

samk



Satakunnan ammattikorkeakoulu  
Satakunta University of Applied Sciences

JOWHOR MOHAMMAD NAYEEM

# **The Impact of Social Media Marketing for Online Grocery Retailers in Bangladesh**

DEGREE PROGRAMME IN SUSTAINABLE BUSINESS  
MANAGEMENT  
2025

## ABSTRACT

Jowhor Mohammad Nayeem: The impact of social media marketing for online grocery retailers in Bangladesh Master's thesis  
Degree Program Sustainable Business Management  
May 2025  
Number of pages: 75

A study evaluates the effects social media marketing has on online grocery retailers operating in Bangladesh, while analyzing how it affects consumer awareness, engagement, and purchasing actions, and brand loyalty levels. Social media stands as an indispensable marketing tool for online grocery platforms because Bangladesh experiences growing internet penetration and smartphone adoption. The research investigates social media marketing effects on consumer perception and purchasing choices and brand loyalty to explore their role in increasing online grocery sales in Bangladesh.

The study applied a quantitative research method to gather data from 65 survey participants who evaluated consumer engagement factors related to social media content interaction and marketing campaign value assessment. Consumer purchasing decisions heavily depend on social media marketing strategies that use promotions and discounts together with engaging content. Social media platforms enable businesses to establish trust and brand loyalty by maintaining consistent emotional connections with consumers through their platforms. The study recommends online grocery retailers to improve content quality and boost customer engagement and work with influencers to achieve better marketing results and strengthen customer loyalty. The study delivers critical findings about social media marketing strategies in Bangladesh's emerging markets, which provide direct guidance for businesses that aim to enhance their online marketing results.

Keywords: Social Media Marketing (SMM), Online Grocery Retailing, Consumer Engagement, Brand Awareness, Brand Loyalty, Purchase Intention, Digital Marketing Strategies, E-commerce in Bangladesh, Online Consumer Behavior, Social Media Influencers.

## CONTENTS

1	INTRODUCTION .....	5
1.1	Background of the research .....	5
1.2	Aim of the research .....	8
1.3	Research questions.....	8
1.4	Research objectives .....	9
1.5	Research method and way of implementation.....	9
1.6	Thesis structure .....	10
1.7	Personal connection .....	11
2	KEY CONCEPTS AND THEORETICAL BACKGROUND OF SOCIAL MEDIA MARKETING .....	12
2.1	Introduction to social media marketing .....	12
2.2	Significance of social media marketing.....	12
2.3	Social media marketing and brand awareness .....	14
2.4	Impact of social media marketing on purchasing intention .....	16
2.5	Social media marketing and brand loyalty .....	18
2.6	Theoretical frameworks in consumer behaviour .....	20
2.6.1	Buyer's readiness stages.....	20
2.6.2	AIDA model .....	22
2.7	Social media marketing in Bangladesh.....	23
2.8	Disadvantages of social media marketing .....	26
2.9	Ethical aspect of social media marketing.....	27
2.10	Conceptual framework .....	28
3	RESEARCH METHODOLOGY.....	29
3.1	Research philosophy .....	29
3.1.1	Ontological stance.....	29
3.1.2	Epistemological stance.....	29
3.2	Research approach .....	30
3.3	Research method & strategy .....	31
3.4	Data collection, sampling and analysis techniques .....	31
4	RESULTS AND ANALYSIS .....	33
4.1	Results .....	33
4.2	Analysis.....	59
5	CONCLUSION AND DISCUSSIONS.....	63
5.1	Conclusion.....	63

5.2 Recommendations .....	65
5.3 Limitations of the study.....	67
5.4 Scope for further research.....	67
REFERENCES .....	68
APPENDIX.....	72
Questionnaire .....	72

# 1 INTRODUCTION

## 1.1 Background of the research

Many developing countries are experiencing rapid growth in internet penetration and smartphone usage. Bangladesh is no exception to that. In March 2023, the Bangladesh Telecommunication Regulatory Commission (BTRC) reported 39% internet penetration and over 131 million active users (Hasan, 2023). Aftabunnahar (2023) reported 44.70 million social media users in Bangladesh in 2023, which is about 26% of the population. Bangladeshi online purchasing is rising due to the rise in internet and smartphone use. Online food retailing is promising owing to its ease and accessibility. (Hosen et al., 2021, p.3798.)

Social media is essential to current marketing. These platforms provide unique interaction, brand building, and consumer relationship management options (Arora et al., 2021, p.216). Online grocery shops like Chaldal.com, Shwapno, Agora, Meena Bazar, etc. use social media to reach a large audience. According to Mondal and Hasan (2023, p.123), Bangladesh's online grocery market is also growing because of the ease of access and convenience it provides, especially to the working population. Web 2.0 tools like Facebook and Instagram have become a major marketing tool since they help market products to more people while directly interacting with the consumers (Chaffey & Ellis-Chadwick, 2019, p.222). This is especially important for the online grocery stores such as Chaldal.com, Shwapno, Agora, and Meena Bazar where these platforms are used to make people aware of their services, their offers, and the brand as stated by Mondal and Hasan (2023, p.123).

The online grocery marketplace in Bangladesh has become increasingly popular during recent years because it gives customers both convenience and various products alongside competitive prices (Mondal & Hasan, 2023, p.224). Digital infrastructure expansion, together with smartphone adoption and changing consumer shopping behaviours, has led to the thriving nature of this

sector. Online grocery platforms have become essential shopping tools for people who lead busy lives and have changed their shopping habits because they provide convenient experiences. (Hasan, 2020.)

The online grocery store Chaldal maintains leadership status within the Bangladesh market. Since its establishment in 2013, Chaldal has evolved into the preferred shopping choice for numerous consumers. (Mondal & Hasan, 2023, p.225.) Online customers can access the website and mobile app to view all available products, including fresh vegetables and fruits, alongside packaged foods, dairy products, personal care items, and household essentials (Gupta & Srivastava, 2021 p. 28). Chaldal delivers goods on the same day to major cities and accepts payments through cash on delivery and online systems. Regular customers can enjoy special discounts in addition to exclusive offers on the website (Hasan, 2020).

The Bangladeshi online grocery market includes Shwapno as one of its primary participants. (Faruque & Siddiqua, 2019, p.50.) The supermarket chain Shwapno expanded its operation to the online market to offer customers fresh produce, meats, packaged goods, beverages, and health and wellness items. (Abir, & Tanaz, 2023) Shwapno provides users with an easy-to-use website and mobile application for their shopping needs and offers "Order in Bulk" as a feature for bulk grocery purchases. Shwapno maintains strict quality control systems which guarantee customers get fresh products of superior quality

The Bangladesh-based company Aarong operates as a leading source of traditional handicrafts alongside its position as an established online grocery store within the nation (Mondal & Hasan, 2023, p.223). The grocery section at Aarong provides customers with organic and locally sourced products such as fresh vegetables, along with fruits and dairy products, and meat (Mondal & Hasan, 2023, p.224). Their product selection consists of sustainably obtained items which serve an eco-conscious consumer segment. The Aarong online platform delivers groceries through multiple payment options to customers across many locations throughout Bangladesh. (Hasan, 2020.)

The online grocery market has welcomed Bangla Shoppers, which established itself in a short time as a trustworthy grocery provider. The platform delivers basic household items and gourmet selections, and international food products to its customers. (Faruque & Siddiqua, 2019, p.50.) User experience remains a priority at BanglaShoppers since they provide custom recommendation services along with fast delivery options and straightforward return policies. Subscribers can benefit from a subscription feature that enables them to arrange recurring deliveries for their most frequently needed items. This service provides excellent convenience to busy families. (Mondal & Hasan, 2023, p.224.)

The online grocery stores operating in Bangladesh provide their consumers with broad product selection to fulfil various customer needs. The online stores provide fresh produce consisting of fruits and vegetables together with herbs and fresh flowers that come from reliable suppliers for quality assurance. (Abir, & Tanaz, 2023) Health-focused customers can find organic produce among the available options on certain platforms (Hossain et al., 2022, p.337). People can easily find dairy products including milk, along with butter, cheese, and yogurt at stores, which also provide plant-based milk and vegan-cheese alternatives. Customers can buy fresh meat products including chicken, beef, and mutton through various platforms which provide halal-certified products. (Faruque & Siddiqua, 2019, p.58.) The assortment of packaged products at these platforms consists of canned foods, alongside snacks, pasta and rice, oil and spices, together with domestic and international brand options (Abir, & Tanaz, 2023). The platforms provide health and personal care products including dietary supplements alongside medicines and hygiene products and beauty items to offer customers all-in-one shopping convenience (Mondal & Hasan, 2023, p.224).

Online grocery stores in Bangladesh provide delivery services for fresh produce combined with dairy products as well as snacks and household items (Abir, & Tanaz, 2023). Customers can choose between same-day delivery and scheduled delivery through the stores, which accept payment through cash on delivery and mobile banking platforms such as Bkash and Rocket (Bednarz & Orelly, 2020, p.242). Customers benefit from various offers that include

promotions and loyalty programs, and discounts. Customers can subscribe to essential goods delivery services through select platforms. (Faruque & Siddiqua, 2019, p.55.) Order tracking features alongside customer support through call centers and live chat services are available to users. The urban population can access convenience through home delivery from Chaldal, Shwapno, and Alesha Mart, which provide a broad selection of products. (Wibowo & Wiangin, 2020, p.89.)

Furthermore, with the increasing consumer inclination towards digital experience, the influence of social media in influencing purchasing behaviour has gained more significance. In addition to being an effective tool of communication, social media also helps in establishing trust, customer loyalty, and a feeling of consumers being in a community. (Chaffey & Ellis-Chadwick, 2019, p.182.) This transformation leads to the research question of how these platforms influence the buying behaviours, satisfaction, and loyalty of the online grocery customers in Bangladesh.

## 1.2 Aim of the research

The research aims to evaluate the impact of online grocery retailers' social media marketing effort on consumer behaviour in Bangladesh. By examining consumer awareness, engagement, and perceptions of value derived from social media marketing efforts, the study seeks to understand how these factors influence purchasing decisions and foster brand advocacy.

## 1.3 Research questions

This research has four questions, and these includes:

**RQ1:** How consumers in Bangladesh are aware of online grocery retailer's social media marketing efforts, and to what extent do they engage with them?

**RQ2:** What is the impact of online grocery retailer's social media marketing on consumer purchasing behavior in Bangladesh?

**RQ3:** What is the perceived value and level of satisfaction derived from online grocery retailer's social media marketing efforts among consumers in Bangladesh?

**RQ4:** How does online grocery retailer's social media marketing influence brand loyalty and advocacy among consumers in Bangladesh?

#### 1.4 Research objectives

This research has four objectives, and these includes:

- To evaluate the level of awareness and engagement of consumers in Bangladesh with online grocery retailers' social media marketing efforts.
- To examine the impact of online grocery retailer's social media marketing on consumer purchasing behaviour in Bangladesh.
- To identify the perceived value and level of satisfaction derived from online grocery retailer's social media marketing efforts among consumers in Bangladesh.
- To explore how online grocery retailer's social media marketing influences brand loyalty and advocacy among consumers in Bangladesh.

#### 1.5 Research method and way of implementation

The research is primary research and the data that has been collected for this research are **quantitative** data. The researcher has collected numerical data using survey from 65 respondents. The research has employed a non-probability sampling method, specifically self-selection sampling, where participants will choose to participate in the survey voluntarily (Cochran, 2019, p.48). The survey responses were collected using Microsoft Forms. The researcher distributed the link of the survey to the Online grocery retailer's consumers through social media. In the survey, the respondents were asked to rate their awareness, engagement, purchasing behaviour, loyalty, and advocacy on Likert scales or through multiple-choice questions. The survey questions ensured that they capture all stages of consumer behaviour. After collecting the data, the researcher employed statistical analysis on the collected data. The

researcher looked at the relations of variables using correlation and regression analysis. Moreover, the researcher used various graphs and charts to present the findings of the research. For the data analysis part, the researcher used Microsoft Excel software. The researcher used ChatGPT for brainstorming, proofreading, and summarizing. Grammarly and QuillBot used for grammar checks and paraphrasing. AI tools helped to organize ideas and improve clarity while ensuring the text reflects my intent. All references in the bibliography are authentic and properly cited.

### 1.6 Thesis structure

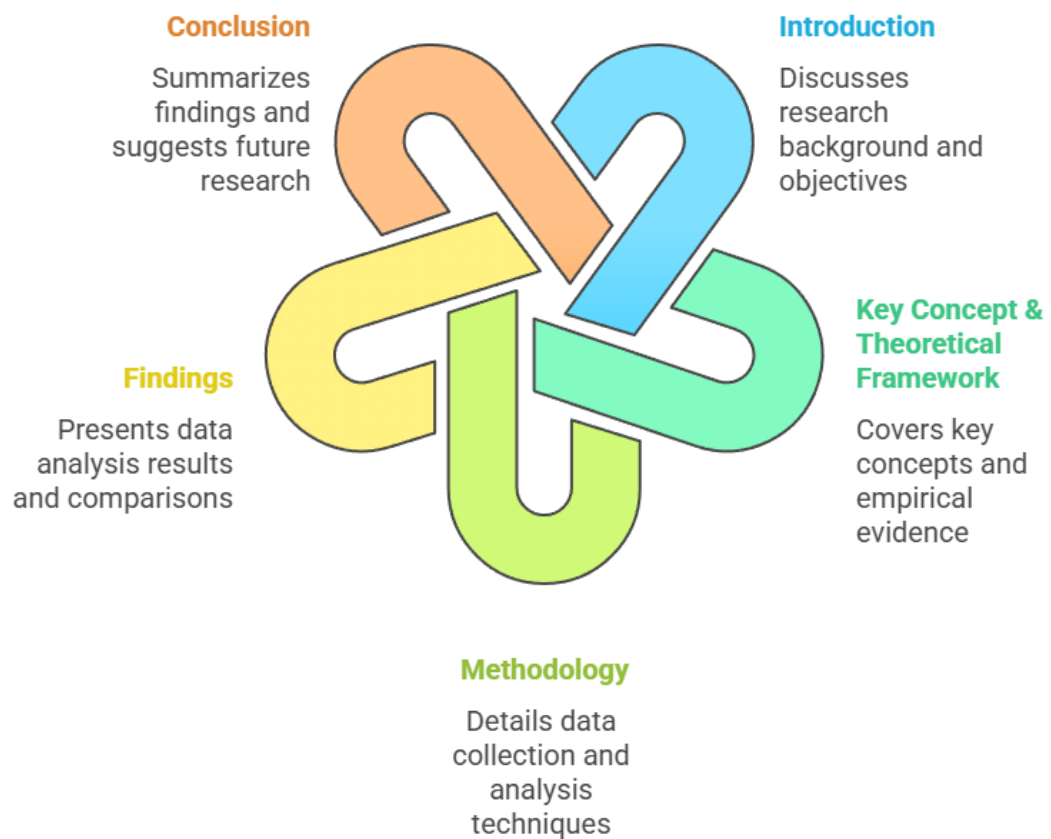


Figure 1: Thesis Structure

Figure 1 shows that this thesis is structured in five chapters. In the first chapter, Introduction, the thesis discussed the background of the research, research aim, research objectives and questions, and research structure. In the second chapter, the thesis discussed various key concepts and theoretical frameworks related to the research. Moreover, this chapter also discusses various

empirical evidence related to this research found in the literature. In the third chapter, the thesis discusses the data collection process, sampling methods, data analysis techniques, ethical considerations etc. used in this research. In the fourth chapter, the thesis presents the findings from the data analysis and connects these findings with the research objectives. It also compares the research findings with the existing literature to show any similarities or differences. In the final chapter, the thesis concludes by summarizing the research findings, describing limitations of the research and scope for the further research.

### 1.7 Personal connection

The reason for selecting the topic “The Impact of Social Media Marketing for Online Grocery Retailers in Bangladesh” is that the digital marketing has become crucial in the retail industry and more specifically in the emerging economy of Bangladesh. While studying at the Master’s degree in Sustainable Business Management, I took “Sustainable Marketing Management” course that inspired my interest in the role of online platforms and social media in consumers’ behaviour. With the advent of the internet and the increase in the use of social media for buying groceries online, it encourages me to identify and understand the social media strategies that can help the online grocery retailers in Bangladesh to attract the customers and increase their customer base. This topic also falls under the category of my wider research interest in sustainable business practices since social media marketing can help businesses to reach their customers at a low cost and without relying on expensive advertising.

## 2 KEY CONCEPTS AND THEORETICAL BACKGROUND OF SOCIAL MEDIA MARKETING

### 2.1 Introduction to social media marketing

According to Chaffey and Ellis-Chadwick (2019, p.125), Social media marketing is a revolutionary concept which has been accepted by many companies as the new way of advertising in the era of the internet. Essentially, it entails the use of social networking sites to market and sell products, services and brands and at the same time, fostering relationships with the targeted groups. This marketing strategy has become very popular due to its relatively low cost, universality and possibility of customization. (McDonald, 2021, p.25.)

Most of the vital social media networks like Facebook, Instagram, YouTube, TikTok, and LinkedIn provide businesses with the resources to reach out to different audiences and develop content that would be relevant to such audiences (Dahl, 2022, p.80). Social media marketing includes content development, advertising, promotions, and partnership with key opinion leaders and targeting the audience through posts, live videos, and stories. When applied properly, these tools will help businesses improve brand awareness and gain a better online presence. (Chaffey & Ellis-Chadwick, 2019, p.118.)

### 2.2 Significance of social media marketing

Arora et al. (2021, p.216) stated that a major characteristic of social media marketing is the fact that it allows for the creation of dialogues between businesses and consumers. While compared to other marketing communication channels, social media is a real-time platform where businesses can respond to the feedback, concerns of their customers, and gain their trust (McDonald, 2021, p.224).

This direct engagement also assists in humanizing brands and hence building long-term relations with consumers. Also, the reviews and testimonials from

other users can be considered as social proof and affect the potential customers' decision-making process. Another important parameter of social media marketing is the application of the high level of analytics and data processing. (Wibowo & Wiangin, 2020, p.89.)

Social media offer parameters that can be used by the businesses such as engagement rate, click through rate, and demographic information (Ebrahim, 2020, p.4). Such information helps marketers to adjust the approaches, enhance content, and evaluate the effectiveness of advertising (Mason et al., 2021). For instance, monitoring consumer behavior assists organizations in understanding patterns and patterns of consumer behavior, estimating the demand for their products and services, and offering customized solutions that meet consumer needs. However, social media marketing has turned out to be one of the most effective means of brand loyalty and advocacy. (Li et al., 2020, p.55.)

When the business provides continuous value and stays in touch, customers are not only happy with the product, but they also recommend their contacts to use the product. Such cascades increase the impact of marketing initiatives and help build longevity in the process. (Wibowo and Wiangin, 2020, p.89.)

Social media marketing is widely used and important in today's business environment as it offers affordable and specific marketing channels. Another benefit is that it is able to get global coverage, yet it can be very specific in its tactics. Because consumers' preferences are different across regions and cultures and their behaviours are different, businesses can adapt the campaigns to be more effective. (Ebrahim, 2020, p.2.)

In addition, social media marketing improves on the fact that through adopting an active profile on the social networks where consumers are most active, brands can increase their visibility. By using contents like short videos, infographics and interactive posts, brands can grab the attention of the customers and make their brands more visible. Social media is a more interactive form of marketing as compared to the traditional marketing since the brands can

easily receive feedback from the customers and make necessary changes. (Arora et al., 2021, p.216.)

Another feature of social media marketing is the ability to manage crisis and control reputation. As so, negativity travels fast on the internet, but organizations that are involved with their audience and try to solve problems as openly as possible can minimize the consequences and restore the trust of the buyers. (McDonald, 2021, p.53.) Also, it can be concluded that social media is a good source for competitive analysis. Organizations can monitor the rivals' campaigns and customer engagement, and new trends in the market to enhance their strategies. The information gathered from social media can help to increase the level of customers' interest, increase the rate of conversion, and establish a brand's credibility in the long run. (Li et al., 2020, p.53.)

### 2.3 Social media marketing and brand awareness

According to Mason et al. (2021), Brand promotion is one of the primary goals of social media marketing and is therefore one of the most effective means to reach a vast number of people. Li et al. (2020, p.54) stated that Facebook, Instagram, YouTube, and X are some of the social media that brands use to present their products or services to millions of customers. Through the generation of visually appealing content, placing advertisements, and collaborating with influencers, businesses can make themselves known to users who no reason would otherwise have to visit the business (Li et al., 2020, p.51).

Social media marketing is an effective form of marketing because it enables brands to engage a lot with the audience and customers. According to Wibowo and Wiangin (2020, p.89), The social aspect of social media also allows business to build better emotional association with the audience than traditional media, which is another way of creating a niche for the brand in the market (Li et al., 2020, p.51). Hashtags, brand challenges, and user-generated content add to brand awareness, as people repost content to their friends' feeds. The greater the frequency of engaging with a brand and the more often consumers

come across the brand on social media, the greater the chances that consumers will develop brand recall (McDonald, 2021, p.56). It results in more recognition, which sets the basis for subsequent marketing and consumer relations. Li et al. (2020, p.52) stated that social media marketing increases brand familiarity so that a brand stays in the customer's memory as they make decisions about what to buy or how to engage with the brand further.

Social media marketing plays a crucial role in the sphere of building up brand recognition in this modern world. Global social media users are estimated to be 5.17 billion in 2024, and each of them uses 6.7 social media platforms on average every month (Statista, 2024). This wide span gives brands an incredible chance to target so many people. Social media advertising is equally important, as the global spending on it is expected to reach \$219.8 billion in 2024. Mobile platforms are expected to contribute \$255.8 of this total by 2028, which confirms the increasing focus on mobile-oriented marketing. (Statista, 2025.)

The ability to use social media to establish brands is clear as 89% of the marketers stated that they were able to achieve brand visibility through social media (West, 2023). This is further compounded by the fact that 86% of firms use user generated content (UGC) in their marketing efforts. It also promotes the buying decision since 60% of the consumers consider UGC as the most authentic form of information (McDonald, 2021, p.88). The other factor that cannot be ignored is the consumers' attitude on these social networks towards brands. A survey conducted by Statista (2021) among the US citizens showed that 73% of the participants had a positive attitude towards the brands that participated in the social media promotions, and 26% of the participants saw memes and jokes that brand posted as positive.

Social media marketing is an effective way of promoting brands since it provides an effective way through which businesses can reach out to the intended target market. As compared to other marketing communication channels, social media enables brands to communicate in the first person, answer queries, and even establish rapport. This in turn creates trust and brand loyalty among

the consumers and thus there is a high brand awareness and penetration. (Moedeen et al., 2023, p.80.)

Another added advantage of social media marketing is that it is effective in viral marketing. This is because when people share content associated with a brand, engage in challenges, or invite their friends to participate in promotions, the brand's audience grows significantly. (Atwong, 2022, p.28.) It helps in increasing the brand awareness and it also has a domino effect that makes potential customers to seek the brand. Also, social listening helps companies to monitor consumer sentiment analysis, monitor mentions, and adjust their marketing strategy. (McDonald, 2021, p.57.)

In addition, social media marketing enhances the aspect of decision-making based on data. Some of the KPIs that can be used by businesses include engagement rates, impressions, as well as the conversion rates of the campaigns. It helps marketers to fine-tune their approach, select the best advertising locations and tailor their content for the target audience. (Ebrahim, 2020, p.2.)

Another good element of social media branding is the influencer marketing. The collaboration with industry leaders, famous people, or micro-bloggers is the best way for companies to use their influence to support the sales of products. As it has been seen that people rely more on the recommendations of their peers and not the advertisements, influencer collaborations can be quite effective. (Atwong, 2022, p.27.)

#### 2.4 Impact of social media marketing on purchasing intention

Social media marketing plays a major role in the general purchasing intent since it dictates how consumers perceive products, brands, and services. (Mason et al., 2021) If businesses can create content that is attractive to the target market, then the chances of the consumers giving them a second thought with their products are high. The social media enables brands to give detailed

information about their products, demonstrate the features of their products, and even make special offers which can make the consumers to be halfway through the purchase process. (Li et al., 2020, p.51.)

More to the point, the live engagement with consumers allows addressing their concerns and questions, as well as offering relevant recommendations to make the process of decision-making easier. According to Wibowo and Wiangin (2020, p.89), Influencers and word of mouth also have a very significant impact on the buying decision. Consumers tend to follow the recommendations of other people they trust, or even complete strangers who have recommended the product, hence they will be more inclined to buy the product. (Moedeen et al., 2023, p.80.)

Also, social media platforms give businesses information on the customers' needs and wants, content to share, and timely promotions to make consumers more inclined to purchase. According to Li et al. (2020, p.52), Social proof, which is the influence of other people's actions on consumers, targeted advertisement, and customer experience, are all distinct ways in which social media marketing influences consumers to take an action and make a purchase.

Social media marketing is now a critical element that influences the buying decisions of consumers. Due to the availability of social media platforms like Facebook, Instagram, and TikTok, it is easier for brands to get involved in the decision-making process of the consumers. (Atwong, 2022, p.28.)

Another way through which social media has an impact on purchasing intention is through the development of parasocial relationships. These are fake relations where the consumer believes that they have a close relationship with the influencer or the brand they are following. Such interactions can lead to such things as developing trust and liking which in turn increase the chances of purchase. A study found out that the current generation cares more about parasocial interaction and the influencer having a personality that they like than truth. (Mason et al., 2021.)

Another reason is that UGC also has a significant impact on the purchase decision of a particular product. UG is considered more credible and believable by the consumers as compared to the conventional advertisements. According to the statistics, 60% of the consumers trust UGC as the most genuine form of content, which affects their buying behaviour. (Atwong, 2022, p.31.)

However, it is not the same for all forms of social media marketing. Its effectiveness, however, depends on some cultural factors. For instance, while consumers in Germany are more sceptical about the endorsements by influencers than consumers in India or China. Research by Statista (2022) indicated that 48 percent of Germans are not in any way influenced by the social media personalities in their buying decisions.

## 2.5 Social media marketing and brand loyalty

According to Moedeen et al. (2023 p.80), Social media marketing is one of the most effective ways of building brand loyalty because it involves building lasting relationships between a brand and its customers. Through posts, live videos and interacting with consumers, brands can stay top of mind and relevant in the life of their customers (Mason et al., 2021).

The use of content, special offers and loyalty programs that are posted on the social media platforms will help the businesses to remind the value proposition and get the customers to engage with the businesses more often, hence enhancing customer loyalty (Gupta & Srivastava, 2021 p. 28). Another factor that is evident in social media and which helps in the creation of brand loyalty is the community nature of social media. Those brands that engage their followers in a conversation, promote user-generated content, or give their target market a sense of community tend to gain the loyalty of their audience in the long run. (Moedeen et al., 2023, p.80.)

Social media also enables brands to engage their customers by answering their queries, replying to the feedback given and even showing appreciation to

the followers, this helps to build trust between the brand and the audience. (Wibowo & Wiangin, 2020, p.89.) In addition, social media can be used to keep the brands relevant through continuous updates, and promotions, and the fact that customers can be engaged personally. When the value is provided systematically and attention is paid to customers, the consumers are retained as brand-loyal customers, thus; there are repeat purchases and referrals. (Ebrahim, 2020, p.3.)

Social media marketing plays a significant role in brand management since it helps to develop customer loyalty. It has been established that one of the key roles of social media is to help create an emotional bond between the brand and its consumers (Gupta & Srivastava, 2021 p. 28). This builds credibility and makes customers become familiar with the company hence making them have strong relationships with the company when they are consistently delivering valuable and engaging content (Moedeen et al., 2023, p.80).

Another aspect of social media marketing that has to do with brand loyalty is personalization. (Moedeen et al., 2023, p.80.) Social networks help brands to track and monitor the customers' behaviour and tendencies, as a result of which brands can adjust their messages. The use of data analytics will enable the brands to provide recommendations, ads, and promotions that will be appealing to the customers and hence improve their satisfaction levels. This level of personalization makes customers to feel that they are important hence increasing their chances of sticking to the brand. (Ebrahim, 2020, p.3.)

Also, social media marketing is an effective tool for word of mouth which is one of the most powerful tools of brand building. The perceived value of a brand will influence customers' willingness to recommend the brand to their online friends. The previous customers' feedback, recommendations or comments have an impact on the potential customers and establish the credibility of the product. (Wibowo & Wiangin, 2020, p.89.) Besides, social media influencer marketing also enhances brand loyalty as it involves endorsement from influential individuals in the particular industry or famous social media personalities.

Another factor that should always be observed to ensure that customers are retained is consistency in the organisation's communication and branding. This is because when brands are equally active in the various social media platforms, they build a consistent brand image, and this makes it easier for the customers to identify them. When the social media strategy is properly laid out with a focus on the aspects of engagement, responsiveness, and relevance, it will create long-term brand loyalty and customer relationships. (Kotler & Armstrong, 2018, p.129.)

## 2.6 Theoretical frameworks in consumer behaviour

### 2.6.1 Buyer's readiness stages

Figure 2 shows The Buyer's Readiness Stages model that is used to describe how consumers move from the state of awareness of a product right up to the point of purchase and afterwards (Kotler & Armstrong, 2018, p.129). This model outlines a series of steps that consumers typically follow when making a purchase decision, and social media marketing plays a crucial role at each stage:



Figure 2: Buyer's readiness stages (Kotler & Armstrong, 2018, p.128)

**Awareness:** The first-time consumers encounter a brand, or product is through exposure through social media networks. Ads that can inform the consumer of the benefit, feature or promotion of a particular product can be very effective. (Kotler & Armstrong, 2018, p.129.)

**Knowledge:** At this stage, consumers try to get as much information about the brand as possible. People's comments, videos, and detailed posts on social media assist in giving more information about the product.

**Liking:** Brand awareness becomes salient among consumers, and they start to have positive attitude towards the brand. Likes, comments, and shares, which users have with posts, positively affect perceptions of social media. (Cateora, 2022, p.78.)

**Preference:** The consumer starts to develop a perceived value for the brand over other brands because of the interaction and satisfaction that comes with consuming social media content branded by the brand (Kotler & Armstrong, 2018, p.128).

**Conviction:** The consumer is persuaded that the brand has value and is prepared to make a purchase. Social media marketing can be very effective at this stage by either providing incentives or by using the click here button.

**Purchase:** The final stage is the consumer purchase decision. Social media can also offer reasons to purchase such as through use of promotions or coupon codes that have limited time (Cateora, 2022, p.78). It also helps explain the different phases that social media marketing can impact on ranging from the awareness stage to the purchase stage (Kotler & Armstrong, 2018, p.128).

In terms of sustainable marketing, brands must practice ethical marketing with environmental and social responsibility across all Buyer's Readiness Stages. In the awareness stage, for example, brands can use social media to promote sustainable product features, ethical sourcing, and eco-friendly benefits (Sheth and Parvatiyar, 2021, p.152). At the knowledge and like stages, consumers are informed about the brand's sustainability efforts and ethical values and build a positive image of the brand. Transparency in their operations and promotion of fair-trade practices can build trust with brands at the preference and conviction stages. Sustainable marketing finally focuses on long-term environmental and societal impacts to promote conscious consumer purchases. (Amoako et al., 2020, p.315.)

### 2.6.2 AIDA model

According to Cateora (2022, p 122), the AIDA model is one of the most important models in the traditional marketing communication model since it offers directions to marketers with the aim of persuading potential consumers into real consumers. Figure 3 shows All the steps in the AIDA model that are essential in taking the consumers through the funnel to the purchase stage, and social media marketing creates an appropriate platform for this model.

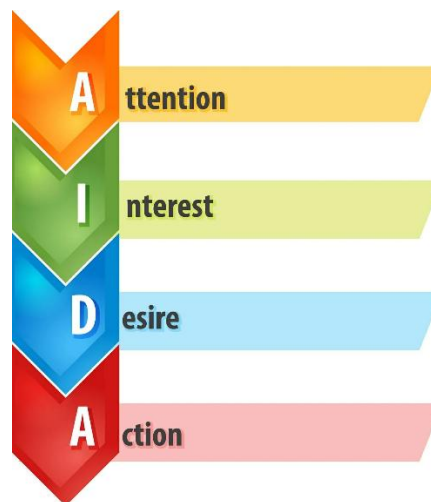


Figure 3: AIDA model (Cateora, 2022, p.88)

**Attention:** The first stage emphasizes the fact that it has to grab the attention of the consumer. On social media this is accomplished by arresting content such as ads, videos, as well as posts that encourage a lot of interaction from the target audience (Cateora, 2022, p.124). Social media channels such as Instagram, Facebook, and even TikTok present brands with the chance to be prominent with visually orientated content. Targeted ads guarantee that the message gets to the right people hence the high propensity to attract attention. (Dahl, 2022, p.88.)

**Interest:** Brands once they have gained attention must work on creating interest by offering relevant content. This can be informative posts, product demonstrations, product reviews, or a sneak peek into the process that responds to consumer inquiries. Posts that are informative or entertaining, such as tutorials or competitions, keep the consumers interested and actively participating. (Kotler & Armstrong, 2018, p.129.)

**Desire:** This stage aims to translate interest into desire through action by emotions. Social media enables brands to present their products as part of an ideal life, through word-of-mouth by using influencers, recommendations and special offers. Temporary offers, or the ability to see the product before others can, can create both the need and the want for the product. (Dahl, 2022, p.88.)

**Action:** Last, but not least, the goal is to prompt the consumer into doing something, including buying a product. Social networks contain obvious call to actions such as “Buy Now” or “Shop Today”. There are some examples of call to actions, where offering a discount or free shipping can help with conversions, or retargeting ads which can help remind a consumer who has already shown interest in a product but has not purchased it yet. By these stages, social media marketing gets the consumers to a higher level of engagement and action, thus increasing conversion rates.(Chaffey & Ellis-Chadwick, 2019, p.99.)

## 2.7 Social media marketing in Bangladesh

According to Hafez (2021, p.1355), Social media marketing continues to be recognized as a crucial avenue for influencing consumer behaviour in Bangladesh given the rise of internet usage and an upsurge in the usage of smartphones. This kind of change in the communication process has revolutionized the interaction between business and the consumers and thus presents new prospects for business consumer contact and marketing. (Hafez, 2021, p.1357.)

Bangladesh has also experienced a steep increase in internet usage, and the number of people using social media is over 44 million in 2023 (Aftabunnahar, 2023). Consequently, companies are using social media platforms like Facebook, Instagram, and YouTube to reach the consumer. Salam and Mahmudul (2019, p.12) have mentioned that the business of Bangladesh is using the social media platforms to engage with the consumers and to gain their loyalty through developing the brand content, providing the offers, and using the

social media personalities. It has reinvented the consumer buying process, with many consumers running to social networks to seek recommendations, read reviews, or compare products before making a purchase. (Hassan, 2023.) The tremendous opportunity that social media provides for consumers to interact and give feedback has resulted in an empowered, knowledgeable, and active consumer (Ongare, 2022, p.255).

Some previous research in the context of Bangladesh has shown the significance of social media marketing in changing consumer attitude and behaviour. Bednarz and Orelly (2020, p.237) have found that the SM Marketing initiatives make the audience more aware of the brands, let them have more favourable perceptions of brands, and finally, make them more inclined to buy these brands. Social media as an application of new media is characterized by its two-way communication, and this makes the consumer feel closer to the brand, as argued by Khan and Abir (2022, p.222)

The opportunity to directly communicate with consumers, answer questions and concerns contributes towards gaining trust which is a major factor influencing the consumer buying behaviour in Bangladesh's evolving e-commerce sector (Hafez, 2022).

Furthermore, the present literature has analysed the position of social media influencers. In Bangladesh, people give high importance to social relationships and peer pressure, so influencers occupy a special place in consumers' minds (Mondal & Hasan, 2023, p.182). Globalization has also indicated that consumers are more inclined to the recommendations made by locally based influencers than the advertisements (Hafez, 2022). This is often described as influencer marketing and has received a fair amount of attention in Bangladesh's social media. Through their real and easily identifiable content, influencers can act as a reference for their followers, in the sense of giving recommendations of products or presenting products in use. (Mondal & Hasan, 2023, p.135.)

Social media marketing can create a very strong and positive emotional connection with consumers, but it also has its issues (Kotler & Armstrong, 2018,

p.129). The digital divide is one of the biggest challenges that affect social media marketing in Bangladesh. However, the results show that, as the number of Internet users increases, many people, especially in rural areas, still encounter problems with the use of the Internet. As noted by Ongare (2022, p.255), this digital divide reduces the effectiveness of social media marketing communications, especially for organisations that seek to market their products to the rural populace. Also, the cut across digital literacy that is observed in the population implies that the consumers are not well aligned in how they may interact with social media marketing. (Khan & Abir, 2022, p.223.)

Social media marketing can create a very strong and positive emotional connection with consumers, but it also has its issues. The digital divide is one of the biggest challenges that affect social media marketing in Bangladesh. However, the results show that, as the number of Internet users increases, many people, especially in rural areas, still encounter problems with the use of the Internet. This digital divide reduces the effectiveness of social media marketing communications, especially for organisations that seek to market their products to the rural populace. Also, the cut across digital literacy that is observed in the population implies that the consumers are not well aligned in how they may interact with social media marketing. (Ongare, 2022, p.255.)

Another key challenge is the seemingly increasing problem of customer privacy and protection of their information. Following marketing advancements in Bangladesh and the use of customer information by companies for advertising, privacy and data misuse issues have arisen. Ebrahim (2020, p.1) suggests that consumers are getting more conscious of how their data is collected and used by businesses. While social media enables the communication of tailored messages and ads to the public, the perceived risk of the disclosure of information online can make some consumers avoid. Brands. This challenge is made worse by the fact that Bangladesh has no rigid laws protecting data, and such laxity can greatly affect the levels of trust between businesses and consumers. (Khan & Abir, 2022, p.223.)

The impact of culture on social media marketing is also considered for Bangladesh to be rather significant. The society in Bangladesh is highly collectivist, and therefore, the word-of-mouth that is received from the family members, friends, and other members of the society is highly influential to the consumers (Aftabunnahar, 2023). Social media has expanded this dimension of consumer behaviour due to the availability of tools to enable consumers to report their experiences with certain products or services. Salam and Mahmudul (2019, p.21) note that Bangladeshi consumers are more likely to be impacted by word of mouth and peer review on the social media platform, hence changing their purchase behaviour. This peer influence is especially common when choosing groceries to order online because the recommendation of friends or other users of social networks increases the reliability of a brand. (Hafez, 2022.)

## 2.8 Disadvantages of social media marketing

According to Aftabunnahar (2023), the main disadvantage of social media marketing involves receiving adverse customer feedback. Any unhappy customer can instantly express their complaints through open social platforms, and these complaints often escalate quickly unless properly addressed (Khan & Abir, 2022, p.223). Businesses must dedicate substantial resources to customer service and reputation management after one negative post or viral complaint damages their brand reputation. Social media criticism and trolling present two major issues because they damage brand image and pull attention away from core corporate messaging. (Cateora, 2022, p.18.)

High competition exists as a major disadvantage. Businesses that want to reach customers through social media face a growing challenge of standing apart from their competition, which has reached millions of companies (Berndt et al., 2023, p.82). Businesses need to spend considerable time and financial resources alongside manpower to develop content that attracts users yet the outcome remains uncertain. Facebook and Instagram algorithm updates make the situation worse because brands face restricted organic reach, which forces

them to invest in paid ads that might deliver unsatisfactory returns on investment. (Ongare, 2022, p.255.)

According to McDonald, (2021, p.87) the main obstacle is the substantial amount of time and resources needed to achieve results. Effective social media marketing strategies need continuous content development alongside management work and performance measurement to succeed (Berndt et al., 2023, p.85). A large amount of social media activity proves too challenging for small companies that possess minimal staff and limited resources (Ebrahim, 2020, p.15).

## 2.9 Ethical aspect of social media marketing

Social media marketing generates ethical dilemmas that primarily affect user privacy. Social media platforms have generated an abundance of personal data that businesses can use to gain useful consumer information (McDonald, 2021, p.87). The access to personal information creates problems with data misuse because companies might exploit this data through targeted advertising without consent thus violating privacy rights (Atwong, 2022, p.27).

The practice of presenting false information in advertising creates an ethical concern. Businesses use deceptive marketing methods along with exaggerated claims to draw customers through tactics that confuse genuine marketing with manipulation (Gupta & Srivastava, 2021 p. 28). Companies use false endorsements while presenting products through misleading methods that affect consumer perception (McDonald, 2021, p.87).

The common use of influencer marketing creates ethical problems that affect consumers. The failure of influencers to disclose their payment for product promotions results in unclear transparency, which misleads their followers (Gupta & Srivastava, 2021 p. 28). When consumers are presented with misleading information, they may believe that products receive genuine endorsements instead of financial payments (McDonald, 2021, p.87).

## 2.10 Conceptual framework

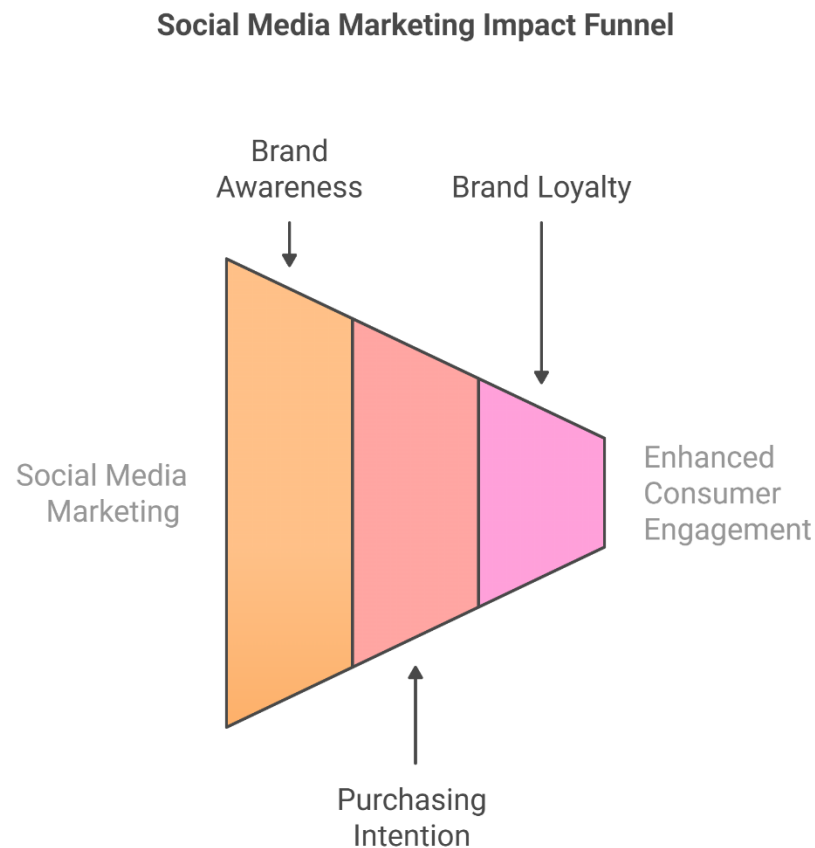


Figure 4: Social media marketing funnel

Figure 4 shows the Social Media Marketing Impact Funnel that has been made by the author of this paper. This framework explains how social media marketing affects the consumer at different stages beginning with awareness. Customers are involved in social media through social networks such as Instagram, Twitter, and Facebook so that they are informed of the brands' products or services. Since the target consumers have gained brand awareness, their purchasing decision is supported by content, reviews, and promotions. After a purchase has been made, customers are encouraged to post on social media platforms hence becoming loyal customers to a particular brand. This results in what can be referred to as an improved consumer interaction in which the consumer actively contributes to the conversation, shares his or her experience, and advocates for the brand, thus creating brand equity.

### 3 RESEARCH METHODOLOGY

In this chapter, it discussed the various research philosophies, research methods, and research approach used in this research. Moreover, it discussed the various sampling methods, data collection, and data analysis methods used in this research.

#### 3.1 Research philosophy

##### 3.1.1 Ontological stance

For this research, the researcher has adopted a **Realism** ontological stance. According to Lebow (2024, p.215), Realism, as an ontological position, presupposes that there is an actual world out there that is waiting to be discovered. This approach presumes that social reality – that includes consumers' behaviour and effects of social media marketing – is tangible and quantifiable irrespective of perceptions or cultural differences (Devi, 2017, p.55).

As for this study, realism is suitable because it is concerned with the actual effect of social media marketing on consumers in Bangladesh. It recognizes that there are facts out there like marketing activities and consumers' responses; the research seeks to find out how these facts are related. Realism enables the study of how social media marketing affects consumers' buying behaviour and attitudes toward the brand as well as their level of engagement by analysing the data and the outcomes associated with them. It assists the researcher to stay neutral in the assessment of the impact of marketing activities on customer response.

##### 3.1.2 Epistemological stance

For this research, the researcher has adopted a **Positivism** epistemological stance.

According to Park et al. (2020, p.693), Positivism as an epistemological view focuses on the data obtained through experience that are measurable and have empirical characteristics. This philosophy assumes that knowledge is based on experience, which is measurable and quantifiable. Among these, positivism is selected because its approach of gathering the numerical data is well-suited to the study's objectives of analysing the effects of social media marketing in Bangladesh. (Nachmias et al., 2022. p.50)

Following a positivist paradigm, the study aims at finding out the relationships between social media marketing strategies and consumers' responses including buying behaviours and brand loyalty. Positivism favors quantitative research techniques to conduct survey research and analyze data to arrive at findings that are representative of the population. This stance makes sure that the research stays empirical, thus it provides a clear, non-partisan view of the research questions.

### 3.2 Research approach

For this research, the adopted research approach is **Inductive**.

Inductive reasoning is a process of reasoning that starts from the specific data and tries to arrive at a general conclusion. Inductive approach is useful in this research because the study is designed to identify how social media marketing affects consumer behaviour in Bangladesh with minimal prior assumptions. It involves the use of questionnaires, interviews, observations and other related techniques to gather information and analyse it to come up with theories that explain the facts gathered. It also means that there is the freedom to perhaps look at areas that are not covered or only partially covered in the literature in consumer behaviour. (Devi, 2017, p.34.)

### 3.3 Research method & strategy

For this research, the used research method is **primary research**.

According to Kruger and Mitchell (2022, p.78), Primary research involves a direct gathering of information from sources such as consumers by questionnaires, interviews or observation. Primary research has the advantage of focusing on a target sample that will provide fresh, relevant, and objective data for the study to provide a precise identification of consumer interactions with social media marketing (Nachmias et al., 2022, p.78).

In this research, a **quantitative research strategy** is used.

Quantitative research is defined by gathering, analysing and reporting numerical data with a view of establishing relationships (Nachmias et al., 2022, p.79). This strategy is suitable for this research because the goal of the research is to quantify the effect of social media marketing on consumer behaviour. The survey with the structured questions revealed the number of consumers' responses which helped in defining some variables, including awareness, engagement, purchasing behaviour, and brand loyalty. In the quantitative approach, the findings generalized to the larger population and thus the results are more robust. (Kruger and Mitchell, 2022, p.54.)

### 3.4 Data collection, sampling and analysis techniques

The researchers collected numerical data using a survey from 65 respondents. To select the sample, the researcher used a non-probability sampling method, specifically self-selection sampling, where participants were chosen to participate in the survey voluntarily (Cochran, 2019, p.48). The survey responses were collected using Microsoft Forms. The researcher distributed the survey link to the Online grocery retailer's consumers through social media platforms such as Facebook, Instagram & WhatsApp. The survey was started February 25 and ended on March 18 of 2025. In the survey, the respondents were asked to rate their awareness, engagement, purchasing behaviour, loyalty, and advocacy on Likert scales or through multiple-choice questions and open-ended questions. The survey questions ensured that they capture all stages of

consumer behaviour. After collecting the data, the researcher employed statistical analysis on the collected data. The researcher used descriptive statistics and regression analysis. Moreover, the researcher used various graphs and charts to present the findings of the research. For the data analysis part, the researcher used Microsoft Excel software.

The researcher followed various ethical concerns while doing the research. These includes:

- **Informed Consent:** Participants were fully informed about the study's purpose and provided their voluntary consent before participating.
- **Confidentiality and Anonymity:** Personal information and responses were kept confidential and anonymous to protect participants' privacy.
- **Right to Withdraw:** Participants had the right to withdraw from the study at any point without any negative consequences.
- **Data Protection:** All collected data was securely stored and handled in compliance with data protection regulations.
- **Non-Coercion:** Participation was voluntary with no pressure or coercion to complete the survey or answer specific questions.

## 4 RESULTS AND ANALYSIS

### 4.1 Results

The following is a summary of the responses found from the survey of 65 respondents:

Table 1: Summary of the survey responses

Question	Description	Result
<b>Q1:</b> Age of Respondents	Distribution of respondents based on age groups.	18-24: 9% 25-34: 79% 35-44: 11% 45-54: 1% 55+: 9%
<b>Q2:</b> Gender of Respondents	Gender distribution of respondents.	62% male, 30% female, and 8% preferred not to specify.
<b>Q3:</b> Education Level of Respondents	Categorization of respondents by educational qualification.	47% undergraduate, 45% postgraduate, 2% high school, and 6% other qualifications.
<b>Q4:</b> Frequency of Social Media Usage	Frequency of social media usage by respondents.	38% always, 33% often, 26% sometimes, 3% rarely, 0% never.
<b>Q5:</b> Social Media Platform Usage	Most commonly used social media platforms for following grocery retailers.	50% use Facebook, 23% use YouTube, 19% use Instagram, 2% X and 6% others
<b>Q6:</b> Social Media Engagement	Frequency of engagement with online grocery retailers on social media.	41% always, 23% often, 20% sometimes, 11% rarely, 5% never.

<b>Q7:</b> Social Media Content Engagement	Types of social media content that engage respondents.	Discounts and offers (30%), product promotions (23%), customer reviews/testimonials (17%) recipes (16%), brand challenges/contests (14%).
<b>Q8:</b> Social Media Promotion Preferences	Social media promotions that most influence purchase decisions.	Discounts and offers (38%), free delivery promotions (23%), new product announcements (22%), influencer collaborations (9%) and limited-time sales (8%).
<b>Q9:</b> Content Preferences	Types of content that are considered most valuable by respondents.	Product information (35%), customer engagement/community-building (27%), promotion and discounts (24%), educational content (14%).
<b>Q10:</b> Effectiveness of Social Media Marketing Tactics	Effectiveness of various social media marketing tactics.	Product tutorials (30%), customer reviews/testimonials (26%), interactive posts (17%), contests (14%), influencer collaborations (13%).
<b>Q11:</b> Awareness of Online Grocery Retailers	Awareness of online grocery retailers through social media marketing.	Strongly Disagree: 1 Disagree: 6 Neutral: 17 Agree: 31 Strongly Agree: 10
<b>Q12:</b> Feeling of Connection with Retailers	Connection felt by consumers with retailers	Strongly Disagree: 1 Disagree: 6 Neutral: 17

	after engaging with social media content.	Agree: 31 Strongly Agree: 10
<b>Q13:</b> Impact of Social Media Advertising on Purchasing	Influence of social media advertising on purchasing decisions.	Strongly Disagree: 0 Disagree: 4 Neutral: 23 Agree: 34 Strongly Agree: 4
<b>Q14:</b> Satisfaction with Content Quality	Satisfaction level with the quality of content from online grocery retailers.	Strongly Disagree: 2 Disagree: 6 Neutral: 18 Agree: 33 Strongly Agree: 6
<b>Q15:</b> Usefulness of Social Media Content	Perceived usefulness of social media content in decision making.	Strongly Disagree: 1 Disagree: 9 Neutral: 24 Agree: 28 Strongly Agree: 3
<b>Q16:</b> Trust After Engaging on social media	Trust in online grocery retailers after engaging on social media.	Strongly Disagree: 1 Disagree: 5 Neutral: 23 Agree: 32 Strongly Agree: 4
<b>Q17:</b> Recommendations for Improving Social Media Marketing	Suggestions from respondents on enhancing social media strategies.	Offering exclusive discounts and promotions (29%), creating educational content (24%), increasing engagement to build stronger connections with the audience (22%), collaborating with influencers to expand reach (14%), and sharing behind-the-scenes content for authenticity (11%).

Now, in this part, the study has discussed the results of the survey using graphical representation and statistical analyses:

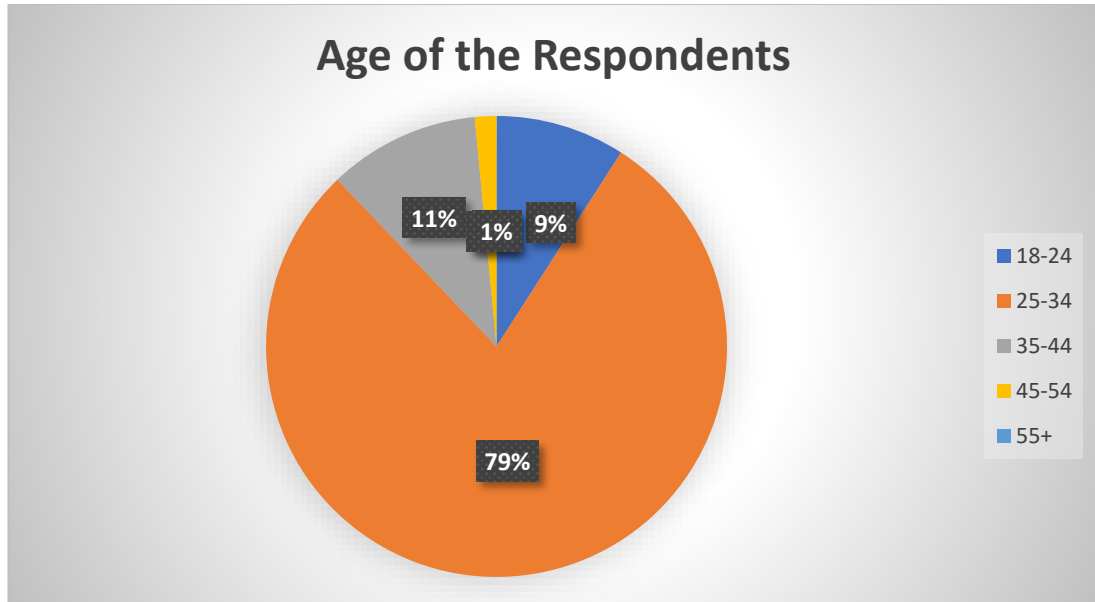


Figure 5: Age of the respondents

Figure 5 shows that in the survey, the majority of respondents (79%) fall within the 25-34 age group. The 35-44 age group accounts for 11%, while 9% are in the 18-24 age range. Minimal responses came from the 45-55 and 55+ categories, with 1% and 0% respectively.

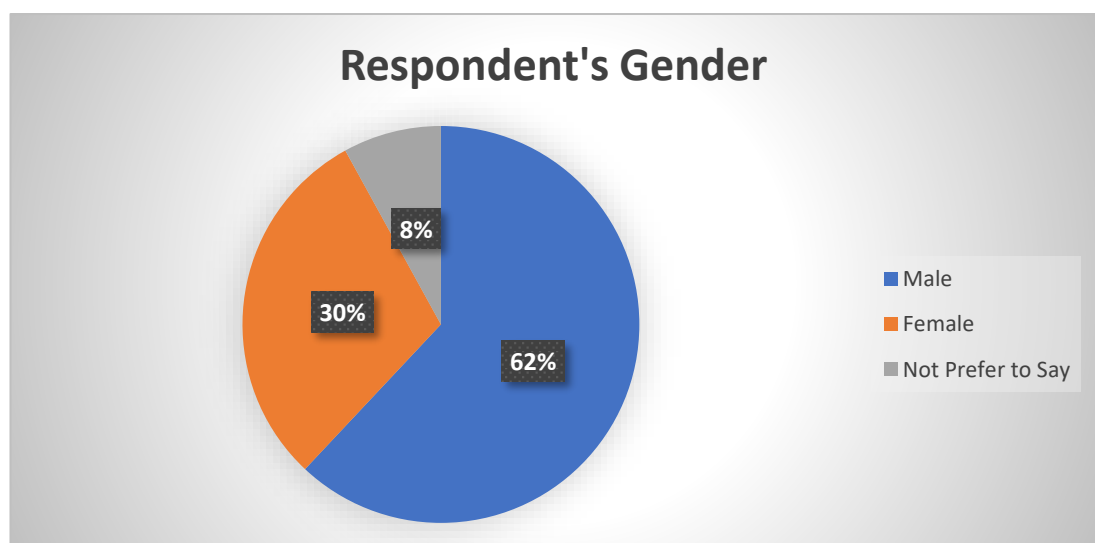


Figure 6: Gender of the respondents

Figure 6 shows that in the survey, the majority of the respondents are male, representing 62% of the total respondents. Female respondents make up 30% of the sample, while a smaller portion, 8%, chose Not to Prefer to Say regarding their gender. This suggests that the sample is predominantly male, with a smaller representation of female respondents and a small portion of respondents who preferred not to disclose their gender.

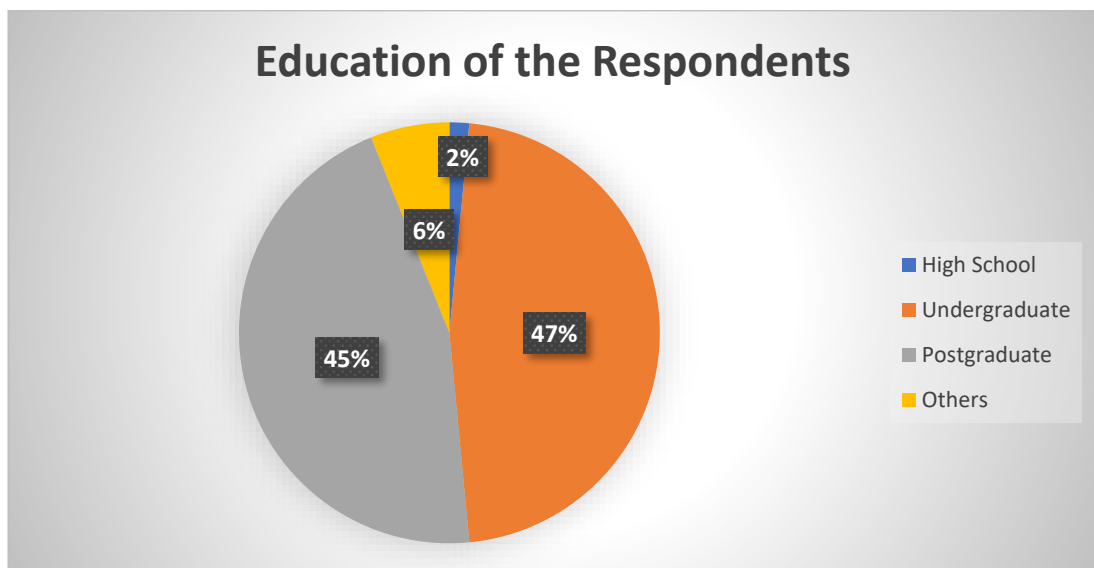


Figure 7: Education level of the respondents

Figure 7 shows that in the survey, the responses were categorized by educational level. The largest portion, 47%, represents undergraduate education. Postgraduate education follows with 45%. High school education comprises 2%, and others make up 6% of the responses. This chart shows the distribution of respondents based on their educational qualifications.

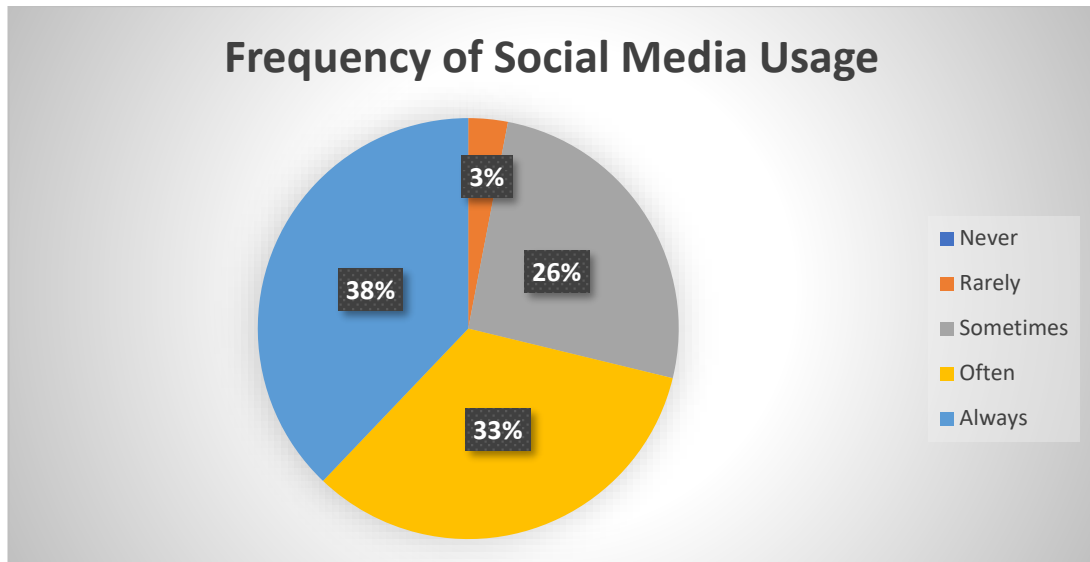


Figure 8: Frequency of social media usage of the respondents

Figure 8 shows that in the survey on social media usage, 38% of respondents (25 people) reported using social media always. 33% (21 people) use it often, while 26% (17 people) use it sometimes. Only 3% (2 people) rarely use it, and another 0% (0 people) never use social media. The total number of respondents is 65.

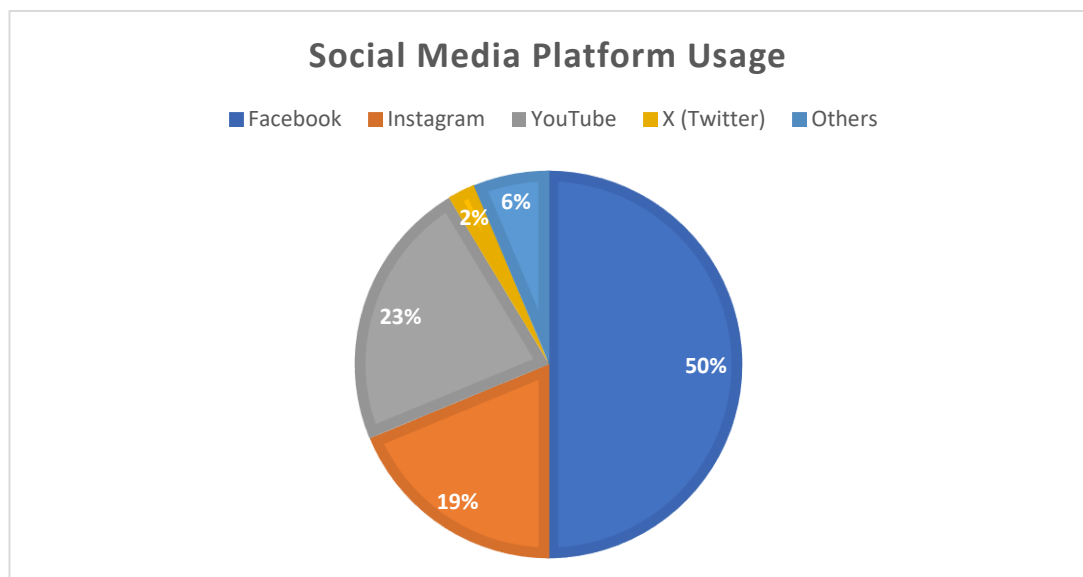


Figure 9: Social media platform usage of the respondents

Figure 9 shows the usage of social media platforms to follow online grocery retailers in Bangladesh. The most popular platform is Facebook, with around 50% of the respondents. Instagram follows with around 19% of the

respondents, and YouTube follows 23% of the respondents. Twitter and Others have minimal usage, with very few respondents using these platforms.

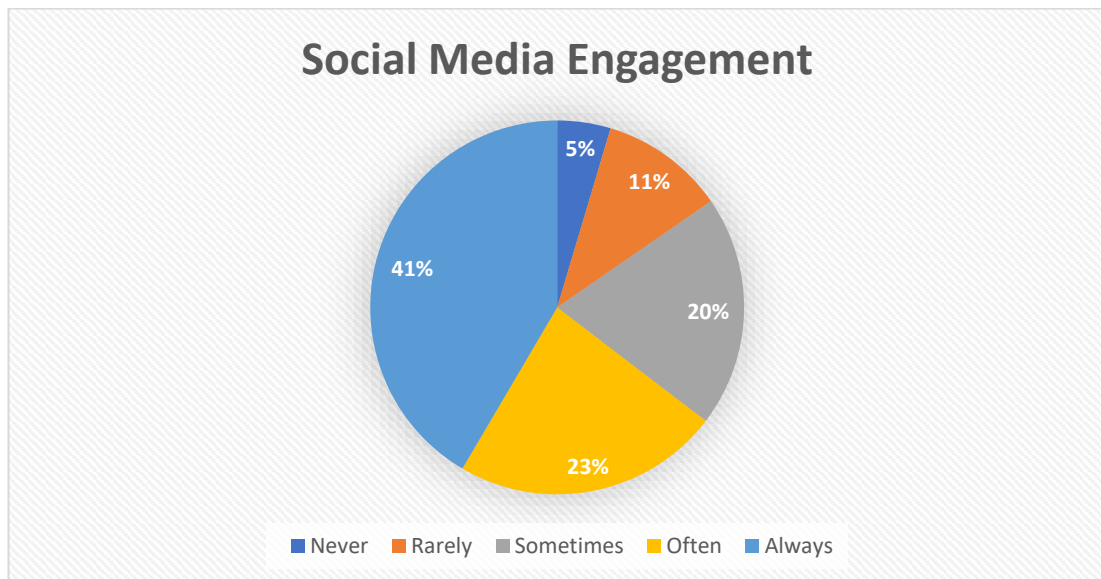


Figure 10: Social media engagement of the respondents

Figure 10 shows that In the survey on social media engagement with online grocery retailers, the majority of respondents (41%) reported always engaging with social media content from these retailers. A smaller proportion (23%) engage often, while 20% engage sometimes, and 11% engage rarely. Only 5% of respondents engage never. This indicates that most participants engage frequently with content from online grocery retailers on social media.

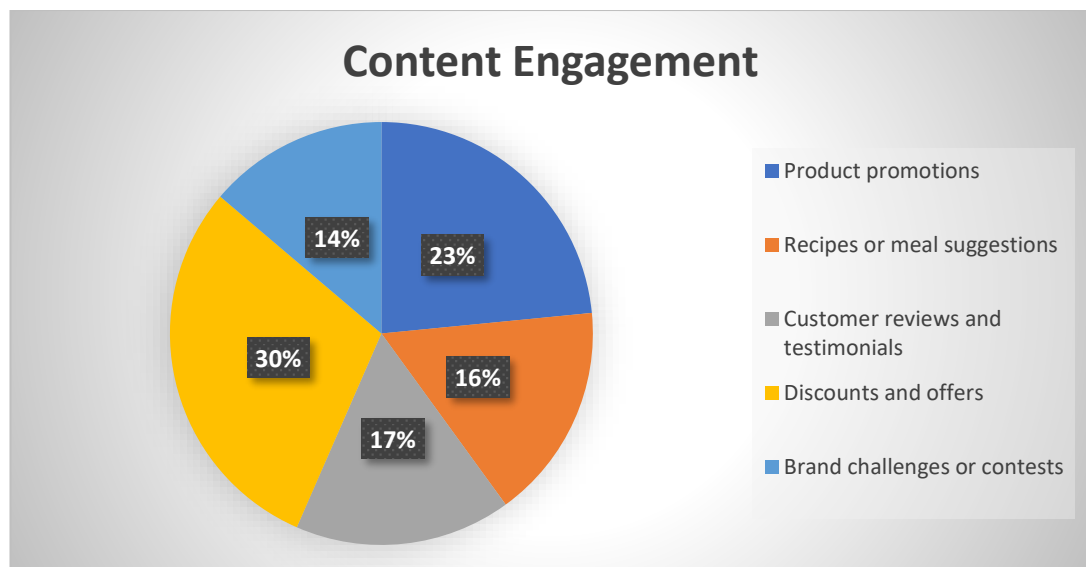


Figure 11: Social media content engagement of the respondents

Figure 11 shows that the most engaged content types from online grocery retailers on social media are discounts and offers, which have the highest engagement, with nearly 30% of respondents showing interest. Product promotions follow closely, with about 23% of respondents engaging with them. Recipes or meal suggestions and customer reviews and testimonials also have moderate engagement, while brand challenges or contests receive the least engagement from respondents.

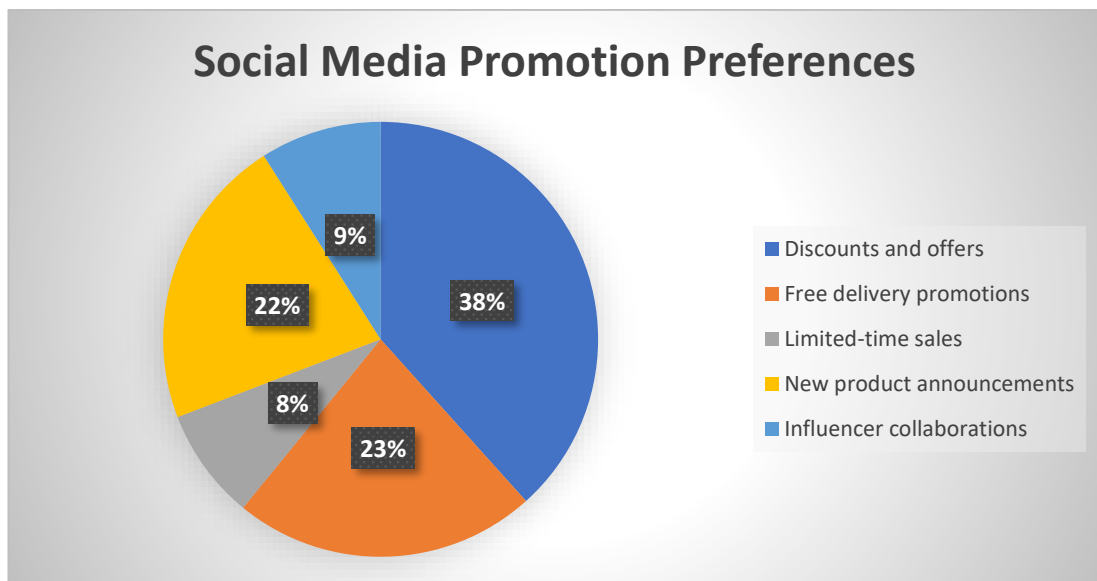


Figure 12: Social media promotion preferences of the respondents

Figure 12 shows that discounts and offers are the most influential social media promotions, with 38% respondents indicating this influences their purchase decisions. Free delivery promotions follow with 23% of respondents. New product announcements have a moderate influence, with 22 % of respondents. Influencer collaborations and limited-time sales have the least impact, with 9% and 8% of respondents, respectively.

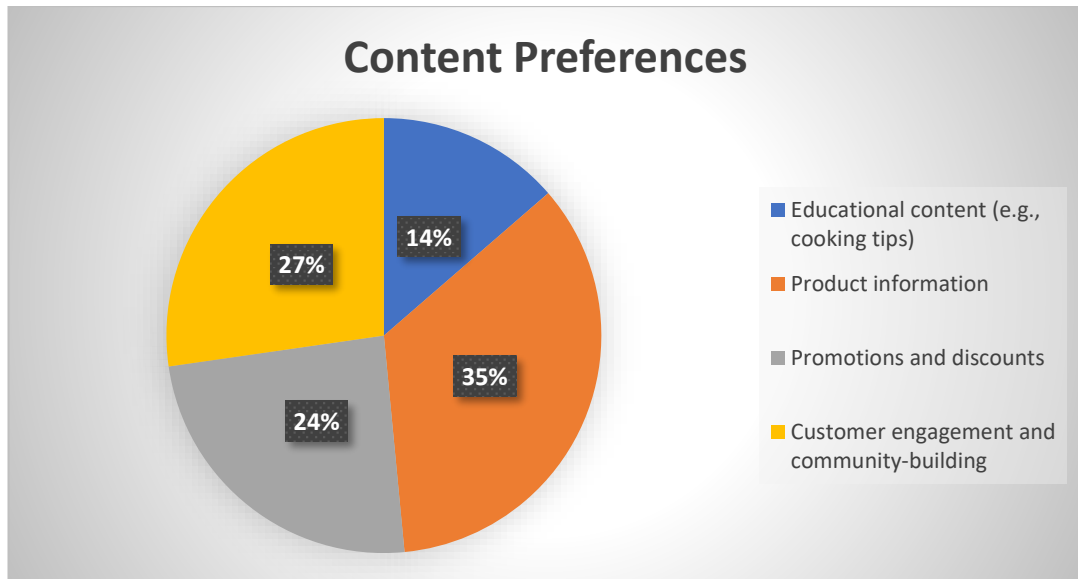


Figure 13: Content preferences of the respondents

Figure 13 reveals that Product Information is the most valuable type of content in the social media marketing of online grocery retailers, with 35% of respondents selecting this option. Customer engagement and community-building content follows closely with 27%. Educational content, such as cooking tips, is valued by 14% of respondents, while promotion and discounts hold with 24% of respondents considering it most valuable.

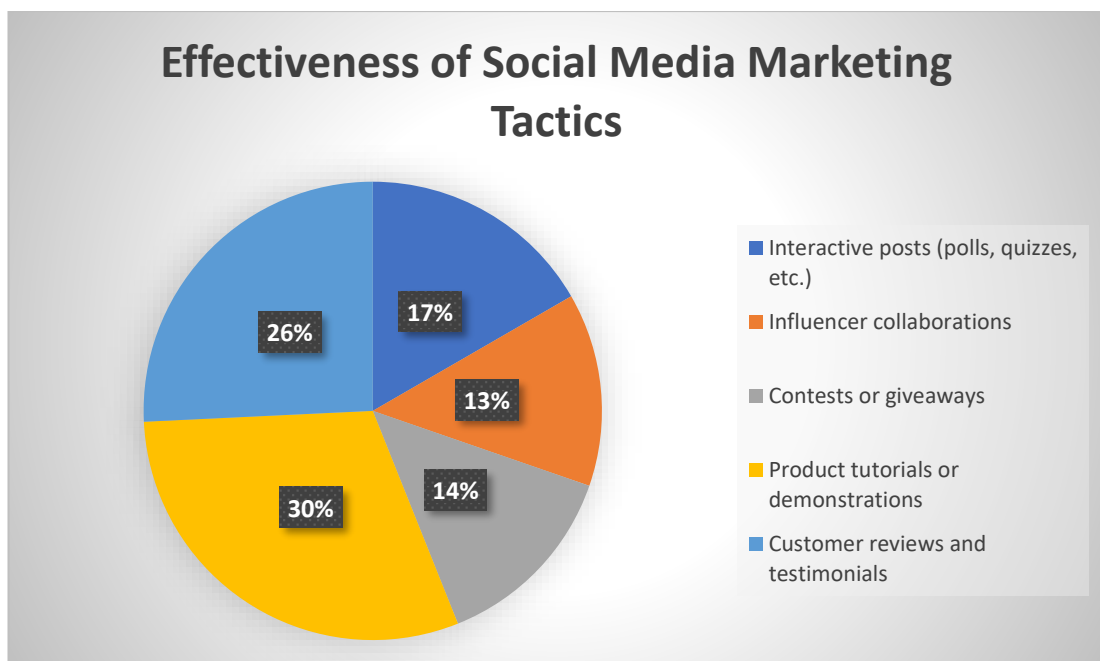


Figure 14: Effectiveness of social media marketing tactics

Figure 14 shows the effectiveness of social media marketing tactics according to the survey respondents. The survey results highlight that product tutorials or demonstrations are the most effective social media marketing tactic for encouraging engagement with online grocery retailers, with over 20 respondents indicating their high effectiveness. This is followed by customer reviews and testimonials, which also play a significant role in driving engagement. Interactive posts such as polls and quizzes are moderately effective, with a decent number of respondents finding them engaging. On the other hand, contests or giveaways and influencer collaborations appear to be less effective in prompting user interaction, with relatively fewer respondents finding them impactful.

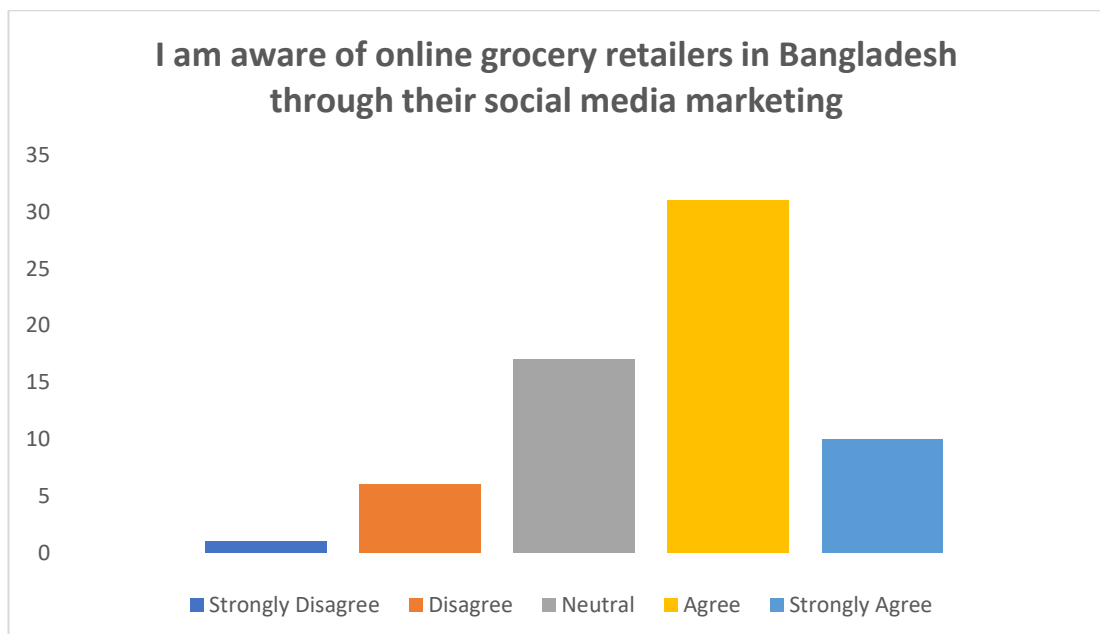


Figure 15: Statement 1 (Awareness of online grocery retailers)

The survey question asked participants whether they were aware of online grocery retailers in Bangladesh through their social media marketing. In Figure 15, results indicate a strong awareness among respondents, with 31 people agreeing and 10 strongly agreeing that they are aware of these retailers due to social media marketing. While 17 respondents remained neutral, 6 participants disagreed, and only 1 strongly disagreed. These results suggest that social media marketing plays a significant role in raising awareness about online grocery retailers, with the majority of participants acknowledging its effectiveness in promoting these businesses to the public. For statistical analysis, the responses were numerically coded using a scale from 1 (Strongly

Disagree) to 5 (Strongly Agree), allowing for a quantifiable representation of participants' awareness of online grocery retailers in Bangladesh through social media marketing.

<i>Descriptive Statistics 1</i>	
Mean	3.661538462
Standard Error	0.112397225
Median	4
Mode	4
Standard Deviation	0.906175395
Sample Variance	0.821153846
Kurtosis	0.205029852
Skewness	-0.565829932
Range	4
Minimum	1
Maximum	5
Sum	238
Count	65

Figure 16: Descriptive statistics 1

Figure 16 shows the descriptive statistics derived from the responses to the question regarding awareness of online grocery retailers in Bangladesh through their social media marketing. The average score of 3.66 demonstrates that participants have a moderate level of positive awareness regarding online grocery retailers discovered through social media marketing. The distribution of responses shows that most participants (mode and median at 4) agreed with the statement on the scale, thus confirming the positive response. The 0.91 standard deviation indicates a moderate distribution of responses because most participants agreed but some responses showed deviation. The survey results spanned from 1 to 5 on the scale, which demonstrates that participants displayed both strong disagreement and strong agreement. The -0.57-skewness value shows that more respondents tend to agree with the statement (selecting higher scale points). The kurtosis value of 0.21 indicates a distribution that is fairly normal with a slight peak occurring near the centre. Most survey participants are aware of online grocery retailers in Bangladesh through

social media marketing because they show agreement toward this method of promotion.

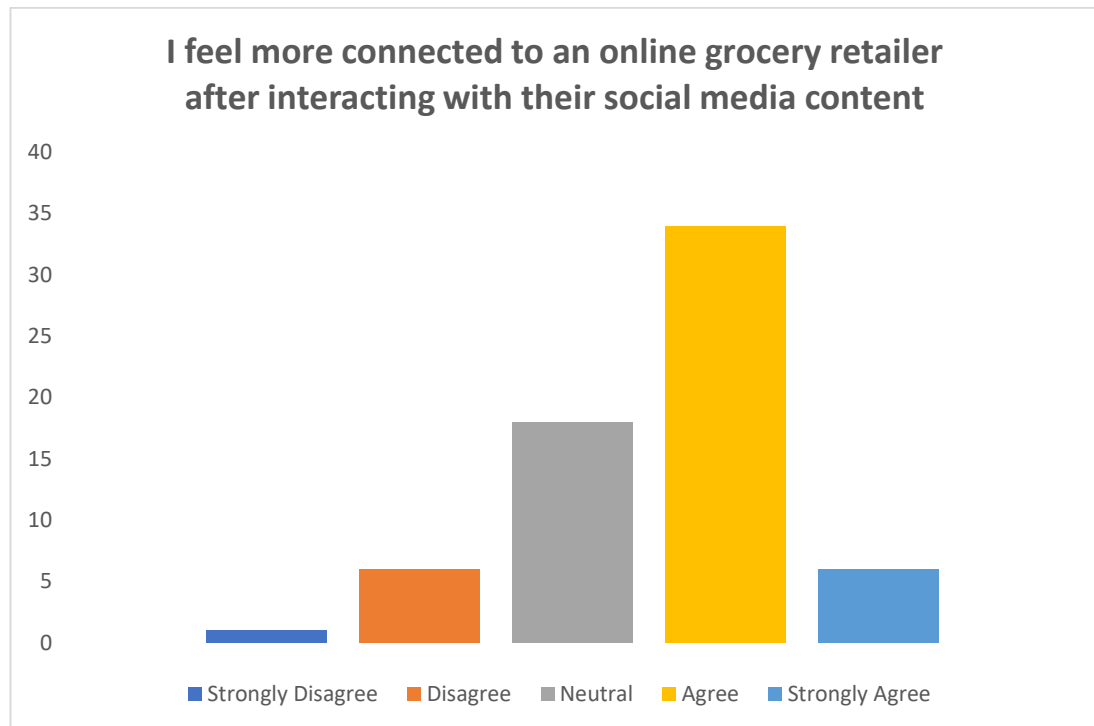


Figure 17: Statement 2 (Connected feeling with online grocery retailers)

The survey question asked participants whether they feel more connected to an online grocery retailer after interacting with its social media content. The responses in Figure 17 show that 34 participants and 6 strongly agreed, indicating that social media engagement fosters a sense of connection with these retailers. Meanwhile, 18 respondents remained neutral, suggesting they may not have formed strong opinions. Only 6 participants disagreed, and 1 strongly disagreed. Overall, the results suggest that social media content plays a positive role in building relationships between consumers and online grocery retailers in Bangladesh, enhancing customer engagement and brand connection.

A regression analysis has been done to evaluate how "Connection" (feeling more connected to an online grocery retailer after social media content interaction) relates to "Awareness" (the level of online grocery retailer awareness in Bangladesh through social media marketing). The dependent variable is "Feeling of Connection", which measures the extent to which respondents feel

more connected to an online grocery retailer after interacting with their social media content. This is rated on a scale from 1 (Strongly Disagree) to 5 (Strongly Agree). The independent variable is "Awareness", which measures how aware respondents are of online grocery retailers in Bangladesh through their social media marketing efforts. This is also rated on a scale from 1 (Strongly Disagree) to 5 (Strongly Agree).

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R	0.629152							
R Square	0.395832							
Adjusted R Square	0.386242							
Standard Error	0.709922							
Observations	65							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>gnificance F</i>			
Regression	1	20.8025	20.8025	41.27566	1.99E-08			
Residual	63	31.75134	0.50399					
Total	64	52.55385						
	<i>Coefficients</i>	<i>Standard Err</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	1.245296	0.386262	3.223964	0.002004	0.473412	2.017179	0.473412	2.017179
X Variable 1	0.674059	0.104918	6.424613	1.99E-08	0.464397	0.883722	0.464397	0.883722

Figure 18: Regression Analysis 1 (Connection-Awareness Regression)

In Figure 18, it shows that the relationship between social media marketing awareness of online grocery retailers and customer connection demonstrates a moderate positive correlation with a Multiple R value of 0.629152. The R Square value of 0.395832 demonstrates that awareness levels account for 39.6% of the variation observed in connection feelings. Other elements besides awareness contribute to the development of connection, even though awareness remains a crucial factor.

The model demonstrates moderate explanatory power according to the adjusted R Square value of 0.386242 which accounts for the variable number. The Standard Error value of 0.709922 demonstrates that predictions contain a small degree of error.

The ANOVA results demonstrate statistical significance of the regression model through an F-value of 41.27566 and a p-value of 1.99E-08 that falls below the 0.05 threshold, thus showing that awareness as an independent variable strongly impacts connection as the dependent variable.

The baseline connection between respondents and online grocery retailers remains at 1.245296 even when their awareness score stands at zero. Each unit increase in awareness leads to a 0.674 increase in connection based on the X Variable 1 (Awareness) coefficient.

Social media marketing of online grocery retailers creates a statistically significant strong impact on consumer connection with these retailers. The findings indicate that online grocery retailers should consider social media marketing to enhance customer awareness because it creates stronger emotional bonds. Retailers should direct their efforts toward strengthening their social media platforms because higher awareness through social media leads to better customer connections, which results in increased loyalty and trust and better retention rates. This outcome demonstrates that social media functions as an essential instrument which enables both brand visibility expansion and consumer relationship development.

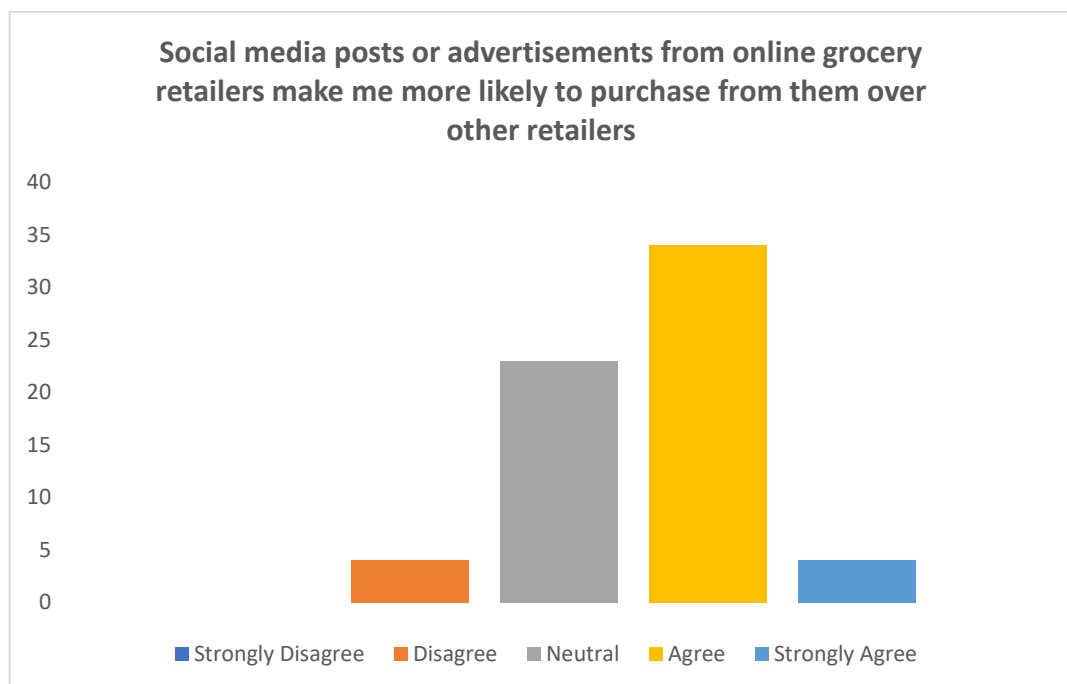


Figure 19: Statement 3 (Impact of social media advertisement on purchasing decision)

The survey question asked participants whether social media posts or advertisements from online grocery retailers make them more likely to purchase from those retailers over others. In Figure 19, the results show that a significant number of respondents (34) agreed, and 4 strongly agreed, indicating that social media marketing positively influences their purchasing decisions. Meanwhile, 23 participants remained neutral, suggesting uncertainty or a balanced view. Only 4 respondents disagreed, and none strongly disagreed. These findings suggest that social media content plays an important role in shaping consumer preferences and can be an effective tool for online grocery retailers to attract and retain customers.

A regression analysis has been conducted to examine the impact of consumer engagement with social media content on the likelihood of purchasing from online grocery retailers, using Likert scale ratings for both variables.

The dependent variable in this regression is "Likelihood to Purchase", which measures how social media posts or advertisements from online grocery retailers influence the likelihood of a consumer purchasing from them over other retailers. Respondents rate their agreement on a Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree).

The independent variable is "Engagement", which refers to how often respondents engage with social media content from online grocery retailers. This variable is also rated on a Likert scale, ranging from 1 (Never) to 5 (Always). It measures the frequency of consumer interaction with social media posts or advertisements by the retailer.

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R	0.346043936							
R Square	0.119746406							
Adjusted R Square	0.105774126							
Standard Error	0.666410926							
Observations	65							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	3.806093445	3.806093	8.570284	0.004749304			
Residual	63	27.97852194	0.444104					
Total	64	31.78461538						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2.88591224	0.25257674	11.42588	5.35E-17	2.381177901	3.39064658	2.381177901	3.39064658
X Variable 1	0.239030023	0.081649746	2.927505	0.004749	0.075866025	0.402194021	0.075866025	0.402194021

Figure 20: Regression Analysis 2 (Engagement to Likelihood to purchase)

From the regression output, the Multiple R of 0.346 indicates a moderate correlation between engagement and the likelihood of purchasing from online grocery retailers based on their social media posts. R Square of 0.119746406 means that about 11.97% of the variance in the likelihood to purchase is explained by engagement with social media content. This suggests that while engagement plays a role, other factors are also influencing purchasing decisions. Adjusted R Square of 0.105774126 accounts for the number of predictors and shows a slight decrease, further confirming that the model has limited explanatory power, with only a small portion of the variation being explained by engagement. The p-value of 0.004749 is below the threshold of 0.05, indicating that the regression model is statistically significant, and engagement is a significant predictor of purchase likelihood. The coefficient for the independent variable X Variable 1 is 0.239030023, suggesting that for each unit increase in engagement (from Never to Always), the likelihood of purchasing from online grocery retailers increases by approximately 0.24. This is a moderate effect.

This analysis demonstrates that consumer purchase decisions heavily depend on their social media engagement. Social media engagement with online grocery retailers' content produces a 0.239 positive impact on consumer purchasing decisions between these retailers and others. The R-squared value shows low explanatory power regarding purchasing behavior yet engagement stands

as an essential variable. The research indicates that online grocery retailers should concentrate on enhancing social media content engagement because this action leads to greater purchase conversion rates. Retailers should allocate investments to develop engagement-promoting strategies, including interactive content and promotional activities, and regular social media updates. While engagement explains 12% of the variation in purchasing behavior, retailers need to examine additional factors, including product quality, pricing, and customer service to maximize their impact on purchasing decisions. The key factor of engagement needs a holistic marketing approach which combines multiple strategies to build consumer loyalty and boost sales.

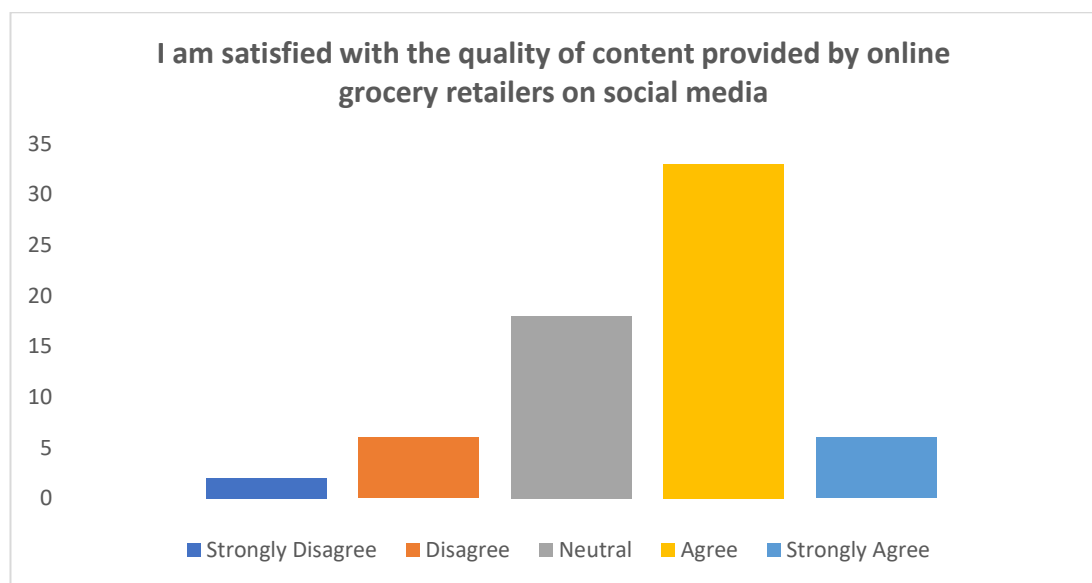


Figure 21: Statement 4 (Satisfaction with the quality of contents)

The survey question asked participants whether they are satisfied with the quality of content provided by online grocery retailers on social media. The results in figure 21 show that 33 respondents agreed, and 6 strongly agreed, indicating general satisfaction with the quality of content. Meanwhile, 18 participants were neutral, suggesting no strong opinion either way. Only 6 respondents disagreed, and 2 strongly disagreed, indicating a smaller portion of the sample was dissatisfied with the content quality. These findings suggest that, overall, the majority of participants are satisfied with the social media content provided by online grocery retailers.

For statistical analysis, the responses were numerically coded using a scale from 1 (Strongly Disagree) to 5 (Strongly Agree), allowing for a quantifiable representation of participants' satisfaction with the quality of content provided by online grocery retailers on social media.

<i>Descriptive Statistics 2</i>	
Mean	2.923076923
Standard Error	0.126543722
Median	3
Mode	3
Standard Deviation	1.020228104
Sample Variance	1.040865385
Kurtosis	-0.287615374
Skewness	-0.206425956
Range	4
Minimum	1
Maximum	5
Sum	190
Count	65

Figure 22: Descriptive Statistics 2

Figure 22 shows the descriptive statistics derived from the responses to the question regarding the participants' satisfaction with the quality of content provided by online grocery retailers on social media. The mean of 2.92 suggests that, on average, respondents are slightly dissatisfied or neutral about the quality of content. The median and mode are both 3, indicating that the most common response is neutral, reinforcing the idea that many respondents are neither highly satisfied nor dissatisfied with the content quality.

The standard deviation of 1.02 indicates a moderate variation in the responses, suggesting that while some respondents are satisfied with the content, others feel less satisfied, reflecting a spread of opinions across the scale. The skewness of -0.21 suggests a slight negative skew, meaning that there are slightly more respondents who rated the content at the lower end of the scale, indicating a tendency toward dissatisfaction.

The kurtosis value of -0.29 indicates a relatively flat distribution, meaning that the responses are spread out without extreme values or outliers. The range of 4, with values spanning from 1 to 5, reflects the full spectrum of responses from strongly disagreeing to strongly agreeing, showing that respondents have a diverse range of opinions.

In summary, the data indicates that the majority of respondents have a neutral or slightly dissatisfied view regarding the quality of content provided by online grocery retailers on social media. The relatively flat distribution and moderate variation suggest that online grocery retailers could consider improving the quality of their social media content to enhance customer satisfaction.

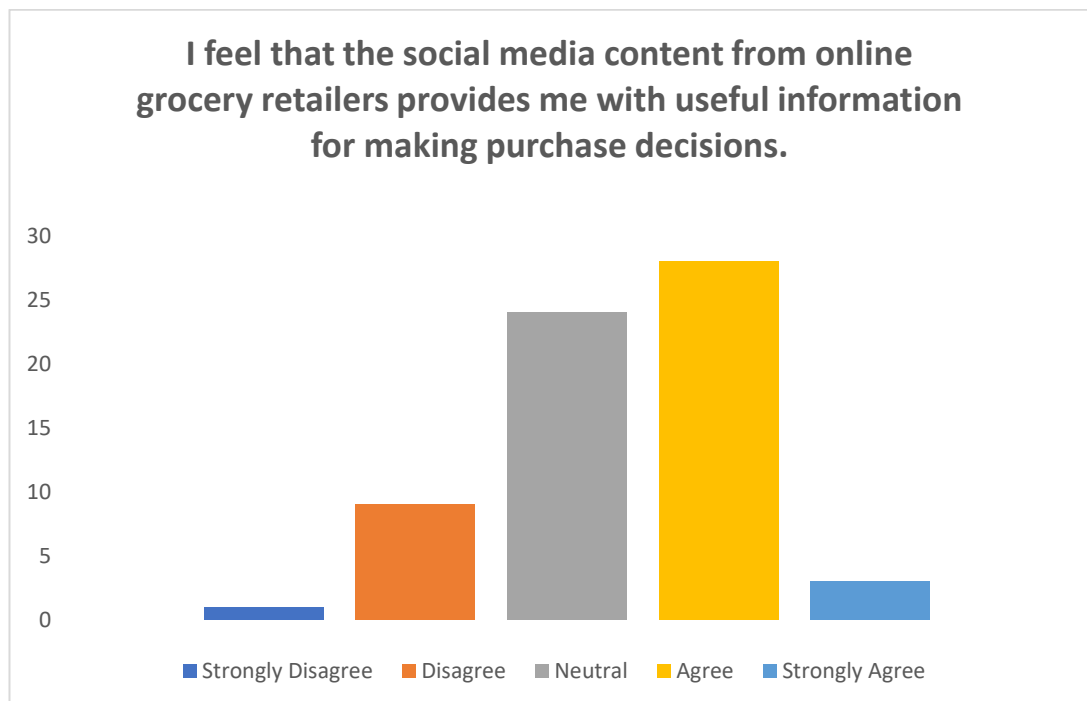


Figure 23: Statement 5 (Usefulness of social media content)

The survey question asked participants whether they feel that the social media content from online grocery retailers provides useful information for making purchase decisions. The results in Figure 23 show that 28 respondents agreed, and 3 strongly agreed, indicating that a majority believe the content helps make purchasing decisions. Meanwhile, 24 participants were neutral, suggesting uncertainty or no strong opinion on the usefulness of the information. Only 9 respondents disagreed, and 1 strongly disagreed, indicating a

small portion of the sample who felt the content was not useful. Overall, the results suggest that social media content plays a significant role in informing purchase decisions.

A regression analysis has been conducted to examine the relationship between consumers' perceived usefulness of social media content and their sense of connection with online grocery retailers.

The dependent variable in this regression analysis is "Usefulness of Social Media Content" from online grocery retailers. These variables measure whether respondents believe that the social media content from these retailers provides them with useful information to make purchase decisions. It is rated on a Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree).

The independent variable is "Connection", which refers to how connected respondents feel to an online grocery retailer after interacting with their social media content. This variable is also rated on a Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree), measuring the emotional or cognitive connection formed through interactions with the retailer's social media content.

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R	0.475584741							
R Square	0.226180846							
Adjusted R Square	0.213898002							
Standard Error	0.742312108							
Observations	65							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	10.14682072	10.14682	18.41437	6.23692E-05			
Residual	63	34.71471774	0.551027					
Total	64	44.86153846						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	1.666330645	0.403885289	4.125752	0.00011	0.859230297	2.47343099	0.859230297	2.473430993
X Variable 1	0.470766129	0.109705085	4.291197	6.24E-05	0.251538009	0.68999425	0.251538009	0.689994249

Figure 24: Regression Analysis 3 (Connection-Usefulness Regression)

In Figure 24, the Multiple R of 0.475 indicates a moderate positive correlation between the two variables, suggesting that a stronger connection with online

grocery retailers' social media content is associated with a higher perception of the content's usefulness. R Square of 0.226 indicates that 22.6% of the variability in the perception of content usefulness is explained by the strength of connection with the retailer's social media content. While this is a moderate effect, it suggests that other factors are also influencing consumers' perception of usefulness.

Adjusted R Square of 0.2138 further refines the R Square by accounting for the number of predictors in the model. The relatively small change indicates that the model fits moderately well. The p-value for X Variable 1 (Connection) is 6.24E-05, which is well below the 0.05 threshold, indicating that the relationship between connection and usefulness is statistically significant. This suggests that connection with the retailer's social media content has a meaningful impact on how useful consumers perceive that content to be. The coefficient for X Variable 1 is 0.470766129, meaning that for each unit increase in the strength of connection, the perceived usefulness of the social media content increases by approximately 0.47. This further reinforces the idea that fostering a deeper connection with customers through engaging social media content can improve their perception of the content's usefulness.

Social media connections between consumers and online grocery retailers directly influence consumer perception of content usefulness for purchase decisions. The discovery about consumer-brand connection through social media platforms provides significant guidance for online grocery retailers when designing their social media strategies. Retailers need to develop content which strengthens emotional bonds and cognitive relationships with their audience. The combination of engaging content with informative and personalized elements would build stronger brand connections with consumers while enhancing content value which leads to better purchase decisions. A 22.6% variation in content usefulness exists because of connection so retailers must dedicate resources to enhance their social media presence through interactive posts and exclusive content and responsive engagement. The approach will boost customer satisfaction while potentially driving up conversion rates because

customers view content as more beneficial when they feel connected to the brand.

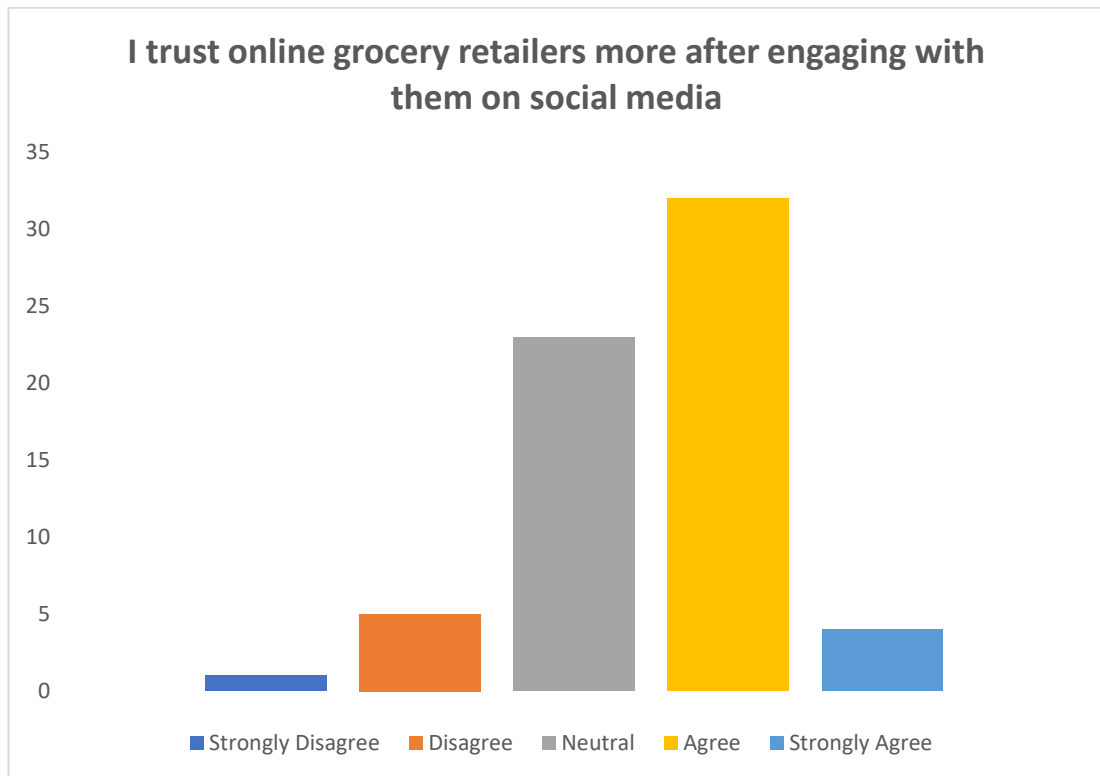


Figure 25: Statement 6 (Trust after engaging on social media)

The survey question asked participants whether they trust online grocery retailers more after engaging with them on social media. In Figure 25, the results show that 32 respondents agreed, and 4 strongly agreed, indicating a positive correlation between social media engagement and trust in these retailers. Meanwhile, 23 participants were neutral, suggesting no strong opinion. Only 5 respondents disagreed, and 1 strongly disagreed, indicating that a small portion of the sample did not feel more trusting after engaging on social media. Overall, the results suggest that social media interaction plays a role in building trust with online grocery retailers.

A regression analysis has been conducted to examine the relationship between consumer trust in online grocery retailers and their satisfaction with the quality of social media content. The dependent variable in this regression is "Trust" in online grocery retailers, which measures whether respondents trust these retailers more after engaging with them on social media. The trust level

is rated on a Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree). This variable assesses how social media interactions influence consumers' trust in online grocery retailers.

The independent variable is "Satisfaction", which refers to how satisfied respondents are with the quality of content provided by online grocery retailers on social media, such as product details, videos, etc. This variable is also rated on a Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree). Satisfaction measures the perceived value and quality of the content from the perspective of the consumer.

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R	0.616194							
R Square	0.379695							
Adjusted R Square	0.369849							
Standard Error	0.629498							
Observations	65							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	15.28126	15.28126	38.56292	4.65134E-08			
Residual	63	24.9649	0.396268					
Total	64	40.24615						
	<i>Coefficient</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	1.59233	0.318166	5.004716	4.77E-06	0.956526452	2.22813431	0.956526452	2.228134315
X Variable 1	0.541298	0.087167	6.209905	4.65E-08	0.367108849	0.71548702	0.367108849	0.715487021

Figure 26: Regression Analysis 4 (Trust-Satisfaction Regression)

The regression output in Figure 26 reveals that the Multiple R value is 0.616194, indicating a moderate positive correlation between satisfaction with social media content and trust in the retailer. The R Square value of 0.379695 suggests that about 37.97% of the variation in trust is explained by satisfaction with social media content, which is a relatively strong relationship. The Adjusted R Square of 0.369849 further refines this by accounting for the number of predictors, still indicating a meaningful connection between satisfaction and trust. The p-value for the independent variable is 4.65E-08, which is significantly less than the threshold of 0.05, indicating that the relationship between satisfaction and trust is statistically significant.

The coefficient for the independent variable X Variable 1 (Satisfaction) is 0.541298, suggesting that for each unit increase in satisfaction with social media content, trust in the online grocery retailer increases by approximately 0.54. This highlights a moderate but impactful influence of content satisfaction on trust.

Consumer trust in online grocery retailers depends heavily on the satisfaction consumers experience from the quality of social media content. Higher consumer satisfaction with content leads to increased trust in the retailer according to the positive relationship between these variables. The discovery holds significant value for companies that operate their grocery businesses online. Social media content of high quality and engagement combined with information quality leads consumers to trust brands more, which results in better purchasing decisions and brand loyalty. Retailers need to deliver valuable content through their platforms by presenting complete product details and interactive videos, and promotional offers that fulfil consumer requirements. The combination of enhanced satisfaction and improved customer trust in the brand results in better retention rates and increased sales.

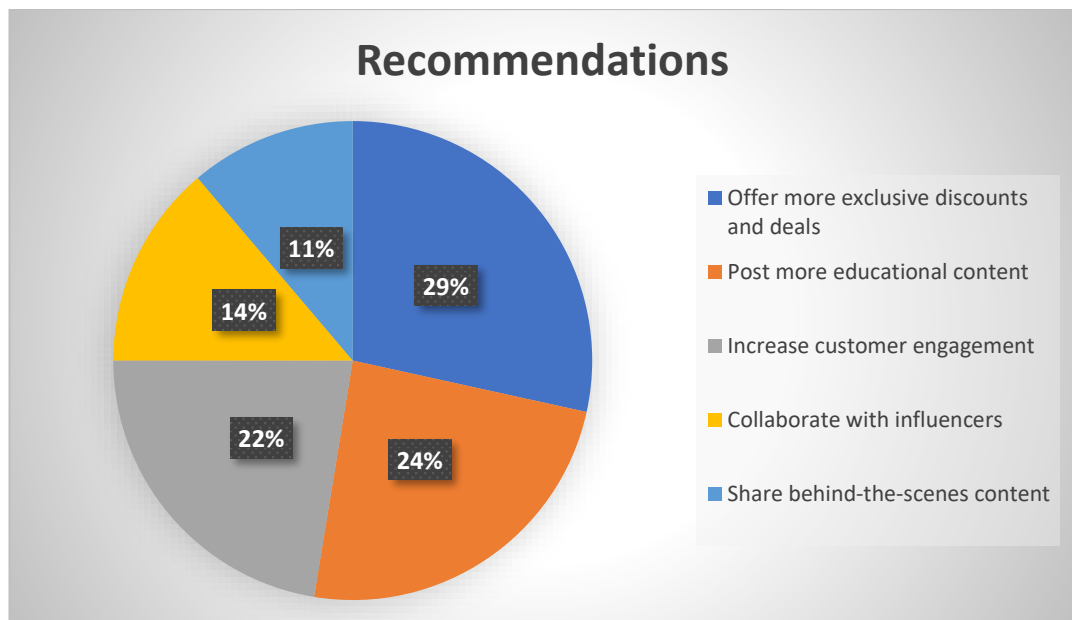


Figure 27: Recommendations of the respondents to enhance social media marketing strategies.

Figure 27 shows multiple recommendations on which online grocery retailers in Bangladesh should use to enhance their social media marketing strategies. 29% of survey participants recommended that online grocery retailers should provide exclusive discounts and promotions as their main recommendation. The survey data shows that 24% of respondents chose educational content as their second preferred recommendation for retailers to post on social media platforms. The third most popular response emerged with 22% of participants who advocated for retailers to develop deeper connections with their audience through increased engagement. The survey results showed that 14% of respondents recommended retailers to work with influencers because this approach could help retailers expand their audience reach. The survey results showed that 11% of participants wanted retailers to share behind-the-scenes content as a way to display authentic and transparent content. The research indicates that social media marketing strategies will benefit from combining promotional activities with educational content and audience engagement while working with influencers.

The survey question was: "What improvements would you suggest for online grocery retailers in Bangladesh to enhance their social media marketing efforts?" The responses were analyzed through thematic analysis, where recurring suggestions were grouped into themes like "Engaging Content," "Customer Engagement," and "Promotions & Discounts." These themes were prioritized based on frequency, highlighting key areas for improvement, such as interactive content and customer-focused strategies.

Table 2: Thematic Analysis

<b>Theme</b>	<b>Frequency</b>	<b>Description</b>
Engaging Content	13	Use of short videos, educational content, polls, quizzes, interactive posts.
Influencer Collaborations	8	Partnering with influencers, micro-influencers, and community building.
Customer Engagement	12	Responding to comments, using chatbots, engaging through giveaways and Q&A.

Promotions & Discounts	11	Offering promotions, discounts, and exclusive deals to attract customers.
Customer Satisfaction	7	Focusing on product quality, authenticity, and customer feedback.
Content Localization	5	Creating content relevant to local culture, preferences, and events.
Transparency & Trust	6	Building trust with transparent information and responsible sourcing practices.
Mobile Optimization	3	Ensuring all content and website links are optimized for mobile users.
Data-Driven Strategies	4	Tracking social media performance, using data for targeting and refinement.
Sustainability & Ethical Sourcing	2	Promoting eco-friendly packaging, organic products, and responsible sourcing.
Customer Support	4	Ensuring fast and efficient customer support via social media channels.
Visual Appeal	3	Investing in high-quality visuals, showcasing fresh products and easy-to-use service.

The analysis of survey data shows online grocery retailers in Bangladesh need to focus on improving their social media marketing through specific areas. The recommendation for engaging content appears most often with 13 mentions. Survey participants stressed that businesses must produce interactive educational content that includes short videos and educational material and polls and quizzes and engaging social media posts. Social media channels require constant activity and engagement from retailers to attract consumer attention.

The theme of customer engagement proved essential for the study because it was mentioned twelve times. Online grocery retailers should respond to customer comments while using chatbots for immediate customer service and running contests alongside Q&A sessions to engage their audience. The need to establish better customer relationships emerges from maintaining regular communication and prompt responses.

The theme of promotions and discounts appeared 11 times throughout the data analysis. Customers responded positively to exclusive deals combined with discounts and promotional offers as an effective method to attract and maintain their business. Retailers should use promotional offers as a way to drive customer purchases while strengthening customer loyalty.

Online grocery retailers should consider working with influencers and establishing collaborations because these strategies emerged eight times in the analysis (8 mentions). The expansion of their reach and credibility toward specific audiences would be possible through these measures.

The analysis revealed new themes, which included customer satisfaction alongside transparency, mobile optimization and data-driven strategies, demonstrating that online grocery retailers must focus on customer needs, mobile accessibility, and analytics-based marketing strategy development. Social media marketing effectiveness can be substantially improved through a combination of audience engagement strategies and high-quality content distribution and promotional campaigns.

#### 4.2 Analysis

The **first objective** of the research is to evaluate the level of awareness and engagement of consumers in Bangladesh with online grocery retailer's social media marketing efforts. The findings indicate that most survey participants are aware of online grocery retailers in Bangladesh through social media marketing because they show agreement toward this method of promotion. Social media marketing of online grocery retailers creates a statistically significant strong impact on consumer connection with these retailers. The findings indicate that online grocery retailers should consider social media marketing to enhance customer awareness because it creates stronger emotional bonds.

The study results confirm previous studies about how social media marketing affects consumer awareness and engagement within the Bangladesh market. Survey data shows that participants have a moderate understanding of how online grocery retailers use social media marketing since the average score reached 3.66 and skewness showed a value of -0.57. Social media marketing creates better brand visibility while positively shaping consumer perceptions according to Bednarz & Orelly (2020, p.230). The strong interest in discounts and promotional offers demonstrates how promotional tactics shape consumer behavior (Salam & Mahmudul, 2019, p.12). The data showing 41% of respondents always interact with social media content validates previous research which demonstrates interactive marketing builds consumer trust and loyalty (Hafez, 2022). Research by Khan and Abir (2022, p.222) supports the findings that awareness positively correlates with consumer connection at a moderate level ( $R = 0.629$ ). The R Square value of 39.6% demonstrates that consumer connection depends on more than just awareness but also other variables which raise concerns about digital literacy gaps and privacy issues (Ebrahim, 2020, p.1).

The **second objective** of this research is to examine the impact of online grocery retailer's social media marketing on consumer purchasing behavior in Bangladesh. The research shows that consumer purchasing behavior in Bangladesh is influenced by social media marketing from online grocery retailers. Engagement with social media content has a moderate positive impact on purchase likelihood, with a coefficient of 0.239, suggesting that increased engagement increases the likelihood of purchasing. However, engagement explains only 12% of the variation in purchasing decisions. Additionally, the emotional connection with social media content enhances consumers' perception of content usefulness, accounting for 22.6% of the variance. These findings emphasize the importance of creating engaging, informative content to foster stronger consumer-brand connections and improve purchase conversion rates.

The research findings about consumer participation in online grocery social media marketing in Bangladesh matches existing studies on how social media influences consumer actions. The data indicates that consumers in

Bangladesh actively engage with discount promotions and offers because social media platforms effectively deliver attractive deals and product information according to Li et al. (2020, p.52) and Hafez (2021, p.1353). The study confirms the importance of influencer marketing as a vital marketing tool in Bangladesh despite its lower engagement levels as noted in Mondal & Hasan (2023, p.223) and Hafez (2022). The research confirms Mason et al.'s (2021) findings about brand-consumer emotional bonds through social media since it shows a moderate link between social engagement and purchase intentions. The study faces challenges from the digital divide together with privacy issues according to Khan & Abir (2022, p.222) and Ongare (2022, p.255) because the rural population encounters difficulties in maximizing social media marketing benefits. The survey reveals the essential role of word-of-mouth in Bangladesh's collectivist society (Aftabunnahar, 2023) because peer recommendations and reviews strongly affect purchasing choices.

The **third objective** of this research is to identify the perceived value and level of satisfaction derived from online grocery retailer's social media marketing efforts among consumers in Bangladesh. Social media content from online grocery retailers achieves its highest value through product information at 35% while customer engagement/community-building content follows closely at 27%. Promotions and discounts and educational content each earn 24% and 14% of value respectively. The survey participants showed moderate discontent about the content quality because their mean rating reached 2.92. The standard deviation at 1.02 indicates consumers have diverse satisfaction levels with the content. The regression analysis reveals that consumers' social media connection to content has a moderate positive impact (Multiple R = 0.475) on their perception of content usefulness which explains 22.6% of the observed effect. Consumer satisfaction together with purchasing behavior improvements result from developing emotional and cognitive connections through engaging informative content.

Research outcomes match existing scholarly evidence about the effectiveness of social media marketing within Bangladesh for modifying consumer actions. Social media serves as a powerful tool for brand visibility and trust building

since consumers highly value product information and customer engagement (Hafez 2021 p.1355; Mason et al. 2021). Research participants demonstrated moderate discontent with content quality because social media marketing effectiveness remains a subject of concern (Mcdonald, 2021, p.2). Research supports the established connection between consumer-brand engagement and content usefulness since  $R^2$  equals 0.226 (Khan & Abir, 2022, p.229). Research by Mondal & Hasan (2023, p.123) supports the key importance of influencer marketing and this fact is demonstrated by the study findings which show influencer collaborations influence consumer purchase choices. The findings confirm existing digital divide and privacy concerns which the literature has identified (Ongare, 2022, p.255).

The **fourth objective** of this research is to explore how online grocery retailer's social media marketing influences brand loyalty and advocacy among consumers in Bangladesh. The research outcomes demonstrate that social media marketing strongly influences customer trust along with satisfaction and loyalty towards online grocery retailers operating in Bangladesh. Research participants show neutral to dissatisfied attitudes regarding the quality of content retailers deliver to customers, thus indicating a need for improvement. Content satisfaction on social media demonstrates a positive relationship with retailer trust because it accounts for 37.97% of the trust variation. Social media content from retailers becomes more useful when consumers establish a personal connection to such content since this link explains 22.6% of the content's usefulness. The study establishes that increased consumer social media awareness creates stronger emotional connections to retailers which explains 39.6% of connection feelings variation. Online grocery retailers must enhance their social media content quality and build customer relationships to increase brand visibility on social media platforms for achieving trust and satisfaction and improving long-term customer loyalty.

The study results match previous academic research about social media marketing as a tool for building brand loyalty in Bangladesh. The research data confirms that positive social media content satisfaction leads to increased trust in online grocery retailers according to studies that stress emotional bond

development through engagement (Gupta & Srivastava, 2021 p. 28). The slightly dissatisfied neutral responses regarding content quality demonstrate that social media marketing contributes to retailer success yet retailers must enhance their content quality to achieve maximum impact on customer loyalty according to Mason et al. (2021).

The research results demonstrate the importance of community engagement that leads to customer loyalty through personal interaction as explained in Wibowo and Wiangin (2020, p.89). The study validates literature findings about social media influencers because their recommendations build trust and loyalty according to Mondal & Hasan (2023, p.223). The research findings validate the Bangladesh cultural influence on consumer behaviour since peer recommendations and word-of-mouth play a major role in shaping brand perceptions (Aftabunnahar, 2023) as studies have shown.

The research findings validate digital divide and privacy issues that Ongare (2022, p.255) mentioned in the literature because rural consumers encounter obstacles in maximizing social media marketing benefits. Social media marketing effectiveness for brand loyalty and advocacy requires retailers to address identified barriers according to research findings.

## 5 CONCLUSION AND DISCUSSIONS

### 5.1 Conclusion

This thesis has provided research on how social media marketing influences the buying behaviour of consumers targeting online grocery retailers in Bangladesh and enriching the knowledge base of digital marketing in emerging economies. The present research, based on the realism ontological assumption and the positivism epistemological stand, aimed at investigating the impact

of social media marketing on the consumers' awareness, engagement, purchasing behaviour, satisfaction, brand loyalty, and advocacy.

The analysis illustrated that the use of social media marketing is effective in influencing consumer behavior especially on the aspects of brand awareness and building an emotional bond. The study reveals that consumers of Bangladesh are very active with online grocery retailers' posts regarding discounts, offers, and products. This also supported the hypothesis that interaction with the content found in social media affects the purchasing behaviour of the customers, with emotional connection adding even greater value to the content as well as the brand. Nevertheless, there are some issues, which are associated with the content quality and privacy issues, that reveal that online grocery retailers should try to improve their social media marketing strategy to boost up the satisfaction level of consumers.

The theory that is Buyer's Readiness Stages and the AIDA model were useful in explaining how social media marketing influences the buying decision of consumers. The results of the study corroborate the literature, including the emotional appeal, brand awareness, and the use of influencers to influence consumer perception. The findings also imply that the online grocery retailers should pay attention to issues like the digital divide and enhance the quality of posts on social media to influence the buying behaviour.

The issues of reliability and ethics were taken into consideration while conducting the research. This way, using a structured survey, accurate data were obtained, and ethical issues like informed consent, privacy, and withdrawal of participants' rights were observed.

This paper contributes to the existing literature on social media marketing in the context of e-commerce sector in Bangladesh and lays down the groundwork for further research on the digital marketing practices in emerging economies. The conclusions can be useful for business owners who want to improve their brands' effectiveness on social networks and better interact with the target audience. In addition, this study has also benefited me in my

professional growth as it helped me to gain insights into the digital marketing techniques and consumer behavior in the light of emerging economies.

Therefore, it can be concluded that social media marketing is a useful strategy for online grocery retailers in Bangladesh to increase its customers' trust and loyalty. Nevertheless, the retailers need to adapt and improve their strategies to enhance the ability to satisfy the consumers' needs and demands.

## 5.2 Recommendations

Based on the analyses, the following recommendations can be made for the online retailers in Bangladesh to improve their social media marketing efforts.

**Enhance Content Quality and Engagement:** Online grocery retailers should concentrate on developing superior social media content to boost both consumer satisfaction and engagement. The delivery of detailed product information along with premium visuals and educational videos should be directed toward the intended audience. The regular addition of interactive polls and quizzes and customer reviews to social media content will boost user participation. The combination of informative content with entertaining features and visually appealing presentation allows retailers to attract more audience members who develop higher trust levels. (Dahl, 2022, p.102.)

**Target Promotional Efforts and Discounts:** Social media marketing in Bangladesh demonstrates that consumer purchasing decisions become more influenced by promotional efforts and discounts. Online grocery retailers need to develop marketing initiatives with special discount deals and limited-time promotions and seasonal offers that will attract customers. The promotional methods need to address particular consumer groups while using social media platforms for clear messaging. The implementation of "buy one get one free" and loyalty-based discount programs helps both retain current customers and draw new customers which leads to increased sales numbers and enhanced brand loyalty. (Kotler & Armstrong, 2018, p.223.)

**Leverage Influencer Collaborations:** Online retailers should partner with local influencers whose fan base matches the target audience to achieve maximum brand visibility and market trust in Bangladesh. Through genuine content creation influencers assist online grocery retailers in expanding their reach to new audiences. The recommendations and demonstrations of product usage provided by influencers to their followers often drive strong purchasing decisions because these influencers share personal experiences about the products. Influencer partnerships serve as an effective strategy to increase brand reach and establish credibility because word-of-mouth and peer influence play a vital role in the Bangladeshi market.

**Address Digital Literacy and Privacy Concerns:** The digital divide presents a challenge to online grocery retailers in Bangladesh because rural consumers face restricted access to high-speed internet and technological devices. The retail industry should deliver simple content that maintains easy readability for customers who have different digital literacy abilities. Online shopping privacy concerns must be solved by implementing clear data privacy policies together with robust security systems. Social media engagement grows when retailers implement measures to ensure customer trust regarding their personal information protection. (Cateora, 2022, p.128.)

**Foster Emotional Connections through Community Engagement:** The development of emotional connections requires community engagement because it helps consumers build lasting relationships. Online grocery retailers must develop emotional bonds with their customers by responding to comments directly and sending personalized messages and conducting interactive Q&A sessions. Brand loyalty grows when retailers share their inner operations and recommend personalized products according to customer preference profiles. Retailers who create feelings of customer value and community membership among shoppers will generate loyal patrons who become brand promoters leading to sustained business expansion and favorable word-of-mouth advertising. (Kotler & Armstrong, 2018, p.139.)

### 5.3 Limitations of the study

This study has limitations because it uses a small number of 65 participants from the Bangladesh online grocery consumer population. The study depends on participants' self-reported data that might contain reporting bias and memory inaccuracies about their behaviours. The study uses primarily quantitative data which might overlook the deeper understanding of consumer motivations and emotional experiences and personal encounters. The research analysis uses correlation and regression methods but these methods might not effectively represent the complete complexity of variable relationships. The data analysis conducted through Microsoft Excel restricts researchers from performing advanced statistical methods at their full potential.

### 5.4 Scope for further research

Future research needs to increase the sample size by studying consumers from different regions of Bangladesh while taking into account their location and income levels and shopping patterns. The research design should incorporate qualitative approaches through interviews and focus groups to uncover consumer psychological aspects and behavioral drivers. Future research should investigate how distinct social media platforms influence consumer conduct along with their brand commitment levels. The research should investigate different types of content used in social media marketing while analyzing how seasonal variations and cultural backgrounds affect purchase behavior through these

## REFERENCES

- Abir, & Tanaz, M. (2023). Factors Driving Consumers' Continuous Usage of Online Grocery Shopping Platforms in the Post-Pandemic Era. *Handle.net*. <http://hdl.handle.net/10464/17930>
- Aftabunnahar, J. (2023). Social Media Addiction Among Youths and It's Relationship with Being Anti-social: A Study on Bangladeshi Youths. *Social Science Research Network*. <https://doi.org/10.2139/ssrn.4647844>
- Amoako, G.K., Dzogbenuku, R.K., Doe, J. and Adjaison, G.K. (2020). Green marketing and the SDGS: Emerging market perspective. *Marketing Intelligence & Planning*, 40(3). 310-327. <https://doi.org/10.1108/mip-11-2018-0543>.
- Arora, L., Singh, P., Bhatt, V., & Sharma, B. (2021). Understanding and managing customer engagement through social customer relationship management. *Journal of Decision Systems*, 30(2-3), 215-234 . <https://doi.org/10.1080/12460125.2021.1881272>
- Atwong, C. T. (2022). A Social Media Practicum: An Action-Learning Approach to Social Media Marketing and Analytics. *Marketing Education Review*, 25(1), 27-31.
- Bednarz, J., & Orelly, P. (2020). The importance of social media on the FMCG market in Bangladesh. *International Journal of Management and Economics*, 56(3), 230–242. <https://doi.org/10.2478/ijme-2020-0019>
- Berndt, R., Altobelli, C. F., & Sander, M. (2023). *International Marketing Management*. In Springer eBooks. Springer Gabler Berlin, Heidelberg. <https://doi.org/10.1007/978-3-662-66800-9>
- Cateora, P. R. (2022). *International Marketing (4th ed.)*. Mcgrawhill Education.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice (8th ed.)*. Pearson.
- Dahl, S. (2022). *Social media marketing: theories & applications (3rd ed.)*. Sage.
- Devi, P. S. (2017). *Research Methodology*. Notion Press.
- 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), 1–22.
- Faruque, O., & Siddiqua, A. (2019). Challenges and Opportunities of Grocery Business: A Study on Rangpur City Corporation in Bangladesh. *Global*

*Disclosure of Economics and Business*, 8(1), 49–60.  
<https://doi.org/10.18034/gdeb.v8i1.97>

Gupta, P., & Srivastava, R. (2021). Research on Social Enterprises from an Emerging Economy—Systematic Literature Review and Future Research Directions. *Journal of Social Entrepreneurship*, 1–36.  
<https://doi.org/10.1080/19420676.2021.1974926>

Hafez, Md. (2021). The impact of social media marketing activities on brand equity in the banking sector in Bangladesh: the mediating role of brand love and brand trust. *International Journal of Bank Marketing*, 1353-1376. Emerald.  
<https://doi.org/10.1108/ijbm-02-2021-0067>

Hafez, Md. (2022). Unpacking the influence of social media marketing activities on brand equity in the banking sector in Bangladesh: A moderated mediation analysis of brand experience and perceived uniqueness. *International Journal of Information Management Data Insights*, 2(2),  
<https://doi.org/10.1016/j.ijime.2022.100140>

Hasan, M. (2020). Consumers' Awareness and Acceptability towards Online Grocery Shopping: A Study on the Consumers of Dhaka Metropolitan City. *Sept. 28-30, 2017 Kuala Lumpur (Malaysia) ESTSD-17, IEREM-17, CBAES-17, LHSSE-17 & TBFL-17*. <https://doi.org/10.15242/heaig.h0917509>

Hasan, M. (2023, May 9). Number of Internet Users Increased in Bangladesh. *The Daily Star*. <http://www.thedailystar.net/business/economy/news/number-internet-users-rises-march-3314581>

Hassan, S. (2023). Opportunities and challenges of digital marketing in Bangladesh. *Www.theseus.fi*. <https://www.theseus.fi/handle/10024/804676>

Hosen, I., al Mamun, F., Sikder, M. T., Abbasi, A. Z., Zou, L., Guo, T., & Mamun, M. A. (2021). Prevalence and Associated Factors of Problematic Smartphone Use During the COVID-19 Pandemic: A Bangladeshi Study. *Risk Management and Healthcare Policy*, Volume 14, 3797—3805.  
<https://doi.org/10.2147/rmhp.s325126>

Hossain, M. S., Fatmi, M. R., & Thirkell, C. E. (2022). How Will In-Person and Online Grocery Shopping and Meal Consumption Activities Evolve After COVID-19? *Transportation Research Record: Journal of the Transportation Research Board*, 036119812211191. 337-348.  
<https://doi.org/10.1177/03611981221119183>

Khan, M. Y. H., & Abir, T. (2022). The Role of Social Media Marketing in the Tourism and Hospitality Industry: A Conceptual Study on Bangladesh. *ICT as Innovator between Tourism and Culture*. 213-229 <https://www.igi-global.com/chapter/the-role-of-social-media-marketing-in-the-tourism-and-hospitality-industry/292785>

Kotler, P., & Armstrong, G. (2018). *Principles of marketing*. Pearson/Prentice-Hall.

Kruger, F., & Mitchell, B. (2022). *Research methodology*. Oxford University Press.

Lebow, R. N. (2024). What is Classical Realism? *Analyse & Kritik/Analyse & Kritik* (Internet), 46(1), 215-228. <https://doi.org/10.1515/auk-2023-2012>

Li, F., Larimo, J., & Leonidou, L. C. (2020). Social Media Marketing strategy: definition, conceptualization, taxonomy, validation, and Future Agenda. *Journal of the Academy of Marketing Science*, 49(1), 51–70. Springer. <https://link.springer.com/article/10.1007/s11747-020-00733-3>

Mason, A. N., Narcum, J., & Mason, K. (2021). Social Media Marketing Gains Importance after Covid-19. *Cogent Business & Management*, 8(1), Tandfonline. <https://doi.org/10.1080/23311975.2020.1870797>

Mcdonald, J. (2021). *SOCIAL MEDIA MARKETING WORKBOOK : how to use social media for business*. Createspace Indep Pub.

Moedeen, S., Eugene Cheng-Xi Aw, Alryalat, M., Garry Wei-Han Tan, Tat Huei Cham, Ooi, K.-B. and Dwivedi, Y.K. (2023). Social media marketing in the digital age: empower consumers to win big? *Asia Pacific journal of marketing and logistics*, 36(1). 66-84 doi: <https://doi.org/10.1108/apjml-09-2022-0784>

Mondal, S., & Hasan, A. A.-T. (2023). Online grocery shopping intentions in the post COVID-19 context: a case of millennial generations in Bangladesh. *South Asian Journal of Marketing*. 113-230. <https://doi.org/10.1108/sajm-01-2023-0001>

Nachmias, C., Nachmias, D., & Dewaard, J. (2022). *Research methods in the social sciences*. Worth Publishers, A Macmillan Education Company.

Ongare, R. M. (2022). Modelling Utilization of the Internet and Social Media Platforms for Sustainable Development of Women Entrepreneurs of Small Businesses. *International Journal of Scientific Research in Science, Engineering and Technology*, 9(1), 250–275. <https://doi.org/10.32628/IJSRSET229155>

Park, Y. S., Konge, L., & Artino, A. R. (2020). The Positivism Paradigm of Research. *Academic Medicine*, 95(5), 690-694. NCBI. <https://doi.org/10.1097/ACM.0000000000003093>

Salam, S., & Mahmudul, M. (2019). THE ROLE OF SOCIAL MEDIA AND EFFECT OF RELATIONSHIP MARKETING ON SME PERFORMANCE IN BANGLADESH: MULTI-GROUP CFA. *Asian People Journal (APJ)*, 2(1), 12–31. <https://journal.unisza.edu.my/apj/index.php/apj/article/view/98>

Sheth, J.N. and Parvatiyar, A. (2021). Sustainable Marketing: Market-Driving, NotMarket-Driven. *Journal of Macromarketing*, 41(1), 150-165.

Statista. (2021). Social media activities creating a positive brand perception USA 2022. Statista. <https://www.statista.com/statistics/1338967/social-media-activities-positive-brand-perception-usa/>

Statista. (2022). Germany: social media influencers impact on purchases 2022. Statista. <https://www.statista.com/statistics/1395276/social-media-influence-purchase-germany-age/>

Statista. (2024, September 27). Benefits of Social Media Marketing Worldwide 2019 | Statista. Statista; www.statista.com. <https://www.statista.com/statistics/188447/influence-of-global-social-media-marketing-usage-on-businesses/>

Statista. (2025). Social Media Advertising - Worldwide | Statista Market Forecast. Statista. <https://www.statista.com/outlook/amo/advertising/social-media-advertising/worldwide>

West, C. (2023, July 11). Top Branding Statistics You Need to Know in 2023. Influencer Marketing Hub. <https://influencermarketinghub.com/branding-statistics/>

Wibowo, A., & Wiangin, U. (2020). Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience. *Sustainability*, 13(1), 189. mdpi. <https://doi.org/10.3390/su13010189>

## APPENDIX

### Questionnaire

#### 1. What is your age group?

- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55+ years

#### 2. What is your gender?

- Male
- Female
- Other
- Prefer not to say

#### 3. What is your level of education?

- High School
- Undergraduate
- Postgraduate
- Other (please specify)

#### 4. How frequently do you use social media?

- Never
- Rarely
- Sometimes
- Often
- Always

**5. Which social media platforms do you use to follow online grocery retailers in Bangladesh? (Select all that apply)**

- Facebook
- Instagram
- YouTube
- Twitter
- Other (please specify)

**6. How often do you engage with social media content from online grocery retailers?**

- Never
- Rarely
- Sometimes
- Often
- Always

**7. What types of content do you engage with most from online grocery retailers on social media? (Select all that apply)**

- Product promotions
- Recipes or meal suggestions
- Customer reviews and testimonials
- Discounts and offers
- Brand challenges or contests

**8. Which type of social media promotions from online grocery retailers influence your purchase decisions? (Select all that apply)**

- Discounts and offers
- Free delivery promotions
- Limited-time sales

- New product announcements
- Influencer collaborations

**9. Which of the following do you find most valuable in the social media marketing of online grocery retailers?**

- Educational content (e.g., cooking tips)
- Product information
- Promotions and discounts
- Customer engagement and community-building

**10. Which social media marketing tactics do you find most effective in encouraging you to engage with an online grocery retailer?**

- Interactive posts (polls, quizzes, etc.)
- Influencer collaborations
- Contests or giveaways
- Product tutorials or demonstrations
- Customer reviews and testimonials

## **Likert Scale:**

For the following questions, please rate your agreement on a scale from **1 (Strongly Disagree)** to **5 (Strongly Agree)**.

11. I am aware of online grocery retailers in Bangladesh through their social media marketing.
12. I feel more connected to an online grocery retailer after interacting with their social media content.
13. Social media posts or advertisements from online grocery retailers make me more likely to purchase from them over other retailers.

14. I am satisfied with the quality of content provided by online grocery retailers on social media (e.g., product details, videos, etc.).

15. I feel that the social media content from online grocery retailers provides me with useful information for making purchase decisions.

16. I trust online grocery retailers more after engaging with them on social media.

**17. What recommendations would you give to online grocery retailers in Bangladesh to improve their social media marketing efforts? (Select all that apply)**

- Offer more exclusive discounts and promotions
- Post more educational content
- Increase customer engagement
- Collaborate with influencers
- Share behind-the-scenes content

**18. What improvements would you suggest for online grocery retailers in Bangladesh to enhance their social media marketing efforts?**