

**THE IMPACT OF DIGITAL MARKETING ON  
CONSUMER BEHAVIOUR IN URBAN  
BANGLADESH**

**TAMIM AHMED**

**DEPARTMENT OF BUSINESS  
ADMINISTRATION**

**PROFESSOR MOHAMMED MASUM IQBAL, PHD  
DAFFODIL INTERNATIONAL UNIVERSITY**

**2025**

## Original Literary Work Declaration Form

I am happy to state that it is my own original work, in which I will report that the title of the report is “**The Impact of Digital Marketing on Consumer Behaviour in Urban Bangladesh**”, it has never been deposited, fully or in fragments, to any degree or other academic award in any other institution. Every piece of information, ideas, data, tables and figures incorporated in this report have been referenced and held in proper respect to the academic conventions. Any help that has been given in the making of this work has been fully disclosed. I acknowledge that I am in full control of the material and that the material does not violate the plagiarism policies of my institution.

Sincerely,



---

Tamim Ahmed

ID: 213-11-1328

Program: BBA (Major in Marketing)

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

## Certificate of Approval

This is to certify that the thesis entitled "*The Impact of Digital Marketing on Consumer Behaviour in Urban Bangladesh*", prepared and submitted by Tamim Ahmed, , ID: 213-11-1328, as a requirement of the BBA Program, Major in Marketing, under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.



---

Professor Mohammed Masum Iqbal, PhD  
Department of Business Administration  
Faculty of Business and Entrepreneurship  
Daffodil International University  
E-mail: [masum@daffodilvarsity.edu.bd](mailto:masum@daffodilvarsity.edu.bd)

# **The Impact of Digital Marketing on Consumer Behaviour in Urban Bangladesh**

## **Abstract**

The paper examines how online marketing affects consumer behaviour in urban individuals in Bangladesh with reference to three main objectives that measure the efficiency of digital marketing platforms, the psychological influences on consumer behaviours and the perception of the digital marketing strategies by people in the major cities. A questionnaire survey was conducted on 300 respondents who are mostly based in Dhaka, Chattogram and Rajshahi and the data were gathered on the demographics, habits of platform use, frequency of exposure and attitudinal reactions on Likert scales. The survey investigated behavioural outcomes such as discovery, consideration, purchase and brand loyalty, trust roles, social proof roles, personalization roles and cultural relevancy roles.

The outcome showed that digital marketing has a moderately significant impact on various purchase funnel levels. One-way ANOVA of three dimensions dealing with purchases (online purchase after viewing targeted adverts, probability of buying a brand followed, loyalty because of digital marketing offers) also showed no significant differences ( $F = 2.78$ ,  $p = 0.063$ ), indicating that they do not work independently, but instead, they act at the same level. The hypothesis that psychological factors, including trust, perceived relevance and personalization play a vital role in engagement and purchase intentions was confirmed by the finding of moderate to moderately strong positive correlations ( $r = 0.23-0.55$ ) between psychological constructs of trust-building mechanisms (positive reviews, influencer recommendations) and personalization strategies (loyalty points, tailored offers). The most noticeable formats in terms of social media advertisements, video, and collaborations with influencers, and immediate consumer reaction were noted to be the most active information-seeking and indicating-it response, with some actively saving or sharing the content and a significant part of the public ignoring ads.

The paper identifies differences in the level of exposure to digital marketing in urban Bangladesh, with Dhaka recording the highest exposure and Chattogram and Rajshahi recording relatively low exposure. This skewed nature indicates that awareness of digital marketing is more skewed toward Dhaka, and thus, the awareness intensity in other urban centres could be less. Cultural alignment and family influence are also other important

contextual factors that influence consumer behaviour as identified in the study. The majority of the respondents noted that they did not make decisions without considering the views of their family members, but they still had the final say on what to do. In addition, respondents tended to believe that culturally relevant marketing is important in the establishment of trust among consumers.

Considering the findings, the study proposes that digital marketing tools in the urban context of Bangladesh can be effective in changing consumer behaviour, especially by utilizing campaign appeals that concentrate on developing trust, employing social influence, and providing value propositions in a personalized manner. Also, the study explains that even though these effects are moderate, due to the geographical clustering of the digital marketing exposure in Dhaka, it suggests that marketers need to take into account a more regionally balanced approach. The current paper is a novel empirical contribution to the existing knowledge on digital marketing dynamics in South Asia, and it can be useful to marketers who aim at maximizing the platform utility, behavioural motivations, and reach beyond the capital.

**Keywords:** Digital marketing, Consumer behaviour, Urban Bangladesh, Social media marketing, Online purchasing decisions, Psychological factors and Trust.

## Acknowledgement

I would like to conclude by saying how grateful I am to my thesis supervisor Professor Dr. Mohammed Masum Iqbal regarding his guidance, support and valuable feedback during this research project. Their experience and forbearance have been priceless in the formation of the direction and standard of this thesis.

I would like to express my sincere gratitude to the people who took part in the survey and interviews because they spent their time and gave the necessary information to conduct this research. This research could not have been done without their cooperation.

I also want to credit the encouragement of my family and friends, who have been very instrumental in this academic process by offering support and understanding.

Lastly, I would like to thank Daffodil University for giving me the means to do this thesis.



---

**Tamim Ahmed**

ID: 213-11-1328

Program: BBA (Major in Marketing)

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

## Table of Contents

Original Literary Work Declaration Form .....	ii
Certificate of Approval.....	iii
Abstract.....	iv
Acknowledgement .....	vi
Chapter 1: Introduction.....	1
1.1 Background of the Study .....	1
1.2 Statement of the Problem.....	2
1.3 Research Aim and Objectives .....	3
1.4 Research Questions .....	3
1.5 Hypotheses.....	4
1.5.1 Conceptual Framework .....	5
1.6 Justification of the Study .....	6
1.7 Scope of the Study .....	7
1.8 Structure of the Thesis .....	8
1.9 Conclusion .....	8
Chapter 2: Literature Review.....	10
2.1 Introduction to Digital Marketing .....	10
2.2 The Evaluation of Digital Marketing .....	11
2.3 Important Strategies in Digital Marketing .....	12
2.4 Digital Marketing Consumer Behavior.....	14
2.5 Urban Bangladesh Consumer Behavior.....	16
2.6 Conclusion .....	17
Chapter 3: Methodology .....	18
3.1 Introduction.....	18
3.2 Research Design.....	18
3.3 Sampling Strategy .....	19
3.4 Data Collection Methods .....	20

3.4.1 Online Survey .....	20
3.4.2 Semi-Structured .....	21
3.4.3 Secondary Data .....	21
3.5 Data Analysis .....	22
3.6 Ethical Considerations .....	23
3.7 Limitations of the Study .....	23
3.8 Conclusion .....	23
Chapter 4: Results .....	25
4.1 Findings.....	25
4.2 Hypothesis Testing.....	30
4.2.1 ANOVA Analysis .....	30
4.2.2 Correlation Analysis.....	31
4.2.3 Location-Based Digital Awareness .....	33
Chapter 5: Discussion .....	35
5.1 Effectiveness of online marketing platforms among urban consumers .....	35
5.2 Psychological factors influencing consumer response to digital marketing .....	35
5.3 Level of awareness of digital marketing strategies on Facebook, YouTube, and Instagram ..	36
Chapter 6: Conclusion.....	38
6.1 Recommendations.....	38
6.1.1 Strengthen Multi-Stage Engagement Across the Purchase Funnel .....	38
6.1.2 Leverage Trust, Social Proof, and Influencer Credibility .....	38
6.1.3 Enhance Personalization and Value-Based Offers .....	39
6.1.4 Address Regional Differences and Expand Beyond Dhaka .....	39
6.1.5 Integrate Family and Cultural Influence into Campaign Design .....	40
6.2 Conclusion .....	40
References.....	43
Appendices.....	46

## List of Figures

Figure 1 Variables for the Thesis (Source: Author) .....	5
Figure 2 Evolution of Digital Marketing (Saha and Bhattahcharjee, 2022) .....	11
Figure 3 Bangladesh Digital Landscape (Rahman et al., 2021) .....	13
Figure 4 The AIDA Model (Kotler et al., 2017) .....	15
Figure 5 Bar Chart for Question 9 (Source: Author) .....	25
Figure 6 Pie-Chart for Question 16 (Source: Author).....	26
Figure 7 Pie-Chart for Question 17 (Source: Author).....	27
Figure 8 Pie-Chart for Question 19 (Source: Author).....	28
Figure 9 Pie-Chart for Question 21 (Source: Author).....	29

**List of Tables**

Table 1 Variables .....	5
Table 2 ANOVA Summary Table .....	30
Table 3 ANOVA Table .....	30
Table 4 Correlation Table.....	31

**List of Appendices:**

**Appendix A: Questionnaire**

**Appendix B: Data Collection Form**

**Appendix C: SPSS Analysis**

**List of Abbreviations:**

Symbol/Abbreviation	Full Form
ANOVA	<b>Analysis of Variance</b>
df	<b>Degrees of Freedom</b>
F	<b>F-statistic</b>
MS	<b>Mean Square</b>
p-value	<b>Probability Value</b>
SD	<b>Standard Deviation</b>
SPSS	<b>Statistical Package for the Social Sciences</b>
SS	<b>Sum of Squares</b>

---

## *Chapter 1: Introduction*

---

### **1.1 Background of the Study**

Over the past ten years, Bangladesh has undergone a fast-paced change in digitalization, which completely changed how businesses would interact with their consumers. The digital ecosystem of the country is expanding having over 170 million inhabitants (Out of which a majority of the population lives in urban zones). The cities especially Dhaka, Chattogram and Rajshahi are leading in this digital transformation. The penetration of smartphones, cheap internet, and an increase in the level of digital literacy have each led to an extreme change in the consumption behavior of consumers. In the case of businesses, it is important to learn about this change, particularly in the context of marketing.

Digital marketing defined as the marketing activities that make use of digital media that includes social media, search engine, webpage, and mobile applications has become an essential tool of reaching consumers. The trend is growing over the years in which companies have embraced the application of digital marketing strategies as a way of influencing or directing consumer behavior. The fast pace of social media integration into the Bangladesh context with the use of platforms such as Facebook, Instagram, and YouTube has created novel opportunities to allow a brand to communicate with potential customer groups. Simultaneously, the emergence of online service and development of e-commerce platforms shifted not only the way that people purchase products but also how they communicate with the brands.

The consumer behaviour in urban Bangladesh particularly with regard to digital marketing is relatively under studied. Although numerous studies have been conducted to find the way digital marketing affects the world and various regions globally, the socio-economic and

cultural structure of Bangladesh is rather localized, and a deeper comprehension of its specifics is necessary. Knowing the way in which urban consumers in Bangladesh react to digital marketing campaigns can provide important information to market stakeholders to streamline their operations and enhance their reach in a more effective manner. The proposed research is intended to address this gap because it will examine the effects of digital marketing on consumer behavior in urban Bangladesh.

## **1.2 Statement of the Problem**

Urban Bangladesh needs to be digitally connected as never before, yet the question is how the digital realm influences the behavior of the consumer? Although the companies are slowly moving towards digital marketing, it is yet to be seen whether the marketing mechanisms are having an effective role in shaping consumer buying behaviors, brand loyalty, and general interest in the urban environment in Bangladesh. Digital platforms have either substituted or been used to supplement traditional marketing methods that used to dominate the city before. Nevertheless, no detailed studies exist that consider how the digital marketing approaches to the urban population in Bangladesh, including social media advertising, collaboration with influencers, and direct online marketing campaigns to the consumers, influence the behavior of urban consumers.

Since consumer behavior is a resultant factor influenced by various factors such as culture, technology adoption and personal perception, the study aims at finding out whether digital marketing is producing any change in consumer attitude, buying behavior and brand recognition to urban consumers in Bangladesh. Specifically, it pays attention to the new role of social media, the decline of the traditional retailing to the e-commerce, and the new relations of the urban consumers towards the brands in the highly connected society.

### **1.3 Research Objectives**

This study seeks to fill this gap by evaluating how digital marketing across key social media platforms influences the consumer decision-making process, particularly among urban populations in Bangladesh.

1. To assess the effectiveness of online marketing platforms among urban consumers in Bangladesh.
2. To identify the psychological factors that influence consumer behavior in response to digital marketing.
3. To assess the level of awareness urban consumers have about digital marketing strategies on Facebook, YouTube, and Instagram.

### **1.4 Research Questions**

1. How effective are platforms like Facebook, YouTube, and Instagram in influencing consumer behavior among urban populations in Bangladesh?
2. What psychological factors most strongly influence consumers' responses to digital advertisements?
3. To what extent are urban consumers aware of marketing strategies employed on digital platforms?

## 1.5 Hypotheses

Hypothesis 1 (The effectiveness of online marketing platforms): This hypothesis aims to assess the overall effectiveness of digital marketing platforms, addressing differences in user responsiveness and engagement across platforms.

H1: Online marketing platforms (Facebook, YouTube, Instagram) have a significant positive impact on consumer purchasing decisions among urban populations in Bangladesh (Kapoor et al., 2021).

Hypothesis 2 (Psychological factors that influence consumer behavior): Rooted in the Technology Acceptance Model (TAM) and AIDA model, this hypothesis tests how internal cognitive factors affect decision-making.

H2: Psychological factors such as trust, perceived relevance, and personalization significantly influence the likelihood of consumers engaging with and acting on digital advertisements (Davis, 1989; Belanche et al., 2020).

Hypothesis 3 (The level of awareness urban consumers have): This addresses the potential regional differences in digital media exposure, lifestyle, and marketing responsiveness.

H3: Urban consumers in Dhaka, Chittagong, and Rajshahi exhibit significantly different levels of awareness regarding digital marketing on social media platforms.

## 1.5.1 Conceptual Framework

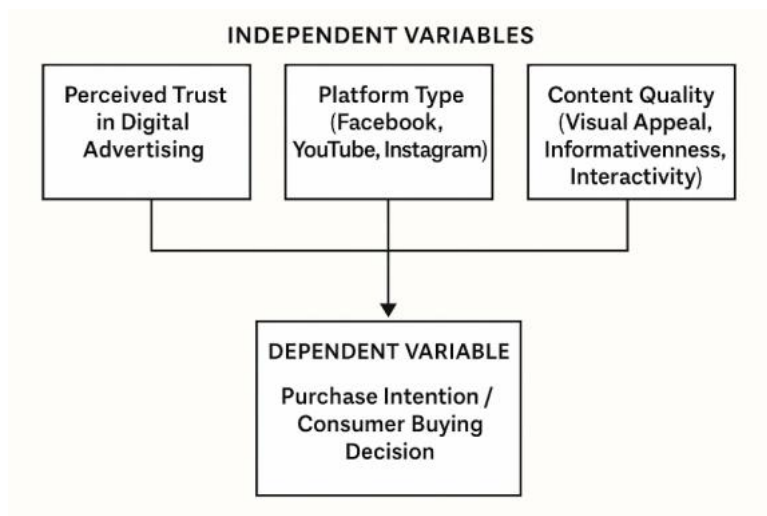


Figure 1 Variables for the Thesis (Source: Author)

**Table 1 Variables**

Variable Type	Variable Name	Supporting Sources
<b>Dependent</b>	Purchase Intention	Lewis (1903), Davis (1989), Nobi et al. (2023)
<b>Independent</b>	Perceived Trust	Belanche et al. (2020), Islam (2024), Davis (1989)
<b>Independent</b>	Platform Type	Kapoor et al. (2021), LightCastle (2020), Nobi et al. (2023)

<b>Independent</b>	Content Quality	Hukkani et al. (2025), Belanche et al. (2020), AIDA Model
--------------------	-----------------	---

## 1.6 Justification of the Study

Since the digital environment in Bangladesh is undergoing changes, the dynamics of consumer behavior and how digital marketing influences it takes precedence in business success in the urban market. The digital marketers have a great market share in urban Bangladesh since their internet penetration and disposable income are high. Nonetheless, the majority of companies in Bangladesh continue to be at the beginning phase of the successful digital marketing approach. Digital platforms are being capitalized by many businesses and there is no specific study that specifically analyzes the effectiveness of these approaches as a consumer.

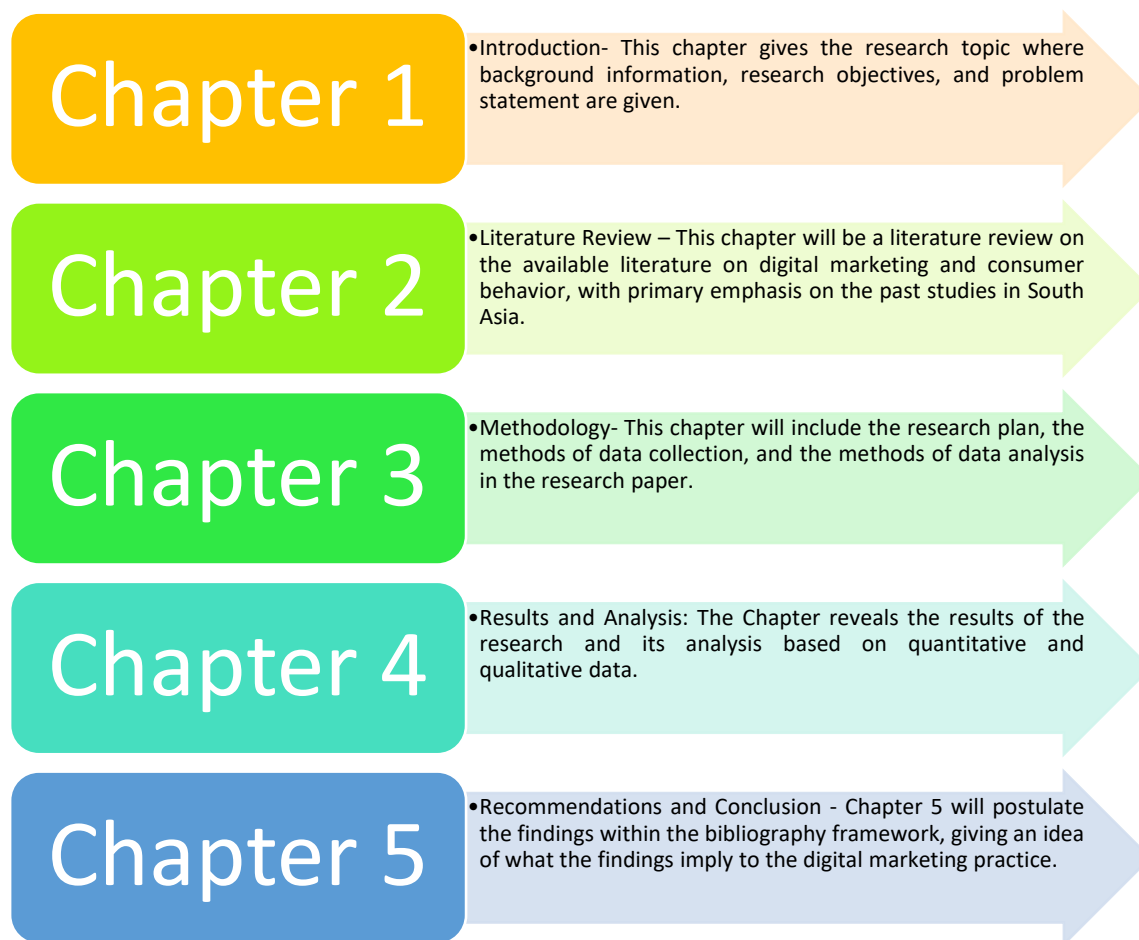
Further, the cultural specifics of Bangladesh imply special challenges and opportunities of digital marketers. Social relation, family and tradition such as role could impact consumer interaction with digital content. This paper seeks to investigate these factors in detail hence providing a clearer insight into the consumer behavior in urban centers to marketers.

The gap in the literature will be bridged by the study and will give new understanding of the behavior change of urban consumers not only in Bangladesh but in the South Asian setting as well. It will also enable companies to come up with strategies that resonate with the interest of the target market in a fast digitizing market.

## 1.7 Scope of the Study

The urban consumers on Bangladesh will be the target of this study, referring to the cities of Dhaka, Chattogram and Rajshahi. These are the central digital centers in the country, and the internet and social media are more accessible in these cities than in rural areas. The study will have a primary focus on determining the effect digital marketing practices, such as social media marketing, influencer marketing, online advertisements, and e-commerce promotions have on consumer behavior. This will limit the volume of information gathering to the concept of consumer behavior as a singular response to these marketing approaches without encompassing even greater themes like the efficacy of conventional marketing or the influence digital marketing has on rural communities.

## 1.8 Structure of the Thesis



## 1.9 Conclusion

Marketers have opportunities and challenges in the digital transformation of Bangladesh, especially in urban locations. With the dynamic nature of the consumer behavior landscape that is now growing with digital marketing, it is essential to grasp the changes, should the business aim at retaining its competitive advantage. The study will tend to generate a better insight into how digital marketing strategies are defining the consumer behaviour in urban Bangladesh that will benefit businesses, marketers and policymakers alike. This research will help fill the gap between brand attitude and consumer behavior by digital marketing practices and consumer behavior in the fast growing urban market in Bangladesh by offering insights into how digital

tools can be utilized in influencing consumer decision and creating brand loyalty within the consumers.

---

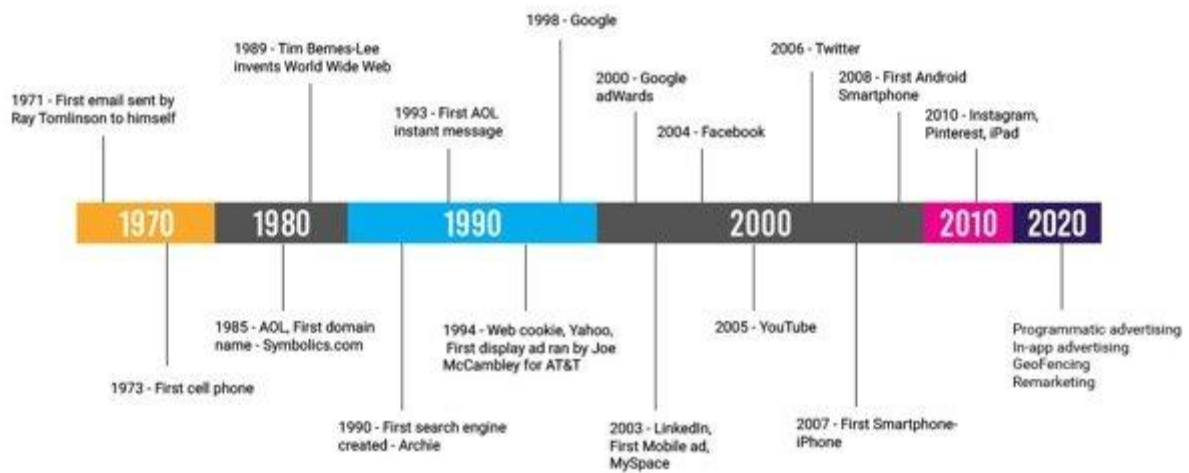
## *Chapter 2: Literature Review*

---

### **2.1 Introduction to Digital Marketing**

Digital marketing is a term used to refer to the application of digital channels, platforms and technologies to market products, services and brands. The surging growth of internet and mobile technologies has transformed the marketing environment across the world, and so is likely to transform the Bangladesh environment. The internet penetration rate has grown rapidly in Bangladesh during the last decade where the country now has more internet users exceeding 170 million people who are now connected to mobile networks and additionally, 80 percent of the population now have access to their internet (BTRC, 2024). This digital revolution has seen companies resort to digital marketing to achieve their goals and objectives and these digital marketing strategies include social media marketing, search engine optimization (SEO), email marketing, and influencer marketing, among others. The driving forces of this digital revolution are the urban centres of Dhaka, Chattogram and Rajshahi and even in the business world, the centres are now using these tools to communicate with their consumers in new forms.

## 2.2 The Evaluation of Digital Marketing

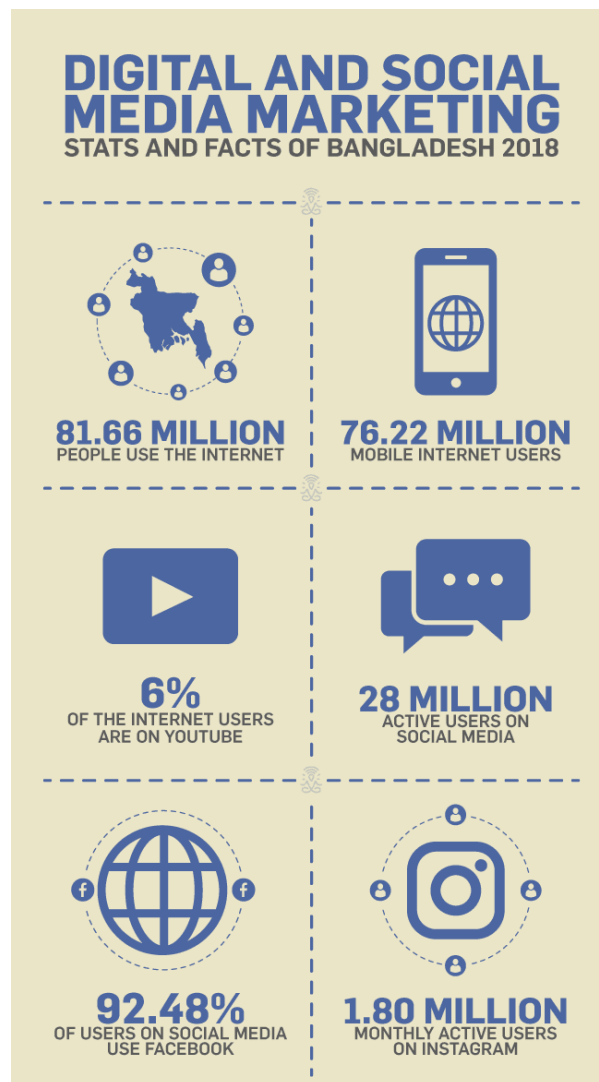


*Figure 2 Evolution of Digital Marketing (Saha and Bhattacharjee, 2022)*

The digital marketing environment in Bangladesh is growing at a fast rate. The study of Islam et al. (2020) indicates that the active population on Facebook is more than 40 million in Bangladesh and the number ranks highest in the country. This has created an opportunity to businesses to access consumers more directly and at a minimal cost compared to the cost of traditional marketing channels by increasing the use of social media platforms, and the increased role of search engines in the consumer buying process. In Bangladesh, the digital divide is less pronounced in urban areas and in such places, the digital marketing enables companies to interrelate with consumers in a more customized and personal way. Another contributor to this digital revolution has been the high adaptability of the smartphones. As mobile internet emerged as the main channel through which the majority of consumers get online content, this has made mobile marketing be an influential business strategy with many urban consumers in Bangladesh (Saha and Bhattacharjee, 2022). Consumers in urban set-up are now more and more using mobile-based means of shopping, product research and socialization and thus, mobile marketing is vital to businesses within the urban set-up.

## 2.3 Important Strategies in Digital Marketing

Digital marketing is a wide concept that entails various tactics used by organizations to reach customers. These are social media marketing, search engine optimization (SEO), influencer marketing, email marketing and content marketing. One of the most influential strategies in the digital marketing process today is social media marketing. In Bangladesh, Facebook, Instagram, and YouTube are the main sources of the digital sphere, and people spend much time on these platforms. Through social media marketing, the company can develop appealing content, brand recognition, and communicate with consumers directly (Islam et al., 2020). A study conducted by Rahman (2021) revealed that social media marketing has been very effective in urban Bangladesh where consumers have been very active on these sites and they are guided by what is contained in the social media by way of advertisements, what the influencer endorses and what is posted by their users. Search engine optimization (SEO) is an important factor that aids in the promotion of a brand or product on the Internet. Still ranking a webpage higher in search results makes a business more attractive to the visitors and leads to more worthy leads. The potential customers in Bangladesh (with Google as the leading search engine) are likely to learn about the business and its possibilities through SEO investment (Rahman, 2021). The use of SEO strategies is also very successful in e-commerce oriented business because many consumers rely on the search engines to locate the products and only after that, they make a purchase. Influencer marketing has become very popular among younger urban consumers and most of them in Bangladesh. Brands partner with influencers who command a huge following in the social media to market their products and services. This type of marketing utilizes the trust and credibility based on which influencers have established with their followers (Saha and Bhattacharjee, 2022).



*Figure 3 Bangladesh Digital Landscape (Rahman et al., 2021)*

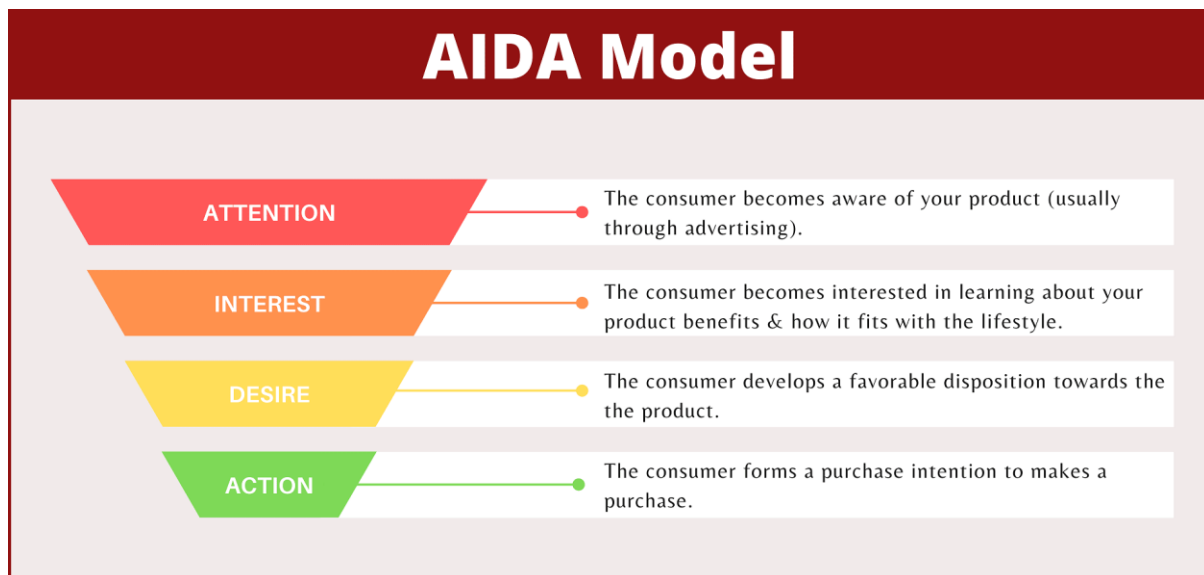
The research conducted by Islam et al. (2020) suggests that content that is promoted by influencers is most likely to be trusted and followed by urban consumers in Bangladesh compared to the traditional advertising materials, and it means that influencer marketing is an effective method of businesses in the nation to target this demographic segment. Although email marketing is viewed as an older strategy, it is a necessary business tool especially in the e-commerce industry. Email marketing campaigns allow the business to send personalized offers, updates and promotions to the business. According to a study by Rahman (2021), email marketing has also helped build customer loyalty and make repeat purchases in Bangladesh although the use of email marketing together with other digital marketing platforms like social

media and content marketing is also recommended. Another strategy that has become significant is content marketing or creation of valuable and relevant content that will attract and engage consumers. Blogs, videos, and infographics help the brands offer convenient information and become leaders of their thoughts in the industries. High-quality content has been shown to be a viable method of establishing brand credibility and consumer trust in the face of consumers that are increasingly becoming picky on the content that they interact with (Saha and Bhattacharjee, 2022). Another vital aspect of digital marketing is mobile marketing since the penetration of smart phones in Bangladesh is high. Mobile applications, SMS-based campaigns, and mobile-friendly websites can be used by businesses to reach consumers directly on their mobile devices. Rahman (2021) further adds that in cities consumers are driving their Smartphones in shopping and communicating with their brands, which has made mobile marketing a particularly successful method of advertising.

## **2.4 Digital Marketing Consumer Behaviour**

The success of digital marketing strategies depends on understanding the consumer behaviour. Consumer behaviour is referred to as the behaviour and choice that people take in buying goods and services. A number of factors affect such behaviours such as, personal, social, psychological factors, and technological factors. Within the framework of digital marketing, it is through the engagements of the consumer with the brands via the online platform where the consumer behaviour is influenced. There are a few theories, which contribute to the understanding of the way in which digital marketing affects consumer behaviour. One of the most popular frameworks used to understand the decision-making of the consumers is the so-called AIDA (Attention, Interest, Desire, Action) model. This model explains how the consumers pass through the following stages before buying: attention, interest, desire, and action (Kotler et al., 2017). It is used in digital marketing when companies plan marketing

campaigns to attract the attention of consumers with the help of engaging content, generate interest with the help of informational content, create the desire with the help of the signs of benefits to a product or service, and encourage the audience to take the necessary action by using such signs (calls to action, or CTA).



*Figure 4 The AIDA Model (Kotler et al., 2017)*

The AIDA model is more efficient when used to influence consumers in the purchasing process in Bangladesh, where the social media is one of the most popular platforms. According to Theory of Planned Behavior (TPB) that was developed by Icek Ajzen, attitudes, subjective norms and perceived control of behavior influence consumer behavior (Ajzen, 1991). Digital marketing allows the companies to shape the attitudes of consumers with the help of positive messages, boost the subjective norms with the help of user-generated content and user reviews, and improve the feeling of behavioral control with the assistance of making the process of purchasing online easy and efficient. Saha and Bhattacharjee (2022) point out that this theory is central to the study of how consumers behave in Bangladesh, in which online reviews and suggestions are becoming highly influential. Technology Acceptance Model (TAM) also contributes a lot to appreciating how the consumers adopt digital technologies. The TAM views

that the differences that affect the adoption of technology are the perceived ease of use and perceived usefulness of the technology (Davis, 1989). As a model of digital marketing, it can be used to clarify the reason why urban consumers in Bangladesh will tend to use more digital platforms that are easy to use and deliver on a specific value. Companies that develop fluent and convenient online experiences have a higher chance of achieving their customer engagement and retention strategies.

Efforts in digital marketing have direct relationship on the several levels of consumer behavior, such as the brand awareness, purchase intention, and the brand loyalty. Rahman (2021) suggests that online reviews, ratings, and social media engagements are a very important factor in making purchasing choices in Bangladesh. Consumers tend to buy goods of the brand that they have heard about influencers or that they have read good feedback via social media. Furthermore, digital marketing can contribute to the establishment of long-term relationships with clients through personalization experience, the development of loyalty programs, and constant contact, therefore, creating loyalty to the brand (Kotler et al., 2017).

## **2.5 Urban Bangladesh Consumer Behaviour**

Bangladesh has a high percentage of urban consumers as the market in digital marketing. Compared to the rural consumers, these consumers are more technologically oriented, social, and open to digital marketing. In urban areas such as Dhaka and Chattogram, more people have access to the internet, and consumers in the urban areas will tend to utilize online resources in shopping, socializing, and acquiring information. A study conducted by Saha and Bhattacharjee (2022) reveals that urban consumers in Bangladesh are very active on social media platform and it is taking a very important place in their life. The social media are especially instrumental in influencing consumer behaviour in urban Bangladesh. These are Facebook, Instagram, and YouTube, which are well-popular and millions of users spend much time on these platforms.

One of the most efficient methods to reach urban consumers nowadays is social media marketing because they prefer to be informed about brands, advertisements, and posts of influencers (Islam et al., 2020). Also, online shopping is becoming a popular trend in urban Bangladesh with people shifting to online stores in favour of their convenience and diversification. Mobile marketing is also a necessity to contact urban consumers as mobile devices become the core of getting online (Rahman, 2021). In Bangladesh, cultural aspects have a great influence on consumer behaviour. The digital marketing strategies based on the priority of community and family values, rather than on a single individual who is the consumer, are likely to be more appealing to the consumers in the society where family and social networks play a significant role. Also, city customers are highly sensitive to price, as most of them tend to be driven by discounts and offers advertised via online marketing (Saha and Bhattacharjee, 2022).

## **2.6 Conclusion**

This is a strong influence on consumer behaviour of the urban Bangladesh market by digital marketing. The increasing trend in the use of social media, mobile platforms and e-commerce platforms has altered the business-consumer interaction format. Social media marketing, search engine optimization, influencer marketing, email marketing and also mobile marketing are all important in influencing consumer decision. The AIDA model, Theory of Planned Behaviour, and Technology Acceptance Model are among the theories that can be used to study the effects of digital marketing in promoting consumer behaviour within an urban setting in Bangladesh. The world of digital is in a constantly evolving state, and the strategies implemented by a business have to respond to these changes in order to engage the urban consumers in an environment that constantly changes.

---

## *Chapter 3: Methodology*

---

### **3.1 Introduction**

This is the chapter that presents the research method of examining the effect of digital marketing on consumer behaviour in urban Bangladesh. The methodology will give a systematic approach to gathering and evaluating data that will answer the research questions and attain the goals discussed in the introduction. It is based on the quantitative approach to the study with the additional qualitative insights in order to ensure a well-rounded idea of how urban consumers in Bangladesh interact with digital marketing and how it, in turn, affects their behaviour. In this chapter, the research design, sampling methods, method used in the collection of the data and the data analysis methods will be explained.

### **3.2 Research Design**

The research design that would be used in the present study is both descriptive and correlational since the main aim is to comprehend the connection between digital marketing approaches and consumer behaviour. The descriptive research will give insight into the prevailing consumer behaviour in relation to digital marketing activity, whereas the correlational one will give insight into the association between particular digital marketing instruments, including social media marketing and search engine optimisation (SEO), influencer marketing, and the transformation of consumer buying behaviour, brand awareness, and brand loyalty. The research is a combination of mixed methods. The major research area is those that concentrate on qualitative research to accumulate objective, numerical information on consumer behaviour, although some insights that are qualitative in nature will also be obtained to give a more insight and context to the results. The quantitative measurements are going to give some generalizable

insights, whereas the qualitative measurements will give detailed accounts of the consumer experience and perceptions in details.

### 3.3 Sampling Strategy

In this study the sampling method that has been used is the non-probability convenience sampling, a probability sampling technique which enables the researcher have a representative sample since the population is divided into different strata or subgroups. Because the study involves urban Bangladesh, the sample is taken through three major urban centres of the country Dhaka, Chattogram as well as Rajshahi which are the key urban centres where internet is being used by a large population. The layers are identified according to demographic factors (e.g. age, gender, income, education level, and digital activities i.e. the level of interaction and being digital marketing content users). This study is aimed at consumers who are also active on the internet and communicate with a lot of digital marketing messages (e.g., ads, posts on social media, influencers, and so on). A sample of 300 respondents is chosen which is statistically adequate enough to give dependable results and give an opportunity to generalize the findings to the larger population of consumers in the urban segment of Bangladesh.

The sample will be split into subgroups that will be reflectively represented by means of the following division:

- **Age:** 18-30 years, 31-45 years, and 46+ years

- **Gender:** Male and Female

**Income:** Low, Middle and High income groups.

- **Digital Activity:** Light, Medium and Heavy users of digital platforms.

Following this non-probability convenience sampling strategy, the research analysis will also cover different population groups in sufficient number and this will give a more comprehensive picture of the urban consumer preferences towards digital marketing.

### 3.4 Data Collection Methods

In this research, such data collection tools have been used as primary as well as secondary. The information will be gathered mainly using a structured online survey and semi-structured interviews and the secondary data will be obtained using the existing literature and reports on digital marketing and consumer behaviour in Bangladesh.

#### 3.4.1 Online Survey

The main data collection method to be used in the study is the online survey. The survey will be constituted by a set of closed-ended and Likert scale items aimed at assessing consumer perceptions, attitudes and behaviours directed to digital marketing.

The survey will be split into the following sections:

- 1. Demographic Data:** Age, Gender, Income, Education and Digital activity.
- 2. Digital Marketing Engagement:** Questions to determine the frequency of exposure of the respondents to digital marketing content, the platforms they prefer most (e.g., Facebook, Instagram, YouTube), and the experience the respondents have with advertising or influencer content.
- 3. Consumer Behaviour:** This area entails questions that will assess the effect of online marketing in terms of brand awareness, purchase intentions and brand loyalty. As an example, respondents will be questioned on their likelihood of purchasing a product when they are advertised on social media or by an influencer.

**4. Cultural and Socio-Economic Factors:** This section aims to discuss the contribution of cultural norms and socio-economic status toward influencing consumer reactions to digital marketing. Respondents will be informed on the issue of how family, peers, and social networks will affect their buying decisions.

Questionnaires will be provided to respondents in their Google Forms and distributed through the most popular applications, including Facebook and WhatsApp, to cover a large sample of urban consumers. All the participants will be asked to give informed consent, and their responses to the survey will remain anonymous.

### **3.4.2 Semi-Structured**

Interviews. In order to supplement the survey information, semi-structured interviews will be carried out using a limited sample of 30 respondents. Such interviews will give greater insights into consumer motivation, experience as well as attitude towards digital marketing. Semi-structured form is flexible, which allows the interviewer to enquire certain areas of interest, without being inconsistent with the questions posed. The interview questions are aimed at interpreting the effect of digital marketing on the purchasing decision of the consumers, the importance of gaining trust in the content of digital marketing and the emotional reactions to the marketing messages. Similar to the survey participants, the participants of the interview will be chosen according to the same demographic stratum which will guarantee the diversity of the sample. Interviews will be done virtually through Zoom or face-to-face, according to the participants of the research.

### **3.4.3 Secondary Data**

The secondary information will be collected by identifying the available researchers, reports, and articles on the topic of digital marketing in Bangladesh. This will encompass government

reports, industry surveys and past scholarly studies that will analyze the consumer behaviour on the basis of digital marketing. The second will be the aid of secondary data, which will help put the findings of the primary data into context and offer a more comprehensive overview of the trends and issues in digital marketing in Bangladesh.

### **3.5 Data Analysis**

The overall data obtained through the online survey shall be analysed through descriptive and inferential statistics, with all analyses made in MS Excel and SPSS. The descriptive statistics will present the general picture of the demographic properties of the sample and outline some general tendencies in the realm of consumer interest in digital marketing. The data will be effectively summarized using key measures, such as mean, frequency, and percentage. In order to determine the relationships among the digital marketing strategies and consumer behaviour, a correlation coefficient of Pearson shall be calculated in Excel and SPSS to determine the quality and orientation of relations among the variables of social media engagement, purchase intention and brand loyalty.

The change in consumer behaviour will also be established using regression analysis with the use of MS Excel and SPSS to establish how the consumer behaviour will be influenced by the different digital marketing factors. Thematic analysis will be used to interrogate the interview data in Excel and SPSS through the process of transcribing the data. Overall themes and trends connected to the attitudes, feelings, and behaviours of consumers will be identified to furnish a more elaborate and keen insight into the way consumers in urban Bangladesh engage with digital marketing and the effects of their engagement on their decision-making cycle.

### **3.6 Ethical Considerations**

The morality issue is the top priority of any research study. In this study, informed consent will be signed by all the participants, where they will be informed of the study objective and how their information will be used and provided with their right to leave the study at any given time. The participants will be assured of confidentiality through data anonymization and by ensuring the data is stored in a secure place. In addition, the participants will be assured that under no circumstances will they be outed to a third party on the information they provide, and that their engagement will have no impact on any services or products they will be receiving.

### **3.7 Limitations of the Study**

Nevertheless, although all measures will be taken to make the results accurate and reliable, there are certain limitations of this study. To begin with, the study is about urban consumers in Bangladesh, and therefore, the findings might not be applicable to the rural population. Second, the research is based on self-reports, which may be prone to bias, like social desirability or recollection bias. Lastly, the sample size might be restricted to 300 respondents as there would be a limited amount of time, which would reduce the representativeness of the sample.

### **3.8 Conclusion**

This chapter has detailed the methodology that was employed to investigate the effect of digital marketing on consumer behavior in urban Bangladesh. Mixed-method approach will be carried out with semi-structured interviews and an online survey to collect both quantitative and qualitative data. The research design, sampling method and the data analysis methods mentioned here are meant to deliver a full and credible concept of how digital marketing affects

the consumer decision-making within the urban centres of Bangladesh. The following chapter will present the findings and discussion of the data gathered.

## Chapter 4: Results

### 4.1 Findings

#### Question 9: Which digital Marketing Content do you Notice More Often?

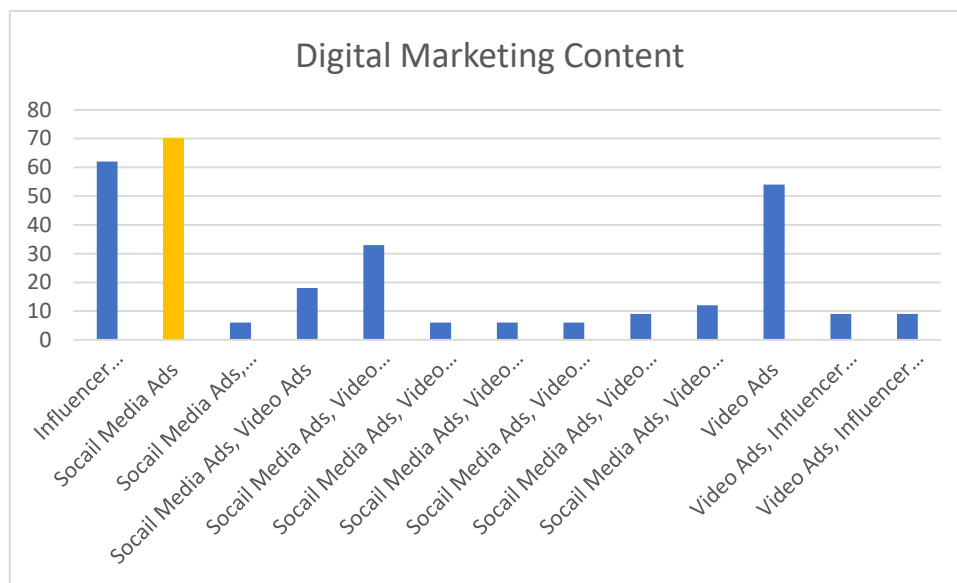
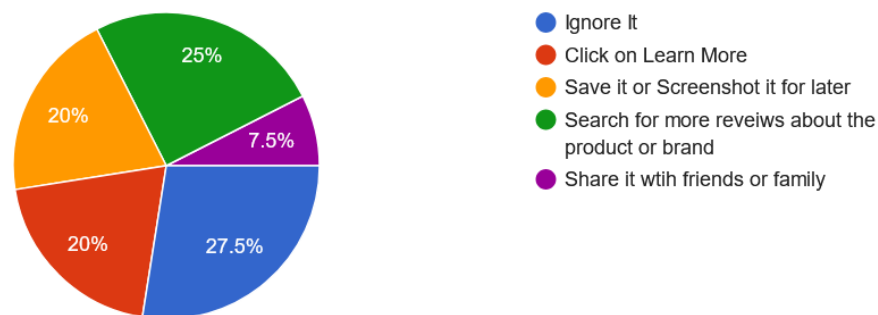


Figure 5 Bar Chart for Question 9 (Source: Author)

The chart for Question 9 displays the importance of various digital marketing content types as per the responses of 300 urban respondents. Social media ads and video ads capture the most attention. The biggest chunk is made up of combinations that involve social media ads (alone or with video/influencer content). This implies that users are most regularly served advertising within their social media feeds. Video ads, whether used alone or with influencers, are also common, which suggests audiovisual formats are especially prominent and memorable. Influencer content that is not sponsored appears to be rarer than ads through the platform's advertising tool; paid placements may still be a more visible post than organic influencer content.

These findings suggest that urban consumers in Bangladesh are most likely to notice and remember ads with social media and short-form video content. Hence, marketers should focus their strategies here.

**Question 16: When you see an appealing digital ad, what is your most common immediate action?**

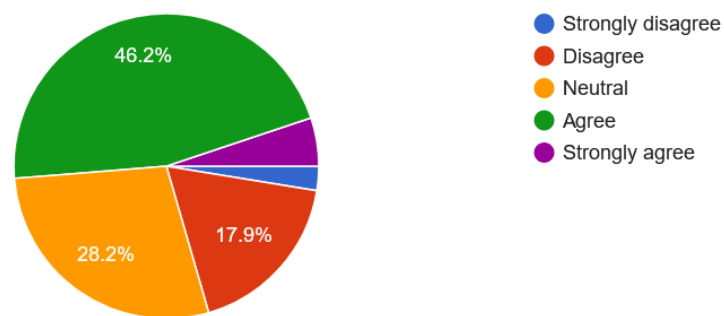


*Figure 6 Pie-Chart for Question 16 (Source: Author)*

The pie chart for Question 16 depicts the reaction of urban Bangladeshi consumers to a digital ad immediately, as shown by 300 respondents. This reveals the immediacy of the effectiveness of digital marketing on consumers. The highest portion (27.5%) states “Ignore it,” which indicates a high degree of ad fatigue or scepticism despite heavy exposure. The remaining majority, which is a sizable portion, do engage in a meaningful way: 25% Search for more reviews about the product or brand, and 20% click on Learn More, which means nearly half of respondents are converting interest into something (proactive) and actively seeking information or exploring (this product and brand). 20% said “Save it or screenshot it for later”, so it is not straight away, but they have intent. 7.5% said “Share it with friends or family, which means it creates an effect too. So, when others do it, we say it also creates word of mouth. Also, it is a delayed engagement. It starts with shares, but then it travels to a different connection where they do a lot. Despite a large proportion resisting, the total behaviours of clicking, researching,

saving, and sharing indicate that digital marketing in urban Bangladesh effectively creates curiosity, informs choices, and social influence. These are the pathways whereby campaign messaging digitally shapes purchase intention and consumption more broadly.

**Question 17: Recommendations from friends and family on social media (e.g., shared posts, tags) influence my purchase decisions.**

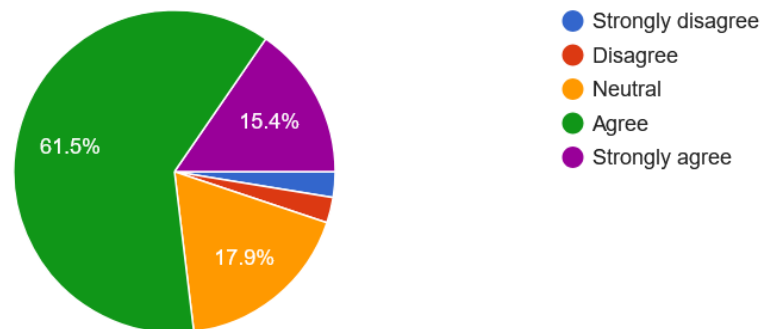


*Figure 7 Pie-Chart for Question 17 (Source: Author)*

Question 17 pie chart shows the impact of social recommendations on the consumer behaviour in urban Bangladesh. About half of the respondents (46.2%) agree that social media recommendations by friends and family influence their purchase decisions while further 28.2% remain neutral. Most respondents were on board with it. Only a minority disagree (17.9% disagree and a very small share strongly disagree), and small but notable strong agreement. Following this pattern, social media amplifies personal trust networks rather than being determinant in them. When people we trust share, tag, or endorse something, these messages reduce perceived risk and are cues that encourage trial. The result of the findings within the larger issue of the impact of digital marketing on consumer behaviour in urban Bangladesh shows that peer-generated content and informal word-of-mouth are essential elements of a good campaign. Brands that encourage happy customers to post experiences, reviews, or

recommendations to Facebook or Instagram can leverage “social proof.” This turns ordinary users into micro-promoters who sway others’ purchasing intentions.

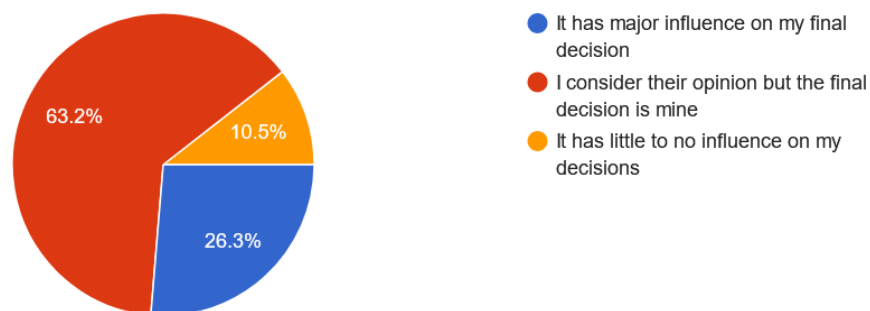
**Question 19: My purchasing decisions are significantly influenced by discounts, sales, and special offers I see online.**



*Figure 8 Pie-Chart for Question 19 (Source: Author)*

According to the results of question 19, digital price promotions significantly shape consumer behaviour in urban Bangladesh. The majority of respondents either agree or strongly agree that their purchase decisions are influenced by discounts, sales, and other offers that they experience online, while a minuscule proportion disagrees. This shows that economic incentives continue to be instrumental in a price-sensitive market like Bangladesh, where many urban consumers are of limited disposable income. Digital marketing that focuses on savings, deals or online-only offers of limited duration has a direct impact on a consumer’s purchase intention. Within the broad topic of the effects of digital marketing on consumer behaviour in urban Bangladesh, these findings suggest that price-based persuasive messages should be part of campaign planning. Marketers can more effectively drive engagement and conversion in social media ads, banners and other messages by showing off the discount you can get on a product or service rather than wanting the customer to engage solely through a brand or emotional pull.

**Question 21: How does your family's opinion affect your online shopping decisions?**



*Figure 9 Pie-Chart for Question 21 (Source: Author)*

Data for Question 21 reveal that family influence still plays a significant role in the online shopping habits of urban Bangladeshi consumers. Although only a smaller segment says that family opinion has “major influence” on their final decision, the maximum share says that “I consider their opinion, but the final decision is mine”. This is indicative of a hybrid pattern: digital marketing qualifies and quantifies individual consumer behaviour. It gives the tools to make well-informed choices, including reviews and personalized offers. Yet, the decision still unfolds within a social and cultural context where family views do matter.

Only a minority cite little to no family influence, suggesting fully independent decision-making is not that common. In the context of life in urban Bangladesh, the findings about the impact of digital marketing on consumption behaviour suggest that campaigns need to target not just people but also the family as a reference group. Messages that can be easily shared with family members or that emphasize trust, safety and reliability are more likely to resonate in this collectivist social environment.

## 4.2 Hypothesis Testing

### 4.2.1 ANOVA Analysis

**Table 2 ANOVA Summary Table**

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
<b>13. I have made an online purchase after seeing a targeted ad or promotion on a digital platform.</b>	300	877	2.923333	2.024203
<b>14. I am more likely to purchase from a brand that I follow or interact with on social media.</b>	300	957	3.19	2.013946
<b>15. Digital marketing (e.g., loyalty points, personalized offers) makes me more likely to stick with a brand.</b>	300	902	3.006667	1.993266

**Table 3 ANOVA Table**

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
<b>Between Groups</b>	11.16667	2	5.583333	2.777126	0.062752	3.00576
<b>Within Groups</b>	1803.393	897	2.010472			
<b>Total</b>	1814.56	899				

Three purchase-related dimensions of digital marketing impact on 300 urban Bangladeshi respondents were attributed to a one-way ANOVA test. The mean agreement with having made an online purchase after seeing a targeted ad (Q13); being more likely to purchase from a brand that he/she followed or interacted with on social media (Q14); and being more likely to stick with a brand because of digital marketing incentives such as loyalty points and personalised offers (Q15). The average scores for the three items were similar in the 2.92 – 3.19 range,

which is around neutral on the Likert scale. Moreover, the variances were similar at around 2 as well. Results of ANOVA showed  $F(2, 897) = 2.78, p = 0.062$ . As  $p > 0.05$ , it indicates that there is no significant difference between the influence of these three forms of digital marketing on consumer behaviour. The study topic is “The Impact of Digital Marketing on Consumer Behaviour in Urban Bangladesh.” This means, within the context of the study topic, these findings suggest that digital marketing has a more or less consistent moderate positive effect on immediate purchasing as well as purchase intentions towards followed brands and brand loyalty. In fact, the impact of digital marketing is not skewed towards any one type of behaviour. So, while the assumption is generally true, ANOVA suggests all behavioural dimensions are equally impacted. Hypothesis 1 was therefore substantiated. Further, platform-specific analysis is necessary to determine whether Facebook or Instagram or YouTube differs to assess effectiveness.

#### 4.2.2 Correlation Analysis

**Table 4 Correlation Table**

	<b>10. I often discover new brands or products through digital ads or social media posts.</b>	<b>11. Seeing positive reviews or ratings online increases my interest in a product.</b>	<b>12. Recommendations from social media influencers have led me to consider buying a product.</b>	<b>15. Digital marketing (e.g., loyalty points, personalized offers) makes me more likely to stick with a brand.</b>
<b>10. I often discover new brands or products through digital ads or social media posts.</b>	1			
<b>11. Seeing positive reviews or ratings online increases my interest in a product.</b>	0.397908334	1		

<b>12. Recommendations from social media influencers have led me to consider buying a product.</b>	0.32462445	0.461010747	1	
<b>15. Digital marketing (e.g., loyalty points, personalized offers) makes me more likely to stick with a brand.</b>	0.230033865	0.553340543	0.524039567	1

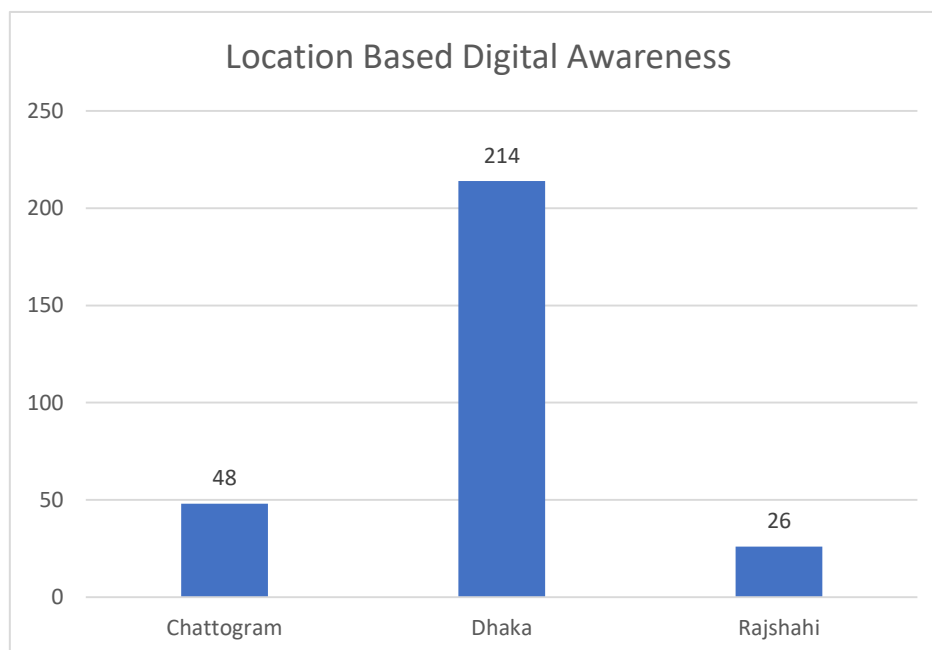
There was a correlation analysis of four psychological constructs related to digital marketing and consumer behaviour in urban Bangladesh for Hypothesis 2. There were four more attributes of the study. New brands are discovered through digital ads or posts (Q10); liked positive reviews and ratings increase the interest of consumers (Q11), followed by social media influencer recommendations increasing the consideration for purchasing (Q12). Showing more digital marketing perks like loyalty points or personalized offers increases the brand loyalty (Q15). In the current analyses, every variable assessed with a Likert-type scale was treated as more or less continuous for the purposes of allowing Pearson correlation coefficients. Furthermore, no claims are made regarding the cause of any relationships since the covariates may be correlated and not causal.

The study finds that these concepts are usually related to one another. The strongest relationships were for Q11 (Positive review advertisements increase interest) and Q12 (Goes to the theatre more often), with a correlation of  $r \approx 0.46$  and with Q15,  $r \approx 0.55$ . Consumers who are more receptive to reviews are also more likely to show loyalty to brands offering personalised digital incentives and being influenced by influencers. Likewise, Q12 was moderately correlated with Q15 as well ( $r = 0.52$ ). This shows that digital marketing activities by influencers are loyalty-enhancing. The correlations for Q10, digital ads discovery, with the

other constructs ( $r \approx 0.23-0.40$ ) are weaker than before, but still discovered positively. This finding may mean exposure and discovery have a link to trust (Q15) and personalization (Q17), but they are less central.

The results show that psychological factors such as trust, perceived relevance, and personalization affect engagement. Hypothesis 2 was therefore substantiated. Studies reveal that the use of trust cues and customised value messages is related and works in tandem to enhance consumer interest, consideration, and brand attachment in the digital sphere. In the future, researchers will study these correlations using regression analyses and checks of distributional assumptions to allow better justification of these conclusions

### 4.2.3 Location-Based Digital Awareness



*Equation 1 Location-Based Digital Awareness (Source: Author)*

In the case of Hypothesis 3, the hypothesis was hypothesised that the awareness of the urban consumers of various cities in Bangladesh about digital marketing via social media platforms is significantly different. The pivot table, as well as the graph in question, gives details on the

total respondents per city versus the number of respondents who were exposed to digital marketing content. Two hundred and eighty-eight valid responses were received by the survey, and 214 of them were received in Dhaka, 48 in Chattogram and 26 in Rajshahi. Though that does not illustrate the frequency of the data, in comparison to simply counting the data, we are able to observe that exposure to digital marketing is highly concentrated in Dhaka, since only around 3/4 of the sample population resides in Dhaka. This might be because Dhaka is the largest urban and business centre; hence, the higher level of exposure to the internet and smartphone-based operations, in addition to a higher level of digital marketing actions based on platforms, would lead to the higher exposure. Quite the contrary, the smaller population of respondents in Chattogram and Rajshahi might reflect a lower degree of exposure to digital marketing in terms of content, which might be associated with variations in the quality of infrastructure, lifestyles and behavior regarding online consumption. Although the descriptive statistics is by no means a formal statistical test as to the presence of regional differences in awareness, it is still one of the very tentative pieces of evidence that supports Hypothesis 3 because it shows that the exposure to digital marketing is not a uniformly distributed phenomenon across the urban territories. The descriptive level results of having a higher number of exposure in Dhaka than the lower numbers in the other cities demonstrate that the digital marketing awareness of urban consumers is determined by their local environment, and hence the hypothesis that there are substantial location-based variations among city consumers in Bangladesh is proved.

---

## *Chapter 5: Discussion*

---

### **5.1 Effectiveness of online marketing platforms among urban consumers**

In the purchase-related items (Q13, Q14, Q15), the respondents had moderate agreement that digital marketing affects their behaviour, with the mean scores concentrated around the middle of the Likert scale (around 2.9-3.2). The ANOVA did not reveal any difference between these three dimensions of impact ( $F = 2.78, p = 0.063$ ), which indicates that targeted advertisements, engagement with the followed brands, and loyalty-oriented digital offers all have a similar moderate impact on consumer behaviour, instead of having a single dimension. It means that to the urban consumers in Bangladesh, online marketing can be successful in serving the whole purchase funnel, which consists of the discovery and consideration stage to loyalty, but its perceived capability is comparatively even-handed among the levels. The immediate action findings (e.g., in search of more information, clicking on learn more, saving or sharing ads, etc) also suggest that a high percentage of users proceeded with their exposure to active engagement rather than ignoring ads (Smith et al., 2012). All of these findings evidence the fact that online tools (Facebook, YouTube, Instagram) can be useful in influencing the choice of purchases, although the impact of these tools does not manifest itself either insignificantly or excessively, but in a continuous and widely spread manner over the various behavioural outcomes.

### **5.2 Psychological factors influencing consumer response to digital marketing**

The correlation programme between Q10, Q11, Q12, and Q15 gives undisputable reasons that the role of psychology in consumer responses to digital marketing is significant. Moderate to

moderately strong positive relationships were identified between the discovery of the brands through digital advertisements (Q10), the effect of the positive online reviews (Q11), the effect of social media influencers (Q12), and the loyalty through the personalized online offers (Q15) (around the  $r = 0.23-0.55$ ). The best correlation was found between trust-related and personalization variables: Q11-Q15 and Q12-Q15. This implies that consumers who are more persuaded by online reviews and suggestions by influencers also have higher chances of being loyal to brands that have loyalty points and personalised promotions. These trends can be correlated with the Technology Acceptance Model and the AIDA framework, where perceived usefulness, trust, relevance, and personalization enhance the possibility of engagement and further action. In general, the results prove the second goal and show that internal psychological motivators, in particular, trust (reviews, influencers) and perceived value/personalization (loyalty incentives), are strongly interconnected with interest, consideration, and brand commitment in the online setting.

### **5.3 Level of awareness of digital marketing strategies on Facebook, YouTube, and Instagram**

The urban distribution of the exposure to digital marketing (Q8) and content types observed (Q9), coupled with the distribution of respondents in Dhaka, Chattogram and Rajshahi, helps highlight awareness of digital marketing strategies. Most of the respondents are based in Dhaka and a few in Chattogram and Rajshahi, and claim to come across digital marketing content on a regular or regular basis. This is a sign of high awareness of digital marketing amongst urban dwellers, especially in the capital, where the greatest penetration of the internet and social media usage is the highest. Such types of content as social media advertisements and video advertisements, and influencer promotions are cited as the most often observed, which means that the strategies used on Facebook, YouTube, and Instagram are salient and noticeable by

such consumers (Karim and Sultan, 2021). Although the results that are at hand are predominantly descriptive and do not as of yet entail any formal tests of comparing frequency categories across cities, it appears that the awareness is not even so: Dhaka seems to be the most highly exposed landscape, and other urban centres, to a more or less the same extent, are exposed to digital marketing. In this way, the results partly satisfy the third goal by suggesting that the awareness of platform-based digital marketing would be rather high overall, and already some signs of regional differences that would be tested statistically.

---

## *Chapter 6: Conclusion*

---

### **6.1 Recommendations**

#### **6.1.1 Strengthen Multi-Stage Engagement Across the Purchase Funnel**

The results of the ANOVA indicated that all of the targeted ads, brand-follow interactions, and loyalty offerings have a close, moderate impact on consumer behaviour. This implies that digital marketing plans should be structured in the form of a funnel and not based on a specific step. The brands must integrate awareness (e.g., discovery-based ads) with retargeting, remarketing, and loyalty programmes within the same platform ecosystem. To illustrate the example, when a user learns of a brand via Facebook or Instagram advertisements, they should then be offered and reminded with a tailored offer, turning the initial interest into a purchase and, in the end, into a habitual buying (Hasan, 2024). Considering the fact that customers tend to react by seeking out more information or bookmarking content instead of buying on the spot, marketers must have a presence of cohesion in their messages and simplified connectivity between finding and buying products and in-store follow-up.

#### **6.1.2 Leverage Trust, Social Proof, and Influencer Credibility**

The correlation analysis revealed explicitly that the factors based on trust, including positive reviews and recommendations by influencers, are closely linked to loyalty and consideration. Thus, social proof must be systematically integrated into the digital approaches of the brands on Facebook, YouTube, and Instagram. These can involve emphasizing user reviews, user ratings, user testimonials and user-generated content in advertisements and product pages. The perceived authenticity can also be enhanced through collaborations with credible and locally relevant influencers who shall represent the Bangladeshi culture and values (Akter, 2020). As

the influencer influence is associated with the marketing that promotes loyalty, for instance, loyalty points, personalized offers, the campaigns should not only be conducted with the help of influencers, but also be a part of loyalty and retention programs, e.g., influencer-only codes or offers.

### **6.1.3 Enhance Personalization and Value-Based Offers**

The results show that individualized online offers (loyalty points, customized promotions) are directly linked to interest and brand loyalty. Personalisation based on data should be the primary focus of marketers, where behavioural data (platform usage, engagement patterns, purchase history) is used to divide audiences and provide them with different content. In a city-based price-sensitive market such as urban Bangladesh, discounts and bundles, as well as time-sensitive offers, can be used greatly to boost conversion (Kabir, 2025). Meanwhile, the use of data must be open to the brands to ensure trust. Smaller and medium-sized companies can achieve a relevant and individualized experience at an affordable cost by investing in simple CRM systems and integrating them with social platforms.

### **6.1.4 Address Regional Differences and Expand Beyond Dhaka**

Descriptive findings indicate that the maximum exposure to digital marketing occurs in Dhaka, with other cities having lesser representation. In line to evaluate the level of awareness in the urban areas, subsequent campaigns are supposed to specifically focus on Chattogram, Rajshahi, Sylhet, and other new centres (Alam and Yasin, 2010). This can be done by localised content, local dialects or references, as well as city-specific offers. In the case of Facebook and YouTube, advertisers must apply geo-targeting; that way, a similar amount of exposure and a specific message should be given to consumers in the secondary cities. Also, more studies and A/B testing between locations can help to optimise the strategies of various urban segments.

### **6.1.5 Integrate Family and Cultural Influence into Campaign Design**

Family perceptions and culturally sensitive messages continue to be significant in online purchase decisions. The digital marketing strategies must be thus crafted in such a way that they are easy to share and discuss at the family level. Information about trust, safety, quality, and long-term value will probably be heard. Relatability and perceived authenticity can be boosted with the help of a local language, references to local culture, and family-based storylines (Rahman and Begum, 2023). Campaigns based on word of mouth and sharing with friends and family, like a referral programme, group of three discount codes, can use the high social density in urban Bangladesh to their advantage in reaching more people and making the argument more compelling.

## **6.2 Conclusion**

The research question in this study was to understand the effects of digital marketing on consumer behaviour among urban dwellers in Bangladesh with reference to three fundamental objectives, namely, determining the effectiveness of online marketing platforms, the major psychological factors influencing consumer responses to online marketing strategies, and levels of awareness of online marketing strategies on the major social media platforms. The analysis was conducted using survey data of 300 respondents (Dhaka, Chattogram, and Rajshahi) and incorporated descriptive statistics, ANOVA, and correlation methods to create a subtle image of how urban consumers and their interactions with digital marketing are interrelated.

The results depict that online marketing platforms have a uniform moderate impact on a number of purchase-related behaviours. The mean scores of making purchases after viewing targeted advertisements, purchasing products followed on social media, and loyalty because of

digital marketing are concentrated around the middle of the Likert scale, and the one-way ANOVA demonstrated that there are no significant differences between these aspects. This implies that digital marketing does not play an insignificant role in the whole buying process, including identification and deliberation to loyalty, without there being a single behavioural implication that is distinctly influenced. The behavioural data on instant reaction to advertisements, for example. extended search of additional information, clicking, saving or sharing contents also confirms the opinion that a significant percentage of urban consumers go further than exposure and start to engage.

The correlation analysis provides solid evidence of the mediating role of the psychological factors in digital marketing. The interrelationship of positive reviews, influencer recommendations, and personalized loyalty offers proved to be mediocre to strong, which means that trust, social proof, and perceived value are core motivators of interest, consideration, and loyalty to a brand. Customers who use online reviews and influencer content more strongly are also more likely to react to personalized digital incentives, which can be explained by the theoretical frameworks of the Technology Acceptance Model and AIDA (Yamin, 2017). The findings highlight the need to ensure that successful digital marketing in urban Bangladesh does not rely on mere visibility but should include the aspect of developing credibility, relevance, and personal value.

The research has found that there is high but uneven awareness of digital marketing strategies within urban areas. Respondents, especially those in Dhaka, indicate receiving social media advertisements, video advertisements, and influencer promotion regularly, which means that the tools of Facebook, YouTube, and Instagram are reasonably developed means of contacting urban customers. Nonetheless, the respondent distribution and exposure indicate that other cities like Chattogram and Rajshahi have a relatively lower representation and may have less

intensity of the digital marketing activities when compared to the capital. The trend would suggest that digital awareness is prevalent among urban young people and young adults, but there is room to expand and geographically scatter the digital marketing activities in order to guarantee a balanced spread of digital marketing in urban Bangladesh.

Comprehensively, therefore, the research finds that digital marketing in urban Bangladesh is effective as well as dynamic. Internet media can be useful in influencing the purchasing behaviour of the consumer, especially when the advertisement uses trust-building and social influence systems and also when it uses personalised value propositions. Meanwhile, the average intensity of the detected effects and the concentrations of the exposure in particular cities indicate the necessity of more strategic, data-driven, and regionally sensitive methods. As a regular practitioner, this finding is that it is essential to incorporate multi-stage engagement, social proof, and localized content in digital strategies. To researchers, the research indicates that additional studies can be done based on a larger, more regionally balanced sample and more enhanced analysis tools to better understand the role of digital marketing in a rapidly digitizing Bangladeshi marketplace.

---

## *References*

---

- Ajzen, I. (1991). *The Theory of Planned Behavior*. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Akter, F. (2020). *Analyzing the opportunities of digital marketing in Bangladesh to provide an efficient interrelation between business organization and consumer*. SSRN. <https://doi.org/10.2139/ssrn.3699224>
- Akter, M., & Sultana, N. (2020). Digital Marketing Communication and Consumer Buying Decision Process in Pandemic Standpoint (COVID-19): An Empirical Study of Bangladeshi Customers' in Branded Cosmetics Perspective. *Open Journal of Business and Management*, 8(6), 2696-2715.(Scientific Research Publishing)
- Alam, S. S., & Yasin, N. M. (2010). What factors influence online brand trust: Evidence from online tickets buyers in Malaysia. *Journal of Theoretical and Applied Electronic Commerce Research*, 5(3), 78–89.
- Davis, F. D. (1989). *Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology*. *MIS Quarterly*, 13(3), 319-340.
- Hasan, M. (2024). *The impact of digital marketing on consumer behavior in Bangladesh* (Undergraduate thesis, BRAC University).
- Hossain, M., & Rahman, M. (2020). Social media marketing and consumer behavior: A study on urban youth in Bangladesh. *Asian Business Review*, 10(2), 95–104.
- Hukkani, M., Rahman, M., & Abdullah, M. (2025). Impact of Social Media Marketing on Consumer Behavior – A Study on Bangladesh's Home Décor Sector. *International Journal of Applied Economics and Management*, 3(1).(Jurnal Internasional)
- Islam, N. (2024). Impact of Social Media Marketing on Buying Behaviors of Superstore Customers in Bangladesh. *SSRN Electronic Journal*.(SSRN)
- Islam, S., Rahman, M., & Karim, M. R. (2020). The Effectiveness of Social Media Marketing in Bangladesh: A Case Study of Urban Consumers. *Journal of Marketing Development*, 14(2), 45-61.

- Kabir, M. H. (2025). The impact of digital marketing strategies on consumer behavior: A comprehensive review. *Journal of Business and Management Studies*, 7(1), 45–62.
- Karim, R., & Sultan, M. (2021). The role of social media influencers in shaping purchase intention: Evidence from an emerging market. *Journal of Internet Commerce*, 20(4), 415–437.
- Karim, S., Afrin, S., Hossain, B., Oriana, T., & Seum, A. (2024). Infinite Scrolling, Finite Satisfaction: Exploring User Behavior and Satisfaction on Social Media in Bangladesh. arXiv preprint arXiv:2408.09601.(arXiv)
- Kotler, P., Keller, K. L., & Manceau, D. (2017). *Marketing Management* (15th ed.). Pearson Education.
- LightCastle Partners. (2020). Rise of the Digital Consumer Class: Time to Make for Bangladesh.(LightCastle Partners)
- Rahman, M. (2021). *The Role of Digital Marketing in Shaping Consumer Behavior in Bangladesh*. *Journal of Business and Technology*, 12(3), 78-90.
- Rahman, M. A., & Talukder, M. A. (2022). Fostering the Use of Digital Marketing in Bangladesh: Challenges and Opportunities. SSRN Electronic Journal.(SSRN)
- Rahman, M. A., & Talukder, M. A. (2022). Fostering the Use of Digital Marketing in Bangladesh: Challenges and Opportunities. SSRN Electronic Journal. (SSRN)
- Rahman, M., & Begum, S. (2023). A study of effective digital marketing strategies for Bangladesh's emerging market. *International Journal of Marketing Studies*, 15(3), 20–35.
- Saha, S., & Bhattacharjee, A. (2022). *Consumer Behavior in Urban Bangladesh: A Digital Marketing Perspective*. *Dhaka Business Review*, 20(1), 112-130.
- Smith, A. N., Fischer, E., & Yongjian, C. (2012). How does brand-related user-generated content differ across YouTube, Facebook, and Twitter? *Journal of Interactive Marketing*, 26(2), 102–113.
- Sultana, N., & Akter, M. (2020). Evaluating the Factors Influencing Customer Perception on Online Buying Behavior of Sub-Urban People of Bangladesh. *Academy of Marketing Studies Journal*, 24(1).(Allied Business Academies)

Yamin, A. B. (2017). Impact of digital marketing as a tool of marketing communication: A behavioral perspective on consumers of Bangladesh. *Asian Journal of Technology & Practice*, 3(2), 45–56.

---

## *Appendices*

---

### **Appendix A: Survey Questions**

#### **Section 1: Demographic Information**

1. **Age:**
  - 18 - 30 years
  - 31 - 45 years
  - 46 years and above
2. **Gender:**
  - Male
  - Female
  - Prefer not to say
3. **Highest Level of Education Completed:**
  - Secondary School (SSC) or below
  - Higher Secondary (HSC)
  - Bachelor's Degree
  - Master's Degree or higher
4. **Approximate Monthly Household Income (BDT):**
  - Less than 30,000
  - 30,001 - 75,000
  - 75,001 - 150,000
  - More than 150,000
5. **Which city do you primarily reside in?**
  - Dhaka
  - Chattogram
  - Rajshahi
  - Other (Please specify): \_\_\_\_\_

#### **Section 2: Digital Marketing Engagement**

6. **Which digital platforms do you use daily? (Select all that apply)**
  - Facebook
  - Instagram

- YouTube
  - TikTok
  - LinkedIn
  - Twitter/X
  - Others (e.g., WhatsApp, Mobile Apps): \_\_\_\_\_
7. **On average, how many hours per day do you spend on social media and other digital platforms?**
- Less than 1 hour
  - 1 - 2 hours
  - 3 - 4 hours
  - More than 4 hours
8. **How often do you encounter digital marketing content (e.g., ads, sponsored posts, influencer promotions) online?**
- Very Frequently
  - Frequently
  - Occasionally
  - Rarely
  - Never
9. **Which type of digital marketing content do you notice most often? (Select up to 2)**
- Social media ads (e.g., on Facebook/Instagram feeds)
  - Video ads (e.g., on YouTube)
  - Influencer recommendations/posts
  - Search engine ads (e.g., on Google)
  - Email promotions
  - SMS offers

### Section 3: Consumer Behavior

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

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
10. I often discover new brands or products through digital ads or social media posts.	1	2	3	4	5
11. Seeing positive reviews or ratings online increases my interest in a product.	1	2	3	4	5
12. Recommendations from social media influencers have led me to consider buying a product.	1	2	3	4	5

13. I have made an online purchase after seeing a targeted ad or promotion on a digital platform.	1	2	3	4	5
14. I am more likely to purchase from a brand that I follow or interact with on social media.	1	2	3	4	5
15. Digital marketing (e.g., loyalty points, personalized offers) makes me more likely to stick with a brand.	1	2	3	4	5

**16. When you see an appealing digital ad, what is your most common immediate action?**

- Ignore it
- Click on it to learn more
- Save it or screenshot it for later
- Search for more reviews about the product/brand
- Share it with friends or family

**Section 4: Cultural and Socio-Economic Factors**

*Please indicate your level of agreement on a scale of 1 (Strongly Disagree) to 5 (Strongly Agree).*

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
17. Recommendations from friends and family on social media (e.g., shared posts, tags) influence my purchase decisions.	1	2	3	4	5
18. I am more likely to trust a brand if its digital marketing reflects Bangladeshi culture and values.	1	2	3	4	5
19. My purchasing decisions are significantly influenced by discounts, sales, and special offers I see online.	1	2	3	4	5
20. I consider the price and value for money more carefully when buying something I saw advertised online compared to in a physical store.	1	2	3	4	5

**21. How does your family's opinion affect your online shopping decisions?**

- It has a major influence on my final decision.
- I consider their opinion, but the final decision is mine.
- It has little to no influence on my decisions.

## Appendix B: Data Collection Form

Link: [Google Form for The Impact of Digital Marketing on Consumer Behavior in Urban Bangladesh](#)

## Appendix C: SPSS Analysis Results

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q10	300	1	5	2.97	1.456
Q11	300	1	5	3.06	1.386
Q12	300	1	5	3.02	1.339
Q15	300	1	5	3.01	1.412
Valid N (listwise)	300				

### Bayesian Estimates of Coefficients<sup>a,b,c</sup>

Parameter	Posterior			95% Credible Interval	
	Mode	Mean	Variance	Lower Bound	Upper Bound
(Intercept)	2.997	2.997	.102	2.370	3.623
Q11 = 1	-.367	-.367	.073	-.896	.162

Q11 = 2	-.060	-.060	.076	-.600	.480
Q11 = 3	-.536	-.536	.069	-1.051	-.020
Q11 = 4	-.062	-.062	.067	-.569	.446
Q11 = 5	.d	.d	.d	.d	.d
Q15 = 1	.424	.424	.071	-.100	.947
Q15 = 2	-.523	-.523	.070	-1.042	-.004
Q15 = 3	.088	.088	.074	-.444	.621
Q15 = 4	-.182	-.182	.067	-.689	.324
Q15 = 5	.d	.d	.d	.d	.d
Q12	.075	.075	.004	-.048	.198

a. Dependent Variable: Q10

b. Model: (Intercept), Q11, Q15, Q12

c. Assume standard reference priors.

d. This parameter is redundant. Posterior statistics are not calculated.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.606	.318		8.192	.000
	Q11	.091	.061	.086	1.496	.136
	Q12	.067	.063	.061	1.056	.292
	Q15	-.039	.060	-.038	-.657	.512

a. Dependent Variable: Q10