

The Influence of Social Media on Consumers' Purchase Decisions: Evidence from Electronic Products in Bangladesh

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Social media has emerged as a major global influence on consumer behavior in recent years. User-generated, interactive content is made possible by platforms like Facebook, Instagram, YouTube, and TikTok, and it has a big impact on opinions and buying decisions. Therefore, the objective of this research was to examine the influence of social media (online reviews, social media influencers, eWOM, advertisements, social media usage laws, and information) on consumers' purchase decisions of electronic products. Guided by the theory of planned behavior and social influence theory, a quantitative approach was used, with data collected via a structured questionnaire from 150 respondents over four weeks. Analysis was conducted using SPSS 30. SPSS analysis demonstrated that social media usage laws and social media influencers had a strong positive correlation with consumers' purchase decisions, highlighting their pivotal role in shaping preferences and disseminating information. Reliable and accessible product information also emerged as a significant predictor of consumer choices. In contrast, online reviews, eWOM, and advertisements exhibited minimal influence within this context or might have adverse influence. This article provides guidelines for electronic products to prioritize social media strategies, invest in high-quality information dissemination, and leverage influencer partnerships to effectively engage consumers and drive sales.

Keywords: theory of planned behavior, social influence theory, social media, purchasing decisions, electronic products, Bangladesh

Introduction

In the contemporary digital landscape, social media has become a pivotal platform influencing consumer behavior and purchase decisions. Platforms such as Facebook, Instagram, and Twitter have revolutionized how consumers interact with brands, seek product information, and make purchasing choices. This transformation is particularly evident in the electronics market, where consumers increasingly rely on social media for reviews, recommendations, and product insights. Previous studies have highlighted the impact of social media on consumer behavior. For instance, Zhang (2023) found that social media significantly affects consumers' purchasing decisions, as it provides a platform for peer reviews, expert opinions, and brand communication.

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Social media has become one of the most potent channels affecting global consumer behavior in the digital age. As the number of people using the internet increases quickly and platforms like Facebook, Instagram, YouTube, and TikTok become more popular, people are depending more and more on social media for information, reviews, and suggestions before making purchases. Social media, in contrast to traditional marketing channels, provides user-generated, interactive, and captivating material that influences customer attitudes and views of companies and products (Zhu & Zhang, 2010).

In Bangladesh, where digital connectivity has expanded significantly over the past decade, social media platforms are not only sources of entertainment but also critical tools for businesses to reach and influence potential buyers. The market for electronic devices, which includes gadgets, laptops, cellphones, and home appliances, has grown significantly due to urbanization, rising income levels, and customers' growing reliance on technology. Companies are using social media marketing techniques including influencer endorsements, paid ads, online reviews, and viral content to draw in customers and increase sales because this industry is so competitive (Shareef, Mukerji, Dwivedi, Rana, & Islam, 2019). However, even if companies are still making significant investments in digital platforms, it is vital to comprehend how social media affects actual consumer decisions when it comes to Bangladeshi consumers buying electronic devices. Are internet evaluations and suggestions from peers seen by consumers as more reliable than traditional ads? What is the relationship between social media participation and brand loyalty and purchase intention? By investigating these issues, marketers, legislators, and companies looking to improve their digital strategies and meet customer expectations can gain important insights (Kutthakaphan & Chokesamritpol, 2013).

Thus, this study aims to investigate how social media affects consumers' decisions to buy, using particular data from Bangladeshi electrical devices. In order to add to the expanding corpus of research on digital marketing and provide useful insights for companies involved in the electronic goods industry in Bangladesh, this study will examine the relationship among social media exposure, consumer trust, and decision-making behavior. The significance of having a strong digital presence is highlighted by recent data showing that 60% of Bangladeshi consumers investigate things online before making a purchase (Bangladesh Bureau of Statistics, 2023).

After examining a significant amount of literature on the determinants impacting consumers' purchase decisions towards electronic products, the majority of researchers have predominantly focused on examining the effects of several determinants, such as online reviews, social media influencers, electronic word of mouth, advertisements, social media usage laws, and information on consumers' purchase decisions, consumer online purchasing decision, consumers' behavior, consumers' purchase intentions, brand image, brand satisfaction from global or regional perspective. Prior studies also pointed out that, in spite of social media's extensive use for marketing, there hasn't been much systematic research on how it affects customers' decisions to buy. By investigating the impact of social media in the context of Bangladesh, the theory of planned behavior and social influence theory are extended.

In the study, there are different sections. The first is the study's goals. The literature is then reviewed based on a previous study. We have established the theoretical foundation and the evolution of hypotheses, which leads us to our third point. The research approach employed for the current study is described in the fourth point. Section 5 of the publication reports the results and their interpretations. Sixth, the findings of the present study are considered along with their relationship to previous studies in the conclusions and implications section. The shortcomings of the research and its potential directions are outlined in the segment's conclusion.

Objectives of This Research

The general objective of this research was to investigate how social media influences consumers' purchase decisions towards electronics industry in Bangladesh. The specific objectives of this research are as follows: to examine the impact of online reviews on consumers' purchase decisions; to analyze the role of social media influencers, social media word of mouth, advertisements in shaping consumers' purchase decisions; and to evaluate the influence of different social media usage laws, information on consumers' purchase decisions.

Review of Literature

Online Reviews

Purchase intention is a useful metric for assessing the likelihood of a consumer purchasing a specific product. When deciding to make a purchase, many customers are swayed by comments and ratings from online reviews, which can shape their positive or negative perception of the product (Miah, Hossain, Shikder, Saha, & Neger, 2022). Social media, accessible through mobile devices, has not only increased access to information but also enabled people to create content and amplify their voices globally (Labrecque, von dem Esche, Mathwick, Novak, & Hofacker, 2013). It plays a vital role in sharing opinions and product knowledge, consequently impacting other consumers (Lim, Radzol, Cheah, & Wong, 2017). As Zhang, Zhao, Cheung, and Lee (2019) suggested, the presence of online reviews significantly influences online shopping behavior more than other factors. The availability of online reviews pertains to the extensive number of reviews accessible to consumers during their decision-making process (Zhu & Zhang, 2010). Social media users have recognized that a substantial number of online reviews indicate a trend in online shopping behavior among customers. Quality online shops provide opportunities to search for various products (Zhu & Zhang, 2010). Additionally, the abundance of online reviews enhances the appreciation for product quality and motivates first-time customers to try the product (Cui, Lui, & Guo, 2010). Consumers perceive the internet as an essential resource for gathering information during the decision-making process before purchasing products. The presence of numerous online reviews can positively influence potential customers when considering unfamiliar products (Zhu & Zhang, 2010). Consequently, the availability of brands promoted online increases as customers share their experiences on social media platforms. A product review site allows consumers to evaluate their feelings about product quality, service systems, and overall environment. Thus, the customer's behavioral motivation may shift when selecting a product based on these reviews (Gan & Wang, 2015).

Social Media Influencers

There are many social media platforms, such as Facebook, Twitter, Snapchat, and Instagram. Social media usage laws continue to rise rapidly in popularity. Influencers use different social media platforms to share information about products with customers (Lou & Yuan, 2019). Influencers on Instagram, in particular, are affecting consumers' online purchasing behaviors (Gupta, Kishor, & Verma, 2020). Through social media, online information sharing in the communal sphere has not only promoted customers' buying choices. Influencers provide information about goods and services to actual and potential customers (Lee, Rodgers, & Kim, 2009; Ashfaq & Ali, 2017). According to various researchers, the practice of influencer endorsements helps build product identification and generates positive attitudes (Petty, Cacioppo, & Schumann, 1983), improves the likelihood of buying (H. H. Friedman & L. Friedman, 1979), fosters brand loyalty, and positively influences word of mouth (A. J. Bush, Martin, & V. D. Bush, 2004). Influencer endorsements have a significant

impact on consumers' purchase decisions (Ohanian, 1990). Similarly, Instagram influencers have a notable impact on consumers' online shopping behaviors (Kutthakaphan & Chokesamritpol, 2013). The research investigated from both sides: how social media advertising affects purchase decisions in general, and how legislation, regulation, transparency or disclosure affects aspects of trust and intention. However, explicit studies of how regulation modifies purchase behavior are fewer. A meta-analysis by Ao, Bansal, Pruthi, and Khaskheli (2023) shows that influencer attributes credibility, trustworthiness, expertise, attractiveness, etc. to having a moderately high correlation with customer engagement and purchase intention. Fewer studies directly examine how specific laws (apart from GDPR) change purchase behavior (Al-Hasan, 2024).

Electronic Word of Mouth (eWOM)

In the digital era, an increasing number of consumers are using social media to interact with each other and with brands. Electronic Word of Mouth (eWOM) has become crucial for business success, as it significantly influences purchase decisions. In recent years, social media has completely transformed business marketing strategies. Today, it is the most effective medium for marketers to communicate about products and services to consumers. Social networking sites provide platforms for engaging with customers and shaping their purchase decisions. Promoting products through social media ensures greater brand visibility at a lower cost. This study aims to explore the impact of social media, specifically eWOM, on the consumer purchase decision-making process (Jith, Benjamin, Joju, Manoj, & Ganesh, 2022). WOM communication significantly influences consumer attitudes and behavioral intentions, with studies indicating its effectiveness compared to editorial advice or advertisements. Recognized for providing reliable information, WOM communication is considered persuasive due to higher perceived reliability and trustworthiness. Originally referring to person-to-person conversations, the digital age has given rise to electronic word-of-mouth (eWOM) communication, a more widespread and less personal form (Farzin & Fattahi, 2018).

Advertisements

Advertising is a powerful tool to positively influence people's attitudes and attract them to a product (Shareef et al., 2019). It serves as a mode of communication through electronic or print media, persuading customers to take action through paid content (Cheah, Ting, Cham, & Memon, 2019). According to Sofi, Bashir, and Parry (2018), advertising is a non-personal method of sharing product-related information produced by a sponsor using media. Similarly, Ayanwale, Alimi, and Ayanbimipe (2005) suggested that advertising is a paid, non-personal way to publicize concepts, products, services, ideas, and information through various media formats (verbal, visual, and text), influencing behavior. Zhang, Zhao, and Xu (2020) noted that mass media plays a crucial role in meeting a company's communication and marketing objectives by providing maximum information to the target market. Rehman, Nawaz, Khan, and Hyder (2014) stated that advertising aims to gain worldwide popularity, with many companies investing heavily in advertisements to attract customers to their products and services. Lichtenthal, Yadav, and Donthu (2006) concluded that advertisements, whether in picture or written form, are compelling and beneficial for various advertising media.

Social Media Usage Laws

First, there are some of the relevant laws and regulations that shape how social media is used, how businesses operate on social media, and how consumers are protected, such as Digital Security Act (DSA), 2018. Broad powers to regulate digital content penalize false information, defamatory content, and social media behavior. Critics argue that the definitions are vague, which can lead to overreach. Regulation of social media

use (content governance, platform oversight, registration, age checks, disclosure and taxation of digital creators) is rapidly evolving in Bangladesh. These legal changes alter the information environment, seller incentives, consumer trust and exposure to marketing—all key determinants of purchase decisions. The literature on Bangladesh combines legal/policy analyses, news reports of judicial and regulatory moves, and empirical studies of social-media marketing and consumer behaviour; however, direct causal studies linking specific laws to purchase behaviour remain limited (Cavazza, 2010). Social media is described as a tool and platform that enables individuals to share thoughts, insights, experiences, and viewpoints with each other. It also serves as a platform for creating and exchanging content based on user relationships on the internet. Utilizing Web 2.0 technology, social media encompasses social networking sites, forums, podcasts, short video platforms, and more. It allows users to create personal profiles, produce and share customized content, and disseminate information. The emergence of social media has significantly transformed how people communicate and access information, playing a crucial role in the ongoing evolution of this era due to its blend of media and social features (Chu, 2024). Today, social media usage laws are ubiquitous, with people spending hours on their smartphones or computers. Platforms like Facebook, Twitter, and YouTube are highly valuable resources for companies and organizations. The concept of social media marketing, as described by Cavazza (2010), involves using specific tools and practices to identify and analyze conversations, thereby participating in virtual social interactions between potential consumers. Messages are tailored to particular communities, allowing for more specific interactions between marketers and consumers. With almost everyone, especially the young, using smartphones and staying continually connected, they can receive updates on-the-go, making it a marketer's dream.

Information

Information is the 2nd stage of consumers' purchasing decision process. Once a problem is identified, consumers start seeking relevant information. There are two types of information searches: internal and external. Internal search involves the consumer's memory about the products, while external search includes word of mouth, store visits, trials, online social networks, and social media (Kardes, Cline, & Cronley, 2011). Today, the online environment significantly influences the purchase decision process, and the internet has become a crucial tool for information search. The various types of information searches affect the direction of the search and the decisions made (Hawkins & Mothersbaugh, 2010). The internet, and the web in general, has become an incredibly powerful and effective tool for consumers, societies, businesses, and corporations, providing accessible information, social networks, and enhanced communication (Kucuk & Krishnamurthy, 2007; Shabbir, Ghazi, & Mehmood, 2016). Social networks are defined as binding tools that connect millions of individuals worldwide on a single platform. Some well-known examples include Facebook, Twitter, MySpace, YouTube, LinkedIn, Instagram, blogs, and many more for communication and information exchange (Kozinets, 1999; Ellison, Steinfield, & Lampe, 2007; Sin, Nor, & Al-Agaga, 2012). Social media and the internet offer consumers a wealth of information, enabling them to search for relevant products and make purchase decisions based on user reviews and opinions. Additionally, the extensive range of product displays, discount promotions, and other information on social media platforms has increasingly attracted consumers (Chu, 2024).

Consumers' Purchase Decisions

Decision regarding the purchase of products is generally known as the consumers' purchase decision making (Blackwell, Miniard, & Engel, 2006). A study examining the overall impact of social media throughout

the buying cycle shows that social media greatly affects consumers' purchasing decisions, especially in cases involving complex purchasing behavior. This effect is due to the broad reach of social media, which offers consumers new avenues for researching and evaluating potential purchases, thus shaping their opinions and comments on products and services (Al Hamad, Chisom, & Adeniyi, 2024; Eden, Chisom, & Adeniyi, 2024). The customer purchase decision process helps marketers understand how customers journey from product awareness to purchase planning. Understanding this process is crucial for marketing and sales, as it allows marketers to create strategies that address customer needs (Reny, 2015). With gathered information, customers evaluate alternatives based on product attributes, importance, brand belief, and satisfaction. After evaluating, they decide to purchase the best option. In the final stage, post-purchase behavior, customers assess their satisfaction with the purchase, determining if their expectations were met.

Theoretical Background

Theory of Planned Behavior. The study used TPB theory, which provides insights into how attitudes towards behavior, subjective norms, and perceived behavioral control collectively shape behavioral intentions and actions (Ajzen, 1991). When applied to social media marketing, TPB helps elucidate how consumers' purchase intentions can be influenced by social media content, such as advertisements, influencer collaborations, and user-generated content. The interactive nature of social media facilitates a dynamic exchange between consumers and brands, further impacting consumers' purchasing intentions (Anjorin, Raji, & Olodo, 2024).

Social Influence Theory. SIT suggests that individuals' attitudes, beliefs, and behaviors are significantly shaped by social interactions and influences. In the realm of social media marketing, this theory explains how consumers are swayed by online communities, peer recommendations, and influencer endorsements (Familoni & Onyebuchi, 2024; Katz, Lazarsfeld, & Roper, 2017). The widespread use of social media platforms has heightened the impact of social influence, as consumers increasingly rely on these digital spaces for reviews, testimonials, and endorsements before making purchasing decisions. Kelman (1958) defined Social Influence Theory (SIT) as the process by which individuals' beliefs, attitudes, and behaviors are shaped by others through compliance, identification, and internalization. Compliance occurs when individuals adopt behaviors to gain rewards or avoid punishments, leading to satisfaction from social influence. Identification happens when individuals embrace behaviors to establish or maintain a desired relationship with others or a group. Internalization occurs when individuals accept influence because the content aligns with their own values and beliefs. Influencers act as third parties who can significantly shape consumers' opinions, choices, and actions. Anyone can become an influencer by encouraging customers to purchase goods and services within a community (Gillin, 2007). Information shared from one person to another influences customers through word of mouth. Influencers' behavior impacts customers by discussing the company (Sernovitz, Kawaski, & Godin, 2012).

Research Model

The research framework is to determine the impact of social media on consumers' purchase decisions towards electronic products. The model has six independent variables: online reviews, social media influencers, electronic word of mouth, advertisements, social media usage laws, and information. And consumers' purchase decisions are the dependent variable (see Figure 1).

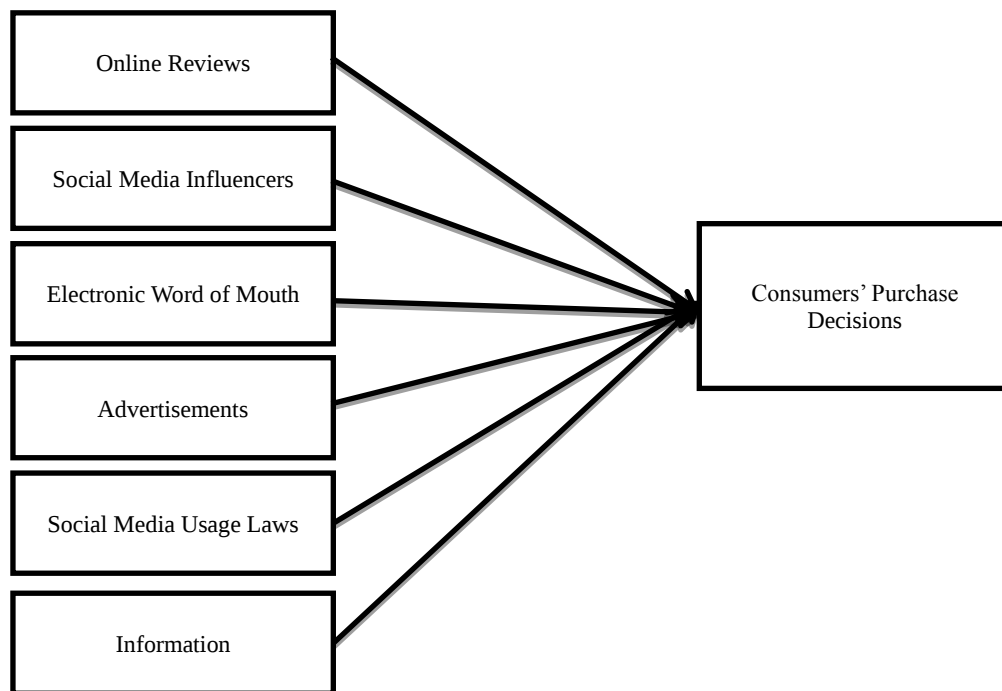


Figure 1. Research model.

Hypotheses Development

Consumers can easily access all the necessary product information and reviews on the internet. These online platforms enable consumers to share personal experiences, opinions, and knowledge with an interested audience (Caputo, Garcia-Perez, Cillo, & Giacosa, 2019; Heinonen, 2011; Ramadani, Hisrich, & Gerguri-Rashiti, 2015). Historically, people have influenced others' buying decisions through personal reviews and comments. Today, social media sites allow millions of people to virtually influence individual purchasing decisions with convincing personal insights (Evans, 2008). Online consumers and reviewers hold significant power in communicating and sharing information, affecting other buyers' decisions through reviews and comments on products and services (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011; Kozinets, 1999). Therefore, it is expected that,

H1: Online reviews positively influence consumers' purchase decisions.

Social media influencer endorsements are considered a ubiquitous feature of marketing (Sufian, 2021). They have the potential to enhance audience attentiveness, make advertisements more memorable, credible, and desirable, and add glamour to the endorsed product (Nabil, Rahman, & Alom, 2022). These advantages often not only increase product reputation but also influence purchase intention in previously uninterested consumers; in other words, untapped markets become new potential customers because of social media influencers. It is worth noting that 'purchase intention' is defined as an individual's conscious plan to try to purchase a brand (Spears & Singh, 2004), meaning that customers who previously did not consider a particular brand are now inclined to purchase from it. Therefore, it is expected that,

H2: Social media influencers positively influence consumer's purchase decisions.

In the 21st century, life without technology seems unimaginable, and technology significantly impacts decision-making. Social media platforms, serving as knowledge-sharing networks, play a crucial role in the tourism industry, influencing consumer behavior. With various options like emails, reviews, blogs, chat rooms,

instant messenger, and virtual communities, reaching a broad audience has become more accessible. eWOM communication significantly influences consumer attitudes and behavioral intentions, with studies indicating its effectiveness compared to editorial advice or advertisements. Recognized for providing reliable information, WOM communication is considered persuasive due to higher perceived reliability and trustworthiness. Originally referring to person-to-person conversations, the digital age has given rise to electronic word-of-mouth (eWOM) communication, a more widespread and less personal form (Farzin & Fattahi, 2018). Therefore, it is expected that,

H3: eWOM positively influences consumers' purchase decisions.

Advertising can influence consumer behavior by shaping brand perceptions, creating emotional connections, and providing information that facilitates informed choices. Studies have shown that advertisements with engaging storytelling, memorable visuals, and persuasive messaging can significantly increase brand recall and purchase intention. Advertising has a significant impact on shaping consumer perceptions and influencing purchase decisions. Well-crafted advertisements can create a positive brand image, increase brand awareness, and ultimately drive consumer behavior (Kotler & Keller, 2016). Therefore, it is expected that,

H4: Advertisements positively influence consumers' purchasing decision.

From the study of Kaplan and Haenlein (2010), the advent of social media usage laws has revolutionized the landscape of personal connectivity, offering innovative ways for individuals to interact. Platforms like Facebook, Twitter, Snapchat, and Instagram provide enormous opportunities to engage with the vast number of users who access social media daily. Social media encompasses various forms of collaborative projects, including blogs, Wikipedia, social networking sites, and Facebook. It also includes communities centered around consumer-generated content like YouTube, Flickr, and Tudou, as well as virtual gaming worlds like Ever Quest and virtual social worlds such as Second Life, encouraging consumers to make purchasing decisions based on recommendations, reviews, and the online presence of brands. Consequently, social media has become a powerful tool in shaping and driving consumer behavior in the marketplace. Therefore, it is expected that,

H5: Social media usage laws positively influence consumers' purchasing decision.

Social media has influenced consumer behavior from acquiring relevant information to sharing post-purchase experiences about products and services (Hanna, Rohm, & Crittenden, 2011). One study indicates that social media enabled 25% of all consumers to share information about products to update other buyers about their purchase experiences (Pookulangara & Koesler, 2011). Another study found that social media marketing plays a significant and pervasive role for consumers. It was discovered that 70% of consumers visit social media sites to gather useful information about products, with 49% making their purchasing decisions and 60% preferring to share that information with other users and buyers online. Therefore, it is expected that,

H6: Information positively influences consumers' purchasing decisions.

Research Methodology

Research methodology is a process undertaken by researchers to describe, clarify, and predict phenomena. This chapter outlines the approach of the study, including the research design, data collection methods, sampling, sample size, and sampling techniques.

Research Design

Research design provides a framework that enables the precise evaluation of cause-and-effect relationships between independent and dependent variables (Babbie, 2001). This design was implemented during the data collection and analysis phases of the research. The study employs a quantitative survey method, utilizing a structured questionnaire to gather data. An internet-supported purposive sampling survey was conducted effectively to examine the developed hypotheses. Quantitative data, derived from a large sample size, are straightforward to collect and analyze. Numerical comparisons and statistical analyses are conducted to interpret the data. The use of software facilitates quicker quantitative analysis. Due to the large number of respondents, the findings can be generalized to a broader population beyond the research sample. Common quantitative data collection methods include questionnaires and organizational statistical records.

Data Collection Methods

This study has used a 'quantitative method' to investigate the factors that may have a strong influence on consumers. For preparing this study, a combination of primary and secondary sources of data has been used. **Primary Data:** Primary data have been collected through a questionnaire survey. To gather the data from the respondents, some responses were collected through face-to-face questioning, and some online questionnaires were distributed among respondents of electronics customers in the Dhaka area. Data were collected for 5 weeks to survey a chosen sample of customers. **Secondary Data:** Secondary data are the data that have already been collected by someone else for several purposes other than the problem at hand. These secondary data have been collected through several journals, different articles, books as well as the internet.

Sampling Method

Sampling unit. The population for the study is those individuals who are more than 20 years old and have held similar attitudes and behavior towards electronic products purchasing, specifically electronics consumers (Sekaran & Bougie, 2016). There isn't a specific sampling unit designated for this study within the entire population. Instead, the population for this study includes students, employees, unemployed and business people.

Sampling technique. Non-probability sampling, specifically purposive sampling (also called judgmental sampling) has been used to collect data from consumers. An online questionnaire was distributed via a Google Forms link, and gathered data by sharing this link with various convenient individuals. Some data were also collected through direct questioning through visiting the electronics showroom. Purposive sampling is a non-probability technique that enables researchers to gather necessary data with ease and at a lower cost compared to other methods. Its practicality and popularity stem from its convenience and affordability. Among various non-probability sampling methods, purposive sampling is favored for its accessibility, cost-effectiveness, and practicality.

Sample size. The purposive sampling method was used to gather the opinions of 150 respondents (N = 150), by the use of a structured questionnaire. The sample was drawn from Bangladeshi actual electronic products consumers.

Measurement Scale

The study utilizes the Likert Scale, Nominal Scale and Ordinal Scale. The Nominal and Ordinal Scales were utilized for the demographic section, covering aspects such as age, gender, and occupation. The Likert Scale was applied to measure both the dependent and independent variables related to the impact of social media on consumers' purchase decisions towards electronic products, specifically in the context of PRAN-RFL Group in Bangladesh. For both dependent and independent variables, and to gather individual responses from

participants, the Likert Scale consists of five stages, with each statement rated as follows: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

Measurement instruments. The measurement items used in this research were carefully selected and adapted from prior studies to ensure reliability and validity in capturing the constructs under investigation (see Table 1). The items for the Online Reviews construct were adopted from Anisuzzaman (2024), emphasizing the influence of online reviews in shaping purchase decisions for electronic products. The Social Media Influencers items were sourced from Lou and Yuan (2019), which highlights the impact of influencers' recommendations and experiences shared on digital platforms. For the Electronic Word of Mouth (eWOM) construct, items were adapted from the research by Jith et al. (2022), focusing on peer-to-peer communication about products in online networks. The Advertisements construct incorporates items from studies by Alvarez-Milán, Felix, Rauschnabel, and Hinsch (2018) and Abraham and Diller (2019), capturing the role of marketing campaigns and promotional efforts in consumer decision-making. The Social Media Usage Laws items were adapted from Hassan (2018), reflecting the frequency and intensity of consumer interaction with electronics on social platforms. The construct for Information quality was developed based on frameworks provided by Autio (2020) and Poturak and Turkyilmaz (2018), focusing on the accuracy and reliability of product-related content shared online. Lastly, the Consumers' Purchase Decisions items were adopted from Iqbal (2024) and Farzin (2018), assessing purchase intent, brand loyalty, and willingness to recommend products. These sources collectively provide a robust theoretical foundation for measuring the influence of social media on consumer behavior in the context of electronic products. Each item has been carefully aligned with the constructs to ensure that they comprehensively address the research objectives while maintaining consistency with established academic frameworks.

Table 1

Constructs and Measured Variables

Constructs	Items	Measured variables	Source
Online Reviews	OR1	The number of positive product reviews online about electronics affects my purchase decision.	(Anisuzzaman, 2024)
	OR2	When I buy an electronic product, the online reviews on electronics are helpful in my decision making.	
	OR3	Online customer reviews on electronics websites help me choose the right products.	
	OR4	I think it is a good idea to buy things after knowing the online reviews of the customers who previously purchased electronic products.	
	OR5	I always see the average online review score about electronics before buying a product.	
Social Media Influencers	SMI1	I trust the information shared by this influencer on social media.	(Lou & Yuan, 2019)
	SMI2	The influencer I follow seems knowledgeable about the products or topics they discuss.	
	SMI3	This influencer's lifestyle and personality are appealing to me.	
	SMI4	I often consider this influencer's opinions before making a purchase.	
	SMI5	The influencer I follow sets trends that I like to follow.	
eWOM	eWOM1	I try to more effectively share my experiences with electronics with other fellow members in social networks.	(Jith et al., 2022)
	eWOM2	To choose the right products or brands, I often consult online reviews of products from electronics provided by other fellow members in social networks.	
	eWOM3	I always publish my experiences with electronics in social networks on the request of other members.	
	eWOM4	To make sure that I buy the right products from electronic products, I often read online reviews of electronics written by other fellow members in social networks.	
	eWOM5	I am willing to share my experiences with products of electronics with other fellow members in social networks.	

Table 1 to be continued

Advertisements	AD1	The advertisements for electronics influence my purchasing decision of the brand positively.	(Alvarez-Milán et al., 2018; Abraham & Diller, 2019)
	AD2	Electronics marketing campaigns catch my attention and pique my interest.	
	AD3	I find electronics advertisements appealing and memorable.	
	AD4	The advertisements for electronics are very attractive.	
	AD5	Electronics advertisements make me remember the brand and help me make better choices.	
Social Media Usage Laws	SMUL1	I frequently use social media platforms to interact with electronics.	(Hassan, 2018)
	SMUL2	I follow electronics on multiple social media platforms.	
	SMUL3	Electronics' social media content significantly influences my purchase decisions.	
	SMUL4	The type of content from electronics on social media is highly useful or engaging to me.	
	SMUL5	I am likely to recommend electronics' social media pages to others.	
Information	INFO1	Before I buy a product from electronics, I try to find more information about it from social media.	(Autio, 2020; Poturak & Turkyilmaz, 2018)
	INFO2	The level of the information on social media sites by electronics meets my expectations.	
	INFO3	Accurate and reliable information available on social sites about electronics helped me make my purchase decision.	
	INFO4	Social media brand pages of electronics offer accurate information on products.	
	INFO5	Social sites offer customized information search about electronics.	
Consumers' Purchase Decisions	CPD1	I would like to recommend electronic products introduced by my friends in social networks to other people.	(Iqbal, 2024; Farzin, 2018)
	CPD2	I would rather buy the products of electronics introduced by my friends in social networks than the other existing (competing) products and brands.	
	CPD3	I will purchase from electronics as marketed on social media sites the next time I need a product.	
	CPD4	I'm very interested in buying electronic products from electronics.	
	CPD5	I intend to purchase from electronics in the future.	

Data Analysis

Statistical package for the social sciences (SPSS) 30.0.0.0 (172) version software was used for analysis of the data. It was analyzed using descriptive statistics analysis and multiple regression analysis. Descriptive statistics reveal the sample sizes, frequencies, and percentage variables. These statistics are utilized to describe the demographic data and the profile of respondents in this study. Additionally, regression analysis was conducted to test the independent and dependent variables. SPSS was employed to evaluate the survey data and perform descriptive statistics on the questionnaire responses.

Quality of Data Assurance

The enumerators and supervisors had a clear understanding of the study's purpose, objectives, scale, data collection procedures, and questionnaire survey, ensuring that the research work proceeded smoothly. The collected data were carefully tested and verified daily by trained inspectors before being entered into SPSS 30.0 software.

Data Analysis

Reliability Test

Cronbach's alpha reliability coefficients were determined for both dependent and independent variables using specially designed Likert scale questionnaires. Cronbach's alpha measures the degree to which items within a set positively correlate with each other. A Cronbach's alpha value above 0.70 indicates a high level of internal consistency, while a value below 0.35 suggests low internal consistency, necessitating the exclusion of the factor.

Factor loadings generally indicate the strength of the relationship between each item and its respective construct. Values above 0.50 are generally considered acceptable, and higher values indicate stronger relationships. In Table 2, most items exhibit factor loadings above 0.50, suggesting that they adequately represent their respective constructs. However, OR1 has a relatively lower factor loading (0.533), which may indicate towards further investigation.

The reliability analysis for the constructs under study in the table demonstrates excellent internal consistency across all variables. The Cronbach's alpha value for Online Reviews (OR) was calculated at 0.883, indicating a high level of consistency among the items measuring this construct. Similarly, Social Media Influencers (SMI) displayed a Cronbach's alpha value of 0.926, signifying excellent reliability. For eWOM, the Cronbach's alpha value was 0.895, reflecting high internal consistency. The Advertisements (AD) construct exhibited a Cronbach's alpha value of 0.885, which also indicates excellent reliability. Social Media Usage Laws (SMUL) demonstrated a Cronbach's alpha value of 0.914, showcasing a strong level of consistency among the related items. The Information (INFO) construct displayed a Cronbach's alpha value of 0.897, further confirming its reliability. Lastly, Consumers' Purchase Decisions (CPD) showed a Cronbach's alpha value of 0.904, signifying excellent consistency. Overall, the Cronbach's alpha values for all constructs fall within an acceptable to excellent range, highlighting the reliability of the measurement tool used in the study.

Table 2

Reliability Test

Variables	Items	Factor loading	Cronbach's alpha
Online Reviews	OR1	.533	.883
	OR2	.752	
	OR3	.764	
	OR4	.675	
	OR5	.692	
Social Media Influencers	SMI1	.804	.926
	SMI2	.841	
	SMI3	.739	
	SMI4	.753	
	SMI5	.798	
eWOM	eWOM1	.657	.895
	eWOM2	.625	
	eWOM3	.719	
	eWOM4	.676	
	eWOM5	.719	
Advertisements	AD1	.694	.885
	AD2	.735	
	AD3	.745	
	AD4	.670	
	AD5	.693	
Social Media Usage Laws	SMUL1	.693	.914
	SMUL2	.662	
	SMUL3	.750	
	SMUL4	.672	
	SMUL5	.733	

Table 2 to be continued

Information	INFO1	.531	
	INFO2	.782	
	INFO3	.782	.897
	INFO4	.847	
	INFO5	.799	
Consumers' Purchase Decisions	CPD1	.677	
	CPD2	.711	
	CPD3	.796	.904
	CPD4	.797	
	CPD5	.736	

Descriptive Statistics Analysis

The descriptive analysis conducted in this study provides a comprehensive statistical evaluation of the variables, including their minimum, mean, maximum, and standard deviation. These parameters offer insights into the data distribution for each variable. In this context, "Minimum" represents the lowest recorded responses from the participants, "Mean" denotes the average responses given by the respondents, "Maximum" indicates the highest recorded responses from the participants, "Standard deviation" measures the extent of variability in the responses for a given variable.

For this study, responses were collected using a five-point Likert scale, ranging from 1 (indicating strong disagreement) to 5 (indicating strong agreement). The descriptive statistics for the variables Online Reviews, Social Media Influencers, eWOM, Advertisements, Social Media Usage Laws, Information, and Consumers' Purchase Decisions are presented in Table 3 below, highlighting their minimum, maximum, mean, and standard deviation values.

Table 3

Descriptive Statistics of Variables

Variables	Mean	Standard deviation	Maximum value	Minimum value
Online Reviews	4.1046	.69353	5.00	1.60
Social Media Influencers	3.6000	.93209	5.00	1.00
eWOM	3.9033	.84186	5.00	1.00
Advertisements	4.0079	.68698	5.00	1.60
Social Media Usage Laws	4.0331	.83632	5.00	1.00
Information	4.1815	.78904	5.00	1.80
Consumers' Purchase Decisions	4.0119	.76253	5.00	1.40

Online Reviews mean response was 4.1046, reflecting a general agreement with statements related to this variable. The minimum response recorded was 1.60, while the maximum response was 5.00. The standard deviation of 0.69353 indicates that the responses were moderately clustered around the mean. Mean response in Social Media Influencers was 3.6000, suggesting that respondents were slightly above neutral regarding this variable. The responses ranged from a minimum of 1.00 to a maximum of 5.00. The standard deviation of 0.93209 reveals a relatively higher variability in responses compared to other variables. eWOM (Electronic Word of Mouth) mean response was 3.9033, indicating general agreement. Responses ranged from 1.00 to 5.00, with a standard deviation of 0.84186, suggesting moderate variation in responses. Advertisements with a mean response of 4.0079 indicate that participants generally agreed with the statements related to this variable. The

minimum response recorded was 1.60, while the maximum was 5.00. The standard deviation of 0.68698 indicates relatively low variability.

For Social Media Usage Laws, the mean response was 4.0331, showing agreement with the statements. Responses ranged from a minimum of 1.00 to a maximum of 5.00. The standard deviation of 0.83632 suggests moderate variability. Then for Information, the mean response was 4.1815, the highest among all variables, indicating a strong level of agreement. The responses varied between 1.80 and 5.00, with a standard deviation of 0.78904, reflecting moderate variation. Lastly for Consumers' Purchase Decisions, mean response was 4.0119, indicating general agreement among respondents regarding this variable. The minimum response recorded was 1.40, while the maximum was 5.00. The standard deviation of 0.76253 shows moderate variability in responses. The descriptive statistics values in the given table demonstrate that all variables achieved a maximum response rating of 5.00. The mean values all above 3.5, indicate that respondents generally agreed or were inclined to agree with the statements in the questionnaire. The standard deviations for all variables were below 1, signifying a reasonable degree of consistency in the responses. Variables such as Information, Advertisements, and Online Reviews displayed relatively low variability, reflecting a higher consensus among respondents. However, Social Media influencers and eWOM showed slightly higher standard deviations, pointing to more diverse opinions in these areas.

Regression

The model summary of Table 4 below provides key insights into the performance of the regression model. The correlation coefficient (R) is 0.804, indicating a strong positive relationship between Online Reviews, Social Media Influencers, eWOM, Advertisements, Social Media Usage Laws, Information, and Consumers' Purchase Decisions. This value suggests that the independent variables collectively have a substantial influence on the dependent variable. The R Square value is 0.647, meaning that approximately 64.7% of the variance in the dependent variable is explained by the predictors included in the model. This high percentage reflects the model's effectiveness in capturing the relationship between the variables.

The adjusted R Square value of 0.632 is slightly lower than the R Square, as it adjusts for the number of predictors in the model. This adjustment ensures that the R Square is not overestimated due to the inclusion of multiple predictors, providing a more accurate measure of the model's explanatory power.

The standard error of the estimate, calculated at 0.46244, represents the average distance that the observed values deviate from the regression line. A smaller standard error indicates that the model's predictions are relatively close to the actual values, highlighting its accuracy and reliability. The F Change value of 43.976 is statistically significant with a p-value < 0.001 , highlighting that the predictors have a meaningful and substantial effect on the dependent variable.

The degrees of freedom ($df_1 = 6$ and $df_2 = 144$) correspond to the number of predictors and residuals, respectively. These values affirm the model's calibration and adequacy in assessing the relationships between the variables.

Table 5 indicates the ANOVA that provides statistical assessment of the regression model's significance and its ability to explain the variance in the dependent variable. The regression sum of squares is 56.424, indicating the portion of the total variance in the dependent variable that is explained by the six independent variables in the model. The residual sum of squares, calculated as 30.794, represents the unexplained variance or the variation not captured by the model. The total sum of squares, combining the explained and unexplained variance, is 87.218, reflecting the total variability in the dependent variable.

Table 4

Model Summary

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	.804	.647	.632	.46244	.647	43.976	6	144	< .001

The degree of freedom (df) for the regression is 6, corresponding to the number of predictors, while the residual degree of freedom is 144, derived from the total number of observations (150) minus the number of predictors. The mean square for the regression is 9.404, obtained by dividing the regression sum of squares by its degree of freedom. Similarly, the residual mean square is 0.214, calculated by dividing the residual sum of squares by its degree of freedom.

The F-value, which measures the ratio of the explained variance to the unexplained variance, is 43.976. A higher F-value indicates that the predictors collectively contribute significantly to the model. The associated p-value (Sig.) is < 0.001, demonstrating that the regression model is statistically significant and the likelihood of this result occurring due to random chance is extremely low. ANOVA table confirms that the regression model is effective at explaining a significant portion of the variance in the dependent variable, with a statistically significant F-value and a p-value well below the conventional threshold of 0.05.

Table 5

ANOVA

Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	56.424	6	9.404	43.976	< .001
	Residual	30.794	144	.214		
	Total	87.218	150			

Table 6 provides detailed insights into the individual contributions of each independent variable to the regression model, expressed through their unstandardized and standardized coefficients. The constant ($B = 0.705$, $p = 0.009$) is statistically significant, representing the predicted value of the dependent variable when all independent variables are held constant. Among the independent variables, Social Media Usage Laws demonstrate the strongest positive effect on the dependent variable, with a standardized coefficient (Beta) of 0.476, which is statistically significant ($p < 0.005$). This indicates that increased Social Media Usage Laws strongly influence the dependent variable.

Information also has a significant positive effect, with a standardized Beta of 0.191 and $p = 0.015$, suggesting that providing relevant information positively impacts the dependent variable. Similarly, Social Media Influencers show a significant positive contribution (Beta = 0.142, $p = 0.022$), indicating its importance in influencing outcomes. On the other hand, eWOM (Electronic Word of Mouth) (Beta = 0.140, $p = 0.111$) shows a positive but statistically insignificant effect, meaning it does not strongly impact the dependent variable in this model. Likewise, Advertisements have a negative unstandardized coefficient ($B = -0.078$, Beta = -0.071) and is not statistically significant ($p = 0.304$), suggesting that its contribution to the dependent variable is negligible in this context. Lastly, Online Reviews (Beta = 0.041, $p = 0.519$) also have a statistically insignificant and weak positive effect. In summary, the results highlight that Social Media Usage Laws, Information, and Social Media Influencers are significant predictors of the dependent variable, with Social

Media Usage Laws having the most substantial influence. In contrast, variables such as Advertisements, eWOM, and Online Reviews are either insignificant or have minimal impact in this model. These findings emphasize the importance of focusing on high-impact predictors to optimize outcomes.

Table 6
Coefficient

Model	Unstandardized coefficients		Standardized coefficients	T	Sig.
	B	Std. error	Beta		
(Constant)	.705	.268		2.635	.009*
Online Reviews	.045	.069	.041	.647	.519
Social Media Influencers	.116	.050	.142	2.316	.022*
1 eWOM	.127	.079	.140	1.605	.111
Advertisements	-.078	.076	-.071	-1.032	.304
Social Media Usage Laws	.434	.085	.476	5.130	.001*
Information	.185	.075	.191	2.468	.015*

Note. * $p < 0.05$, based on the two-tailed test; $t = 1.96$.

The findings of regression analysis for the hypothesis are presented in Table 6. Each hypothesis is evaluated based on its statistical significance, Beta value, and t-value outcome: H1 (Online Reviews positively influence consumers' purchase decisions) hypothesis is rejected as the Beta value (0.041) is low, the t-value (0.647) is insignificant, and the p-value (0.519) is greater than 0.05. Online reviews do not show a strong or meaningful influence on consumers' purchase decisions in this study. H2 (Social Media Influencers positively influence consumers' purchase decisions) hypothesis is accepted, with a Beta value of 0.142 and a significant t-value (2.316) and p-value (0.022). Social media influencers are shown to have a positive and significant impact on consumers' purchase decisions, although the strength of the effect is moderate. H3 (eWOM positively influences consumers' purchase decisions) hypothesis is rejected because the Beta value (0.140) and t-value (1.605) were not significant, and the p-value (0.111) exceeded 0.05. While eWOM exhibits a slight positive effect, it is not strong or statistically significant in influencing purchasing decisions. H4 (Advertisements positively influence consumers' purchase decisions) hypothesis is rejected, with a negative Beta value (-0.071) and insignificant t-value (-1.032) and p-value (0.304). Advertisements appear to have a negligible or even slightly negative effect on consumers' purchase decisions, though this is not statistically conclusive. H5 (Social Media Usage Laws positively influence consumers' purchase decisions) hypothesis is strongly supported, with the highest Beta value (0.476), a highly significant t-value (5.130), and a p-value of 0.001. Social Media Usage Laws are the most influential factor in this study, playing a critical role in shaping consumers' purchase decisions. H6 (Information positively influences consumers' purchase decisions) hypothesis is accepted, with a Beta value of 0.191, a significant t-value (2.468), and a p-value (0.015). Providing accurate and relevant information significantly impacts consumers' decisions, though the effect is moderate compared to Social Media Usage Laws. In conclusion, the regression analysis indicates that Social Media Usage Laws, Information, and Social Media Influencers as significant factors positively influence consumers' purchase decisions, with Social Media Usage Laws being the most impactful. On the other hand, Online Reviews, eWOM, and Advertisements were found to have negligible or insignificant effects. This emphasizes the importance of prioritizing

strategies that leverage social media platforms, influencer collaborations, and informative content to drive consumer engagement and purchasing behavior.

Conclusions and Implications

This study aimed to investigate the impact of various factors, including Online Reviews, Social Media Influencers, Electronic Word of Mouth (eWOM), Advertisements, Social Media Usage Laws, and Information on consumers' purchase decisions for electronic products within the Bangladeshi market. The findings reveal a complex interplay of these factors, with some exerting a more significant influence than others. The most striking finding is the profound impact of Social Media Usage Laws on consumers' purchase decisions. A strong positive correlation was observed between increased Social Media Usage Laws and consumer propensity to purchase electronic products, highlighting the pivotal role of social media platforms in shaping consumer preferences, facilitating information dissemination, and influencing purchase intentions. Consumers heavily rely on social media for product information, peer recommendations, and brand engagement, making it a critical channel for reaching and influencing potential customers. Information as another significant predictor, with the availability of accurate, reliable, and easily accessible product information significantly influences consumer choices. Consumers actively seek out information online, and the quality of that information plays a crucial role in their decision-making process. Electronic products must prioritize providing high-quality, informative content across all online channels to enhance consumer trust and drive sales. Social Media Influencers also demonstrated a significant positive effect, with endorsements and recommendations from influential figures within social media networks significantly impacting consumer perceptions and purchase intentions. Collaborating with relevant and influential figures can effectively leverage their social capital to reach and engage the target audience, thereby driving brand awareness and sales. In contrast, the study revealed that Online Reviews, eWOM, and Advertisements exhibited either insignificant or negligible effects on consumer purchasing decisions within this context. While these factors may have some influence, their impact is less pronounced compared to the dominant influence of Social Media Usage Laws, Information quality, and Social Media Influencers. These findings have significant implications for electronic products. By prioritizing social media strategies, investing in high-quality information dissemination, and leveraging the power of social media influencers, electronic products can effectively absorb customers, build brand loyalty, and drive sales in the competitive electronics market. The study emphasizes the need to adapt to the evolving digital landscape, understand the changing dynamics of consumer behavior, and leverage the power of social media to achieve sustainable growth. In conclusion, this study provides valuable insights into the factors that influence consumer purchasing decisions for electronic products in Bangladesh. While further research is needed to explore the nuances and complexities of consumer behavior in the digital age, the findings offer valuable guidance for electronic products to optimize its marketing and sales strategies, enhance customer engagement, and achieve success in the evolving market.

Theoretical Implications

This study contributes significantly to the existing body of knowledge on consumer behavior and the influence of social media in the digital age. Several key theoretical implications can be drawn from the findings: The study provides empirical evidence to support and refine existing theories of consumer behavior, such as the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB). By identifying the key

factors that influence consumer decisions, the study provides insights into the applicability and limitations of these theoretical frameworks in the context of online consumer behavior. Firstly, the study extends existing knowledge on the role of social media in shaping consumer preferences and influencing purchasing decisions. By identifying the specific factors that drive consumer behavior, such as social media usage laws, information and the influence of social media influencers, the study provides a deeper understanding of the complex interplay between social media and consumer behavior. Secondly, the findings of this study provide a foundation for future research to investigate the specific mechanisms and factors that drive the influence of social media on consumer behavior in different contexts and across diverse consumer segments. Future research can explore the role of specific social media platforms, the impact of different types of online content, the moderating effects of demographic and psychographic factors, and the evolving role of emerging technologies such as artificial intelligence and virtual reality in shaping consumer behavior.

Practical Implications

The findings of this study have significant practical implications for various aspects of electronic products' business operations: Firstly, the study provides valuable insights for developing and implementing effective marketing and sales strategies that capitalize on the influence of social media and online platforms. By understanding the factors that drive consumer purchasing decisions, marketers can tailor their campaigns to resonate with the target audience, optimize resource allocation, and achieve desired business outcomes. This may involve a shift towards more targeted social media advertising, influencer marketing campaigns, and content marketing strategies that resonate with the specific preferences and behaviors of the target audience. Secondly, the study underscores the importance of incorporating consumer feedback and online discussions into the product development process. By analyzing customer reviews, social media conversations, and online surveys, electronic products can gain valuable insights into consumer preferences, identify areas for product improvement, and develop innovative products that meet the evolving needs and expectations of the market. This data-driven approach can significantly enhance product competitiveness and customer satisfaction. Thirdly, the findings emphasize the critical role of efficient and responsive customer service in building strong customer relationships and enhancing brand loyalty. By effectively addressing customer inquiries and concerns through online channels, providing timely and accurate information, and proactively resolving issues, electronic products can cultivate a positive brand image and foster customer trust. Finally, by effectively leveraging social media and online platforms, electronic products can gain a significant competitive advantage in the market. A strong social media presence, engaging content, and positive online reviews can enhance brand visibility, build customer trust, and differentiate the brand from competitors. By understanding and responding to customer needs and preferences, electronic products can establish a strong market position and achieve sustainable growth.

Limitations and Further Research

While this study provides valuable insights into the factors influencing consumer purchasing decisions for electronic products, it is important to acknowledge certain limitations. Firstly, the use of purposive sampling may have introduced potential biases, as the sample may not be fully representative of the entire target population. This could limit the generalizability of the findings to the broader population of consumers. Secondly, the study employed a cross-sectional design, which limits the ability to establish causal relationships

between variables. It is difficult to determine the direction of causality or the temporal order of events based on cross-sectional data. Thirdly, the findings may not be fully generalizable to other cultural contexts or consumer markets with different social media usage laws patterns and consumer behaviors. The study may not fully account for the cultural nuances and social norms that influence consumer behavior in different regions. Fourthly, the use of self-reported data may be subject to social desirability bias and other measurement errors. Respondents may tend to provide socially desirable answers, which could potentially distort the findings. Finally, the study focused on a specific set of factors and may not have captured the full range of influences on consumer purchasing decisions. Other factors, such as price, brand loyalty, and personal experiences, may also play a significant role in shaping consumer choices. This study provides a foundation for future research to further explore the complex interplay between social media and consumer behavior. Several avenues for future research can be explored.

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