

**EXPLORING THE IMPACT OF SOCIAL MEDIA MARKETING ON E-COMMERCE
SALES AND BRAND AWARENESS**

BY

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This Report Presented in Partial Fulfillment of the Requirements for the Degree of
Masters of Science in Management Information System

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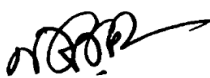
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APPROVAL

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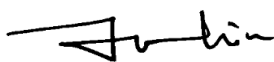
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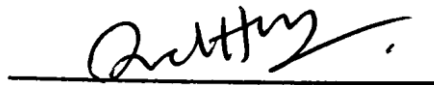
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We hereby declare that, this project has been done by us under the supervision of **Dr. Md. Zahid Hasan, Associate Professor, Department of CSE** Daffodil International University. We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

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ABSTRACT

This thesis investigates the impact of social media marketing strategies on e-commerce sales and brand awareness within the context of Bangladesh. By examining social media advertising, influencer marketing, and user-generated content, the study aims to understand their effectiveness in enhancing e-commerce performance and brand recognition. Data was collected through online surveys, interviews, and social media analytics from a diverse sample of e-commerce businesses in Bangladesh. The findings reveal that social media marketing significantly boosts e-commerce sales and brand awareness. Facebook and Instagram emerged as the most effective platforms due to their high user engagement rates. Influencer marketing was identified as particularly beneficial in reaching younger demographics and increasing brand credibility. Despite these benefits, businesses face challenges such as budget constraints, and navigating constantly changing social media algorithms. Environmental and ethical considerations were also examined. The rise in e-commerce has led to increased packaging waste and carbon emissions from delivery services. Ethical concerns, including consumer privacy and transparency in advertising, need to be addressed to maintain consumer trust and sustainability. The study concludes with recommendations for e-commerce businesses to adopt eco-friendly packaging, invest in green logistics, advocate for stronger data protection regulations, and establish guidelines for ethical marketing practices. It also suggests further research on longitudinal impacts, regional comparisons, advanced analytics, emerging platforms, sustainable practices, and digital literacy initiatives to build on the findings and enhance social media marketing strategies in Bangladesh and beyond.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

social media has transformed digital marketing and played a pivotal role in the rapid expansion of e-commerce industries across the globe. In Bangladesh, the intersection of social networking platforms and online retail is showing immense promise for economic opportunity and connectivity. The country has emerged as one of the fastest growing e-commerce markets in South Asia, with annual transaction volumes surpassing \$1.5 billion in 2021 [1]. As smartphones and internet penetration rise, social networks now serve as primary digital marketplaces where brands engage potential buyers [2]

A core driver of the sector's 50% growth rate over the past year has been innovative social media strategies employed by retailers [1]. Facebook maintained its position as the dominant social platform in Bangladesh with over 50 million users in 2022, followed by rising adoption of Instagram, YouTube and Tiktok E-tailers leverage diverse tactics on these interfaces such as influencer promotions, targeted ads, consumer generated content and interactive live selling to bolster brand awareness, foster community and boost impulse purchases [3]. Despite the industry's momentum, limited research quantifies relationships between social activities and performance metrics critical for strategic planning.

Therefore, this study aims to address key knowledge gaps through a comprehensive mixed-methods evaluation of social media's impacts across the e-commerce customer journey in Bangladesh. Surveys and social analytics will be employed to analyze interactions between influencer marketing, advertising effectiveness, engagement levels and sales outcomes and brand visibility on leading digital platforms. The outcomes seek to provide evidence-based conclusions and recommendations to optimize localized outreach practices supporting the sustained growth of this high potential sector [2]. Ultimately, the research strives to offer tangible value for both scholars exploring evolving consumption behaviors and practitioners navigating this dynamic frontier

1.2 Motivation

This study is interested in how social media affects how people in Bangladesh shop and how businesses operate. With online shopping growing, it's important for businesses to understand how social media marketing works. The study will look at things like ads on social media, how influencers affect buying choices, and how content created by users influences brands. By studying these areas, the goal is to give businesses practical ideas to improve how they market their products.

1.3 Rationale of the Study

The rationale for this study is rooted in the increasing importance of digital marketing in the Bangladeshi business ecosystem. Despite the growing use of social media platforms for marketing purposes, there is limited empirical research focusing on their specific impacts on e-commerce sales and brand awareness in the context of Bangladesh. This study aims to fill this gap by providing detailed analysis and evidence-based conclusions that can guide businesses and marketers in their decision-making processes.

1.4 Research Questions

To achieve the objectives of this study, the following research questions are formulated:

1. How does social media advertising influence e-commerce sales performance in Bangladesh?
2. Which age of people does play a crucial role in awareness on E-commerce brand?
3. What type of content does the consumers likes to see?
4. Which are the most popular social media platform influencing purchase decision?
5. What type of content contributes to brand awareness the most?

1.5 Expected Output

The expected outputs of this study include:

1. A detailed analysis of the impact of social media advertising on e-commerce sales in Bangladesh.
2. Insights into the effectiveness of influencer marketing in enhancing brand awareness.
3. Identification of challenges and opportunities for social media marketing in the Bangladeshi context.
4. Practical recommendations for businesses to optimize their social media marketing strategies.

1.6 Report Layout

The report is structured as follows:

- Chapter 1: Introduction - Gives an overview of the background, reasons for conducting the study, research questions, anticipated outcomes, and structure of the report.
- Chapter 2: Background - focusses on providing an overview of important terms, previous research and the difficulties encountered.
- Chapter 3: Research Methodology - This section outlines the research topic, the methods of collecting data, the statistical analysis, and the resources needed for implementation.
- Chapter 4: Experimental Results and Discussion - where the setup, results, and their analysis will be presented.
- Chapter 5: Impact on Society, Environment, and Sustainability - delves into the effects on society, the environment, ethical considerations, and the sustainability plan.
- Chapter 6: Summary, Conclusion, Recommendation, and Implication for Future Research - of the report focuses on summarizing the study findings, drawing conclusions, offering recommendations, and suggesting areas for future research.

CHAPTER 2

BACKGROUND

2.1 Preliminaries

To understand the context of this study, it is essential to define key terminologies related to social media marketing and e-commerce:

- **Social Media Marketing (SMM):** The use of social media platforms and websites to promote a product or service. It involves creating content that attracts attention and encourages readers to share it across their social networks.
- **E-commerce:** The buying and selling of goods and services over the internet. It includes a wide range of online business activities for products and services.
- **Social Media Advertising:** Paid advertising on social media platforms. It includes various formats like banner ads, sponsored posts, video ads, and carousel ads.
- **Influencer Marketing:** A type of marketing that focuses on using key leaders to drive the brand's message to the larger market. Influencers are typically individuals with a large following on social media platforms.
- **User-Generated Content (UGC):** Any form of content, such as text, videos, images, reviews, etc., that is created by users of an online platform and is publicly available to other users.

2.2 Related Works

Several studies have explored the impact of social media marketing on e-commerce and brand awareness. Globally, social media marketing has been found to significantly influence consumer purchasing decisions and brand loyalty [4]. In the context of Bangladesh, limited research has been conducted, but available studies indicate a positive correlation between social media marketing and e-commerce growth [5]. For example, it was found that social media advertising on platforms like Facebook and Instagram positively influences consumer buying behavior in Bangladesh [6].

Similarly, the effectiveness of influencer marketing in enhancing brand visibility and credibility among Bangladeshi consumers has been highlighted [7].

2.3 Comparative Analysis and Summary

When comparing global trends with those in Bangladesh, several similarities and differences emerge. Globally, social media marketing is well-integrated into business strategies, with significant investments in advertising and influencer partnerships. In Bangladesh, while social media marketing is gaining traction, many businesses, particularly SMEs, are still in the early stages of adoption.

A comparative analysis reveals that:

- **Global Trends:** High investment in social media ads, extensive use of influencer marketing, and advanced targeting strategies.
- **Bangladesh Trends:** Growing adoption of social media ads, increasing partnerships with local influencers, and more focus on user-generated content to build brand trust.

This summary indicates that while Bangladesh is following global trends, the pace and scale of adoption vary due to local market conditions, internet penetration, and consumer behavior.

2.4 Scope of the Problem

The scope of this study includes:

- Investigating how different social media marketing strategies impact e-commerce sales and brand awareness.
- Analyzing consumer perceptions and engagement with social media marketing in Bangladesh.
- Providing recommendations for optimizing social media marketing strategies to achieve better business outcomes.

This study focuses on major social media platforms used in Bangladesh, such as Facebook, Instagram, and YouTube, and their role in influencing e-commerce and brand awareness.

2.5 Challenges

Implementing effective social media marketing in Bangladesh presents several challenges:

- **Limited Resources:** Many businesses, especially SMEs, have limited budgets for social media marketing.
- **Ad Fatigue:** High volume of ads leading to decreased engagement from users.
- **Privacy Concerns:** Growing concerns about data privacy and the ethical use of consumer information.
- **Competition:** Increasing number of businesses using social media marketing, leading to higher competition for consumer attention.

Addressing these challenges is crucial for businesses to maximize the benefits of social media marketing in the Bangladeshi context.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Subject and Instrumentation

This study focuses on the impact of social media marketing on e-commerce sales and brand awareness within the context of Bangladesh. The subjects of this research are e-commerce businesses operating in Bangladesh that utilize social media marketing strategies. The instrumentation includes online surveys, interviews, and data collection tools to gather quantitative and qualitative data.

3.2 Data Collection Procedure

The data collection process involves multiple stages:

1. **Survey Distribution:** Online surveys will be distributed to e-commerce businesses across Bangladesh, targeting marketing managers and social media strategists. The survey will include questions about the types of social media marketing strategies employed, the frequency of their use, and perceived impacts on sales and brand awareness.
2. **Social Media Analytics:** Metrics such as engagement rates, conversion rates, and reach will be analyzed from the social media platforms used by the selected e-commerce businesses. This will involve using tools like Facebook Insights, Instagram Analytics, and other platform-specific analytics tools.

3.3 Statistical Analysis

The collected data will undergo rigorous statistical analysis to ensure accuracy and relevance:

1. **Descriptive Statistics:** Basic descriptive statistics will be used to summarize the data.

2. **Qualitative and Quantitate Analysis:** The qualitative and quantitative data from spreadsheet analyzed using excel formula, pivot table to identify insights related to social media marketing practices and their impacts.

3.4 Proposed Methodology

The proposed methodology for this research combines quantitative and qualitative approaches to provide a comprehensive understanding of the impact of social media marketing on e-commerce sales and brand awareness in Bangladesh:

1. **Mixed-Methods Approach:** A mixed-methods approach will be used, integrating both quantitative and qualitative data to offer a holistic view of the research problem.
2. **Survey Design:** The survey questions will be designed based on Bangladeshi context. This will ensure that the questions are relevant and capture the unique aspects of social media marketing in Bangladesh.
3. **Pilot Testing:** The survey instruments will be pilot-tested with a small group of respondents to identify any issues and make necessary adjustments before the full-scale data collection.

3.5 Implementation Requirements

To successfully implement this research methodology, the following resources and requirements are necessary:

1. **Survey Tools:** Online survey tools such as Google Forms (link) and recording device (mobile) for data collection.
2. **Data analysis Software:** Data analysis software such as MS Excel for quantitative data analysis.

By following this methodology, the study aims to provide valuable insights into the effectiveness of social media marketing strategies on e-commerce sales and brand

awareness in Bangladesh, contributing to the body of knowledge in this field and offering practical recommendations for e-commerce businesses.

CHAPTER 4

Experimental Results and Discussion

4.1 Experimental Setup

The study involved collecting data through online surveys targeting e-commerce consumers in Bangladesh. These surveys were designed to measure the influence of social media on consumer purchase decisions, brand awareness, and overall engagement with e-commerce brands. The questions aimed to capture various aspects such as the impact of social media influencers, the amount of time spent on social media, the frequency of discovering new brands through social media, and the types of social media content that most influence purchase decisions. The data collected was then analyzed to identify trends and draw insights into the effectiveness of social media marketing in the Bangladeshi e-commerce sector.

4.2 Experimental Results & Analysis

4.2.1 Influence of Social Media Influencers on Purchase Decisions

The survey asked respondents to rate on a scale of 1 to 5 how much social media influencers affect their purchase decisions. The results revealed that 31 respondents (10%) rated the influence as 1, indicating no influence, while 34 respondents (11%) rated it as 2, showing slight influence. A moderate influence was reported by 57 respondents (19%), while 106 respondents (35%) and 72 respondents (24%) rated the influence as 4 and 5, respectively, indicating significant to extreme influence. This data suggests that a substantial portion of the respondents (59%) feel that social media influencers have a significant or extreme impact on their purchase decisions. This highlights the importance of influencer marketing in driving consumer behavior in the Bangladeshi e-commerce market.

Table-4.2.1: Influence of Social Media Influencers on Purchase Decisions

Social media influencers affect purchase decisions	Record	Percentage of records
1	31	10%
2	34	11%
3	57	19%
4	106	35%
5	72	24%

4.2.2 Contribution of Social Media to Awareness of E-commerce Brands

Respondents were also asked to rate how much social media contributes to their awareness of e-commerce brands on a scale of 1 to 5. The responses showed that 27 respondents (9%) felt social media had no contribution, while 30 respondents (10%) felt it had slight contribution. A moderate contribution was reported by 78 respondents (26%), and significant to extreme contributions were reported by 104 respondents (35%) and 61 respondents (20%), respectively. This indicates that a majority of respondents (55%) believe social media significantly or extremely contributes to their awareness of e-commerce brands. This underscores the critical role of social media in enhancing brand visibility in the digital marketplace

Table 4.2.2- Contribution of Social Media to Awareness of E-commerce Brands

Social media contribute to awareness of e-commerce brands	Records	Percentage of records
1	27	9%
2	30	10%
3	78	26%
4	104	35%
5	61	20%

4.2.3 Frequency of Becoming Aware of New Brands Through Social Media

The survey explored how often respondents become aware of new brands through social media. The responses indicated that 112 respondents (37%) always discover new brands through social media, while 15 respondents (5%) never do. Those who often and sometimes discover new brands through social media were 43 respondents (14%) and 83 respondents (28%), respectively, and 47 respondents (16%) reported rarely discovering new brands. The majority of respondents (65%) indicated that they always or sometimes become aware of new brands through social media, demonstrating its effectiveness as a tool for brand discovery and highlighting its potential for expanding brand reach.

Table 4.2.3- Frequency of Becoming Aware of New Brands Through Social Media

Become aware of new brands through social media	Record	Percentage of records
Always	112	37%
Never	15	5%
Often	43	14%
Rarely	47	16%
Sometimes	83	28%

4.2.4 Daily Time Spent on Social Media

To understand the engagement level of respondents with social media, they were asked how much time they spend on social media daily. The results showed that 46 respondents (15%) spend 1-2 hours, 70 respondents (23%) spend 2-3 hours, and 104 respondents (35%) spend 3-4 hours daily on social media. Additionally, 29 respondents (10%) spend less than 1 hour, and 51 respondents (17%) spend more than 4 hours on social media each day. The data indicates that a significant portion of respondents (58%) spend between 2 to 4 hours on social media daily, suggesting a high level of engagement that e-commerce brands can leverage for marketing purposes.

Table 4.2.4- Daily Time Spent on Social Media

Time spend on social media daily	Record	Percentage of records
1-2 hours	46	15%
2-3 hours	70	23%

3-4 hours	104	35%
Less than 1 hour	29	10%
More than 4 hours	51	17%

4.2.5 Social Media Contributing to Awareness of E-commerce Brands by Age Group

The contribution of social media to awareness of e-commerce brands was analyzed across different age groups. The findings revealed that the age group 18-22 had the highest engagement with 327 respondents (31%), followed by the under 18 age group with 245 respondents (24%). The age groups 23-27, 28-32, and 33+ had 201 respondents (19%), 159 respondents (15%), and 110 respondents (11%) respectively. This data suggests that younger age groups, particularly those between 18-22, are more engaged with social media for brand awareness, highlighting the need for e-commerce brands to tailor their social media strategies to target these demographics effectively.

Table 4.2.5- Social Media Contributing to Awareness of E-commerce Brands by Age Group

In terms of different ages of people and their awareness of E-Commerce Brands	Record	Percentage of records
18-22	327	31%
23-27	201	19%
28-32	159	15%
33+	110	11%
Under 18	245	24%

4.2.6 Types of Social Media Content Influencing Purchase Decisions

Respondents identified the types of social media content that most influence their purchase decisions. The results showed that live streams were the most influential, with 122 respondents (41%) indicating their impact. Product reviews followed with 109 respondents (36%), while sponsored posts influenced 96 respondents (32%). Other influential content types included influencer endorsements (92 respondents, 31%), unboxing videos (87 respondents, 29%), user-generated content (64 respondents, 21%), and reels (3 respondents, 1%). This indicates that dynamic and interactive content such as live streams, product reviews, and sponsored posts are highly effective in influencing purchase decisions, suggesting that e-commerce brands should focus on creating engaging and informative content.

Table 4.2.6- Types of Social Media Content Influencing Purchase Decisions

Social media content influences purchase decisions the most	Records	Percentages of Records
Live streams	122	41%
Sponsored posts	96	32%
Product reviews	109	36%
Unboxing videos	87	29%
Influencer endorsements	92	31%
User-generated content	64	21%
Reels	3	1%

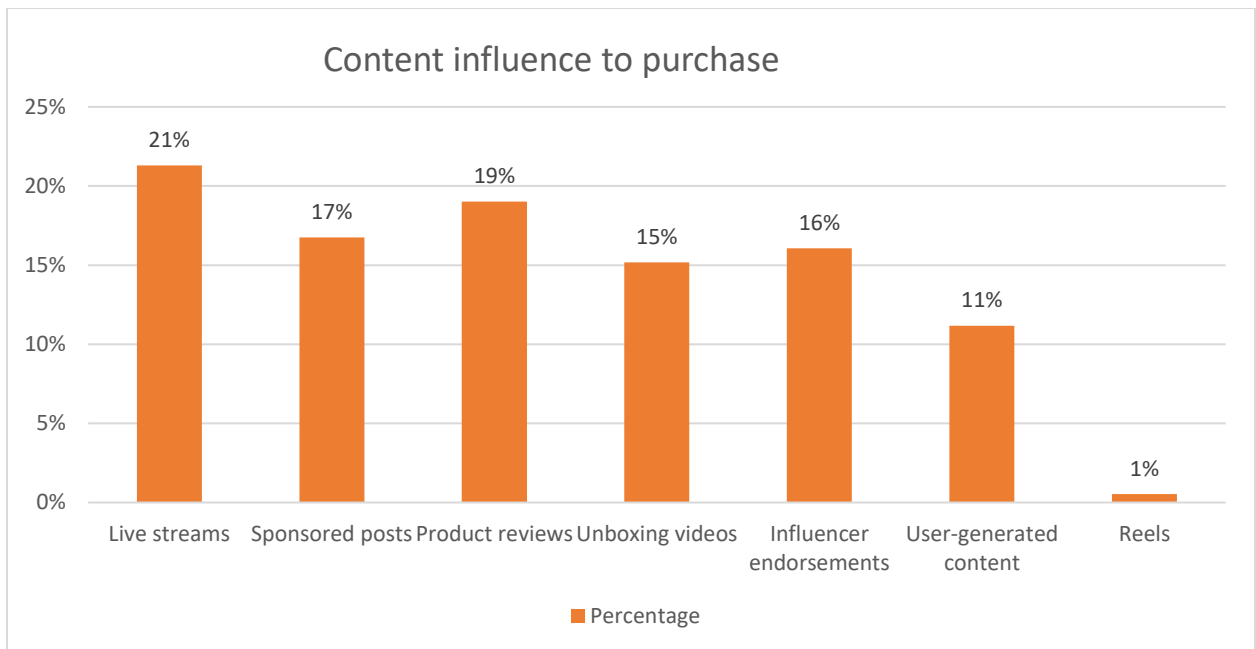


Fig: 4.2.6- Types of Social Media Content Influencing Purchase Decisions

4.2.7 Most Used Social Media Platforms

The survey also explored the most used social media platforms among respondents. The findings revealed that Facebook was the most popular platform with 249 respondents (29%) using it, followed by Instagram with 141 respondents (16%) and Twitter with 136 respondents (16%). Other platforms included TikTok (111 respondents, 13%), YouTube (89 respondents, 10%). Snapchat (74 respondents, 9%) and LinkedIn (65 respondents, 8%). This data suggests that Facebook are the most popular platform, indicating the potential as primary channels for e-commerce marketing efforts.

Table 4.2.7- Most Used Social Media Platforms

Most Used Social Media Platform	Records	Percentages of Records
Facebook	249	29%
Instagram	141	16%

Twitter	136	16%
LinkedIn	65	8%
TikTok	111	13%
Snapchat	74	9%
YouTube	89	10%

4.2.8 Platforms Influencing Purchase Decisions

When asked which social media platforms influence their purchase decisions the most, respondents indicated that Facebook was the leading platform with 200 respondents (28%) citing its influence. Instagram followed with 112 respondents (16%), and Twitter with 100 respondents (14%). Other influential platforms included LinkedIn (76 respondents, 11%), TikTok (81 respondents, 11%), Snapchat (74 respondents, 10%), and YouTube (62 respondents, 9%). The data suggests that Facebook is the most influential platform for purchase decisions, followed by Instagram and Twitter, highlighting the importance of these platforms in e-commerce marketing strategies.

Table 4.2.8- Platforms Influencing Purchase Decisions

Influence to purchase	Records	Percentages of Records
Facebook	200	28%
Instagram	112	16%
Twitter	100	14%
LinkedIn	76	11%
TikTok	81	11%
Snapchat	74	10%
YouTube	62	9%

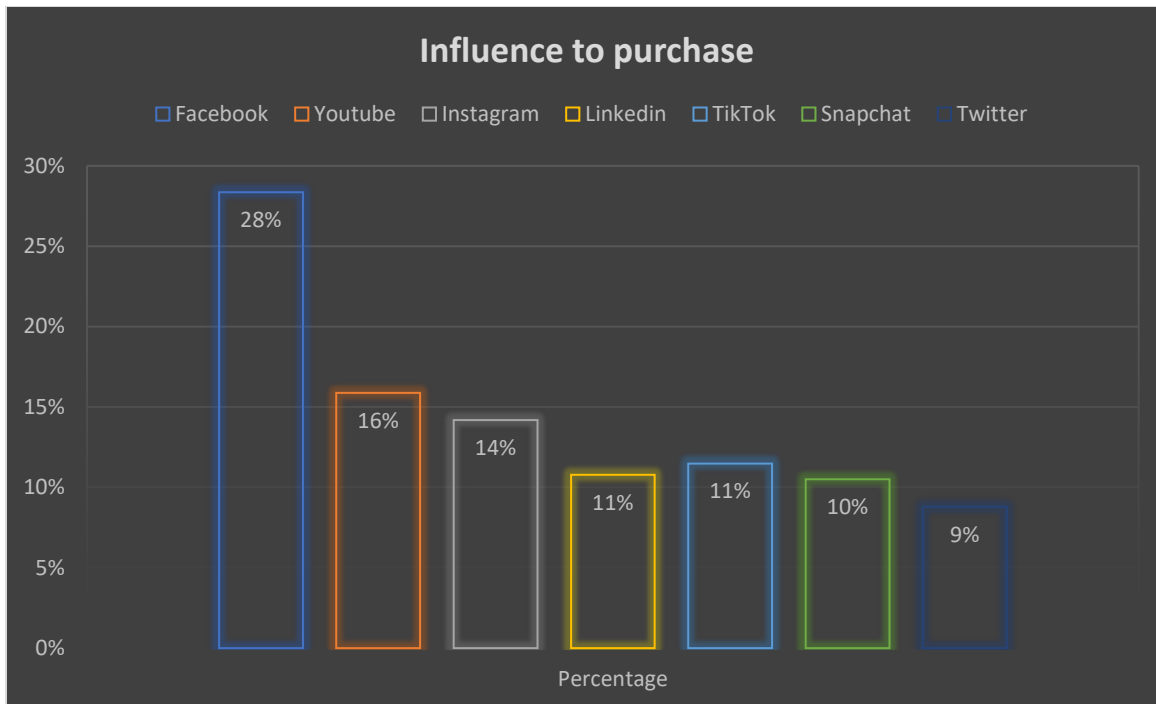


Fig: 4.2.8-Platforms Influencing Purchase Decisions

4.2.9 Types of Content Contributing to Brand Awareness

Respondents identified the types of content that contribute most to their awareness of brands. Contests and giveaways were the most effective, with 113 respondents (20%) indicating their impact. Behind-the-scenes content followed with 107 respondents (19%), and informative articles or videos influenced 101 respondents (18%). Other influential content types included engaging posts (89 respondents, 16%), high-quality images (95 respondents, 17%), customer testimonials (66 respondents, 12%), and others (2 respondents, 0%). This indicates that engaging and informative content, along with interactive elements like contests and giveaways, are effective strategies for increasing brand awareness.

Table 4.2.9- Types of Content Contributing to Brand Awareness

Awareness of Brands	Records	Percentage of Records
Engaging posts	89	16%
Contests and giveaways	113	20%
Informative articles or videos	101	18%
High-quality images	95	17%
Behind-the-scenes content	107	19%
Customer testimonial	66	12%
Others	2	0%

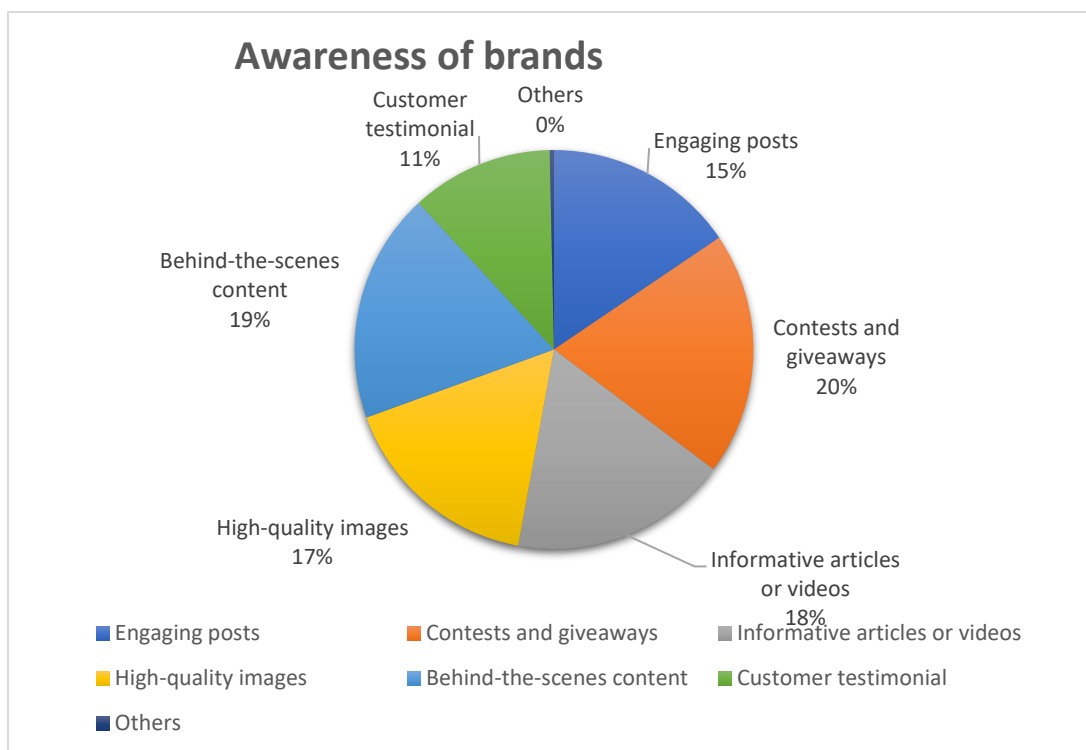


Fig: 4.2.9- Types of Content Contributing to Brand Awareness

4.3 Discussion

The results of this study highlight several key trends in the impact of social media marketing on e-commerce in Bangladesh. First, social media influencers play a significant role in affecting purchase decisions, with a majority of respondents indicating a strong influence. This underscores the potential of influencer marketing in driving consumer behavior in the e-commerce sector. Second, social media is a critical channel for creating brand awareness, with a significant number of respondents relying on it to discover new brands. Younger age groups, particularly those between 18-22, are highly engaged with social media for this purpose, indicating that e-commerce brands should tailor their strategies to target these demographics effectively. Third, dynamic and interactive content such as live streams, product reviews, and sponsored posts are particularly effective in influencing purchase decisions. E-commerce brands should focus on creating engaging and informative content to attract consumers. Fourth, YouTube and Facebook are the most popular platforms influencing purchase decisions, suggesting that e-commerce brands should prioritize these channels for their marketing efforts. Finally, contests and giveaways, behind-the-scenes content, and informative articles or videos are effective strategies for increasing brand awareness. These types of content encourage engagement and foster a connection between the brand and the consumer. Overall, the findings from this chapter provide valuable insights into the impact of social media marketing on e-commerce in Bangladesh. The data suggests that social media is a powerful tool for influencing consumer behavior and increasing brand awareness. E-commerce businesses in Bangladesh can leverage these insights to develop effective marketing strategies that capitalize on the strengths of social media platforms and content types.

CHAPTER 5

IMPACT ON SOCIETY, ENVIRONMENT AND SUSTAINABILITY

5.1 Impact on Society

Social media marketing has significantly influenced Bangladeshi society, particularly in the context of e-commerce. This impact can be observed in several ways:

1. **Consumer Behavior:** Social media has transformed consumer behavior in Bangladesh, making online shopping more prevalent. The convenience and accessibility of e-commerce platforms, coupled with targeted social media marketing, have made it easier for consumers to discover and purchase products. According [8], 70% of online shoppers in Bangladesh have made purchase decisions influenced by social media advertisements.
2. **Employment Opportunities:** The rise of social media marketing has created new job opportunities in digital marketing, content creation, and influencer roles. Many young Bangladeshis are now pursuing careers as social media managers, digital marketers, and influencers, contributing to employment growth in the digital economy [9]
3. **Cultural Shifts:** Social media marketing has facilitated the spread of new cultural trends and lifestyles. Brands often promote modern and aspirational lifestyles, which can influence social norms and values. While this can lead to positive changes, such as increased awareness of health and wellness, it can also result in cultural homogenization and the erosion of traditional values.

5.2 Impact on Environment

The environmental impact of social media marketing and e-commerce in Bangladesh is multifaceted:

1. **Reduction in Physical Store Traffic:** With the growth of e-commerce, there has been a noticeable reduction in the need for physical stores, which can lead to decreased energy consumption and lower carbon footprints associated with retail spaces. However, this benefit is offset by the environmental costs of increased packaging and delivery services.
2. **Packaging Waste:** The rise in e-commerce sales has led to an increase in packaging waste. Products purchased online often require additional packaging to ensure they arrive safely, contributing to plastic and cardboard waste. As highlighted by the [10] the country has seen a 25% increase in packaging waste over the past five years due to the growth of e-commerce.
3. **Carbon Footprint of Delivery Services:** The logistics of delivering products purchased online contribute to greenhouse gas emissions. The increase in delivery vehicles and the frequent use of air and road transport for swift deliveries exacerbate this issue. Efforts to implement more sustainable delivery methods, such as electric vehicles and optimized delivery routes, are still in their early stages in Bangladesh.

5.3 Ethical Aspects

The ethical implications of social media marketing in Bangladesh include:

1. **Consumer Privacy:** The use of targeted advertising based on consumer data raises concerns about privacy. There are ethical questions regarding how much data is collected, how it is used, and whether consumers are adequately informed. The lack of stringent data protection regulations in Bangladesh exacerbates these concerns.
2. **Transparency in Advertising:** Ethical marketing practices require transparency in advertising. Influencer marketing, in particular, has faced scrutiny for not always clearly disclosing paid promotions. Ensuring that consumers can distinguish between genuine recommendations and paid content is crucial for maintaining trust [11].

3. **Digital Divide:** The benefits of social media marketing are not evenly distributed. There is a digital divide in Bangladesh, with rural areas having less access to the internet and digital literacy compared to urban areas. This disparity can lead to unequal opportunities and benefits from the digital economy.

5.4 Sustainability Plan

To address the environmental and ethical challenges posed by social media marketing and e-commerce, a sustainability plan for businesses in Bangladesh is essential:

1. **Eco-friendly Packaging:** Businesses should adopt sustainable packaging solutions, such as biodegradable materials, to reduce environmental impact. Encouraging consumers to recycle packaging and offering incentives for eco-friendly practices can also help mitigate waste.
2. **Green Delivery Options:** Investing in green logistics, such as electric delivery vehicles and optimized delivery routes, can reduce the carbon footprint of e-commerce. Partnerships with eco-friendly courier services can further this goal.
3. **Data Privacy Regulations:** Advocacy for stronger data protection laws in Bangladesh is crucial. Businesses should prioritize transparent data practices, informing consumers about how their data is collected and used, and ensuring compliance with global data protection standards.
4. **Ethical Marketing Practices:** Establishing guidelines for ethical social media marketing, including clear disclosure of paid promotions and ensuring honest advertising, can help build consumer trust. Training and certification programs for digital marketers on ethical practices can also be beneficial.
5. **Bridging the Digital Divide:** Initiatives to improve internet access and digital literacy in rural areas can help bridge the digital divide. Collaborating with the government and NGOs to provide training and resources can ensure that more people benefit from the digital economy.

By implementing these strategies, businesses can enhance their sustainability and ethical standards, contributing to a more equitable and environmentally conscious digital economy in Bangladesh.

CHAPTER 6

SUMMARY, CONCLUSION, RECOMMENDATIONS, AND IMPLICATIONS FOR FUTURE RESEARCH

6.1 Summary of the Study

This study examined the impact of social media marketing on e-commerce in Bangladesh. The research aimed to understand how various elements of social media, including influencer marketing, user-generated content, and social media advertising, influence consumer behavior and brand awareness. Data was gathered through online surveys from e-commerce consumers in Bangladesh, focusing on several key aspects such as the influence of social media influencers, the time spent on social media, and the types of content that most influence purchase decisions. The analysis of this data provided significant insights into the effectiveness of social media marketing strategies and their impact on consumer engagement and sales performance.

6.2 Conclusions

The marketing efforts should be particularly targeted towards younger demographics to maximize brand awareness.

The most influential content types in driving purchase decisions are live streams (41%), product reviews (36%), and sponsored posts (32%). This indicates that dynamic and interactive content is more effective in engaging consumers and prompting them to make purchases. Facebook (29%) and Instagram (16%) are the most used social media platforms among respondents, suggesting that these platforms should be prioritized in e-commerce marketing strategies to reach a larger audience. Facebook (28%) is the most influential platform in driving purchases, followed by Instagram (16%) and Twitter (14%), highlighting the need for e-commerce businesses to maintain a strong presence on these platforms to effectively influence consumer purchase decisions.

Finally, the most effective strategies for increasing brand awareness are contests and giveaways (20%), behind-the-scenes content (19%), and informative articles or videos (18%). These strategies engage consumers and encourage them to interact with the brand, making them valuable tools for e-commerce businesses aiming to boost their visibility and customer engagement.

6.3 Recommendations

Based on the study's findings, several recommendations can be made for e-commerce businesses in Bangladesh:

1. **Invest in Influencer Marketing:** Given the significant impact of social media influencers on purchase decisions, e-commerce businesses should invest in collaborations with popular and trusted influencers to enhance brand credibility and drive sales.
2. **Target Younger Demographics:** With younger age groups showing higher awareness of e-commerce brands through social media, marketing strategies should be tailored to resonate with these demographics. This includes creating content that appeals to their interests and using platforms they frequently engage with.
3. **Focus on Engaging Content:** E-commerce brands should prioritize creating dynamic and interactive content such as live streams, product reviews, and sponsored posts. This type of content is more likely to engage consumers and influence their purchase decisions.
4. **Leverage Popular Platforms:** Marketing efforts should be concentrated on platforms like YouTube and Facebook, which are the most popular and influential among consumers. A strong presence on these platforms can significantly enhance brand visibility and reach.
5. **Implement Interactive Campaigns:** To increase brand awareness and consumer engagement, e-commerce businesses should use strategies such as contests, giveaways, and behind-the-scenes content. These interactive campaigns create a

sense of involvement and connection with the brand, encouraging loyalty and repeat purchases.

6.4 Implications for Future Research

This study opens several avenues for future research:

1. **Longitudinal Studies:** Future research should conduct longitudinal studies to track changes in consumer behavior and the impact of social media marketing over time. This would provide deeper insights into long-term trends and the sustained effectiveness of various marketing strategies.
2. **Comparative Studies:** Comparative studies can be conducted to understand the impact of social media marketing on e-commerce across different regions and cultures. This would help identify unique challenges and opportunities in various markets and provide a broader perspective on global trends.
3. **Advanced Analytics:** Utilizing advanced analytics and machine learning techniques to analyze social media data and consumer behavior patterns can provide more precise insights and predictive models for e-commerce marketing strategies.
4. **Impact of Emerging Platforms:** As new social media platforms emerge and gain popularity; future research should investigate their potential for e-commerce marketing. Understanding the impact of these platforms can give businesses a competitive edge in the rapidly evolving digital landscape.
5. **Sustainable Practices:** Research can explore the role of social media marketing in promoting sustainable practices in e-commerce. This includes investigating how social media can be used to encourage eco-friendly behaviors and ethical consumerism.
6. **Digital Literacy and Inclusion:** Studying the impact of digital literacy and inclusion on the effectiveness of social media marketing is crucial. Ensuring that all segments of the population can access and benefit from social media marketing is essential for equitable growth in the e-commerce sector.

APPENDIX

APPENDIX A

Exploring the Impact of Social Media Marketing on E-commerce Sales and Brand Awareness

Thank you for participating in this survey. Your responses will help us understand how social media marketing impacts e-commerce sales and brand awareness. Your answers are anonymous and will be used for research purposes only.

* Indicates required question

1. Email *

Demographic Information

2. Your Name: *

-
3. Age: *

Mark only one oval.

- ☐ Under 18
- ☐ 18-22
- ☐ 23-27
- ☐ 28-32
- ☐ 33+

4. Gender *

Mark only one oval.

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

5. Income Level: *

Mark only one oval.

- ☐ Under 18000
- ☐ 18000-25000
- ☐ 26000-35000
- ☐ 36000-45000
- ☐ Above 45000
- ☐ Prefer not to say

6. Which social media platforms do you use regularly? *

Check all that apply.

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter
- ☐ LinkedIn
- ☐ TikTok
- ☐ Snapchat
- ☐ YouTube
- ☐ Other:

7. How much time do you spend on social media daily? *

Mark only one oval.

- ☐ Less than 1 hour
- ☐ 1-2 hours
- ☐ 2-3 hours
- ☐ 3-4 hours
- ☐ More than 4 hours

Social Media and E-commerce

8. Have you ever purchased a product because you saw it on social media? *

Mark only one oval.

- ☐ Yes
- ☐ No

9. Which platform influenced you the most to purchase? *

Check all that apply.

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter
- ☐ LinkedIn
- ☐ TikTok
- ☐ Snapchat
- ☐ YouTube
- ☐ Other: _____

10. How often do you click on ads or promotions on social media? *

Mark only one oval.

- ☐ Always
- ☐ Often
- ☐ Rarely
- ☐ Sometimes
- ☐ Never

11. On a scale of 1 to 5, how much do social media influencers affect your purchase
* decisions?

Mark only one oval.

	1	2	3	4	5	
Not	☐	☐	☐	☐	☐	A lot

12. What type of content on social media influences your purchase decisions the
* most?

Check all that apply.

- ☐ Sponsored posts
- ☐ Product reviews
- ☐ Unboxing videos
- ☐ Influencer endorsements
- ☐ Live streams
- ☐ User-generated content
- ☐ Other: _____

Brand Awareness

13. How often do you become aware of new brands through social media? *

Mark only one oval.

- ☐ Always
☐ Often
☐ Sometimes
☐ Rarely
☐ Never

14. On a scale of 1 to 5, how much does social media contribute to your awareness
* of e-commerce brands?

Mark only one oval.

	1	2	3	4	5	
Not	☐	☐	☐	☐	☐	A lot

15. Which type of social media content increases your awareness of a brand? *

Check all that apply.

- ☐ Engaging posts
☐ Contests and giveaways
☐ Informative articles or videos
☐ High-quality images
☐ Behind-the-scenes content
☐ Customer
testimonial
☐ Other:

16. What improvements would you like to see in social media marketing?

17. Any additional comments or suggestions?

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