

# Factors influencing the young consumers purchase intention in social media websites of Bangladesh

Dr. Most. Sharmin Sultana, Ferdowsy Begum, & Rahat Khan

## Abstract

This research is conducted to discover the factors that influence young consumers' purchasing intention on social media websites in Bangladesh. An integrated model was suggested, including constructs from different models. A total of 140 respondents took part in the survey Who had prior encounters with online purchases in Bangladesh. Multiple regression analysis and Pearson correlation were both used to analyze the data. The findings indicated that all factors namely entertainment, perceived relevance, trust, customization, and informativeness have a significant impact on online purchasing of consumers. Surprisingly, word of mouth, does not have a significant influence of social media websites on young customer purchasing intentions in Bangladesh. This study is based on divisional cities of Bangladesh. But further study is possible based on the study in the other areas of the country. Our study is a cross-sectional study. So, conducting longitudinal studies on consumers, and purchasing intentions is required to compare the findings of the study. This study makes a managerial implication for future researchers to conduct this study with more factors so that the research is more thorough. Through this study, the author suggests that social media has a beneficial effect on how customers behave while buying online products through websites. The researchers anticipate that this study will help marketers and businessmen to understand the purchase intention of their consumers and it will help them to take the necessary steps to increase their sales depending on the degree to which each component is significant.



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## 1. Introduction

The rise of information technology (IT) has significantly altered the worldwide market structure. (Sin et al., 2012). Technological innovation has created a framework for the electronic economy which has led to the growth of electronic commerce. Almost everyone has had the opportunity since the Internet enables businesses to do transactions in cyberspace or interact people worldwide without regional limits, despite standard commercial stores (Sin et al., 2012). Online shopping has been more popular in Bangladesh, it is not unexpected. considering the country's quickly growing internet subscriber base. In January 2022, 52.58 million individuals were utilizing the internet in Bangladesh (Kemp, 2022). However, buyer behavior in industrialized and developing nations varies greatly in the context of Internet shopping. This is mainly because emerging countries have better connections to the internet and other technologies than industrialized countries.

The development of the Internet and the web improved its functionality. Web 2.0 facilitates writing and networking, with increased produced by users' material than Web 1.0. The function of Web 2.0 has transformed how online purchasers conduct their transactions in the world (Briciu & Briciu, 2021). Nowadays, online shopping can be done using social media platforms, this allows businesses to get across to further prospective consumers. Blogs, YouTube, and Facebook are a prime instance of a social media network famous for all types of customers. According to (Laudon, 2010), Businesses such as Facebook, Twitter, and YouTube that allow people to spread their work (like videos, music, photos, and blogs etc.) had burst into popularity. This may open up social networking is the future of online shopping channel. The strength of social networks will accelerate the growth of e-commerce in the future. The e-commerce shift has also provided several opportunities for Bangladeshis.

Day by day online purchases increase rapidly. Young customers can use many social media platforms and websites to do online shopping (Maity & Sandhu, 2021). People are enabling to maintain great connections among themselves through social media such as Facebook, Twitter, and Instagram. Many consumers like to search for more trustable products, ensure commitment, and ensure a consumer-friendly website or page. Online social networking sites refer to digital platforms where users are interconnected by default. Social media has emerged as a dominant medium that has deeply permeated various aspects of the worldwide population. Over the past few decades, there has been a notable transformation and enhancement in people's shopping habits. Previously, young consumers were accustomed to shopping at brick-and-mortar stores, particularly in large shopping malls, and many still follow this approach when making purchases (Sierra-Murillo et al., 2019). However, in today's digital age, thanks to the advantages of modern communication technology and access to information, young customers now have the chance to conveniently make online purchases using a variety of social media websites.

There is currently limited research, particularly on customer purchase intentions on social networking networks. Furthermore, it is unclear if the prior study's findings when it comes to online purchasing are congruent with customer purchase intentions on social media platforms. Many characteristics that impact client purchase intentions on social networking platforms have not been uncovered in prior research. The rise of social commerce has completely altered the way consumers buy goods and services, forcing businesses to rethink their operations and marketing strategies. This study attempts to research the elements that impact young customers' online purchasing intentions on social networking platforms. The constructs examined in this study were Entertainment, Informativeness, Customization, Perceived Relevance, Word of Mouth and Trust.

## 2. Literature Review and Hypothesis

The expansion of social media has triggered a communication revolution, fostering the growth and advancement of online social networking sites (Storck, 2011). Internet users all across the world now have more social connections, which has improved their psychological well-being (Clark et al., 2018). Social network sites (SNSs) allow users to construct own websites and connect with others to exchange info and converse (Shen et al., 2016). Users are permitted to give genuine personal data since firms' market shares and goods are heavily influenced by Knowledge and material created by users on the internet (Kapferer & Bastien, 2012). Social media analytics gives firms a competitive edge by offering knowledge about their opponents' methods and suppliers performance, consumers' trust, and consumers' purchase intentions (Fan & Gordon, 2014). To make online marketing successful, social networking sites play an important role (Irfan et al., 2018). Social media offer different values to organizations by enhancing brand popularity (Al-Sheikh & Hasanat, 2018), facilitating word-of-mouth communication (Li & Wu, 2018), Sharing data in a company sense (Wright, 2019), and building customer social support (Naeem, 2019).

A new field of content creation has grown with the growth of social networks, where anyone can quickly exchange knowledge and experience with other people (Chen et al., 2011). Online communities provide an incentive and forum for a stronger customer service management framework for both businesses and organizations (Ang, 2011), Bringing in a new era where businesses can boost efficiency. In addition, members can get connected on sites that provide a possible source of trust and social experiences (Lu et al., 2010). Social media offers businesses new ways to become more universally attractive (Bolton et al., 2013). This can significantly influence consumer purchase intentions (Prendergast et al., 2010). Social networking, such as online forums, groups, ratings, feedback, and recommendations, which create social support online, enable such social interactions. This could increase the trust of e-commerce dealers and buyers. Moreover, studies on social media allow us to see how people shape their online social interactions (Kuss & Griffiths, 2011).

In social media, there are a lot of social networking tools that are available for businesses and individuals to use as a medium for them to participate. Facebook, Twitter, YouTube, and Bloggers are the four popular social media tools used by people worldwide. Each of the tools has its function in conducting e-commerce. Nowadays, almost everyone who goes online will have his/her own Facebook account. Facebook is a new face of e-commerce in the twenty-first century by providing new value services to Internet users to express themselves and network with others (Laudon, 2010). Twitter is another social media tool used by most people nowadays. It has become a place where companies conduct e-commerce, send information to customers create communities with the customers, and sell goods and services to individuals (K S & Sinnor, 2019). It contains comments, observations, opinions of the audiences, and the search engine that mines those tweet patterns. At Twitter, companies can quickly react and respond to the customers' needs. YouTube is another primary type of social media network. It gives free services to the community to watch and share video via the web (Turban et al., 2009). It allows all users to rate and comment on the video. Besides that, the number of times a video has been viewed will be shown on the site too. Moreover, it might be used by users to seek for information that will lead to a higher number of actions that lead to a higher conversion rate (Evans et al., 2021). A blog is a place where Internet users blog about their interests or anything that they would like to talk about. It is another famous type of social media tool among Internet users. It is a weblog where blogs are the online diaries or journals that are presented on the web pages (Evans et al., 2021). It can help businesses and individuals to understand more about their existing and potential customers by inviting them to share their thoughts and inform them

regarding the latest updates about the company and products or even promotions. Blogs are more popular and efficient to use in e-commerce because the content of the blog is highly relevant and customers can choose which blog to read (Turban et al., 2009).

The purchase decision is expressed as a person's decision to select a certain product or service that is introduced by a firm over those of its competitors (Oosthuizen, 2014). Consumer purchase intentions are defined as a combination of their interest and the possibility of buying a product. Consumer's purchase intentions are an attitudinal variable for measuring their future contributions to buying products. Since forecasting consumers' future behavior is a critical issue for organizations; hence, it should be estimated more clearly (Baabdullah et al., 2019). The formation of consumer's purchase intentions depends on their general attitudes toward a particular product (K. Cheruiyot & C. Maru, 2013). Hajli et al. (2017) stated that consumers' purchase intentions indicate predictable behavior, which means that purchase intentions can be used to forecast what items customers should buy when they go shopping next time.

A comparative study conducted by Logan et al. (2012) indicated that both entertainment and informativeness have a significant impact on the value of social media ads and TV ads. Lee and Hong (2016) were able to validate the impact of both informativeness and advertising creativity on consumers purchase intention. In her recent study, Jung (2017) examined how perceived relevance could predict either customers' attention to or avoidance of targeted ads and (Jung, 2017) empirically argued that if customers perceive an extent of relevance in the targeted ad, they are more likely to pay considerable interest to such an ad. However, customers are more likely to ignore social media ads if they perceive a degree of privacy concern. The emergence and growing popularity of social media has influenced consumer purchasing behavior, as they no longer rely on company-disclosed information, but rather seek additional and credible knowledge from consumers who have prior (Cox et al., 2009). As a result, consumers are increasingly turning to social media to read about other users' experiences, recommendations, and opinions, and are thus seeking WOM experience with the marketed product or service. WOM is an effective tool for persuading other consumers to purchase a product and then recommend it to others (Jalilvand et al., 2011). Trust in peers on social networking services will also be considered. When it comes to online communities, trust can help in the interactions of individuals and encourage them to attach others to their current network. Moreover, trust plays a significant part in defining both a consumer's purchase intention and actual behavior (Chiu et al., 2012).

## 2.1 Entertainment

Entertainment on social media is an important component that fosters positive emotions, increases participation, and fosters the desire to use it indefinitely (Ceyhan, 2019). When a user feels good (happy or satisfied), he or she will share that information with other members of the group, who will influence their purchasing decisions (Dobele et al., 2007). Aziza and Astuti (2019) found that entertainment has an impact on purchase intention with advertising value as the mediator. Rationally, consumers are satisfied when they experience pleasure, and this increases their willingness to purchase products or services through an online platform (Ramayah & Ignatius, 2005). Several empirical studies have discovered a statistically significant positive relationship between entertainment and purchase intention (Zamzuri et al., 2018). As a result, the following hypothesis was developed as followed:

**H1:** *Entertainment has a positive effect on young consumers' purchasing intention.*

## 2.2 Informativeness

Lee and Hong (2016) stated that informativeness exists when marketing practitioners design persuasive ads that can aid in attracting a larger number of customers and influencing their behaviors toward social media websites. The widespread of the internet and new smartphones have made it easier for firms to spread important information online and connect with customers (Chhonker et al., 2018). Lee and Hong (2016) verified the positive impact of creative ads and informativeness on consumers' perceptions. They indicated that sharing important brand information on the website of the firm influences buyer's purchase behavior. Further support was reported by Chen and Lin (2019) who stated that the sources of information that consumers search for prior to making purchase decisions have been changed from traditional media to social media platforms.

**H2:** *Informativeness has a positive effect on young consumers' purchasing intention.*

## 2.3 Customization

Customization in social media refers to how messages, information, and advertising materials correspond to what customers are looking for (Ebrahimi et al., 2021). Through customization, a company can increase customer engagement and enhance the value of its products. Consumers are most satisfied after receiving their expected products and services (Nekmahmud & Fekete-Farkas, 2020). Social media websites also help a company understand what types of products consumers need or seek. Therefore, a company can provide customized services. Thus, customization has positively influenced consumer purchase behavior in social media. Therefore, we propose the following hypothesis:

**H3:** *Customization has a positive effect on young consumers' purchasing intention*

## 2.4 Perceived Relevance

Perceived relevance was conceptualized by Zhu and Chang (2016) as "the degree to which consumers perceive a personalized advertisement to be self-related or in some way instrumental in achieving their personal goals and values". Zhu and Chang (2016) also found that perceived relevance influences consumers' self-awareness helps to shape purchasing intentions. When marketers focus on example replies to consumers' questions via social media platforms, purchasing choices are likely to be stimulated toward the service provider (Gautam & Sharma, 2017). Prior research demonstrated that personalized marketing information that is believed to be relevant to customers and matches their individual requirements, interests, and purchasing behavior (Mohd Thas Thaker et al., 2021). Therefore, the following possibilities are proposed:

**H4:** *Perceived Relevance has a positive effect on young consumers' purchasing intention.*

## 2.5 Word of Mouth Quality

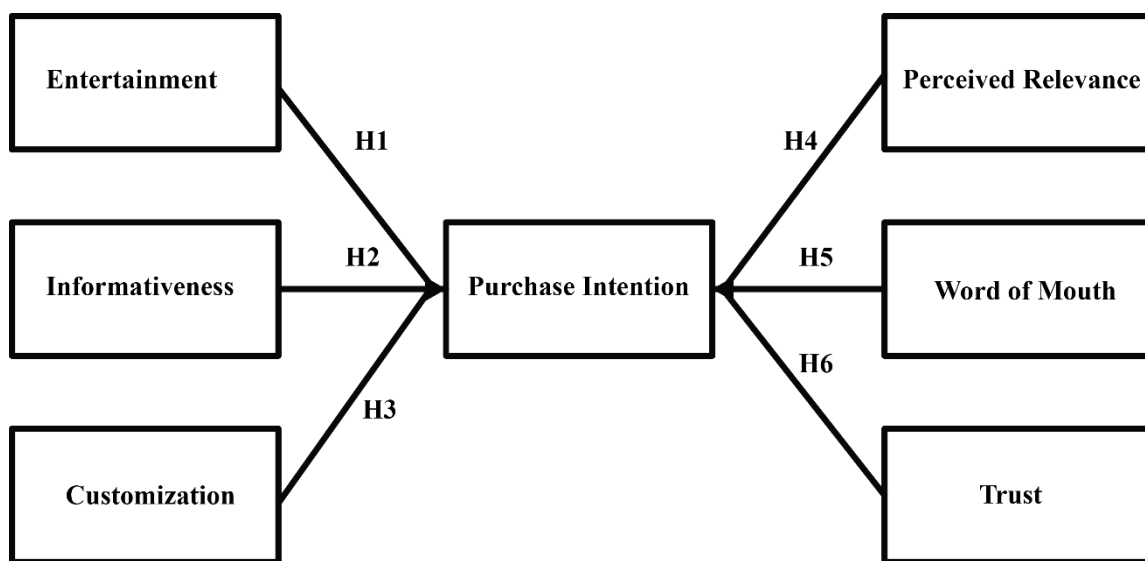
Consumers today consider word-of-mouth to be there the most common and favored resource of knowledge (Zhu & Zhang, 2010). Before acquiring any goods or service, customers cannot learn regarding the real experience of the goods and after-sales support. However, viewing other consumers' evaluations online might develop a perceived impression about the quality, performance, and after-sales support, which eventually impacts consumer purchasing intentions (Charo et al., 2015; Sallam & Wahid, 2015). The more a person trusts social networking platforms, the more likely he is to make a purchase. WOM adoption may help firms by converting social media recommendations into purchases, according to (Erkan & Evans, 2016). When consumers trust Internet recommendation agents more, their buying intentions will increase.

**H5:** *WOM Quality has a positive effect on young consumers' purchasing intention.*

## 2.6 Trust

Consumer trust is a fundamental criterion for high consumers' intention to buy on the internet environments and social media (Lu et al., 2016). In marketing, trust is often described as a customer's propensity to return to a brand (Ramanathan et al., 2017). Customer trust is a good anticipation and readiness to buy (Chinomona, 2015). Buyers feel that online communication is more dependable than conventional components of the advertising mix (Schivinski & Dabrowski, 2016). A consumer's trust in the transaction and the network influences online buyers (Pappas, 2016) and enhances purchase intentions (Hajli et al., 2017). Therefore, the customer's trust plays a vital and significant role in the proposed model of this research (Saleem et al., 2017). Trust is an important determinant when considering a consumer's purchase intentions (Basha & Lal, 2019). More trust by consumers correlates with an increased intention to purchase (Hasbullah et al., 2016).

**H6:** Trust has a positive effect on young consumers' purchasing intention.



**Figure 1:** Conceptual Framework

## 3. Research Methodology

### 3.1 Research Design

Descriptive research is used in this research. It is carried out to catch on and examine the factors influencing young consumers' purchasing intention through social media websites in Bangladesh. To understand the research objectives of this study, quantitative data were used. The researcher used a Multiple Regression Analysis (MRA) to analyze preliminary data gathering from a survey of Bangladeshi consumers who purchase on social media platforms

### 3.2 Population and Sample

The primary aim of this paper was centered on determining the factors that have an impact on young customer purchase intention. The target population of this research is all consumers in Bangladesh who use social media websites to purchase products and services. The sample elements of this research are the individual consumers buying from social media platforms are the sample in this research. In this study, a total of 140 respondents participated by using the personal survey procedure with a structured questionnaire.

### 3.3 Sampling Techniques

In this study, the researcher used a non-probability convenient sampling technique of the accessible population as a sample to investigate the factors influencing young customer purchase intent in Bangladesh.

### 3.4 Research Instruments

The five-point Likert scale questionnaire was developed based on previous research (Al-Awlaqi et al., 2021). The questionnaire has two parts. The first portion asked about respondents' gender, age, occupation, education, and income. The second segment contained questions about Entertainment, Entertainment and Perceived Relevance (Hanaysha, 2022), eWOM, Perceived Trust (Jakwatanatham et al., 2022b), customization, and Purchase Intention (Gummerus et al., 2012; Kim & Ko, 2012).

### 3.5 Data collection and Analysis

A questionnaire was developed using Google Docs and data were collected via email Facebook, messenger, etc. The IBM SPSS Statistics 20 program was used in this study's Multiple Regression Analysis to analyze the collected data. The demographic characteristics of the respondents were investigated using descriptive statistics (frequency and percentage). Mean analyze and standard deviation were used to analysis the findings of each variable and questionnaire item.

## 4. Analysis and Findings

### 4.1 Demographic Profile of Respondents

Among the 140 completed questionnaires, there were 76 male respondents and 64 female respondents. For the study's age distribution, 82.2 % of participants were aged 18-30, 17.8% aged above 31 years old. The majority of the respondents 70.7% had graduate and post-graduate degrees, followed by 22.9% who were undergraduate. Only 6.4% of those who took part had college-level education. Furthermore, the bulk of those polled were privet or public employment, with 42.9% self-employed 22.1%, and 17.9% student, respectively, and only 17.1% were businessman. For the income level of the respondents, most of the respondents had income ranging from 31,000 to above 50,000 taka per month, accounting for 55.7% of the respondents, while 44.3% of the respondents earned below 20000-30000 taka.

**Table 1: Demographic Profile**

	Frequency	Percentage	Variables/Dimensions	Frequency	Percentage
<i>Gender</i>			<i>Occupation</i>		
Male	76	54.3	Student	25	17.9
Female	64	45.7	Privet or Public Employment	60	42.9
<i>Age</i>			Businessman	24	17.1
18-30	115	82.1	Self-employed	31	22.1
Above 31	25	17.8	<i>Income</i>		
<i>Level of Education</i>			Below 20000	30	21.4
College Level	9	6.4	21000-30000	32	22.9
Undergraduate	32	22.9	31000-40000	70	50.0
Graduate and Post-Graduation	99	70.7	Above 40000	8	5.7

[Note: SPSS version 20 has been used to calculate the above tables]

*Source: software output*

## 4.2 Internal Consistency Reliability

The researcher used Cronbach's alpha coefficient analysis to test the instrument's internal consistency of the construct items. Table 2 shows the Cronbach's Alpha generated after the instrument was tested for internal consistency.

**Table 2 Internal Consistency Reliability**

Variables	No. of Items	Cronbach's Alpha (N = 140)
Entertainment	03	.833
Informativeness	02	.820
Customization	03	.825
Perceived Relevance	03	.833
Word of Mouth	03	.833
Trust	03	.839
Purchase Intention	02	.798

[Note: SPSS version 20 has been used to calculate the above tables]

**Source:** software output

The reliability-tested results showed that all components were reliable, with coefficient alpha values greater than 0.70, exceeding the minimum acceptable level proposed. As a result, the instrument's internal consistency (reliability) was confirmed.

## 4.3 Coefficients

Table 4 shows coefficients for trust, perceived relevance, customization, informativeness, and entertainment were significantly  $< 0.000$ ,  $< 0.017$ ,  $< 0.030$ ,  $< 0.043$ , and  $< 0.058$ , respectively. The above significance values were lower than 0.05 Meinshausen and Rice (2006), which means that four variables, including trust, perceived relevance, customization, and informativeness, have an impact on purchase intention. and word of mouth has a less significant impact on purchase intention.

**Table 3 Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
En	140	1.00	5.00	3.9048	.71669
Inf	140	1.00	5.00	3.8833	.78345
Cus	140	1.00	5.00	3.7821	.91787
PR	140	1.33	5.00	3.8619	.83965
Wom	140	1.33	5.00	3.8786	.78476
Se	140	1.00	5.00	3.5214	1.05917
PI	140	1.00	5.00	3.7750	.90626
Valid N (listwise)	140				

[Note: Statistical Package for the Social Sciences- SPSS (version. 22) has been used to calculate the Mean, Standard Deviation, Minimum and Maximum value of each of the constructs]

**Source:** software output



**Table 4 Multiple Regression Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.545	.283		1.928	.056
	En	-.172	.090	-.136	-1.916	.058
	Inf	.173	.085	.150	2.046	.043
	Cus	.164	.074	.166	2.195	.030
	PR	.260	.108	.241	2.411	.017
	Wom	.101	.110	.088	.921	.359
	Tr	.345	.071	.404	4.852	.000

a. Dependent Variable: PI

Table 4: [Note: SPSS version-20 has been used to calculate the above Table-5]

Source: software output

**Table 5 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.814 <sup>a</sup>	.662	.647	.53871

a) Predictors: (Constant), En, Inf, Cus, PR, Wom, Se

b) \*\* Significant at the level of 0.005

Table 5: [Note: SPSS version-20 has been used to calculate the above Table-5]

Source: software output

**Table 6 ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.565	6	12.594	43.396	.000 <sup>b</sup>
	Residual	38.598	133	.290		
	Total	114.163	139			

a. Dependent Variable: PI

b. Predictors: (Constant), En, Inf, Cus, PR, Wom, Se

Table 6: [Note: SPSS version-20 has been used to calculate the above Table-6]

Source: software output

A significant regression equation was found  $F = 43.396$ ,  $p = 0.001$  ( $p < 0.05$ ), with  $R^2 = 0.573$ . The prediction of purchase intention was equal to 0.545, Entertainment = -.172, Informativeness = .173, Customization = .164, Perceived Relevance = .260, WOM = 0.101 and Trust = 0.345. Consumers' purchase intention increased by 0.173 units for each unit of change in Informativeness, 0.164 units for each unit of Customization, .260 units for each unit of Perceived Relevance, and 0.345 for each unit of Trust. All factors are significant predictors of consumers' purchase intention. 66.2% of the variance of purchase intention can be explained by combining predictors of consumers' purchase intention ( $R^2 = 0.662$ ). If referring to the coefficient, Trust had the most influence on consumers' purchase intention (T-value = 4.825, Sig = 0.000), followed by Perceived Relevance (T-value = 2.411, Sig = 0.017), Customization (T-value = 2.191, Sig = 0.030) and Informativeness (T-value = 2.046, Sig = 0.043).

### 4.4 Pearson Correlation

A correlation coefficient is a handy method to express the relationship between two variables using a single number that ranges from -1 to 1. Morgan III et al. (2004) defined the following terms: -1.0 (perfect negative correlation), 0.0 (no correlation), and +1.0 (perfect positive correlation) (a perfect positive correlation). Pallant (2001) proposed the following r-value interpretation. The strength of the link between two variables is shown by the r-value.  $r = 0.10$  to  $0.29$  or  $-0.10$  to  $-0.29$  little,  $r = 0.30$  to  $0.49$  or  $-0.30$  to  $-0.49$  medium, and  $r = .50$  to  $1.0$  or  $-0.50$  to  $-1.0$  big. In Table 7 above, the Pearson correlation analysis was performed on the three interval scaled variables. The sample size is 140 people, with a significance level of 0.01 ( $p < 0.01$ ).

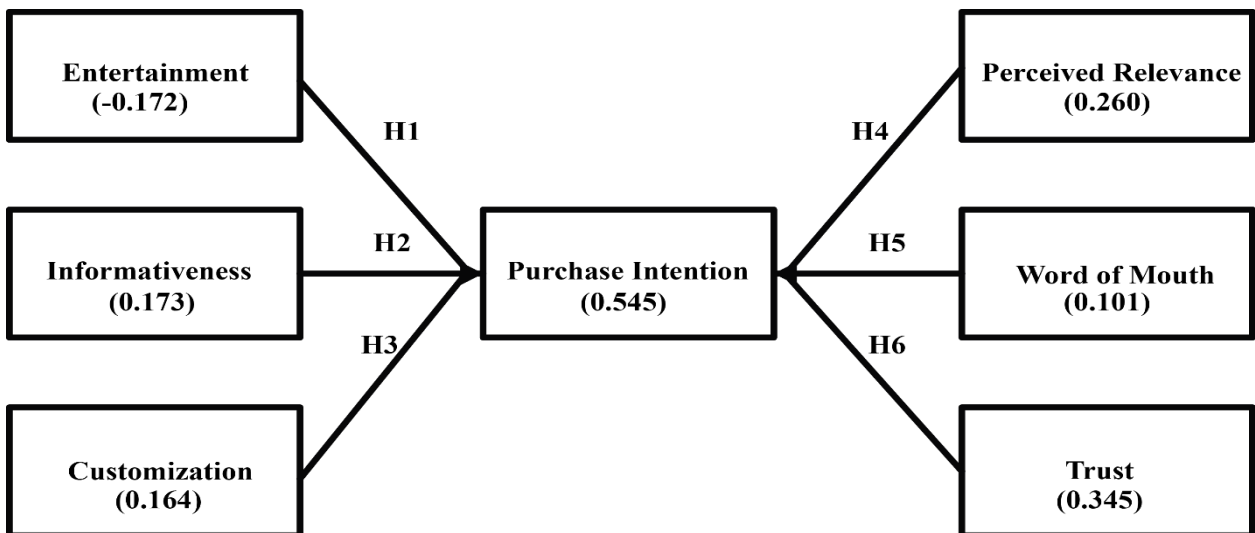
Table 7 shows that the correlations ( $r$ ) of entertainment, informativeness, customization, perceived relevance, word of mouth, and trust are 0.412, 0.513, 0.656, 0.710, 0.693, and 0.745 respectively and that each determinant's  $p$ -value is 0.000, which is less than the significant threshold (0.01). As a result, it is shown that each indicator affects young consumers' purchase intention through social media websites in Bangladesh positively. (strongly).

**Table7: Correlations**

	En	Inf	Cus	PR	Wom	Se	PI
En	1						
Inf	.597**	1					
Cus	.438**	.590**	1				
PR	.643**	.570**	.634**	1			
Wom	.566**	.587**	.655**	.803**	1		
Se	.450**	.393**	.625**	.735**	.726**	1	
PI	.412**	.513**	.656**	.710**	.693**	.745**	1

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

Table 7: [Note: SPSS version-20 has been used to calculate the above Table-7]  
 Source: software output



**Figure 2: Proposed Research Model**

### 5. Discussion

This study was conducted with the intention of discovering the main dimensions of social media that could shape the customer's purchase intention. Entertainment (H1) has a positive influence on customers' purchase intention. These results are similar to Jakwatanatham et al. (2022a). The validation of this hypothesis is consistent with Glasser's theory, which views fun as a basic human need that serves as a motivator for human conduct. Other research suggests

that experiencing pleasure (Wiese et al., 2020), emotional engagement (Rapert et al., 2021), and entertainment (Moslehpour et al., 2021) can affect consumer purchase behavior. Informativeness (H2) has been the recent investigation identified one significant element. Customer will be convinced towards any social media websites regarding their most recent news and latest product offers about certain goods and services. Other studies Lee and Hong (2016) have similar results with the findings that Informativeness has a beneficial influence on buying intention. Customization (H3) has a significant impact on young consumer purchase intention which is supported by Ebrahimi et al. (2022). Customers will be influenced when they get customized offerings of products and services from social media websites. Customers will be more pleased after obtaining the predicted customized products and services. In the current study, perceived relevance (H4) had a major impact on young customer buying intentions. Customers are attracted through social media websites when they get personalized promotional activities and they can relate the products with customers preference and interests. This result is supported by Dwivedi et al. (2017), who showed that perceived relevance has a positive impact on purchase intention. Surprisingly Word of mouth (H5) has an insignificant negative effect on purchase intention, which differs from a previous study (Ebrahimi et al., 2022). Consumers won't be influenced if they haven't any reliable online reviews, recommendations, opinions as well as viral content. Trust (H6) was an important aspect of social media activities as shown in the current study. These results are similar to Manzoor et al. (2020). When customers feel that specific content is a valuable and worthwhile source of knowledge and also get good reviews of products and services it ensures Customer trust in their buying intents via social networking platforms. Thus, improving website efficiency increases client trust.

## 5.2 Theoretical and Managerial Implications

The findings of the study clearly shows the important factors that influence young consumers' online purchase intention in social media websites. The findings of the study have both theoretical and practical significance. The findings of the study helps to increase the body of knowledge in the literature of online shopping, consumer behavior, social media marketing, etc. This research can enrich the knowledge of future researchers regarding the main factors that influence young consumers' purchase intention in the social media websites in Bangladesh. From a practical standpoint, the present study's findings have provided insight into the key components that marketers should pay attention to while running social media advertising. Three important elements must be considered by marketers while marketing their goods and services on social media: Entertainment, Word of mouth, and Behavior toward social media. These factors are extremely important in influencing users' purchase intention toward social media. Within the current investigation, it was noted that Word of mouth (WOM) did not favorably impact purchase intention. Thus, it is urged that future research evaluate the critical role that SQ serves in shedding light on the views of various groups. This study is anticipated to act as an opportunity for additional investigation into potential consumers of social media marketing.

## 5.3 Limitation and Area of the Future Study

Firstly, in this study, the researchers used a non-probability convenient sampling technique to collect data to investigate the factors influencing young customer purchase intention in Bangladesh. Data were collected from the divisional cities of Bangladesh. As a result, this study excludes a significant section of the target group. So further research should cover other cities of this county in their study. Secondly, the sample size is not more appropriate to make it more generalizable. Further researchers can increase sample size to make it generalizable. Thirdly, the evaluation of the framework primarily relied on quantitative methods, which raises

concerns regarding the absence of a qualitative analysis to validate its accuracy and reliability. For this reason, further study should include qualitative analysis to validate. Future research is projected to be a mixed-technique study in which the results of quantitative analysis are confirmed by a qualitative interview with an expert. Fourthly, our study is cross-sectional. So, performing longitudinal studies of customers, and purchase intention is necessary to compare the results of the study. Additionally, a comparative study can be conducted to explore consumers' purchasing intentions related to social media, providing further insights. Future research could employ different measurement scales and compare the findings with the current study. The development of a model through a questionnaire method in this findings can serve as the basis for future experimentation, thereby adding to the current body of research. To enrich the research topic, it is essential to apply the study to various consumer groups with diverse socio-demographic characteristics.

## 6. Conclusion

The issues surrounding social media advertising have drawn the attention of both academics and marketing practitioners. As a result, the objective of this investigation was to broaden our understanding the essential elements of social media and their influence on client purchase intentions to buy from websites. A detailed look at the linked literature leads to a determination of six major components (Entertainment, informativeness, customization, perceived relevance, word of mouth, and trust) as important determinants of purchasing intention. The present study's data came from an online survey conducted in Bangladesh. Then, a total of 140 full and valid responses were chosen for further research. The model predicted approximately 0.54 of the variances in consumer purchase intention, including five components trust, perceived relevance, customization, informativeness, and entertainment, were shown to have a substantial influence on the customer's purchasing intention. The study examines how social media variables impact a customer's purchasing intentions via social media sites. The significance of social media is once again stressed in light of the findings. Overall, the study's findings indicate that customer attitudes, behaviors, and purchasing intentions are influenced by social media marketing.

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## Appendix A

Construct	Items	Source
Entertainment (EN)	En1: social media activities are entertaining.	Ducoffe, R. H. (1996).
	En2: social media activities are enjoyable.	
	En3: social media activities are interesting.	
Informativeness (INF)	Inf1: social networking is an excellent source of information about goods and services.	(Ünal, Ercis et al. 2011)
	Inf2: social media serves related information.	
	Inf3: social media gives up-to date information.	
Perceived Relevance (PR)	PR1: Social media promotion has significance for me.	Zeng et al. (2009) Zhu and Chang (2016)
	PR2: Social media promotion is essential for me.	
	PR3: I believe that online promotion aligns with my opinions.	
WOM Quality (WOM)	Wom1: The reviews about social media are relevant to me.	(Chen, Wang et al. 2011).
	Wom2: The social media recommendations are beneficial.	
	Wom3: I obtain the knowledge I need from the comments.	
Security (SE)	Se1: The social media has adequate security features.	(Xiaoying Guo, 2012)
	Se2: I feel safe in my transactions with social media.	
Customization (CUS)	Cus1: I purchased a product from a social network online shop since it provided tailored information searches.	(Kim & Ko, 2012)
	Cus2: I purchased a product from a social network online shop because they offer personalized service.	
Purchase Intention (PI)	PI1: If I require the product, I will purchase the product through social media.	Ajzen (2011); Hsu and Lin (2015); Kumar et al. (2009); Martins et al. (2017)
	PI2: I will buy the product or service through social media in the future.	

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