Social media marketing affects customers' engagement with social media marketing brand pages	Increases customers' engagement
21.	Rahman, M. A., Islam, M. A., Esha, B. H., Sultana, N., & Chakravorty, S. (2018).	It is suggested that the social media marketing platforms should be able to set up the phase for customers to access enhanced information about the services and products making it easier for them to associate with the business through combined digital platforms.	Helps to access enhanced information about the products and services
22.	(Vithayathil & Dadgar, 2020).	Social media marketing platforms which can have strong impact on value creation.	Impact on value creation
23.	Sharma, B. K., & Bhatt, V. K. (2018).	The result of the study reveals that there was significant correlation reported among Perceived usefulness, perceived value and Perceived risk and all three was significantly influencing purchase intention when a consumer wants to purchase through social media marketing.	Influence of purchase intention
24.	Sankar, J. P. (2019).	The study reveals the vital role of the social media marketing in making the positive impact on buying behavior among the students. It is an outcome of the study that, the social media marketing like Facebook, Instagram and Twitter are highly effective on the students buying behavior.	Positive impact on buying behavior
25.	Elisabeta, I., & Ivona, S. (2014).	Social networks have a role in influencing the behavior of consumers in the virtual environment, particularly when the degree of exposure of messages and the relation created between the variety of information given and the consumer who is about to make a purchase.	Influence the behavior of customers to make a purchase.
26.	Tashtoush, L. (2021).	The findings show that social media marketing affect consumer buying behavior by 69%. Also, consumers mostly used Facebook and it mostly affecting consumer buying behavior by 73% and the most influential factor that affects the relationship between social media marketing and consumer buying behavior is interactivity by 63%.	Affect customers buying behaviors.

Appendix 2 Communalities of the impact variables

Variables	Extraction
1. I regularly use social media marketing channel for shopping.	.675
2. Social media allows firms to develop new methods and techniques for communication with customers and suppliers.	.913
3. I buy groceries from online superstores as it is easy to buy.	.813
4. I prefer online shopping to go to brick and mortar stores	.759
5. I get persuaded due to abandon information from social media advertisements to shops.	.913
6. I think social media marketing sites are able to fetch ideas for shopping actively.	.736
7. I have a pre-conceived notion towards products/services get from social media before its actual consumption	.828
8. I judge products by their virtual display and put my trust on them	.700
9. I put the credibility by measuring their page reach.	.652
10. I put the credibility by consumers feedback	.581
11. I put the credibility by the suggestion from the people I know.	.597
12. I often rely on information from social media if I have any doubts about a product.	.639
13. I change my purchase preferences based on social media information as it delivers to my doors.	.595
14. I think social media provides a strong platform for consumers like me to communicate with each other.	.627
15. I find it bothersome to contact the page owners to know the price of the products/services.	.761
16. I feel encouraged to provide my feedback after the consumption of any product/service on social media.	.711
17. Social media makes my buying decision more worthy and convenient	.721
18. I find it easy to order online superstore	.796
19. Comparing prices of products/services on social media marketing help me easy to make a decision	.768
20. I would buy more items from superstores	.773
21. Online buying saves my time to buy anything from an online superstore.	.765
22. I think buying online is prestigious for me	.717
23. I suggest my friends to buy online.	.681
24. I can easily compare the price and quality of products and services by using social media	.667
25. I can buy anything anytime from anywhere by using social media	.788
26. Communication medium of before & after purchase is easy and reachable	.735
27. I can search quickly and can verify the authenticity of product information	.836
28. I got impacted by social media advertisements	.729
29. Reliability on product attributes gained from virtual engagement	.658
30. Purchase Preferences can be checked in social media buying	.758

Extraction Method: Principal Component Analysis.

[1] *https://www.tbsnews.net/economy/super stores-future-retail-47725*

[2] *http://idlc.com/public/documents/mbr/17/Monthly%20Business%20Review%20-October%20 2017.pdf*

[3] *https://www.google.com/search?q=superstores+industry+in+bangladesh&oq=superstores+indus try+in+bangladesh&aqs=chrome..69i57j69i60l2.6859j1j15&sourceid=chrome&ie=UTF-8*

[4] *http://businessoutlookbd.com/old/index.php?option=com_content&view=article&id=668:super-shops-super-growth&catid=43:magazine-news*

[5] *https://www.lightcastlebd.com/insights/2015/02/market-insight-superstores-industry-bangladesh*

[6] *Shamsher, R. (2014). Growth of super stores in Bangladesh: A theoretical framework. Cell, 880, 1670002661*

[7] *The term "brick-and-mortar" refers to a traditional street-side business that offers products and services to its customers face-to-face in an office or store that the business owns or rents. The local grocery store and the corner bank are examples of brick-and-mortar companies.*

[8] *https://www.google.com/search?q=How+many+super+Shop+in+Bangladesh%3F&sa=X&ved=2 ahUKEwj9nMqXpsDyAhWKzjgGHdL3AQAQzmd6BAgKEAU&biw=1024&bih=657*

[9] *A congruence coefficient of 0.90 is interpreted as indicating a high degree of factor similarity, while a coefficient of 0.95 or higher indicates that the factors are virtually identical. Alternatively, a value in the range 0.85–0.94 has been seen as corresponding to a fair similarity, with values higher than 0.95 indicating that the factors can be considered to be equal.*

[10] *Descriptive statistics includes statistical procedures that we use to describe the population we are studying. The data could be collected from either a sample or a population, but the results help us organize and describe data. Descriptive statistics can only be used to describe the group that is being studying. That is, the results cannot be generalized to any larger group.*

[11] *Inferential statistics is concerned with making predictions or inferences about a population from observations and analyses of a sample. That is, we can take the results of an analysis using a sample and can generalize it to the larger population that the sample represents.*

[12] *Varimax rotation is an orthogonal rotation of the factor axes to maximize the variance of the squared loadings of a factor (column) on all the variables (rows) in a factor matrix, which has the effect of differentiating the original variables by extracted factor. Each factor will tend to have either large or small loadings of any particular variable. A varimax solution yields results which make it as easy as possible to identify each variable with a single factor. This is the most common rotation option.*

[13] *In statistics, regression analysis is a statistical process for estimating the relationships among variables. It includes many techniques for modeling and analyzing several variables, when the focus is on the relationship between a dependent variable and one or more independent variables. More specifically, regression analysis helps one understand how the typical value of the dependent variable (or 'Criterion Variable') changes when any one of the independent variables is varied, while the other independent variables are held fixed.*

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Conflict of Interest

They declared having no conflict of interest in the research work.