Available online at https://e-journal.unair.ac.id/TIJAB

TIJAB (The International Journal of Applied Business)

e-ISSN: 2599-0705

Vol. 4 No. 2, November 2020, pp. 63-78

Antecedents of and Their Impact on Purchase Intention of Customers Purchasing through Social Media: An Empirical Research on Facebook in Bangladesh

Barnali Nandi [a 1], Mohammad Rakiv [a]

[a] *Department of Business Administration, University of Asia Pacific Dhaka, Bangladesh*

APA Citation:

Nandi, B., & Rakiv, M. (2020). Antecedents of and their impact on purchase intention of customers purchasing through social media: An empirical research on Facebook in Bangladesh. *TIJAB (The International Journal of Applied Business), 4*(2), 63-78.

Submission Date: 02/09/2020

Acceptance Date: 07/11/2020

Abstract

This research paper aims to clarify the relationship between the influential factors and their impact on the intention of the customers to make a purchase from social media particularly Facebook in Bangladesh. From the literature review, a conceptual model has been established, which is followed by the multiple regression model. The collected data are analyzed using multiple regression analysis. Among the four independent variables three factors namely trust, perceived value and brand loyalty are founded to be influential at the 0.05 significance level and the remaining variable perceived risk has some impact on the purchase intention of the customers using social media but it is not as much influence as other three factors at this significance level. Although there are some researchers conducted to measure the impact of social media marketing, there is a rare study in the context of emerging economies like Bangladesh that tries to investigate the influential factors which ultimately drive customers to make purchases from Facebook pages in Bangladesh. This research proves to be helpful for retailers who are doing their marketing using social platforms in Bangladesh. As most of the people in Bangladesh are using Facebook, this study helps the retailers to understand which factors ultimately drive customers to make a purchase from the Facebook pages in Bangladesh.

Keywords: social media marketing, purchase intention, Facebook pages, multiple regression analysis, emerging economies.

This is an open access article under the CC BY-NC-SA license.

1. Introduction

Through the process of leveraging new technologies, modification is required in the marketing communication strategies to engage customers in consumer markets. To engage customers by generating consumer-oriented content, the emergence of social media has been proven one of the most effective tools (Schivinski et al., 2016). Social media platforms have changed the way of interaction of the

[1] Corresponding author.
E-mail address: nandi@uap-bd.edu

customers with brands as well as companies (Dan Zarrella, 2009; Kaplan & Haenlein, 2010; Whitelock et al., 2013.). The total number of active users of Facebook is 50 percent of internet users (Internet World Stats, 2018), that poses a huge customer base for the companies to improve their sales. Apparently for that companies are now linked themselves to different social media sites for building and maintaining better relationships with the customer through better communication and have created a new dimension for companies to connect with their targeted customers more distinctively (Assaad & Marx Gómez, 2011; Sashi, 2012; Pham & Gammoh, 2015). On the ground of the huge acceptance of social media a new form of e-commerce has cemented that is known as social commerce (Huang & Benyoucef, 2013; Wang & Zhang, 2012) and one of the major components of social commerce is Social Media Marketing. It has been ostensive that among all types of social media platforms, the position of Facebook is at the top which has now become a global phenomenon mostly for personal interaction (Gottfried & Shearer, 2016). For creating brand awareness and driving customer engagement, many companies are using Facebook as an effective channel of marketing (Ljungmark & Bernhardsson, 2011). In Bangladesh, the most widely used social networking site is Facebook with 19.8% of the total population of the country. According to Bangladesh Telecommunication Regulatory Commission (BTRC), 73.8% of users are male and 26.2% are female users and the largest user group of people is aged within 18-24 that proves most of the users in Bangladesh are from the young generation. Among all other social media sites, Facebook holds the largest position with 97.23% of the total social media users (Social Media Stats in Bangladesh, January 2020). In Bangladesh, many established, as well as start-up brands, are also attempting to grab the opportunity to attract their targeted customers through their Facebook pages. Despite the escalating popularity of Facebook in Bangladesh, limited research is done to reveal the impact of Social Media Marketing (SMM) on the purchase intention of the customers. This paper investigates the influencing factors of Social Media Marketing on the customers while making the intention to purchase from a particular Facebook page.

There is a lack of extensive research that focuses on social media marketing (Facebook) in emerging economies like Bangladesh. Although social media marketing is getting popularity in Bangladesh, there is a research gap in spotting the causal factors which persuade the purchase intention of the customers using social media platforms particularly Facebook pages in Bangladesh. Extant literature survey also indicates that there is no particular research conducted considering brand loyalty as an independent variable. It has been observed that in most of the researches, brand loyalty was used as either a dependent variable or a mediating variable. Thus, this study creates a new dimension in the existing works of literature on social media marketing particularly Facebook marketing in emerging economies like Bangladesh.

This research paper aims to identify the factors that affect the purchase intention of the customers who purchase through social media like Facebook pages and the extent of their impact while making the purchase decision.

2. Literature Review

2.1. Social media marketing

There is a huge transformation in the communication process between customers and retail firms due to the emergence and rapid growth of social media (Aladwani, 2014). Among different types of social media Facebook, Twitter, and YouTube are known as the most popular social media platforms due to their huge usage (Nisar & Whitehead, 2016). The behaviors of the customers are influenced by social media from different perspectives including their purchase intention from social media (Mangold & Faulds, 2009). Social media marketing can be defined as when marketing communications take place using digital applications and digital media as platforms through facilitating interaction and

collaboration among users of social media (Angella J. Kim & Ko, 2012). Through these social media platforms, many retail firms are grabbing this opportunity by becoming a part of their customers' lives through shifting their marketing strategy and creating an experience, building and managing relationships with individual customers (Winer, 2009). But still, there are some issues which ultimately affects the purchase intention of the customers using social media website.

2.2. Facebook shopping in Bangladesh

The evolution of Facebook over the past few years is substantial. Bangladesh is one of the leading countries in the world based on Facebook audience size. Bangladesh is currently holding the 10th position with 39 million Facebook users in the world (Statista, July 2020). There are two dominant age group of Facebook users in Bangladesh. One is 18-24 as 46.3% of Facebook users fall within this age group and the other is 25-34 with 32.9% of total Facebook users in Bangladesh (Napoleoncat.com, January 2019). As there are a huge number of Facebook users in Bangladesh, Facebook exerts a positive influence on the customer's mind as the Bangladeshi marketers are using this powerful medium aggressively for exhibiting and promoting their products and services. In Bangladesh, there are many stores which do not have a traditional brick and mortar stores. They mainly exist virtually using the Facebook platform and doing businesses with customers who are mainly Facebook users. Bangladeshi people are now doing online shopping mainly using this most widely used social media platform. Due to Facebook, now in Bangladesh, there are many click and order stores and these stores are using their Facebook page for showcasing their products. Potential customers can choose their preferred products from these pages and order the products. One of the main reasons that Facebook affects the purchase intention of the customers as most of the payment systems are offline and delivery is done through either using courier service or employing personal selling techniques (Zabeen et al., 2013). Compared to previous years, Bangladeshi people are using Facebook more extensively for their shopping purposes as it provides convenience, and most of the Facebook pages have gained the trust of the customers (Hoque et al., 2020). Customers perceive that purchasing through Facebook pages saves their time and lessens their searching effort and this is the dominant reason that customers are spreading positive word of mouth which ultimately affects the purchase intention of many other customers shopping online.

2.3. Trust

Trust is defined as customers' confidence in the exchange party's competence and inclination to establish the business in the same manner as stated (Ba & Pavlou, 2002). When the website describes products accurately and there are positive customer reviews, buyers' trust of the website will be boosted (M. H. Yang et al., 2009). Customers often look for a recommendation for e-vendors in the online forum from members that eventually enhance their trust on the website. Today, people are connected with the brands through social media pages and brands are doing their business using social networking sites. So, there is a necessity to establish trust between these two parties for reducing the existing risk (Hajli & Lin, 2016).

Trust can be defined differently due to different dimensions. Previous literature suggested benevolence along with credibility is recognized as two discrete types of trust (Ba & Pavlou, 2002). Trust encompasses three dimensions namely benevolence, integrity and ability where ability implies the skills of the party, integrity denotes honesty and benevolence means the intentions to do better for their customers (Gefen & Straub, 2004). From the perspective of social media marketing which implies the marketing efforts employed by the firm using their Facebook pages, the trust of the customers they have on these pages eventually has an impact on their purchase intention. In the case of Facebook where firms do their marketing through building and maintaining their pages, higher levels of uncertainty exist

because there is no face to face interactions between the parties (Featherman & Hajli, 2016). A customer will purchase from an e-vendor if the e-vendor is trustworthy (Gefen et al., 2003).

H1: Trust in the social media website positively affects purchase intention.

2.4. Perceived risk

Perceived risk means customers will choose to purchase a product if it carries insignificant risk or volatility in service. Although the usage of the internet has become a very common phenomenon, people in Bangladesh are reluctant to purchase from Facebook pages due to the uncertainty of the quality of the products, insecurity of transactions, and lack of privacy (Hansen et al., 2018). Perceived risk has been found as an influential factor in deciding whether the customer will purchase from online or not (Antony et al., 2006). Although Pires et al., 2004 made an argument that perceived risk has no significant impact on the purchase intention of the customer, perceived risk in doing shopping from online can be multi-dimensional as financial, performance, time-loss, social, psychological, physical and privacy could impact online purchase intention (Hansen et al., 2018). Past research showed that there is a negative association between perceived risk and purchase intention (Samadi & Nejadi, 2009). Prior research suggested that in the case of online shopping, financial risk and risk related to the performance of the product are considered as two most persuasive factors in influencing the purchase intention of the customers (Forsythe et al., 2006). The scenario is the same when the customers have an intention to make their intended purchases from Facebook pages. This happened as all the firms engaged with the customers through social media marketing started putting additional efforts on their marketing activities resulting improved performance ranging from product quality to post-purchase commitment, from securing the privacy of the customers to giving value to their customer, irrefutably making them loyal towards the brands that influence the purchase intention of the customers using their trusted Facebook pages repetitively.

H2: Perceived risk in the social media website negatively affects purchase intention.

2.5. Perceived value

The perceived value of a product means that the assessment of the value proposition expected by the customer against the resource outlay of getting it. It is presumed to be believed that customers expect to make a purchase if they believe the perceived value of the product will be higher than the cost. It is found in the past literature that perceived value positively impacts the purchase intention of the customers (Awan et al., 2012; Shaharudin et al., 2010). For creating and maintaining a competitive advantage, it becomes imperative for organizations to create value for their customers. In the F-commerce context, to motivate the purchase behavior of the customer the role of perceived value is crucial (Rintamäki et al., 2006). If the customers think that they are valued by the brands that are doing businesses through Facebook pages in Bangladesh, then it will have a direct impact on the purchase intention of the customers.

H3: Perceived value in the social media website positively affects purchase intention.

2.6. Brand loyalty

Brand loyalty is defined as the long-term association and attachment with a particular brand and is a behavioral and attitudinal response toward it over a significant period (Kotler & Gertner, 2002). Brand loyalty is benign for the company as it creates positive word of mouth, repeated purchase behavior, creates barriers to entry and constructs a basis for price premium (Z. Yang & Peterson, 2004). It includes both behavioral factors and attitudinal factors as the repurchase intention of the customer is represented

by behavioral loyalty whereas the psychological commitment of the customer toward the preferred brand refers to attitudinal loyalty.

Recently in Bangladesh, many retail firms are doing social media marketing for building the loyalty of the targeted customers towards the brand through networking using Facebook. There is an effect of Facebook on brand loyalty which will have an impact on the purchase intention and repetitive purchase behavior of the customer from the same Facebook pages. The popularity of Facebook in Bangladesh acts as an underlying reason for the engagement of the customer with different brands that are maintaining their rapport with their customers through their pages. H4: Brand Loyalty in the social media website positively affects purchase intention.

2.7. Purchase intention

Purchase intention means the probability of consumers' willingness to buy a specific product (Schiffman & Kanuk, 2010). It refers to the interest of the customer as well as their willingness to make a purchase (Angella J. Kim & Ko, 2012). It also helps in assessing the behavior of the customer which is influenced by the marketing efforts of the firms through their engagement with the customer using social media. It can be used to predict the brand or product that customers are going to buy over time (Fandos & Flavián, 2006). The final decision of the customer to make a purchase is influenced by social media which initiates intending to make a purchase (Hutter et al., 2013). It becomes very essential for firms that are engaged in social media marketing especially the firms that are interacting with the customers using Facebook to understand the purchasing behavior of the customers (Ko et al., 2008). Previous studies suggest that there is a strong correlation between brand loyalty and purchase intention (Kim & Lee, 2009; Kim & Ko, 2010). Relevant pieces of literature also suggest that the purchase intention of the customer is largely influenced by the extent of social media marketing efforts employed by the firms (Jung et al., 2016; Lee & Hong, 2016). Several variables exert influence on the purchase intention of the customers such as trust (Yang et al., 2009), perceived risk (Faqih, 2013), Perceived value (Shaharudin et al., 2010). The growth of Facebook usage is providing the opportunity to the users of Facebook to disseminate information about a product of a particular brand or the brand as a whole. This information sharing process ultimately helps the customers as they become more informative than before which has an impact on their purchase intention (Ahmed & Zahid, 2014).

2.8. The conceptual framework of the study

For exploring the research problem, the conceptual framework guides the researcher (Camp, 2001). The conceptual framework is a way of solving the research problem. Based on the subsisting literature, this study suggests the following conceptual framework:

Trust generally affects the purchase intention positively as if the website provides accurate and timely information and match the descriptions provided, customers are more likely to feel trusted in the website. Due to the prevailing uncertainty on social media context, trust is considered as one of the most crucial issues in the case of economic as well as social transactions (Pavlou, 2003). It has been observed that due to the perceived risk people are reluctant in adopting E-commerce (Zhang et al., 2012). Perceived value is recognized as one of the key factors for strategic management by many organizations (Spiteri & Dion, 2004). There is a relationship between value perceived by the customers they are getting by the companies and their purchase intention (Khalifa, 2004). The term brand loyalty implies the positive feelings of the customers towards the brand and their willingness to make a continuous purchase from a particular brand (Fullerton, 2003). According to Kim & Ko, 2012, there is a positive correlation between social media marketing efforts and brand loyalty. Based on the literatures surveyed the following conceptual model is developed for the research study:

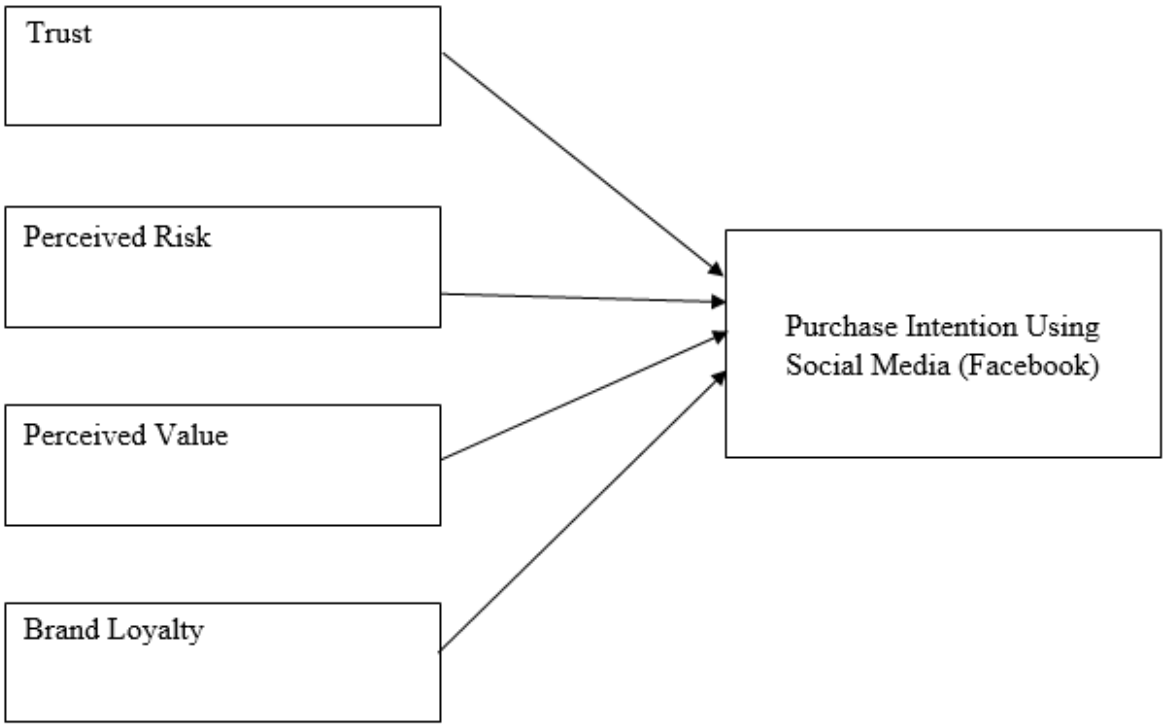

Figure 1. Conceptual framework

3. Research Method

This is quantitative research where authors used both primary and secondary data to find out the underlying factors of purchase intention in social media, a case of Facebook. A structured questionnaire was developed by the author by surveying different relevant kinds of literature from different journals. After the development of the questionnaire, the author conducted the survey where the five-point Likert scale was employed ranging from strongly disagree (1) to strongly agree (5) to collect authentic information from the targeted sample group. Despite questionnaire development, the author also collected different types of applicable information from different articles and the internet for deepening the knowledge on this issue.

3.1. Sampling

The author applied purposive sampling which is a form of non-probability sampling technique in nature for this paper. The rationale for choosing this sampling technique can easily be justified as the author chooses all the sample members in a way that will serve the purpose of this research. 200 questionnaires were distributed by the author among the prospective respondents. 75% of the questionnaires were finally analyzed for getting the result of the paper.

Table 1. Summary of the survey questionnaire

Total distributed survey questionnaires	Total returned survey questionnaires	Analyzed survey questionnaires	Percentage of returned survey questionnaires from distributed survey questionnaires	Percentage of analyzed survey questionnaires from distributed survey questionnaires
200	172	150	86%	75%

3.2. Instrument(s) Model

For testing the developed hypothesis, the author applied the following multiple regression model:

Purchase Intention= a + b1 Trust + b2 Perceived Risk + b3 Perceived Value + b4 Brand Loyalty + e (error).

3.3. Data Analysis

After collecting all the data, the author solicited it and then used a recognized statistical software tool, popularly known as SPSS (Version 22) for analyzing the dataset. To test whether the null hypothesis is accepted or rejected some of the tests namely reliability analysis, multiple regression analysis was done on the completed dataset.

4. **Results**

The following results have been produced by analyzing the dataset.

Table 2. Demographic Profile of the respondents

Demographic variable	Frequency	Percent	Valid percent	Cumulative percent
Gender				
Male	93	62	62	62
Female	57	38	38	100
Age				
Below 20	3	2	2	2
20-25	74	49.3	49.3	51.3
25-30	16	10.7	10.7	62
30-35	43	28.7	28.7	90.7
35-40	9	6	6	96.7
Above 40	5	3.3	3.3	100
Educational qualification				
S.S.C	4	2.7	2.7	2.7
H.S.C	75	50	50	52.7
Graduation	9	6	6	58.7
Post-graduation	59	39.3	39.3	98
Diploma	2	1.3	1.3	99.3
Others	1	0.7	0.7	100
Profession				
Student	80	53.3	53.3	53.3
Private job	45	30	30	83.3
Government job	10	6.7	6.7	90
Business	11	7.3	7.3	97.3
Housewife	4	2.7	2.7	100
Income level				

Below 25,000	81	54	54	54
25,000-35,000	8	5.3	5.3	59.3
35,000-45,000	11	7.3	7.3	66.7
45,000-55,000	23	15.3	15.3	82
55,000-65,000	11	7.3	7.3	89.3
Above 65,000	16	10.7	10.7	100

From the above-mentioned table, it is apparent that the total numbers of respondents were 150 comprising 62% male with a frequency of 93 and 38% female respondents with a frequency of 57. It has also been observed that the majority of the respondents (49.3%) were from the age group of 20-25 whereas only 2% of the total respondents were from the age group below 20.

The educational background of the respondents is 50% completed their H.S.C whereas 39.3% of respondents completed their graduation. The percentage of the respondents achieved their post-graduation degree represents only 6%. More than half of the total respondents (53.3%) were students and the second major profession of the respondents was a private job with a percentage of 30%.

When it comes to the income level of the respondents, it has been seen that 54% of the total respondents had an income below BDT 20,000 and only 10.7% of respondents earned more than BDT 65,000.

4.1. Descriptive Statistics

Descriptive statistics is mainly used for interpreting data consequentially through the summarization of the data set collected from the population or sample (Malhotra, 2010).

Table 3. Descriptive statistics

Variables	N	Mean	SD	Minimum	Maximum
Purchase intention	150	3.57	0.60	1.50	5.00
Trust	150	2.90	0.85	1.00	5.00
Perceived risk	150	3.15	0.77	1.25	5.00
Perceived value	150	3.43	0.61	1.75	5.00
Brand loyalty	150	3.42	0.76	1.50	5.00

4.2. Reliability Analysis

Reliability Analysis usually used by the researcher for testing the reliability of the dataset (Collis & Hussey, 2013). For assuring the reliability of the concerned factors, the author did reliability analysis for each factor by taking all items of the identified factor. If the value of the Cronbach's Alpha is higher than 0.7, it conforms higher reliability of the data.

Table 4. Reliability analysis

Variables	Cronbach's Alpha
Purchase intention	0.653
Trust	0.823
Perceived risk	0.708
Perceived value	0.628
Brand loyalty	0.800

In this study, Cronbach's Alpha value of three variables exceeds 0.7 which implies strong internal reliability. Furthermore, the Cronbach's Alpha value of Perceived Value and Purchase Intention are 0.628 and 0.653, an indicator of satisfactory internal consistency of the items.

Table 5. Correlation analysis

		Trust	Perceived risk	Perceived value	Brand loyalty	Purchase intention
Trust	Pearson Correlation	1	.704**	.593**	.549**	.602**
	Sig. (1-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150
Perceived risk	Pearson correlation	.704**	1	.619**	.606**	.465**
	Sig. (1-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
Perceived value	Pearson correlation	.593**	.619**	1	.661**	.664**
	Sig. (1-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
Brand loyalty	Pearson correlation	.549**	.606**	.661**	1	.589**
	Sig. (1-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
Purchase intention	Pearson correlation	.602**	.465**	.664**	.589**	1
	Sig. (1-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

**. Correlation is significant at the 0.01 level (1-tailed).

The correlation table shows that all four independent variables have a moderate positive correlation with purchase intention.

Table 6. Multiple regression analysis

Model	R	R square	Adjusted R square	Std. error of the estimate	Change Statistics				
					R square change	F change	Df1	Df2	Sig. F change
1	.735[a]	.541	.528	.41056	.541	42.64	4	145	.000

a. Predictors: (Constant), Brand Loyalty, Trust, Perceived Value, Perceived Risk
b. Dependent Variable: Purchase Intention

Here, the value of Adjusted R Square is .528 which implies 52.8% variation can be explained by these four independent variables. So, the model proves a good fit for the data.

Table 7. ANOVA result

Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	28.752	4	7.188	42.642	.000[b]
	Residual	24.442	145	.169		
	Total	53.193	149			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Brand Loyalty, Trust, Perceived Value, Perceived Risk

From the ANOVA table, it has been observed that the significant level of the study is .000. This value is less than the critical value .05 which ultimately implies the rejection of the null hypothesis and the acceptance of the alternative hypotheses.

Table 8. Co-efficient result

Model		Unstandardized Coefficients		Standardized coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.294	.196		6.612	.000
	Trust	.254	.059	.360	4.332	.000
	Perceived risk	-.142	.068	-.182	-2.082	.039
	Perceived value	.401	.080	.411	4.989	.000
	Brand loyalty	.180	.063	.230	2.872	.005

a. Dependent Variable: Purchase Intention

It has been observed from the above table where the values of the standardized coefficient are given that except one value of standardized coefficient (Perceived Risk with a negative value of -.182), all the values of the standardized coefficient are positive. The co-efficient value of perceived risk denotes that 1-unit change in perceived risk will impact purchase intention negatively by 0.182 units. From this, it can be inferred that there is a negative relationship between perceived risk and purchase intention on social media. On the other hand, the rest of the three independent variables is positively related to the dependent variable with a beta value of .360, .411, and .230 respectively. At the significance level of .05, the values of the three independent variables are significant.

5. Discussion

There are some underlying factors on social media marketing that ultimately exert influence on the purchase decision on social media platforms. As this study aims to investigate the influential factors on social media marketing that drive customers ultimately to make their purchase using social media pages in Bangladesh, these implications of this study are remarkable from the academic perspective.

Some issues play a crucial role in the purchase intention of the customers in the social media platforms in Bangladesh which are quite different from that of many developed countries. From this research, it is quite visible that the impact of social media marketing on the purchase intention of the customers in Bangladesh are influenced by trust, perceived risk, perceived value, and brand loyalty of the companies.

The analysis ascertained that all four developed hypotheses were accepted. The establishment of H1 implies that at the time of purchasing through social media pages trust of the customers towards the companies plays a decisive role (t=4.332, beta=0.360, p value=0.000). The significance of the value explains that the purchase decision of the customers from social media largely Facebook pages are swayed by trust towards the firms.

The H2 is supported by the results (t=-2.082, Beta=-.182, p value= 0.039) entailing that if the customer thinks that there is a risk regarding payment, product quality, product originality, and after-sale service arising from purchasing using Facebook pages then it will refrain them from making the eventual purchase.

H3 is accepted (t=-4.989, Beta=.411, p value= 0.000) that asserts if the customer is confident about getting desired value from their purchases through social media pages due to the social media marketing efforts employed by the firms or brands then it will incontestably induce the customer to make their intended purchase into a real one.

The last developed hypothesis is also supported by the research (t=-2.872, Beta=.230, p value= 0.005), explicitly shows that brand loyalty of the customers towards the firms or brands which are doing social media marketing mostly through Facebook pages in Bangladesh have a direct impact on making the online purchase decisions of the customers.

5.1. Managerial implications

Firms or brands that are doing social media marketing can get proper insights from this research as they get to know the factors on social media marketing which ultimately influence the purchase intention of the customers. Some firms or brands may aggressively do social media marketing but if they are unaware of the underlying factors that can make their marketing efforts successful all of their efforts will ultimately carry no value. There are some issues like trust, perceived risk, perceived value, and loyalty towards brands that cannot be avoided in any way because all of these factors function as the stimulus in the minds of the customers and trigger them while they make a purchase using social media platforms like Facebook.

It has been found from the research, trust of the customers towards social media pages influences them profoundly to make their desired purchase. The customer trustworthiness towards the brands that are engaged in social media marketing generates brand loyalty which will ultimately result from repeated purchases by the customers from the same social media (Facebook) pages. It has also been revealed from the research that if customers perceive higher risk in purchasing using social media particularly Facebook pages in Bangladesh then it will undeniably abstain from making their intended purchase. So, the firms should focus on reducing the risk factor from the Facebook page purchase.

Furthermore, this study helps retail firms or brands that are doing their marketing by utilizing the social media platforms by divulging the fact that if the customers' perception is like they are valued by the brands they choose to make the purchase that will ultimately hit on the sales of the brands. Additionally, if the customers trust the pages, perceive value from it, and feel less risky when they made their purchases then it can be projected that it will have an impact on creating brand-loyal customers. So, the brands must assure their fidelity which acts as a prerequisite for being loyal brands on social

media. Both trust and perceived value act as required conditions for developing loyalty and all three have a positive impact on the purchases that customers do use Facebook pages in Bangladesh.

6. Conclusions and Implication for Future Research

Owing to the accelerated usage of Facebook in Bangladesh, many retail firms are aggressively putting their efforts on social media marketing activities. Many people are now purchasing from the Facebook pages that show high-profit potentiality for the firms or brands involved in social media marketing in Bangladesh. But their probability of becoming successful is mostly dependent on focusing on some factors that must be addressed properly along with their marketing efforts. To grab this opportunity from the market, social media retailers or brands must rethink the forces before engaging themselves in social media marketing that persuades customers in deciding whether to purchase or not.

Although this study is significant particularly for the brands in Bangladesh engage in social media marketing it is not without its shortcomings that require further research. In this research, only four factors were taken into account which is exerting influence on the customers to make their purchases from Facebook pages. So, in further research, there is a scope to explore the impact of many other factors like interactivity, personalization, the trendiness of the firms that are involved in social media marketing using Facebook pages in shaping the attitudes of the customers to make their intended purchase. There is also an opportunity to conduct this research on a cross-sectional basis to make a comparison between Bangladesh and a country that poses similar cultural characteristics because it will be easier to justify the research outcomes.

References

Ahmed, M.A., & Zahid, Z. (2014). Role of social media marketing to enhance CRM and brand equity in terms of purchase intention. Asian Journal of Management Research, 4(3), 533–549.

Aladwani, A. M. (2014). The 6As model of social content management. International Journal of Information Management, 34(2), 133–138.

Antony, S., Lin, Z., & Xu, B. (2006). Determinants of escrow service adoption in consumer-to-consumer online auction market: An experimental study. Decision Support Systems, 42(3), 1889–1900. https://doi.org/10.1016/j.dss.2006.04.012

Assaad, W., & Marx Gómez, J. (2011). Social Network in marketing (Social Media Marketing) Opportunities and Risks. International Journal of Managing Public Sector Information and Communication Technologies (IJMPICT), 2(1), 13–22. https://doi.org/10.5121/ijmpict.2011.2102

Awan, M., Khan, H., & Zhang, W. (2012). A Comparative Study on Online Service Quality Perception of Two Major Regional Economies. International Journal of E-Education, e-Business, e-Management and e-Learning, 2(6), 529–533. https://doi.org/10.7763/ijeeee.2012.v2.178

Ba, S., & Pavlou, P. A. (2002). Evidence of the effect of trust building technology in electronic markets: Price premiums and buyer behavior. MIS Quarterly: Management Information Systems, 26(3), 243–268. https://doi.org/10.2307/4132332

C.M., S. (2012). Customer engagement, buyer-seller relationships, and social media. Management Decision, 50(2), 253–272. https://doi.org/10.1108/00251741211203551

Camp, W. (2001). Formulating and evaluating theoretical frameworks for career and technical education research. Journal of Vocational Education Research, 26(1), 4–25.

Cat, N. (2019). Napoleoncat: Facebook users in Bangladesh in 2019.

Collis, J., & Hussey, R. (2013). Business research: A practical guide for undergraduate and postgraduate students. Macmillan International Higher Education.

Eunju, K., Kim, K. H., & Zhang, H. (2008). A Cross Cultural Study of Antecedents of Purchase Intention for Sports Shoes in Korea and China. Journal of Global Academy of Marketing Science, 18(1), 157–177. https://doi.org/10.1080/12297119.2008.9707281

Fandos, C., & Flavián, C. (2006). Intrinsic and extrinsic quality attributes, loyalty and buying intention: An analysis for a PDO product. British Food Journal, 108(8), 646–662. https://doi.org/10.1108/00070700610682337

Faqih, K. M. S. (2013). Exploring the influence of perceived risk and internet self-efficacy on consumer online shopping intentions : Perspective of technology acceptance model. International Management Review, 9(1), 67–78.

Featherman, M. S., & Hajli, N. (2016). Self-Service Technologies and e-Services Risks in Social Commerce Era. Journal of Business Ethics, 139(2), 251–269. https://doi.org/10.1007/s10551-015-2614-4

Forsythe, S., Liu, C., Shannon, D., DavidShannon, & Gardner, L. C. (2006). Development of a scale to measure the perceived benefits and risks of online shopping. Journal of Interactive Marketing, 20(2), 55–75.

Fullerton, G. (2003). When Does Commitment Lead to Loyalty? Journal of Service Research, 5(4), 333–344. https://doi.org/10.1177/1094670503005004005

Gefen, D., Karahanna, E., & Straub, D. W. (2003). Inexperience and experience with online stores: The importance of TAM and trust. IEEE Transactions on Engineering Management, 50(3), 307–321. https://doi.org/10.1109/TEM.2003.817277

Gefen, D., & Straub, D. W. (2004). Consumer trust in B2C e-Commerce and the importance of social presence: Experiments in e-Products and e-Services. Omega, 32(6), 407–424. https://doi.org/10.1016/j.omega.2004.01.006

Gottfried, J., & Shearer, E. (2016). News Use Across Social Media Platforms 2016. Pew Research Center.

H. J. Kim, & Lee, H. Z. (2009). The effect of well-being, consumer value orientations, perceived value and brand preference on purchase intention of environment-friendly cosmetics. J Korean Soc Clothing Ind, 15(1), 327–348.

Hajli, N., & Lin, X. (2016). Exploring the Security of Information Sharing on Social Networking Sites: The Role of Perceived Control of Information. Journal of Business Ethics, 133(1), 111–123. https://doi.org/10.1007/s10551-014-2346-x

Hansen, J. M., Saridakis, G., & Benson, V. (2018). Risk, trust, and the interaction of perceived ease of use and behavioral control in predicting consumers' use of social media for transactions. Computers in Human Behavior, 80, 197–206. https://doi.org/https://doi.org/10.1016/j.chb.2017.11.010

Hoque, F., Joya, T. A., Akter, A., & Mukul, A. Z. A. (2020). Customer Perception on Purchasing through Facebook in Bangladesh: An Empirical Study on Dhaka City. Available at SSRN 3519170.

Huang, Z., & Benyoucef, M. (2013). From e-commerce to social commerce: A close look at design features. Electronic Commerce Research and Applications, 12(4), 246–259. https://doi.org/10.1016/j.elerap.2012.12.003

Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. Journal of Product and Brand Management, 22(5), 342–351. https://doi.org/10.1108/JPBM-05-2013-0299

Jung, J., Shim, S. W., Jin, H. S., & Khang, H. (2016). Factors affecting attitudes and behavioural intention towards social networking advertising: a case of Facebook users in South Korea. International Journal of Advertising, 35(2), 248–265. https://doi.org/10.1080/02650487.2015.1014777

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. Business Horizons, 53(1), 59–68. https://doi.org/10.1016/j.bushor.2009.09.003

Kim, Angella J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. Journal of Business Research, 65(10), 1480–1486. https://doi.org/10.1016/j.jbusres.2011.10.014

Kim, Angella Jiyoung, & Ko, E. (2010). Impacts of Luxury Fashion Brand's Social Media Marketing on Customer Relationship and Purchase Intention. Journal of Global Fashion Marketing, 1(3), 164–171. https://doi.org/10.1080/20932685.2010.10593068

Kotler, P., & Gertner, D. (2002). Country as brand, product, and beyond: A place marketing and brand management perspective. Journal of Brand Management, 9(4), 249–261. https://doi.org/10.1057/palgrave.bm.2540076

Lee, J., & Hong, I. B. (2016). Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity. International Journal of Information Management, 36(3), 360–373. https://doi.org/10.1016/j.ijinfomgt.2016.01.001

Ljungmark, P., & Bernhardsson, E. (2011). Facebook as a marketing channel: A study of e-commerce retailers' Facebook page ambitions.

Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. Business Horizons, 52(4), 357–365. https://doi.org/10.1016/j.bushor.2009.03.002

Nisar, T. M., & Whitehead, C. (2016). No TBrand interactions and social media: Enhancing user loyalty through social networking sitesitle. Computers in Human Behavior, 62, 743–753.

Okazaki, S., & Taylor, C. R. (2013). Social media and international advertising: Theoretical challenges and future directions. International Marketing Review, 30(1), 56–71. https://doi.org/10.1108/02651331311298573

P. H. Pham, & Gammoh, B. S. (2015). Characteristics of social-media marketing strategy and customer-based brand equity outcomes: a conceptual model. International Journal of Internet Marketing and Advertising, 9(4), 321–337.

Pavlou, P. A. (2003). Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model. International Journal of Electronic Commerce, 7(3), 101–134. https://doi.org/10.1080/10864415.2003.11044275

Pires, G., Stanton, J., & Eckford, A. (2004). Influences on the perceived risk of purchasing online. Journal of Consumer Behaviour, 4(2), 118–131.

Rintamäki, T., Kanto, A., & Kuusela, H. (2006). Decomposing the value of department store shopping into utilitarian, hedonic and social dimensions.Evidence from Finland. International Journal of Retail and Distribution Management, 34(1), 6–24.

Rizaimy Shaharudin, M., Junika Pani, J., Wan Mansor, S., & Jamel Elias, S. (2010). Purchase Intention of Organic Food; Perceived Value Overview Canadian Social Science, 66(11), 70–79.

Salem Khalifa, A. (2004). Customer value: A review of recent literature and an integrative configuration. Management Decision, 42(5), 645–666. https://doi.org/10.1108/00251740410538497

Samadi, M., & Nejadi, Y. (2009). A survey of the effect of consumers' perceived risk on purchase intention in E-Shopping. Business Intelligence Journal, 2(2), 261–275.

Schiffman, L., & Kanuk, L. (2010). Consumer Behavior. Pearson Higher Education.

Schivinski, B., Christodoulides, G., & Dabrowski, D. (2016). Measuring consumers' engagement with brand-related social-media content: Development and validation of a scale that identifies levels of social-media engagement with brands. Journal of Advertising Research, 56(1), 64–80. https://doi.org/10.2501/JAR-2016-004

Spiteri, J. M., & Dion, P. A. (2004). Customer value, overall satisfaction, end-user loyalty, and market performance in detail intensive industries. Industrial Marketing Management, 33(8), 675–687. https://doi.org/10.1016/j.indmarman.2004.03.005

Statista, (2020). Statista: Facebook users by country 2020.

Stats, I. W. (2018). Internet world stats: Usage and population statistics.

Wang, C., & Zhang, P. (2012). The evolution of social commerce: The people, management, technology, and information dimensions. Communications of the Association for Information Systems, 31(1), 105–127. https://doi.org/10.17705/1cais.03105

Winer, S. R. (2009). New Communications Approaches in Marketing: Issues and Research Directions. Journal of Interactive Marketing, 23(2), 108–117.

Yang, M. H., Lin, B., Chandlrees, N., & Chao, H. Y. (2009). The effect of perceived ethical performance of shopping websites on consumer trust. Journal of Computer Information Systems, 50(1), 15–24. https://doi.org/10.1080/08874417.2009.11645358

Yang, Z., & Peterson, R. T. (2004). Customer perceived value, satisfaction, and loyalty: The role of switching costs. Psychology and Marketing, 21(10), 799–822. https://doi.org/10.1002/mar.20030

Zabeen, M., Ara, H., & Sarwar, N. (2013). F-Commerce in Bangladesh:"Venit, Vidit, Vicit". IOSR J. Hum. Soc. Sci, 17(5), 1-08.

Zarrella, D. (2009). The Social Media Marketing Book. O'Reilly Media.

Zhang, L., Tan, W., Xu, Y., & Tan, G. (2012). Dimensions of Perceived Risk and Their Influence on Consumers' Purchasing Behavior in the Overall Process of B2C. Engineering Education and Management, 1–10.

Antaseden dan Dampaknya terhadap Niat Pelanggan untuk Membeli melalui Media Sosial: Penelitian Empiris di Facebook di Bangladesh

Abstrak

Makalah penelitian ini bertujuan untuk mengklarifikasi hubungan antara faktor-faktor berpengaruh dan dampaknya pada niat pelanggan untuk melakukan pembelian dari media sosial khususnya Facebook di Bangladesh. Dari tinjauan literatur, model konseptual telah ditetapkan, yang diikuti oleh model regresi ganda. Data yang dikumpulkan dianalisis menggunakan beberapa analisis regresi. Di antara empat variabel independen tiga faktor yaitu kepercayaan, nilai yang dirasakan dan loyalitas merek didirikan untuk berpengaruh pada tingkat signifikansi 0,05 dan sisa variabel yang dirasakan risiko memiliki beberapa dampak pada niat pembelian pelanggan menggunakan media sosial tetapi tidak sebanyak pengaruh seperti tiga faktor lainnya pada tingkat signifikansi ini. Meskipun ada beberapa peneliti yang dilakukan untuk mengukur dampak pemasaran media sosial, ada studi langka dalam konteks ekonomi berkembang seperti Bangladesh yang mencoba menyelidiki faktor-faktor berpengaruh yang pada akhirnya mendorong pelanggan untuk melakukan pembelian dari halaman Facebook di Bangladesh. Penelitian ini terbukti membantu bagi pengecer yang melakukan pemasaran mereka menggunakan platform sosial di Bangladesh. Karena sebagian besar orang di Bangladesh menggunakan Facebook, penelitian ini membantu pengecer untuk memahami faktor mana yang pada akhirnya mendorong pelanggan untuk melakukan pembelian dari halaman Facebook di Bangladesh.

Kata kunci: pemasaran media sosial, niat pembelian, halaman Facebook, analisis regresi ganda, ekonomi berkembang.