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**WOMEN RESPONSE TO SOCIAL MEDIA MARKETING IN  
THE CONTEXT OF BANGLADESH SHOPPING CLOTHING  
ONLINE IN DHAKA CITY**

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I hereby declare that I have compiled the paper independently and all works, important standpoints, and data by other authors has been properly referenced and the same paper has not been previously presented for grading. The document length is 12,004 words from the introduction to the end of conclusion.

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## **ABSTRACT**

Bangladesh is a developing country where the number of working women is 18.6 million. From the last few years, online shopping has become popular in Bangladesh especially in the capital city Dhaka. In this thesis, the author intends to find out the influencing factors that can make a difference when women buy clothes from online shops.

In this research, the Author explores the Bangladeshi women's perspective through social media marketing features that were specifically linked to social media advertisements, such as the authenticity of messages, the way of content sharing, user interest, promotional deals, posting timing, and targeted customer tracking, have a direct influence to gather females' interest to make online purchases.

The study revealed several reasons that draw female shoppers to social media advertisements for clothes availability, such as 24-hour delivery, after-sales service, time savings, product quality, and promotional deals which is one of the significant role players. The rest of the considerations, such as price, product assortment, product availability and distribution, and payment system, play a relevant role in the online buying decision for Bangladeshi women. For female shopper's product quality is an important factor for deciding whether buy or not to buy the apparel through an online order. Corresponding to this research paper, when women visit online stores to choose an online purchase, they concentrate on customer's positive comments and reviews on the retailer. Consumer confidence dependent on the website visibility, consumer positive comments and reviews on the seller, and promotional activities.

**Keywords:** Social Media Marketing, Female customers, Dhaka City, Marketing agencies.

## **INTRODUCTION**

As per Internet world statistics, in January 2021 Asia's Internet users are 51.8% compared to the rest of the world and, Bangladesh is in 9th place for the highest number of internet users amongst the worlds. The Internet has built a network where it is possible to compete with organizations of all sizes and divisions, businesses that use modern marketing approaches, such as internet ads, marketing on Facebook, Instagram, Twitter, viral marketing, marketing for search engines, and e-mail advertising have been more powerful in reaching the Competition. Social media plays a vital role in the advancements taking place in a society where everything is going to be digitized. The goal of this paper is to recognize factors that influence the desire of female customers to buy clothes from online stores in Bangladesh specifically in Dhaka city.

In the current scenario, advertisers do not have any choice without taking the opportunity of Social media Marketing to win the loyalty of their customers. Social networking creates a variety of resources for companies. Entrepreneurs and marketers are utilizing it to develop connections with potential customers for lead generation. They use it to gather information about customers and reach them adequately. Most marketing campaigns take priority on social media today.

Worldwide many businesses have started to adopt digital marketing tactics, the most common of those are content, mobile, and social media marketing. And Bangladesh is also at the same pace as the world. If any company does not follow the innovation strategy, the company will sacrifice its strategic advantage in the environment of rapid commoditization. As technological change accelerates and new digital formats and innovations evolve, there is no time to waste. Furthermore, the younger generation's expectations are similar in that, businesses must keep up with the pace of change or risk losing relevance.

The explosion of digital networks, platforms, and devices has created a generation that is physically, geographically, and continuously linked. Most of the peoples changes their attitudes to modern technological advancements and accepted that the advertisers they associated with

also work with the same advancement. In the middle of all this, Marketers need to bear in mind the complexities of digital transformation, such as customer partnerships, intensified competitiveness, and continuous digital interaction with customers. When a customer decides to purchase any product online, he/she may take several steps, such as online order, arrange payment, and wait until the distribution of the order. Sometimes it takes a long time, and customers are going to consider the circle and uncertainty. People will form a view of the items, price, and unusual excitement within this period, and people will have a sense of the upcoming buying decision on the other hand. Because of variations of factors, individuals sometimes unable to recognize the quality of their transactions, so they accepted the risk. Furthermore, the absence of product category details in the websites will increase the risk for the customers, advertisers, and companies.

As a regular user of the digital platforms and an online shopper whenever, I searched for some clothes or accessories from Bangladeshi online shops (Facebook pages, e-stores) and compare them to the recognized sellers like Amazon, Ali-express, Alibaba I realize that most of the online sellers or marketers are not aware of their consumer's desires and they have not the proper approach to attract their customers through effective marketing. Being a Bangladeshi woman, I feel that there is a research gap in this fastest growing online clothing sector in Bangladesh which makes me fascinated to work in this sector for my thesis.

As an author of the research paper, I choose this topic because as a female shopper of Bangladesh online clothing sector I realize there is plenty of opportunities for social media marketing to attract customers, but I have not found any digital marketing agencies working on it professionally. Online retailers doing their advertisements to attracting people without knowing their target customers. So, my research will be finding out the actual response of the female consumers to online clothing advertisement and their purchasing behaviours also. I have chosen my target age group between 25-45 years old female because I get inspired by survey documents published by UNCTAD on a survey among 9 countries after the COVID-19 pandemic and one of their observations is- “Shift to e-commerce most pronounced for women, highly educated Consumers and the 25–45 years old.”

This research will help to select the effective marketing option and efficiently select target customers to support female clothing productions who sell their products online. After the Covid-19 pandemic, many businesses lost their market share, and even a certain amount of

organizations getting shut down repeatedly around the world. Now a day's people spend a certain amount of time daily on the internet browsing: Facebook, YouTube, Twitter, Instagram, etc., and feel connected to contemporary advertisements on social media and it reflects on their consumption pattern. After the recent worldwide crisis for COVID-19, millions of people changed their buying behaviours and depending on only online shopping and trust in digital marketing.

Author of this dissertation have planned to do the research on female customers in clothing sectors in her country Bangladesh and she selected the target group is women residing in Dhaka city and find out their shopping behaviours online approximately accurately. Consumers produce a different response to the same product or service. The Author intend to find out an actual scenario of online marketing success matrix among my target groups and in the future several clothing retailers can use this research result to grab their loyal customers and It will also be helpful for digital marketing agencies to help their customers efficiently. Bangladesh is one of the top ten countries in terms of Facebook subscribers, according to Statista (2020), with 37 million active users out of a total of 2.6 billion worldwide.

Presently, social media marketing is being popular in Bangladesh especially in the capital city, Dhaka, and the main platform of this marketing is through Facebook and most of the retailers maintain their Facebook pages along with their Websites. On the other hand, many entrepreneurs started their business through social media, and they are trying to reach their customers by using this digital platform but due to the connection gap between customers and enterprises many of them cannot reach their goal. This dissertation will find out the gap between customers and marketers in the online clothing sector for women of different ages and income levels.

Author promised to the readers of this dissertation, she will make this paper more effective by presenting consumers real experiences, satisfactions, dissatisfaction, desire from the social media marketing platform for clothing sector in Dhaka, Bangladesh. And this work will be a guide for entrepreneur's, marketing agencies, established business and for individuals.

The emergence of new digital channels such as social media has changed the dynamics of retailing environment (Verhoef et al., 2015). Almost all businesses are using social media to promote their products and services (VanMeter et al., 2015) and as a platform for electronic commerce activities (Han et al., 2018).

**The Research question:** Which factors influencing Bangladeshi women's shopping behaviour for online clothing selection through Social media marketing?

The aims of this research paper to find out the components or factors that influence female consumers' approach towards purchasing clothes online. There can be several differences between the age and the diverse income group in the approach towards internet shopping. The study will only evaluate the online business experience through social media, time spent on the internet, item insights, client support, and risk and dependency factors such as web-based shopping perspectives. This investigation may have an important connection between web-based business experience and web-based shopping mentality. The survey will try to find a relationship between respondents' perceptions of products and their approach to online shopping, and there may be a significant relationship between respondents' attitudes towards customer service and online shopping. It will try to find the relationship between the customers' risk and the respondents' attitude towards online shopping. A lot of the resource is reviewed from various sources to justify the research objectives.

The author of this thesis is considering the target community of Bangladeshi women customers between 25 and 45 years of age and to examine the influence of social media advertisements on target groups in the buying of clothing behaviours. And the research will find out the segmented customers actual behaviour of the clothing sector with the digital advertisement and making an efficient digital marketing measure which will save time and money from useless advertisement.

In the first chapter, the author emphasizes on online shopping environment, theories related to consumer behaviour and social media, online marketing, consumer behaviour, apparent risk, and control through social media marketing to provide a clear understanding to the reader about the topic and show how these factors have affected the current popularity of online shopping. The second chapter is dedicated to the arising social media marketing sector in Bangladesh and an overall overview of the today's marketing actions. In the third chapter, the author will be present the methodological part of the research. The research part of the thesis consists of quantitative research approach via online questionnaires between the target forums inhabitants of an online survey aimed towards Bangladeshi females' consumers in the age group of 25 to 45-year-olds in

Dhaka city. In the fourth chapter, the research outcomes will be presented with analysis. The fifth chapter will be a discussion of findings following by the conclusion.

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## **1. ONLINE SHOPPING ENVIRONMENT**

Web-based shopping implies electronic exchange to purchase merchandise or service straightforwardly from the vendor through the web. The Internet-based or snap-and-request plan of action has supplanted the conventional physical plan of action. An ever-increasing number of individuals utilise the web to search for a wide scope of things going from home to shoes to air carrier tickets. Individuals presently have various alternatives to pick their items and administrations when shopping online (Rahman et al., 2018).

In recent years, online shopping activities' quick growth has necessitated identifying key factors that affect consumer behaviour and attitudes towards online shopping. The unique features of online shopping emphasise that the lack of physical interaction poses a significant barrier to online retail, following the privacy of personal information online and the protection of financial transactions via the Internet (Han et al., 2016). It additionally uncovers that apparent usability does not influence personal conduct standards because of safety and security issues (Demangeot & Broderick, 2010). No relationship is worked between the client and the online shop within sight of apparent online danger regardless of whether a client went through hours on the Internet (Zuroni & Goh, 2012).

For a long time, tastes, inclinations, and inclinations fluctuate for an assortment of reasons, like the internet's ascent. In any case, this advancement requires some more comprehension of client conduct. Buyer Behaviour Research distinguishes an overall buy conduct model representing client measures in buying choices (Vrender, 2016).

Those projects are paramount to the marketer as they can enlighten and forecast consumer buying behaviour. The Attitude, Behaviour, and Purpose of Shopping model include some indicators that are categorised into four broad categories: product pricing, quality service provided through the website, shopping experience, and risk perception of online shopping (Crisp & Jarvenpaa, 1997), which drive online shopping activity.

In a similar report, they divide up the highlights into three general classifications. The obvious highlights of a web deals channel are the first to incorporate danger, web-based shopping experience, comfort, nature of administration, trust. The subsequent class is a site, and the item includes hazard relief measures, site highlights, and item includes, and the last gathering is customer qualities. An assortment of highlights, segment factors, client shopping direction, client development, and mental factors, PC, online information, and utilisations drive customer attributes (Chang et al., 2005).

Consumer attitudes towards online shopping are usually determined by two factors: trust and benefits (Hoque et al., 2015). Thus, trust and perceived benefits seem to be a critical assumption of consumer behaviour towards online shopping (Hoque et al., 2015). Also, information quality, product quality, website design, transaction capability, payment, security/privacy, distribution, self-awareness, state of mind, customer time knowledge, and customer service online shopping satisfaction are highly predictable (Rahman et al., 2018).

Moreover, related studies have found a positive relationship between consumers' interest in clothing and their purpose to purchase (Kumar et al. 2009; Vikkraman and Sumathi 2012). Additionally, related research has determined that the price awareness among the consumers will influence their purchase decision (Gauzente and Roy 2012; Jayasingh and Eze 2012). However, price sensitivity is the point at which consumers differentiate and react to price levels and adjustments (Goldsmith et al, 2005). Price awareness can be used to determine how much a customer is willing to spend. Consequently, the price has a direct effect on customer purchasing decisions and, as a result, on the company's sales and profits (Han et al, 2001).

Both shopping happiness and saw helpfulness emphatically foresee the expectation to re-buy on the web (Koufaris & Hampton-sosa, 2002). On the other hand, impulse buying may enhance new customers' purpose, but it does not significantly impact customers' return (Gwo-Guang & Hsiu-Fen, 2005).

An online shop that uses added mechanisms within the program and provides clients with difficult expertise could increase customer enjoyment of searching. Additionally, if customers come back to the online store a lot of typically than not, their enjoyment of searching will be determined by their merchandise involvement (Marios Koufaris, Kambil, & LaBarbera, 2001).

Also, demographic variables, for example, age, gender, and income level play a simple role because they affect consumer perceptions and consumer behaviour that drive them toward online shopping. In the Republic of China, online shopping's purpose depends on the customer's age, income, education, and marital status, most importantly, their perceived usefulness (Wen et al., 2013).

### **1.1. Theory related to Consumer Behaviour**

While the various theories of purchaser conduct attention on rational action, Hawkins Stern believed closely withinside the concept of impulse conduct. Stern argued that surprising shopping for impulses healthy and good shopping selections to colour a whole photograph of the ordinary purchaser. Impulse purchases are pushed largely via outside stimuli and nearly no dating to conventional decision-making (Stern, 1962). Stern installed classes of impulse shopping. First are the natural impulse purchases, like a sweet bar on a grocery store's checkout line. Second, customers make reminded impulse buys, like putting a show of warm canine buns after a meat cooler. Third are cautioned impulse purchases, which include an assurance for a digital device. Finally, customers make deliberate impulse selections, wherein they recognise they need to shop for a product. However, they are uncertain approximately the specifics (Kollat & Willett, 1967).

The Responsive Action Theory, a dynamic model, has been developed to explain e-customer behaviour in two stages, identifying that people's behaviour is governed by the beliefs, attitudes, and attitudes towards performing that behaviour (Dzewaltowski, Noble, & Shaw, 1980). Drives that lead to actual purchases are followed by the development of other propositions of this model. Significant contributions to this model are the appreciation of image construction and its impact on the e-consumer decision-making process. We improve our model by examining attitudes and belief preferences, drawing attention to social factors and customer characteristics, and environmentally sensitive states and e-interactivity. Moreover, it identifies that situational factors influence behaviour (Mehrabian & Russell, 1974). The S-O-R model can be relied upon to explain sensitive consumer situations because stimulus sources such as the web atmosphere and navigation are directly related to the e-consumer (Charles et al., 2009).

The Theory of Reasoned Action, developed by Martin Fishbain and Isaac Azzen in the late 1960s, focuses on analysing the importance of pre-existing attitudes in the decision-making process. The theory's basic idea is that consumers act based on their intent to create or accept certain results. In this analysis, customers are rational actors who prefer to work in their best interests. In theory, precision is important in the decision-making process. A consumer only takes a certain step when equally certain results are expected. From the moment the consumer decides to act until the action is completed, the customer retains the ability to change his mind and decide on a different action. Marketers can learn several lessons from the Theory of Reasoned Action. First, when marketing products to customers, marketers must associate a purchase with a positive outcome, and the outcome must be specific. Ax Body Spray used this concept very effectively by associating her product with aspirations with women. Second, the theory highlights the importance of running customers through the sales pipeline. Marketers must understand that long intervals between initial intention and action completion give customers plenty of time to talk to themselves outside of purchase or question the purchase outcome (Fishbein, 1979).

## **1.2. Theory related to Social media**

Consumer behaviour has shifted dramatically because of technology advancements and the widespread use of handheld devices, which has had a direct impact on how people communicate and use social commerce to make choices and buy online. The increased use of digital marketing and social media has greatly affected customer perceptions toward online shopping, resulting in increased market share for ecommerce-centric or social media-centric businesses. (Abou-Elgheit, 2018; Alam et al., 2019; Komodromos et al. 2018).

The social graphics framework are formed by Altimeter group's two significant contributors Carlene Li and Jeremiah Owyang (JOwyang 2010). They argued that, in addition to researching the socioeconomic, geographic, and psychographic characteristics of their consumers, companies should create a social strategy known as social graphics. Marketers and executives must ask the following questions: which websites are my customers on? What are my customers' social behaviors online? What social information or people do my customers rely on? What is my customers' social influence? From the answers to these questions could categorize any business customers' engagements into layers ranging from curating, creating, blogging, posting, and

viewing. Businesses must then segment their clients into these layers and include tools and channels to promote social networking.

Another significant framework, Social feedback loop context, which is discussed by Dave Evans, social feedback loop which connects consumer purchase funnel with social media platform. (Dave Evans, 2008) he has claimed that old-fashioned buying funnel has three phases (awareness, consideration, and purchases) for the duration of which a marketer could control a consumer's decision making. After purchasing a product, a customer will use it, generate perceptions, and review it later in the stage. Some of the post-purchase experience will be materialized and shared publicly, which will feed directly into the purchase decision-making process of other buyers. This social feedback loop is mostly generated by word-of-mouth, which is further fueled by real use, testing, or sampling experiences. Utilizing this feedback loop could be even more critical than selling via the first three stages of customer decision making through mass media.

Bae and Zamrudi (2018) conducted research on the social fulfilment features of social media marketing, concluding that these characteristics were effective in achieving customer motives. The research examined the motivations of ideology, group engagement, and psychological influences, identifying them as important motivators of preceptive social media marketing and customer relevance. Consumer attitudes toward social media will, in fact, affect brand attitudes. According to Todi, Social networking channels, as a media feature, enable companies' marketing personnel to understand the target audience's preferences, identify places of concern for this audience, and provide successful content to these audiences in accordance with their desires and expectations. Producers can quickly reach their target markets and engage with new buyers by using ads available to users on social media platforms (Todi, 2008).

As per Girona, the rising trend of targeted personal advertising has headed to an upsurge in privacy concerns from consumers. (Girona et al. 2018). He noticed that inappropriateness, privacy management, perceived usefulness, and customer innovativeness, immediately changed consumer behavior intention concerning to privacy matters. Businesses should be aware of user privacy and consequences when they are developing advertising strategies and establishing long-term client relationships. (Mandal, 2019).

### **1.3. Consumer Behaviour through online shopping**

With the emergence of the net, Internet-based electronic commerce and these surroundings allow people to access data on merchandise and services. Additionally, industrial organisations have moved to include the globe Wide internet into their promotional campaigns, and by giving online searching facilities and, like several different innovations, online searching has become a part of our lives. It is no secret that businesses' main goal is to sell and sell for other party consumers. Consequently, for industrial activities, analysing consumers' behaviours is crucial, and since there is no face-to-face interaction in online businesses, it becomes a lot of vital to know key options of shopper behaviours (Deaton & Muellbauer, 1980). The importance of the link between selling strategy and client behaviour. He explained, 'The strategy is concerning increasing the chance and frequency of client behaviour desires and wishes and desires to achieve success in knowing the client and understanding the customer's needs and needs.

Since the mid-1970s, the study of customer attitudes has involved the study of consumer purchasing behaviour. According to the Attitude Change and Behaviour Model (Ajzen & Fishbein, 1975), consumer attitudes are influenced by intent. If this intent is applied to online shopping behaviour, research can examine the results of purchase transactions. Attitude is a multidimensional structure. One such dimension is the internet's acceptability as a shopping channel (Jang et al., 2019). Previous research has shown that online shopping is an important predictor of online shopping and purchasing behaviour (George Joey, 2004)

Moreover, as the internet business has created a more competitive environment, understanding the characteristics of online shoppers' behaviour has become more important. Moreover, online sellers should analyse why some people still do not like to buy online. As a result, online client behaviours carry a vital part in analytics selling science. Moreover, business and lecturers square measure critically responsive to these issues; thus, over the years, more and more, several studies square measure painted. Studies the classification of variables that drive the web searching activity (Fernández-Ferrín et al., 2018).

According to a study, options square measure divided into three main classes. The first one is to realise the features of online sales channels that look at the risks, advantages, online search skills, quality of service of online customers, shopping for trust behaviour. The second category is computers and products that measure the risk management of squares, computer options, and products' characteristics. The last class is the client feature. (Fernández-Ferrín et al., 2018). Numerous options drive client characteristics: client searching orientations, demographic variables, computer, web data and usage, client originality, and psychological variables (Kotler, 2010). A variety of features influences consumer decisions, and these features are associated with consumer needs.

To be successful, retailers must understand the purchasing behaviour of consumers. It is especially true for online retailers. Its customers must have a comprehensive understanding of the website's design and support to match data collection and activity behaviour. Visual stimulation and communication through text and words can positively or negatively affect customers' online desires and actions (R. & M., 2000).

#### **1.4. Perceived risk & behavioral Control**

Perceived risk refers to the consumer's nature and the amount of risk taken by the consumer (Forsythe & Shi, 2003). Before buying a product, a customer considers the various risks associated with the purchase. Perceived and anticipated risks are terms used to describe various forms of risks. According to research, consumers tend to use electronic commerce to buy goods that do not need physical examination (Peterson et al., 1997). The greater the risk of perceived experience, the more the customer can transfer the product to brick-and-mortar retailers for purchase.

On the other hand, the lower the risk, the higher the tendency for online shopping (Soo, 1999) to realise that risks due to technology failure or human error are associated with perceived or real, existing online shopping. Frequently mentioned risks include financial risk, Product risk, Convenience, And the risk of non-delivery. Consumers' perceptions of risk are affected by the level of ambiguity surrounding the online buying process (Bhatnagar et al., 2000). Following the idea, online shopping in Bangladesh is trying to reduce the risk to consumers.

Research added a new construct to the conceptual behaviour control as a determinant of both planning and behaviour (Tarnner, 1999), extending it to the Theory of Planned Behaviour (TPB). Perceived behavioural control refers to their perception of the given behaviours given to customers. Theory of Planned Behaviour allows for predicting actions that individuals do not have full control over in isolation. The perceived behavioural control reflects perceptions of internal barriers (self-efficacy) and external barriers to behaviour such as resource availability. Planned Behaviour Control (PBC) has been shown to directly affect online shopping behaviour (George, 2004) and Khalifa and Limayam, 2003, with actual Internet purchases.

## **1.5. Online Advertising and online shopping**

Modern technologies have vividly transformed the way consumers interact and communicate with companies through digital media. In this digital age, the future of advertising and their return to advertising is playing an important role in digital marketing. Relevant trends with digital advertising, such as the move towards data-driven marketing communication, the impact of artificial intelligence on ad production, and big data on ad editing, are related to online marketing (Lee & Cho, 2020).

Online advertising helps to make word of mouth. It is analysed the effects of EWM (electronic in the mouth) on the consumer decision-making process (Purnawirawan et al., 2012). They have created an e-influential word for opinion leaders and experts who offer online expert advice on various products and services. The study showed that EWM on user-produced websites improves the consumer decision-making process and addresses the more positive aspects of goods and services than the negative aspects of EWM, but this finding contradicted an expectation (Bagga & Bhatt, 2013). According to Balakrishnan, online marketing, virtual communities, and electronic word-of-mouth communication (eWOM) on social media have a positive influence on purchase intention (Balakrishnan et al., 2014).

Using well-known people to endorse a brand is a marketing tactic that aims to build a positive link between the product and the champions, thus increasing the incentive to purchase the advertised product (Thwaites et al., 2012). However, most experts agree that this approach has a high sensitivity because it does not yield the desired results and may cause harm. It is estimated that celebrity endorsements account for just around a fifth of all ads the expected and planned

outcomes were achieved (Thwaites et al., 2012; Freire et al., 2018). There have also been instances where celebrity wrongdoing, such as breaches of social law, ethical and sexual claims, has resulted in the arbitrary termination of large contracts (Um, 2013). In Bangladesh, as authors research area, online shopping platform celebrity endorsement is quite familiar nowadays. Famous faces are going live advertisement from different online pages and taking direct orders from clients by showing products.

In this chapter, the author reviewed the literature on consumer decision-making and purchasing behaviour, especially online purchase behaviour, in addition to the purchase intentions of online customers with relevant social media related theories. Previous studies have identified both subjective and objective variables that influence online consumers' purchasing decisions or behaviour. The author revealed with the help of extensive literature analysis, the product price, quality, trust, and credibility of the online business and the apparent risk taken by customers have direct effects on customer's decision-making. Previous literature is significantly able to present substantial information on the efficiency of "social media marketing, although certain experiments do not explain how social media marketing platforms can be used to reach audiences across various mediums, how artificial intelligence recognized target customers. Besides, the author obtains a research gap on female purchasing behaviour through online platforms. In the next chapter, the author gives an overview of the current online shopping trend in Bangladesh.

## **2. ONLINE SHOPPING IN BANGLADESH**

In Bangladesh, the top 5 industries on Facebook are Fashion, Telecom, Ecommerce, Retail, and Service. Simultaneously, almost all top women fashion apparel brands like Yellow, Shas Exclusive, Aarong, Signature Collection, Style Echo, Dhakai Jamdani have their e-stores. It is important for the researchers to determine the influence of social media on arousing "consumer purchase" and "the success of the products or services"(Imtiaz et al., 2019).

The growing proliferation of ICTs, especially the internet, has inspired the global business community to move towards e-business. Online shopping gives customers access to the world market, enables them to compare prices across regions and different sites, find out if prices change rather than the order in price segmentation, raise awareness about alternative products (Xing, 2018). As a result, vendors make sure they have portrayed themselves in the cyber world through websites and portals. Vendors like consumers also benefit from more effective and access to global markets through the internet.

Over the past many years, UNTATAD (United Nations Center for Trade and Development) has emphasised the importance of online buying e-commerce, particularly in developing countries. UNTATAD contains a special program to facilitate the transformation of developing countries into all sectors of e-commerce. UNTATAD has conjointly developed rules and pointers for all kinds of world e-commerce transactions. The non-public sector in East Pakistan should be ready to satisfy the shoppers' requirements and expectations and contend against competitors' reception and abroad because of globalisation (Khan et al., 2014).

In this situation, businesses require to automate their internal processes with ICTs to become increasingly competitive and efficient in a global context. Businesses also need to have a good presence and participation in the cyber world. These two issues are especially important for Bangladesh's corporate sector (Qureshi et al., 2010).

Although NRB initially introduced the e-commerce operation within the late nineties to present gifts to Bangladeshi friends and family member (Mohiuddin, 2014), the native e-commerce or m-commerce operation was launched by Selbazar.com in 2006 with solely mobile access phones (Ayesha Zainudeen; et al., 2011)

The growth of e-commerce in the People's Republic of Bangladesh was protracted from 2000 to 2006. In those days, there were some e-commerce websites but no online transactions. Very few people know about these sites with the internet, telephone connection, few credit card holders (Hasan, 2014), and low penetration rate. Bangladesh Bank launches the growth of e-commerce in Bangladesh in the '90s with the opening of an online payment system, mobile payment system, inter-banking payment gateway.

Continued investment by successful governments in implementing the country's ICT infrastructure to deliver Digital Bangladesh's vision has reduced the cost of the internet and increased its availability to every 492 Upazilas in Bangladesh. Connecting all government offices via the internet, encouraging a well-established telecommunications sector, and opening IT parks is an initiative of the Government of Bangladesh that shows the potential for growth in the online shopping industry. The following tables show the rate of Internet use and penetration in Bangladesh.

Since much of the literature does not relate to a client-friendly attitude towards online shopping in Bangladesh with this research's stated objectives, this paper seeks to reduce the research gap in this regard. Accordingly, based on the literature mentioned above, the paper aims to identify factors that influence online shopping, preferences, preferences, and dissimilarities for female respondents in Bangladesh.

A few years ago, online shopping was unheard of in Bangladeshi people who spent hours doing traditional shopping. Even though the late entrant Internet is booming rapidly in Bangladesh, the total number of Internet Subscribers has reached 112.554 Million at the end of January 2021. Among them, there were 47.61 million regular internet users in Bangladesh in January 2021. The number of regular internet users in Bangladesh increased by 7.7 million (+19%) between 2020 and 2021. Internet penetration in Bangladesh stood at 28.8% in January 2021 (Kemp, 2021).

Retail e-commerce in an Asian country is growing by 72% each month. Currently, over 35,000 people and over 25,000 small and medium enterprises (SMEs) are a part of this sector. As of 2018, the amount of e-commerce mercantile sites and e-commerce pages can be 2,500 and 150,000, severally. It had been calculable that the amount of daily provides additional to the retail level was concerning 15,000 to 20,000 (Uddin, 2017).

The online clothing market in Bangladesh is worth significantly \$598 million and is expected to reach up to \$1.24 billion by 2023. Electronic products worth \$457 million and furniture and appliances worth around \$196 million are sold online. Online sales of furniture and appliances would rise to \$352 million over four years. Online sales of toys and hobby products are \$260 (Islam, 2019).

Online customers are more careful while buying; they evaluate the product by reading related internet blogs, online reviews, and others' experiences (Chowdhury, 2017). Following the Ecommerce Report 2015 ratio of women to men online shopper is 37:63 ratio which is quite low; there can be various reasons for women, word of mouth plays a powerful role, for friends' involvement will count more than any other promotion by the brand. With such a highly profitable market share waiting, Fashion apparel should know how to build trust through the internet and cater to their potential customers (Islam, 2019). Much prior research has explained that consumers use specific social media for "status-seeking, information hunting, socialising, and entertainment (Chowdhury, 2017).

It is observed that women's online shopping is more related to fashion; although they prefer to shop physically but online is the appropriate and one-stop resolution. Women, mostly working, opt toward it, saving their energy and saving their time. The trend is changing gradually, and people are heading towards online shopping, which is easier as we can search for products/services with one simple click. Almost all Bangladeshi apparel brands now have their e-stores to spread information about their existing and upcoming apparel. In the next chapter, the author will discuss the sample size determination, data collection, and data analysis process for the thesis.

### **3. RESEARCH METHODOLOGY**

In this chapter, the author has planned the methodology and approach that will be applied to achieve the research question's outcome. The main objective of this research paper is to find out the components that influence female consumers' approach towards purchasing clothes online. The author chooses the quantitative research option to explain the research questions in the form of an online questionnaire. The author planned to collect data for the survey from the target customers and analyse collected data with Microsoft advance excel and SPSS.

#### **3.1 Sample size determination & date collection**

Bangladesh is an overpopulated country with 45 million Social media users (Digital 2021), this is impracticable to measure the actual population for selecting the author's research sample size for this limited time survey. The author has determined to use the “judgment sample” to select the sample size for conducting the survey. As the research is considering the responses only from the women’s author decided to divide the target age group into two parts. One Age group will be 25-35 years old, and another will be from 35 to 45 years old females. The sample population size (n) will be 100 for each group for this purposive sampling. The reason behind that, the author wants to compare the findings from these two age groups and with their financial conditions.

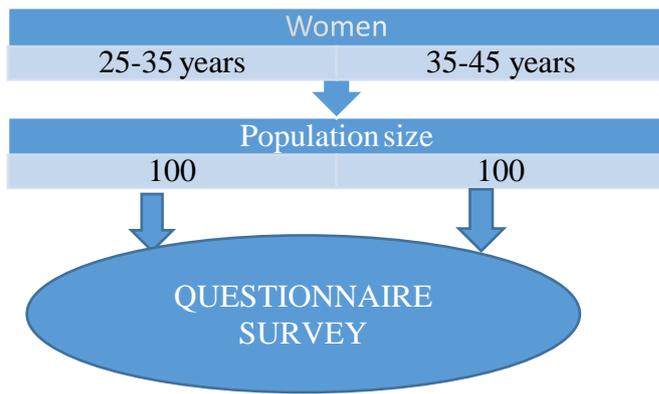


Fig 1: Selection of sample size for questionnaire survey (Source: Author's creation)

As the survey will be conveyed among the female consumers who shop clothes online within Dhaka city author planned to survey the questionnaire developed at google forms using mostly the Likert scale and for nominal scale for only demographic questions. The survey questionnaire designed by considering the research question and distributed that questionnaire through the online platform such as email, what's app messages, messenger messages, and posting the survey link to the Facebook clothing stores page those are operating within Dhaka city and their customers are mainly females with more than 50,000 followers or members.

### 3.2 Research model

The author created an online questionnaire using Google Forms, it will be conveyed through email and social media platforms to the female shoppers for the clothing sector who shops online in Dhaka, Bangladesh. The authors have illustrated a structure based on the ideas and principles presented in the theoretical chapter and relate them to the research question.

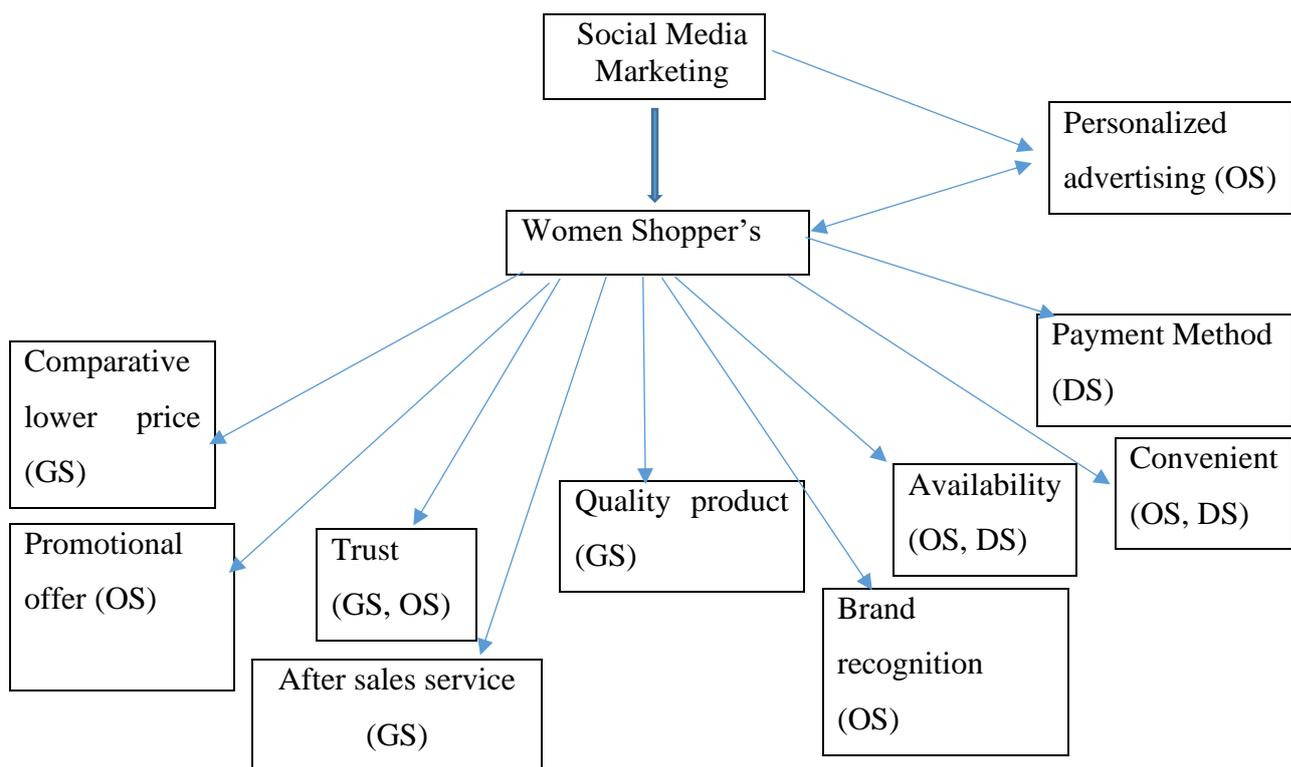


Fig 2: Research Design (Source: Author’s creation)

The Author visualize the factors from the literature review part of the thesis and trying to find out the most influential factors those attracts women to shop online and the role of the online marketing to shift the consumer behaviour towards online shopping. According to theoretical background of this this research the author designed the research model considering the research objective and research questions.

In this research design author aim to collaborate all the factors that are most influencing to attract women through online shopping. At first, social media marketing targeted their customers through personalized advertising and the author's research is for women's responses to the clothing section so in this model she shows social media marketing follows the women with targeted audience criterion. And when a customer stepped into a shopping environment through social media marketing, she judges the store depending on some factors or components and if her desire meets with the sellers' offerings then she can make a purchase decision. In this model, the author shows the most influential factor she found from the theoretical chapter and she will design her survey questionnaire to find the most influential factors among them. Furthermore,

the author wants to identify the differences in women’s socio-economic background (the age and income level) when the author going to analyse the survey results. In this model, the author can divide the factors into three types of variables based on their characteristics. which will help to analyse the data from the survey outcome. And author assumes that women are influenced by general services (GS), delivery services (DS), and online services (OS) related variables when they purchase clothes online, and age and income level play a vital role intake a purchase decision.

The author has divided the research questionnaire into three parts including the demographic questions. In the 1st part, the author asks five questions to select the proper target sample from the respondents. In part 2 author asks 13 questions to find out the reasons for getting attracted to social media marketing for clothing selection and the influencing factors to shopping behaviours. In Part 3 the author designs 9 questions to find out the role of digital advertising to change consumer buying decisions. And 3 parts of questionnaire are derived from the research design and research question.

The author distributed the survey link to the respondents via emails, what’s app, and through the Facebook group on 13th April 2021 and the survey was open until 20th of April 2021. And a total of 203 responses was recorded among them 103 response is from 25-35 years old women and 100 is from 35-45 years old women. The demographic profile of the sample survey is shown in the below tables.

COUNTRY OF SURVEY	CITY	AGE GROUP	FREQUENCY	PERCENTAGE %
BANGLADESH	Dhaka	25 - 35	103	50.7
		35 - 45	100	49.3
		Total	203	100

Table 1: Demographic Profile of the Sample survey (Source: Compiled by the Author’s)

In the above Table, the author shows the survey responses come from 203 women from Dhaka city which is the capital city of Bangladesh, and among the respondents, 50.7 % of women are from to 25-35 years old age group and 49.3% belongs to 35 – 45 years old age group.

AGE GROUP	MONTHLY INCOME	PERCENTAGE
25-35 YEAR'S	a. Less than \$100	35%
	b. \$100-\$500	49%
	c. \$500-\$1,000	11%
	d. \$1,000-\$1,500	3%
	e. \$1,500-\$2,000	1%
	f. \$2,000 & above	1%
35-45 YEAR'S	a. Less than \$100	10%
	b. \$100-\$500	28%
	c. \$500-\$1,000	42%
	d. \$1,000-\$1,500	8%
	e. \$1,500-\$2,000	8%
	f. \$2,000 & above	4%

Table 2: Personal Profile of the Sample size (Source: Compiled by the Author's)

In Table 2, the author demonstrates the percentage of different income levels of both age groups of women who are participated in the questionnaire survey. From the table, the author can say in the comparatively youngest women have relatively lower income than the older women in Bangladesh. The author will discuss the outcome of this survey comes from the different income levels and age groups in the next chapter.

## 4. RESULT

In this chapter, the author discusses the data analysis and results of the research. This research data was collected through a survey using a quantitative approach. The author will analyze the results of the online survey questionnaire which will give a more comprehensive overview of the social media marketing situation of the clothing sector among female consumers in Bangladesh. The author will use the quantitative approach and analyze the data through the statistical analysis software SPSS and advanced MS Excel to interpret the research outcome from the data collected in the survey. Author tend to find out the correlation between the research questions and research outcome.

In the questionnaire Survey, most of the questions are related to ordinal level data. The Likert scale is used as a technique for the measurement of consumer preference level. It is a bipolar scale that runs from one extreme through a neutral point to the opposite extreme (McKelvie,2015). According to Schmee & Oppenlander (2010), a typical response on a five-point Likert Scale with scores 1, 2, 3, 4, 5. According to Brown (2010), the Likert Scale can identify relative position and severity. Brown (2010) suggested 1, 2, 3,4, and 5 can be used in the Likert Scale as strongly disagreed, disagreed, neutral, agreed, strongly agreed. In this study, the Likert Scale has been used to determine the weight of factors influencing customer preference based on online purchasing. The author grade the ordinal Likert Scale data with scores 5, 4, 3, 2, 1 from strongly Agree to strongly disagree.

The Author analyse the survey data with help of the Spearman rank-order correlation coefficient in SPSS to show the correlation between age group and monthly income of this study sample due to ordinal level data. Correlation Coefficient = 0.468 indicates (Table 1) a moderate positive relationship between age group and monthly Income in Bangladeshi females. So, the author can say that if age increases, income levels moderately increase in Bangladesh.

From the survey result part 2, the author can show that, 31% of participants strongly agreed, and 62% agreed that they were attracted to shop cloth online because the price is comparatively cheaper than Fashion Outlet. Where only 1% strongly against this statement. 66% of participants strongly agreed that the 24-hours operation attracts them to shop online as it is convenient where

nobody was strongly against this statement.31% of participants strongly agreed, and 62% agreed that Online shopping provides them with a wide variety of products than shopping malls. Where only 1% strongly against this statement. 31% of participants strongly agreed, and 63% agreed that they were attracted to shop cloth online because it is timesaving, where nobody was strongly against this statement. 67% of participants strongly agreed that the quality of products plays an important role to shop online where nobody was strongly against this statement.35% of participants strongly agreed, and 56% agreed that product availability plays an important role in purchasing decision online. Where only 1% strongly against this statement. 61% of participants strongly agreed that after-sales Service such as exchange and refund method play an important role to shop online where nobody was strongly against this statement.50 % of participants agreed that delivery time and payment methods play an important role to shop online where nobody was strongly against this statement.

According to research question, why do female consumers get attracted to social media marketing for clothing selection & what are influencing factors This study found that price, payment and delivery method, aftersales Service, availability of the product, product quality, product variety, 24 hours service (Considering the buyer time) are the most important factors to making buying decisions online.

<b>DESCRIPTIVE STATISTICS</b>						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
ONLINE PRICE IS CHEAPER	203	1	5	3.55	1.005	1.011
THE 24 HOURS SERVICE	202	2	5	4.29	.997	.994
WIDE VARIETY OF PRODUCTS	203	1	5	3.82	1.063	1.130
TIME SAVING OPTION	203	2	5	4.25	.979	.959
PRODUCT QUALITY	203	2	5	4.32	.974	.950
AVAILABILITY OF STOCKS	203	2	5	3.69	.968	.938
AFTER SALES SERVICE	203	2	5	4.21	1.003	1.006
THE DELIVERY METHODS	203	2	5	3.83	1.017	1.034
VALID N (LISTWISE)	202					

Table 3: Descriptive statistics (Author's calculation)

From Descriptive statistics, the study found that most of the factors for which female consumers are attracted to social media marketing for clothing selection strongly contributed, such as 24 hours service, after-sales Service, timesaving, product quality. The rest of the factors such as price, variety of product, availability of products and delivery, and payment method are moderately contributed to the online purchasing decision-making process.

Among all the factors, product quality is the most influential factor for deciding on an online purchase. Case Processing Summary shows participants' views regarding the most influential factors for deciding on an online purchase. The correlation between the most influential factor (Product Quality) and income shows that the lower-income people are mostly concern about quality than higher-income people. At the same time, age and product quality are positively correlated, indicating that higher-aged people are more concerned about the quality of the product.

The responses percentage from Appendix 1 which are summarized from the survey question's part 3 shows the impact of advertisement visibility in social media, consumer positive comments and reviews on the store, consumer trust based on the website, consumer positive comments and reviews on the seller, and promotional activities on female consumer. These factors are mostly related to social media advertisement. As a result, in most cases, the consumer is mostly agreed with these factors.

Customer Engagement is the passionate association between a customer and a brand. Profoundly drew in clients purchase more, advance more, and exhibit more dedication. Giving an excellent client experience is a significant segment of your client commitment methodology. From the above descriptive analysis, the study found that Customer Engagement through digital advertising is the most influential for taking online buying decision. 4.41 mean score for Customer Engagement indicates the strongly positive attitude towards an online purchasing decision.

Factors directly related to social media advertising such as Consistency of Posts, Type of Content Posted, Customer Engagement, Promotional offer's, Timing of Posts, Targeting Personalized Customer have directly influenced the female in Bangladesh for an online buying decision. In most cases above, the study did not find a single woman who directly disagreed with this factor.

Customer engagement and income are negatively correlated. It indicates that the lower-income females are more concerned about customer engagement than higher-income females. Simultaneously, the age group and customer engagement are slightly correlated, and the correlation is negative. This correlation indicates that lower-aged females mostly seek customer engagement in social media marketing for online purchase.

According to table 6 (Appendix 2), Here income and promotional offers are negatively correlated. It indicates that low-income consumers are highly motivated by promotional offers than high-income people. According to table 7 (Appendix 2), On the other hand, promotional offers are highly influencing factors to young Bangladeshi women for shopping behaviours online than older women.

Free delivery options, promotional offers, recommendations from others, positive comments and reviews, multiple payment options, the regular promotion activities are the major components responsible for influencing Bangladeshi women's shopping behaviours online. In most cases, the participant chooses the neutral options but surprisingly the second largest option is strongly agreed, and a very small number of participants disagrees with this component, so these six variables are the most important factors for influencing Bangladeshi women's shopping behaviours online.

DESCRIPTIVE STATISTICS							
	N	Min	Max	Mean		Std. Dev.	Var.
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
FREE DELIVERY CHARGE	203	1	5	3.58	.069	.984	.968
PROMOTIONAL OFFERS/ DISCOUNTS	203	2	5	3.91	.071	1.006	1.012
THE RECOMMENDATIONS FROM OTHER'S	203	2	5	3.83	.070	1.002	1.005
POSITIVE COMMENTS AND REVEIWS	203	2	5	3.88	.073	1.039	1.079
MULTIPLE PAYMENT OPTIONS	203	2	5	3.78	.069	.986	.973
THE REGULAR PROMOTION ACTIVITIES	203	2	5	3.83	.070	1.002	1.005
VALID N (LISTWISE)	203						

Table 4: Descriptive statistics of online service-related variables (Author's calculation)

According to Table 4, The Descriptive Statistics shows that promotional offer is the most powerful component for influencing Bangladeshi women shopping behaviours online. The second powerful components are the positive comments and review of the consumer. The female of Bangladesh mostly focuses on promotional activities, positive reviews and comments, and recommendations from others rather than free delivery charges and multiple payment options to buy the online product (Clothes).

## **5. FINDINGS**

In this chapter following the research model created by the author according to the understanding from the literature review chapter and the result from the survey, the author discusses the findings from the results-driven from the survey.

### **5.1 Comparative lower price**

From the literature review part in this research, price is an important variable for online shopping which is appered in the survey results also. According to Gauzente and Roy, the price awareness among the consumers can determine their purchase decision (Gauzente and Roy 2012; Jayasingh and Eze 2012). As per Goldsmith, price consciousness is the point at which consumers differentiate and respond to price levels and adjustments (Goldsmith et al, 2005). Han defines price awareness can be used to determine how much a customer is willing to pay. Subsequently, the price has a direct effect on customer purchasing decisions and, as a result, on the company's sales and profits (Han et al, 2001).

The above studies suggested that consumers have sensitivity towards prices while they make a purchase decision and the author of this research has found the authenticity while she wants to relate previous work with her research outcome. The author asks the respondents about the price in her survey questionnaire because as per the research model (Figure-2) why females are getting attracted or influenced through online shopping and one of the main components is Price.



Figure 3: combination of Income & Price sensitivity of female consumers

As per above figure the Price sensitivity of the female customers is higher in the low income group customers and lower in the high income group customers. Low income group females are attracted for online shopping because of comparatively low price and free delivery offers where as the high income group customers are impartial for the Price comparison.

According to the results of the survey, the major categories of users who participate in online shopping mostly have low to medium monthly personal income group females so they are price sensitive also. The product price is more important to the lower income levels while they shop online. The survey results have revealed that price has a huge impact on online shopping.

That is imply that, in this case, a lower price for the same item when consumers buying products online rather than in a retail store could be a benefit for the customers. Consumers those are price conscious are more likely to select sellers who deliver goods at a lower cost. Lower direct prices do not always shows the result of price advantages. According to the results of the survey, shoppers consider free delivery as a price benefit and they can relate price and delivery charge together while they take their purchase decision.

Most online consumers are price-sensitive and they prefer discounts and promotional offers so retailers should promote a suitable pricing approach to meet the demands of consumers. The author recommended marketers to gain a pricing advantage not only by lowering the product's

price but also by lowering the price indirectly by giving free delivery and sometimes providing gifts to attract consumers through shop online more.

## 5.2 Promotional offers

From the literature review section of this research, Deaton & Muellbauer defines how online sellers providing a wide range of promotional campaigns, online searching facilities, and diverse innovative choices to customers, so online searching has become a part of our everyday lives. Usually, companies' purpose is to sell and sell for different individuals consumers. As a result, analyzing customer behavior is critical for industrial practices, and since online companies have lack face-to-face contact, so it is more important to know the main purchaser behavior. (Deaton & Muellbauer, 1980).

Corresponding to the survey outcomes, the maximum number of respondents participate in online shopping from all income levels and both age groups are influenced by the discount offers or promotional activities of the online sellers. The author surprisingly noticed that only a few peoples from the high-income level are not attracted to promotional offers or activities. Other than that, from higher to lower-income groups, older to younger-aged females all are attracted or influenced by the promotional activities of online sellers.

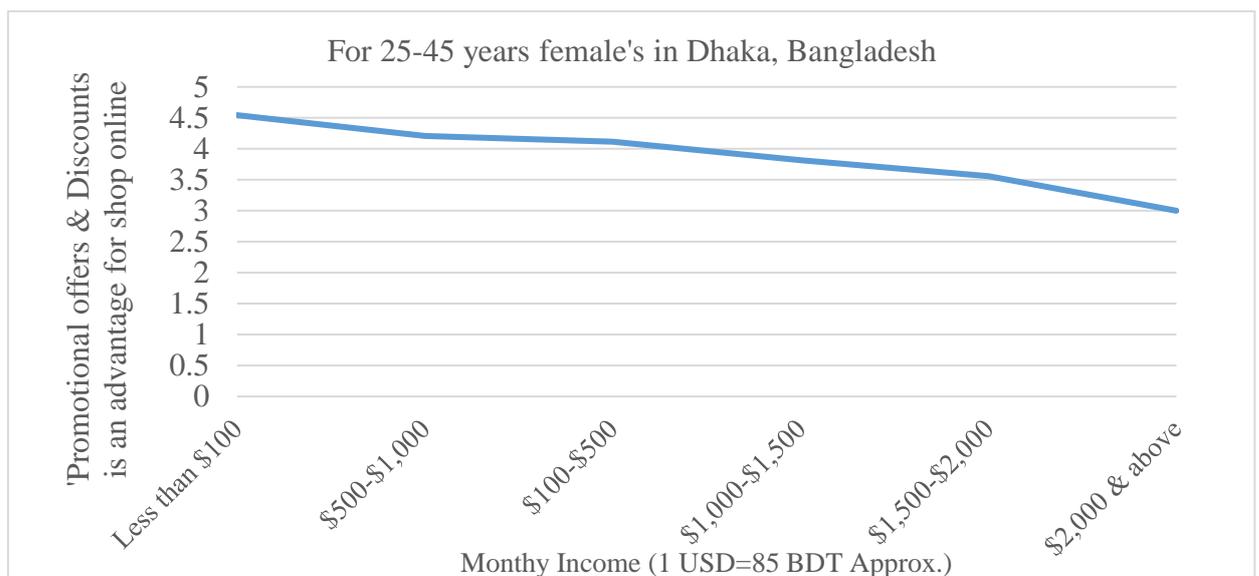


Figure 4: Response for promotion & discounts for different income level females

From the above figure, the author would like to show the relationship between different income levels women's and from comparatively elder to younger aged females online shopping attraction is biased with Promotional offers and discount gave by online sellers.

### **5.3 Importance of Product Quality**

The research survey outcomes revealed that product quality has a significant influence on consumers' online shopping decisions and behavior. Maximum purchasers concerns about the product quality when they shop online. Consumers dedicate more time and money to identify promised quality goods because they can only determine the quality of the actual product based on the images and descriptions presented by the online seller.

The result of the questionnaire shown that consumers' have agreed with the higher credibility of online pages has a positive relationship with the product quality. Furthermore, consumers have believed in online sellar who have more positive feedback from previous customers. The author identified from the survey outcomes that, when the real product quality has a difference from the agreed product quality shoppers will not buy from that seller again.

From this research outcome, the author can say customers cannot accept the clothes if the quality of the ordered product is lower than the product which the seller promised on the advertisement and website or their social media pages. Customers compare better product quality with more positive reviews from previous purchasers.

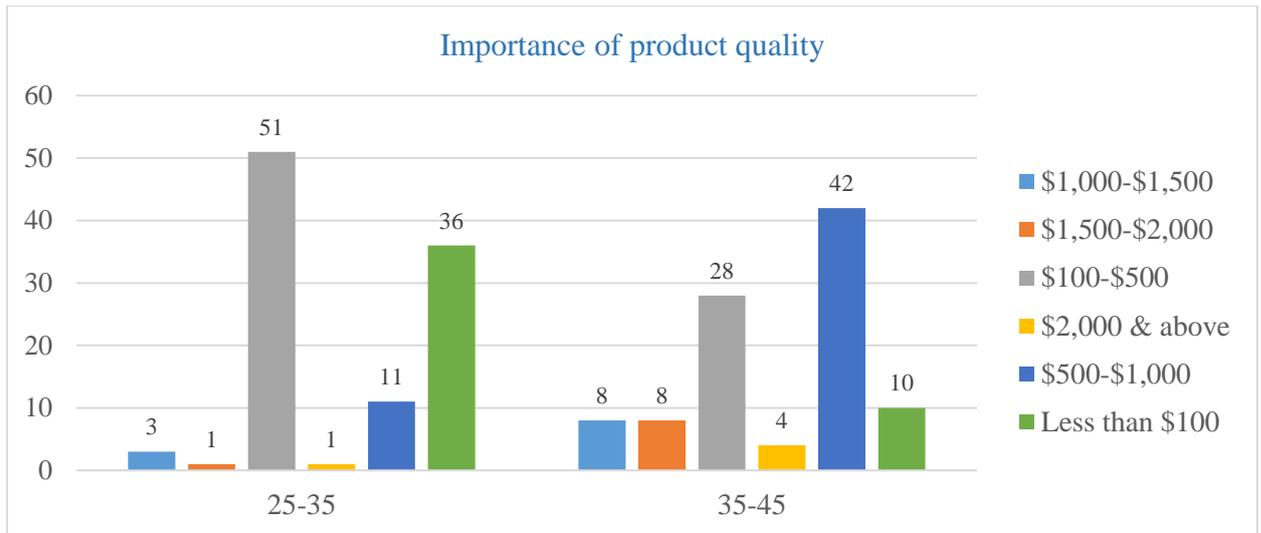


Figure 5: Importance of product quality while shopping Online

The author surprisingly observes that the relatively youngest generation is comparatively more quality concern than the eldest age group. On the other hand, the lower to middle-income group is more concerned about product quality. The author has recognized from the survey outcome, the majority of the participants are agreed and strongly agreed about buying the branded and limited edition products and they belong to different financial backgrounds and ages. In this conducted research result limited edition, branded product buying tendency is not limited to higher-income groups. Branded clothes ensure quality, the author can say that the female purchasers who reside in Dhaka city Bangladesh are relatively more concerned about the quality of the product specifically clothes.

#### 5.4 Availability and Convenience

The author finds that product availability is an important factor that attracts customers to purchase from an online store. From the questionnaire results of this research, the author determines, when purchasers find that her nearest outlet is failed to provide her expected materials or proper size then they switch to online shopping. And from the survey result customers also agreed the online clothing stores offer them a wide variety of clothes than fashion outlets.

Customers are influenced by the available size, variety, material quality, colour, design when they find that online stores can meet their requirements more than fashion stores. They can

compare the product design, quality, materials, from different online stores at a glance and make their purchase decision. For the both age groups and different income levels females are showing their positive attitude through the availability of the products.

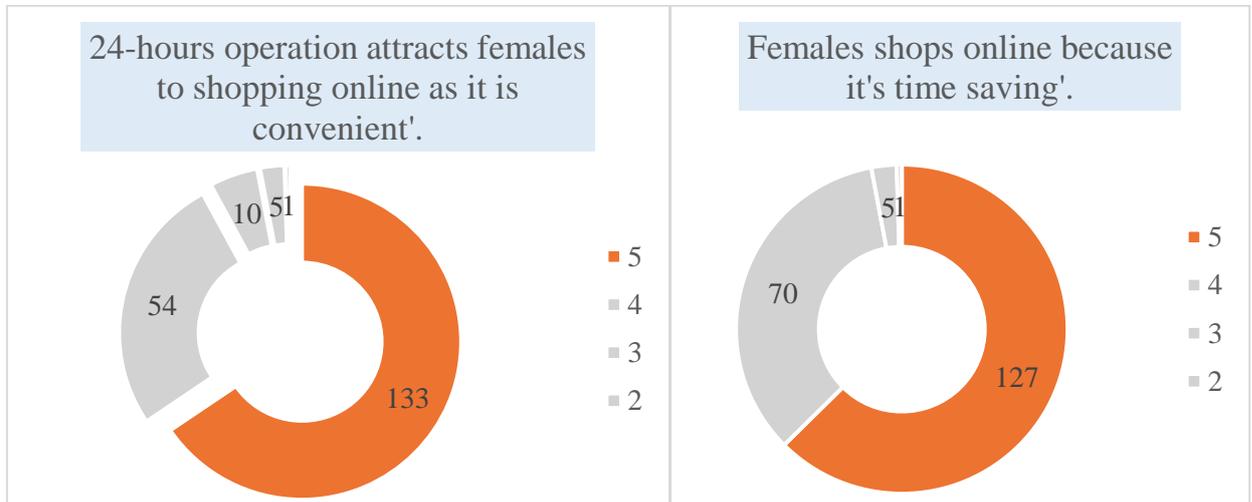


Figure 6: Shows customer responses through online shopping convenience

Another strong factor for the online shopping environment is convenience. Despite all perceived risks from uncertainty online retailers' 24/7 operation hours make it easier to satisfy customer requirements. More than 65% of participants strongly agreed and 26% agreed with the 24 hours service facility attracts them to shop online. This is one of the most attraction for females and a strong influencer of online shopping environment.

## 5.5 Trust and consumers online purchase behaviour

From the theoretical background and conducted survey results, the author acknowledged the trust and credibility towards online store has a crucial relationship with customers purchasing behavior. According to Hoque, Consumer attitudes through online shopping are normally decided by two factors: trust and benefits. he also defines trust and recognized advantages seem to be a critical assumption of consumer response towards online shopping (Hoque et al., 2015).

According to the findings of the survey, the proper layout and design of an online store's website will give customers a good feeling and increase their trust and confidence which can influence their online shopping decision and behavior. From the survey observations, website trust has a

large impact on the purchase volume and intensity of online purchasers. The structure and configuration of an online store's website create the first impression for customers.

Online purchasers are unable to touch or visually inspect the product, so they must have trust in the information and images posted on the website or social media platforms to know about the item. As a result, the images and specifications presented for the related product will give customers a positive impression and boost their interest in the online shop. Consumers have stated that more favorable product reviews indicate a higher level of online vendor reputation, and they are more likely to make a purchase from those retailers.

Furthermore, clear explanations and images on an online retailer's website will give customers a positive impression and increase their confidence. It is recommended that retailers use original products photographs and images rather than images from brochures or promotional photos of the items. This is because photographs of real goods obtain a greater level of confidence and positive emotions from customers. Furthermore, when customers discover that the actual product, they purchased differs from the offered one they will have a negative reaction.

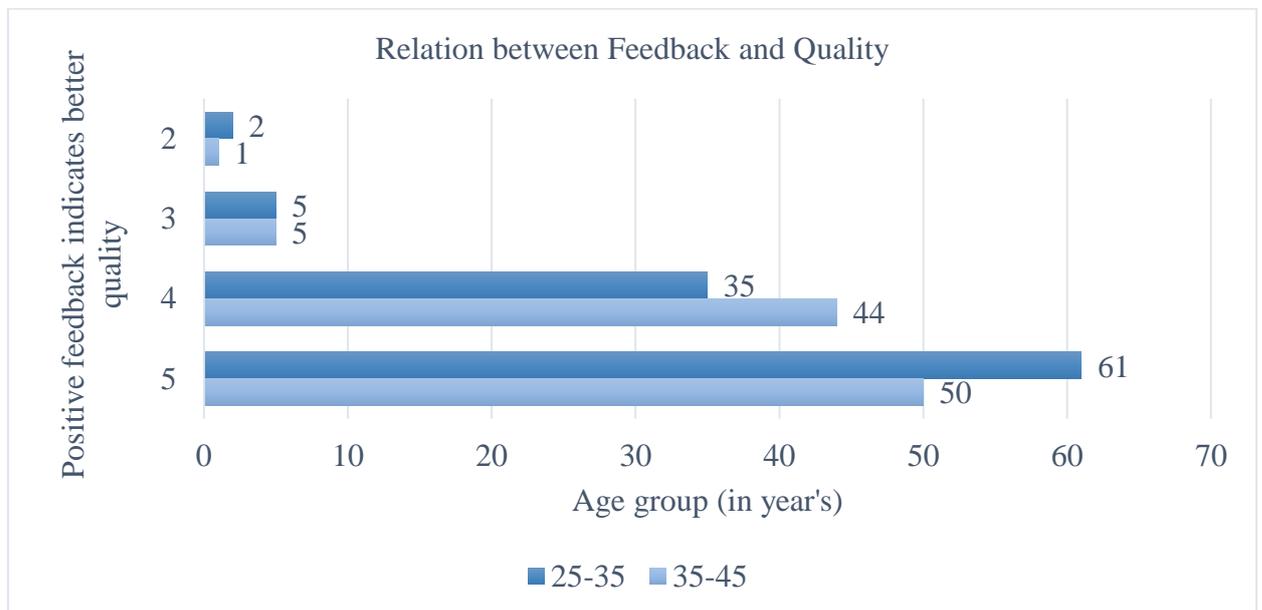


Figure 7: Responses through customers positive feedbacks

From the above figure created from the original data collected from the survey responses, the author can say comparatively younger aged women are more sensitive to the positive feedback or reviews of an online seller because it shows the higher quality of products.

Consumer satisfaction and believe may be increased by sellers who have a higher-quality product. It is suggested by the author, online merchants must pay attention to platform credibility, which has a direct impact on customers' online purchasing behavior and decisions. Sellers can improve online confidence by designing the interface of their website. A strong layout and design of the website can give users a positive impression and increase sales.

Each seller's website should have its own identity and should not be copied by others; a website with personality will entice customers to visit it. Sellers may also employ a specialist artist to create the website's interface. Customers should be communicated within a constructive and efficient manner by sellers.

Earning consumers' trust is essential for online retailers and trust tends the foundation for the opportunity of repeat shopping behavior, sellers should be motivated, patient, and trustworthy while contracting with customers, reply promptly to customers' queries, including defining the product quality also in particular. After developing a good connection with customers, retailers should explore other buyer sources based on the loyal customer. The most manageable approach is to ask the shopper to provide feedback and review on the online page or website. Concrete feedback and remarks can draw attention to other customers to purchase from the specific online store.

The terms of after-sales services can also boost customer satisfaction and trust towards the online store. Customers may be motivated to make a payment by sellers offering redemption, agent banking services, mobile banking, debit or credit cards, bank transfer, or cash on delivery. The author also discovered from the survey that, Customers' trust is also boosted through an online seller by the endorsement of the celebrities and influencers live marketing. Maximum participants give their response positively towards celebrity endorsement. More than 90% give their opinion concerning celebrity endorsement in a trust-making component for the online sellers.

Moreover, the influencer live marketing which is more common in the context of the online clothing sector in Bangladesh now a days has positive outcome from the survey response. More than 30% strongly agree and 52% agree that they feel attracted with their live marketing and they can influence their shopping decision.

## 5.6 Personalized advertising

Earlier research determines that personalization has positive effects on brand and promotion responses (Bauer and Lasinger 2014; Kim and Sundar 2012). Positive convincing impacts were found as well in a conventional poster advertising (Tam and Ho 2005) and email newsletters (Masłowska, Smit, and van den Putte 2011). Accumulating individual data from purchasers and personalizing promotional messages based on these data facilitates marketers to reach prospective consumers in approaches that are more directly relevant, thus enhancing their responses to the campaigns (Xu, Liao, and Li 2008).

As per previous research and by the recorded survey result the customer personalization has a vital role in social media marketing. As per the research model, personalized advertisement is related to social media marketing and female customer correspondence. Because of the targeting customers component of social media marketing, online marketing has become popular and effective.

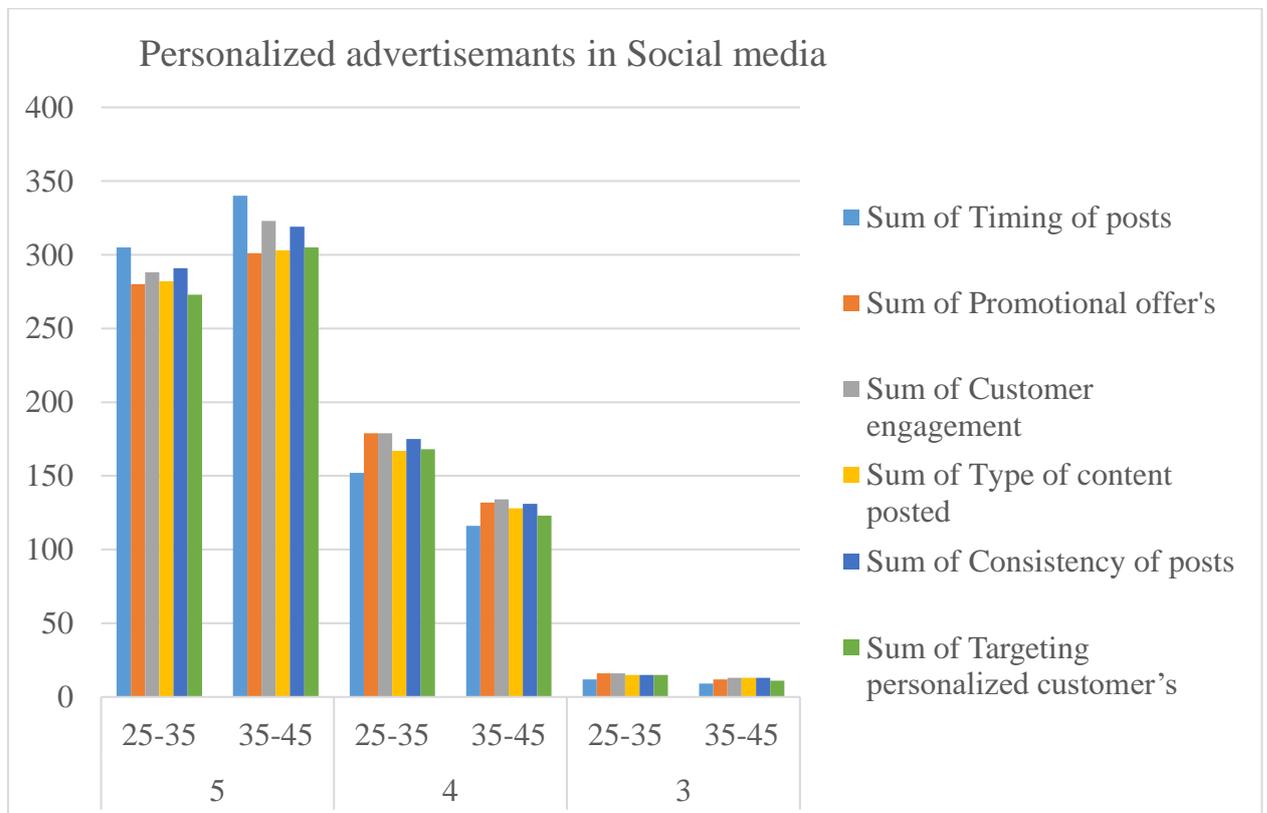


Figure 8: Importance for personalized advertisement in Social media

From the above figure, the author can describe that the importance of the six components of personalized marketing has almost similar feedback from the respondents. Among them, the most important component is the consistency of the post, and then chronologically comes the timing of the post, customer engagements, types of content, promotional offers, and target customers.

The author divided the questionnaire into six options to find out the responses regarding personalized customer issues. Consistency of post was one of the options for finding out the targeting customer effects. Most of the customers strongly agreed and agreed with the importance of the frequency of posts on social media. The female customers can see continuous advertisements on social media because of personalization whereas the same post cannot be seen by a male browser at the same time.

What are the important factors that the business user in social media marketing? The type of content posted was another option for the participants of the research questionnaire. And the responses were positive because the maximum number of participants answered they are strongly agreed and agreed with this option. When marketers or sellers create the content, they make it concerning their target customers. so relevant content creation for social media marketing is an important option for the business.

Customer engagements or customer service from the seller is the most significant factor for social media marketing. Seller prompt responses through customer query regarding product and services raise trust and comfortability for the purchaser through any online store. And the author can say that customer engagement is the most popular tool among female customers in Bangladesh because the maximum participants strongly agreed with the Customer engagements related questionnaire.

One of the significant tools for social media marketing is promotional offers to attract customers for raising online shopping behavior. The highest number of participants strongly agreed and agreed with the opinion they think the promotional offer is the most important tool for social media marketing.

Timing of the post is another vital tool for online advertisement. Marketers use the peak hour for an advertisement to reach their target customer, for example, usual office hour is not a peak hour for social media marketing because at that time customers may have busy with their work, study or other daily life works so if advertisers boosted their advert on that time, they cannot reach to maximum customers. So, the marketers should choose the timing of the post very carefully which is also strongly agreed (63%) by the research participants.

Targeting personalizes customers for online marketing is the most powerful advertisement technique for social media marketing. When a marketer has the data for customer's preferences and their browsing history, they can personalize those customers who can see their advertisements more and related to the customer's required categories. For example, if someone searches for branded clothes then she will automatically see advertisements related to the specific products later. In the survey 51% of our participants agreed and 46% are strongly agreed that targeting personalized customers are the important factors for a business using social media marketing the important factors for a business using social media marketing.

## CONCLUSION

Online shopping is becoming popular day by day in the world as well as in Bangladesh. Marketers get recognition of customer's demands for online marketing as a challenge. Accurately, the attitude of the consumers towards online shopping & social media marketing advancements for the influencing factors that motivate consumers to shop clothes online and dragging on factors that affect consumers to shop online will help marketers gain a competitive edge over others. Therefore, the focus of this study was mainly on factors that influence female consumers to shop online.

Factors such as price sensitivity, income level, risk, after-sales Service, variety of products, payment system, feedback, a recommendation from others, timely delivery, promotion, discount offer, timesaver, 24 hours online service or availability has a significant role in online decision making. The major finding of this study is that the matters are working differently for different age groups and different income groups. Online retailers in Bangladesh should consider this while designing their user interface. In the future, online sellers, marketing agencies, and individuals who want to start their business on social media platforms should focus on the socio-economic characteristics of online consumers in Bangladesh to design their user interfaces more conveniently to reach customer satisfaction.

Social networking sites are an effective marketing tool for established brands, especially in terms of boosting brand recognition and craze. Since the diversity and significant impact of social media advertisement resolution increase worldwide, including authors research area Bangladesh. However, when marketing agencies, retailers, online sellers, and individuals want to follow this research outcome for designing social media campaigns in other countries, cultural gaps should be considered.

As per the Traffic index by city 2021, the Dhaka city of Bangladesh is in the ninth position which indicates the population density of the research area. And there is plenty of opportunities for online clothing sellers to raise their business through using effective marketing policy. Following these research outcomes, the online marketers can attract more customers to their online clothing shop and can make a huge loyal customer base by offering quality products at a comparatively cheaper price in a customer-friendly manner.

Worldwide social media marketing agencies or freelancers are popular nowadays for helping businesses to make their advertising and guide how to gather customers from the social platform and Bangladesh is not an exception. Many agencies and individuals are working for the business to making visible on social media and develop retailer's websites or online pages. From this research paper results, marketing agencies and freelancers can get an idea about the actual responses from women about buying clothing online and their expectations from the seller. In addition to using the main influencing factors, social media marketing can be more powerful in this specific clothing segment in Dhaka, Bangladesh.

Facebook is the most popular platform for selling clothes online for women in Bangladesh specially Dhaka. And the online pages that sell women's clothes owners or sales representatives are maximum females. And these research results can significantly support those women who are trying to establish their own business and they also generate work opportunities for others. The live marketing strategy in social media is a trend in Bangladesh and online pages frequently go for live marketing with influencers or celebrities to raise customer trust and attraction. From this research result, celebrity endorsement & influencer endorsement is not the dominating factor whereas, product quality, promotional offers, and convenience have dominant characteristics. Thus, the online page owners and e-stores administrators can take the decision in which sector they need to give more focus to satisfy their customers. Moreover, a newcomer can also recognize the attractive factors for design his or her business strategy by reading this thesis.

Subsequently, the Bangladeshi women online shoppers of Dhaka city can recognize a significant difference with other shoppers' behaviour or attractions with her own from this research outcome. And they can get an idea about their rights and responsibilities as a purchaser. Rights are associated with the promised product quality, delivery time, after-sales service, payment options, and their responsibilities are linked with their given recommendations, reviews, and word to mouth marketing. Other than that, those women who are not shopping for clothes online yet can get a concept about the shopping environment of online clothing shopping in Dhaka Bangladesh from this research findings. Because this thesis outcome and findings are based on the anonymous responses from the Bangladeshi women who shop online, and they answer the questionnaire independently from their expectations & experiences.

As an author of this research paper, I believe that If someone associated with digital marketing agencies, clothing retailers, and online shop owners read this research paper and consider those

factors which are influencing women or attract them to social media marketing can make a difference at their work which will be beneficial for the women shoppers in Bangladesh which will attend the research aim.

The most difficult task for online fashion businesses is to generate customized content on a wide scale regularly, execute it at a breakneck pace, and have a credible effect on market visibility and satisfy customers with high priority. For this research, 203 respondents are recorded from the online shoppers and analyse those user-level data to determine the women's benchmarks for each of the key factors or components. Marketers can take advantage to use these benchmarks to assess their process and outline a way of development for their content partners.

The author recommended the online clothing sellers, marketers, and their working partners in the relevant field to achieve customers satisfaction and trust they should have a concern about customers' expectations from the seller, maintain the product quality, deliver the product in the committed time, provide after-sales service, create content for their personalized customer. The author also suggested to the customers to be aware of customer rights and they should recommend or review an online page with their actual satisfaction level so from their review another customer can take a decision and seller also can improve their service to grab better feedback.

Additional study in the future will also help to determine whether the changes in social media habits seen since the beginning of the COVID-19 pandemic would last and have long-term systemic impacts on users' social media practices. Finally, prospective research is required to see whether social media marketing has a greater impact on those marketing categories. To put it another way, analyses of the moderating impact of different demographics (e.g., education, wealth, age, etc.) on social media behavioural shifts in terms of customer decision-making will be beneficial.

However, the main limitation of this study is that time constraints and limited resources. The author could not manage to survey more than 203 people besides, she could not manage to access the available secondary data that other researchers in Bangladesh conducted. The internet usage data and the data were also important for this study, but it was not manageable due to time limitations.

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## **APPENDICES**

### **Appendix 1. Survey responses percentage**

#### Part 1: Demographic profile

##### Q1. Your Gender

Female 100% (required option)

##### Q2. Your Nationality

Bangladeshi 100% (required option)

##### Q3. If you are Bangladeshi, do you live in Dhaka city?

Yes 100% (required option)

##### Q4. Your Age group (in year's)

- a) 25-35 50.7%
- b) 35-45 49.3%

##### Q5. Your monthly Income? (1 USD=85 BDT Approx.)

- a) Less than \$100 22.7%
- b) \$100-\$500 38.9%
- c) \$500-\$1,000 26.1%
- d) \$1,000-\$1,500 5.4%
- e) \$1,500-\$2,000 4.4%
- f) \$2,000 & above 2.5%

Part 2: Reasons for getting attracted to social media marketing for clothing selection and the influencing factors to shopping behaviours.

Statement 1 I feel attracted to shop cloth online because of the price is comparatively cheaper than fashion outlet.

Strongly agree 30.5%

Agree 61.6%

Neutral 3.4%

Disagree 3%

Strongly disagree 1.5%

Statement 2 I tend to shop online to buy products not available from the nearby fashion outlets or the fashion outlets of the city.

Strongly agree 45.8%

Agree totally 46.3%

Neutral 3.9%

Disagree 3.4%

Strongly disagree 0.5%

Statement 3 Online shopping provide me a wide variety of products than shopping malls.

Strongly agree 43.3%

Agree totally 47.8%

Neutral 4.4%

Disagree 3.9%

Strongly disagree 0.5%

Statement 4 The availability of the stock affect my purchasing decision when I shop online.

Strongly agree 35%

Agree totally 55.7%

Neutral 8.4%

Disagree 1%

Strongly disagree 0%

Statement 5 I shop online for limited edition Branded cloths only.

Strongly agree 29.7%

Agree totally 58.4%

Neutral 3%

Disagree 7.4%

Strongly disagree 1.5%

Statement 6 The 24-hours operation attracts me to shopping online as it is convenient.

Strongly agree 65.8 %

Agree totally 26.7%

Neutral 5%

Disagree 2.5%

Strongly disagree 0%

Statement 7 I shop online because its time saving.

Strongly agree 62.6%

Agree totally 34.5%

Neutral 2.5%

Disagree 0.5%

Strongly disagree 0%

Statement 8 Promotional offers/ Discounts is an advantage when I shop online.

Strongly agree 45.8%

Agree totally 45.3%

Neutral 8.4%

Disagree 0.5%

Strongly disagree 0%

Statement 9 Free delivery charge attracts me to shop online.

Strongly agree 31%

Agree totally 57.1%

Neutral 7.9%

Disagree 3.4%

Strongly disagree 0.5%

Statement 10 Product quality is important to me when I shop online.

Strongly agree 66.5%

Agree totally 27.1%

Neutral 4.9%

Disagree 1.5%

Strongly disagree 0%

Statement 11 The availability of after sales service (e.g., exchange or refund) influence my purchasing decision.

Strongly agree 61.1%

Agree totally 33%

Neutral 4.4%

Disagree 1.5%

Strongly disagree 0%

Statement 12 The multiple payment options including cash on delivery affect my purchasing decision when I shop online.

Strongly agree 39.4%

Agree totally 54.7%

Neutral 5.4%

Disagree 0.5%

Strongly disagree 0%

Statement 13 The delivery methods affect my purchasing decision when I shop online.

Strongly agree 42.4%

Agree totally 49.8%

Neutral 5.9%

Disagree 2%

Strongly disagree 0%

Part 3: The role of digital advertising to change consumer buying decisions.

Statement 1 When I shop online, the visibility of advertisement in social media increase my trust towards that online store.

Strongly agree 52.7%

Agree totally 39.9%

Neutral 6.4%

Disagree 1%

Strongly disagree 0%

Statement 2 The proper layout of the online seller's website, Facebook page, Instagram followers indicates higher credibility of the store.

Strongly agree 50.2%

Agree totally 44.3%

Neutral 5.4%

Disagree 0%

Strongly disagree 0%

Statement 3 Higher credibility of the online sellers indicates better quality of products.

Strongly agree 36.9%

Agree totally 54.2%

Neutral 7.9%

Disagree 1%

Strongly disagree 0%

Statement 4 When I shop online, more positive feedback indicates better quality of products to me.

Strongly agree 54.7%

Agree totally 38.9%

Neutral 4.9%

Disagree 1.5%

Strongly disagree 0%

Statement 4 The recommendation in the seller's website increase my trust towards that online store.

Strongly agree 41.9%

Agree totally 52.2%

Neutral 4.9%

Disagree 1%

Strongly disagree 0%

Statement 5 The regular promotion activities of the online seller will increase my repeat purchase behaviour.

Strongly agree 42.1%

Agree totally 51%

Neutral 5.9%

Disagree 1%

Strongly disagree 0%

Statement 6 When I shop online, the more positive comments and reviews indicates the higher the credibility of the seller.

Strongly agree 45.5%

Agree totally 48%

Neutral 4%

Disagree 2.5%

Strongly disagree 0%

Statement 7 Celebrity endorsement increase my trust towards the Brand & affects my purchasing behaviour online.

Strongly agree 30.7%

Agree totally 60.9%

Neutral 4%

Disagree 4.5%

Strongly disagree 0%

Statement 8 Influencers live marketing using Social media platforms play a strong role for me to purchase online.

Strongly agree 32%

Agree totally 57.1%

Neutral 5.9%

Disagree 4.9%

Strongly disagree 0%

Statement 9 In your own opinion, what are the important factors for a business using social media marketing?

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Consistency of posts	67%	31%	2%	0%	0%
Type of content posted	51%	47%	2%	0%	0%
Customer engagement (i.e., customer service)	70%	29%	1%	0%	0%
Promotional offer's	56%	41%	3%	0%	0%
Timing of posts	63.5%	33%	3.5%	0%	0%
Targeting personalized customer's	46%	51%	3%	0%	0%

**Link to the Survey:**

[https://docs.google.com/forms/d/e/1FAIpQLSdd5t36epFId9d3rUo6yFzKNAXYNCjxR79HDO89X4S2KhmMeQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdd5t36epFId9d3rUo6yFzKNAXYNCjxR79HDO89X4S2KhmMeQ/viewform?usp=sf_link)

## Appendix 2. Correlations

CORRELATIONS			AGE GROUP	MONTHLY INCOME
SPEARMAN'S RHO	Age group	Correlation Coefficient	1	.468**
		Sig. (2-tailed)	.	0
		N	203	203
	Monthly Income	Correlation Coefficient	.468**	1
		Sig. (2-tailed)	0	.
		N	203	203

**Table 1:** Correlations between age group and Monthly Income (Source: Author's Calculation)

CORRELATIONS			INCOME	PRODUCT QUALITY
SPEARMAN'S RHO	Income	Correlation Coefficient	1	-.223**
		Sig. (2-tailed)	.	0.001
		N	203	203
	Product Quality	Correlation Coefficient	-.223**	1
		Sig. (2-tailed)	0.001	.
		N	203	203

**Table 2:** Correlations between Monthly Income & Product quality (Source: Author's Calculation)

CORRELATIONS				
			Age group	Product quality
SPEARMAN'S RHO	Age group	Correlation Coefficient	1	0.061
		Sig. (2-tailed)	.	0.387
		N	203	203
	Product Quality	Correlation Coefficient	0.061	1
		Sig. (2-tailed)	0.387	.
		N	203	203

**Table 3:** Correlations between Age group & Product quality (Source: Author's Calculation)

\*\* . Correlation is significant at the 0.01 level (2-tailed).

CORRELATIONS				
			Income	Customer Engagement
SPEARMAN'S RHO	Income	Correlation Coefficient	1	-.127
		Sig. (2-tailed)	.	.071
		N	203	203
	Important Factors for a Business Using Social Media Marketing [Customer Engagement]	Correlation Coefficient	-.127	1.000
		Sig. (2-tailed)	.071	.
		N	203	203

**Table 4:** Correlations between Income & Important Factors (Source: Author's Calculation)

CORRELATIONS				
			Age group	Customer Engagement
SPEARMAN'S RHO	Age group	Correlation Coefficient	1	-.010
		Sig. (2-tailed)	.	.892
		N	203	203
	Important Factors for a Business Using Social Media Marketing [Customer Engagement]	Correlation Coefficient	-.010	1.000
		Sig. (2-tailed)	.892	.
		N	203	203

**Table 5:** Correlations between Income & Important Factors (Source: Author's Calculation)

CORRELATIONS				
			Income	Promotional Offers/ Discounts
SPEARMAN'S RHO	Income	Correlation Coefficient	1	-.329**
		Sig. (2-tailed)	.	0
		N	203	203
	Promotional Offers/ Discounts	Correlation Coefficient	-.329**	1
		Sig. (2-tailed)	0	.
		N	203	203

**Table 6:** Correlations between Income & Promotional Offers/ Discounts (Source: Author's Calculation)

\*\* . Correlation is significant at the 0.01 level (2-tailed).

CORRELATIONS				
			Age group	Promotional Offers/ Discounts
SPEARMAN'S RHO	Age group	Correlation Coefficient	1	-.178*
		Sig. (2-tailed)	.	0.011
		N	203	203
	Promotional Offers/ Discounts	Correlation Coefficient	-.178*	1
		Sig. (2-tailed)	0.01	.
		N	203	203

**Table 7:** Correlations between Age group & Promotional Offers/ Discounts (Source: Author's Calculation)

\*. Correlation is significant at the 0.05 level (2-tailed).

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