

Impact of Digital Marketing Tools in Customer Purchase Decision towards Shopping Goods in Dhaka City

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Article Information:

Received: 06 February 2025, Accepted: 21 February 2025, Published: 28 February 2025

Abstract

This paper is used to discover the digital marketing tool that affects Consumer buying behavior towards shopping goods. This survey is a part of discovering the factors that affect the consumer's mind. Firstly, a model is created to conduct the study properly, and then the data are analyzed using a Likert Scale (5-point rating scale). Secondly, frequency distribution and percentages were shown to analyze the demographic state of the respondents. Thirdly, to measure, to get some extra information, and to get a clear idea about data, descriptive statistics, such as mean and standard deviation, were used. Finally, multiple regression analysis is used to determine which factor significantly impacts consumer purchasing behavior. SPSS 20.0 has been used to analyze all the data. The findings of the study show that people buy products through digital marketing tools if the website is trusted and user-friendly. Besides, most people are aware of digital marketing tools.

Keywords: Digital Marketing Tools, Shopping Goods, Satisfaction, Social Media, Content Marketing, Trust

1. Introduction

Due to competition and changes brought about by the rise of digital marketing companies that use this strategy because of its affordability and wide reach, every business in the modern world is attempting to hold onto its place in the market. American Marketing Association defined marketing is the motion, set of association and processes for create, communicate, deliver and exchange aid that have value for customers, clients, allies, and society at large. Throughout the history, it has always been important to market the product to its audience and it's the best way to get the brand name out and make sales. Though promotion can be made through many ways, but it's necessary to satisfy the objectives of the organization by minimize the expenses. Digital marketing is the way to satisfy.

[Merisavo \(2006\)](#) pointed out that digital channels are often creating new prospects and ensuring good customer relationships and hence it becomes an essential part of the organization's strategy. Also, digital marketing technology is a new tendency that reaches the worldwide customers efficiently and facilitates them to get the required and updated information in a simplified manner and also provide with economic pricing conveniently. This becomes a part

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of customers' everyday schedules, especially among the younger generation ([Balakrishnan, Dahnil, and Yi 2014](#)).

The application of the internet and related digital technologies in combination with conventional communication to accomplish marketing objectives Digital marketing is the use of the channels in order to reach the desired target market via some of the following channels social media, websites, multimedia advertising, online search engine advertisement, E-marketing, interactive marketing (polls, game adds, mobile marketing). Digital marketing is a new kind of advertising that has given businesses more chances to operate. Digital marketing allows advertisers to quickly and geographically reach out to potential customers directly, regardless of their location. According to recent reports, one of the greatest ways to get past the clutter and communicate with customers directly is through digital marketing. Hence, with the trend toward direct, one-to-one marketing, extra attention is being paid to the utilization of the digital media as a way of efficiently advertising to consumers. While considering digital channels, the recent development is mobile marketing. Because there are more middle-class consumers in India, the mobile market there is expected to develop at one of the quickest rates in the future ten years, reaching millions of users. Therefore, studying digital channel advertising would have a big influence on how businesses operate. The emergence and broad adoption of internet technologies have revolutionized every day and work-related communication in society.

Emergence of new communication tools is one of the most significant indicators of this transition. The term "digital marketing" refers to new communication tools that are emerging along with technological advancement. Facebook, Twitter, Instagram, and other comparable online and virtual platforms social networks spring to mind while discussing digital channels like web sites, micro blogs and search engines. With the advent of new communication to customers with digital channels, already available communication tools are now fetching to be called as "traditional communication tools". Traditional communication tools are printed (journals, newspapers etc.), visual (television, cinema etc.) and audio (radio) communication tools.

2. Literature Review

2.1. Multimedia Advertising

Generally, generating higher profits is the key aim and priority of all business organizations and this is mainly appropriate for businesses that sell products and services effectively. There is a growing need to create modern marketing methods only to compete and survive but also to win with a large market share ([Taiminen & Karjaluoto, 2015](#)). The product's marketing of an organization mainly depends on the consumers' buying intentions and decisions. This issue can be motivated by many marketing strategies and efforts. The consumers' buying decisions are shaped by their interests, expectations, values, attitudes, and behavior. Various digital marketing channels influence consumers' behavior, so their buying decisions can be inspired ([Sonwaney & Chincholkar, 2019](#)). Many influential factors can inspire the buying decisions of the consumers such as online advertising as a digital marketing channel. Many studies, ([Shah, Zahoor, 2019](#)), have confirmed the relationship between these digital marketing channels and buying decisions of the consumers and, therefore, the support of this relation triggers the studies to involve within this area with expanding the literature and fulfilling the research gaps in this scope. Therefore, the study would postulate the following hypothesis:

H1: Online Multimedia advertising has a significant role on consumer buying decisions in

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the Dhaka city.

2.2. Website

Through their attractive search engine and enrich information provided at their websites, the organizations offer a free awareness for the consumers to select their brand and compare it to what other have via the technique of search engines which enable the contemporary businesses to educate people through the amount of information about it ([Altarifi, Al-Hawary, & Al Sakkal, 2015](#)). The positive relations with the customers in general influence their buying decisions and enhance future business success. Through digital techniques, the companies' marketers tell in detail their selling process, prices, the payment methods, delivery ways etc. ([Alghizzawi, 2019](#)). Through providing such details to the consumers, the positive impression and image about the companies' products would be lasting in the eye and mind of the people, which in turn leads to meeting the profit-generation goals and the company's branding process ([Alghizawi et al., 2020](#)). The use of different forms of digital marketing channels on other hand would increase the levels of interaction with the customers and establish strategic customer marketing relations and this is considered a vital aspect of successful businesses and in line with the strategies to achieve the marketing objectives. The processes of purchasing from the companies are also influenced by the extent to which marketing activities engage in satisfactory approaches of marketing and are appropriate with the existing emerging business trends ([Aljumah et al., 2021](#); [Pal, 2020](#)). So, the study would postulate the following hypothesis:

H2: Websites have a significant role on consumer buying decisions in the Dhaka city.

2.3. Social media

Social media is one of the influential factors assessed in the process of consumer decision-making. It is defined as informal communication between a perceived communicator and receiver regarding a product, service or a brand ([Woo et al. 2015](#)). Also, it can be seen as a volitional after-purchase interaction by customers. Most of the studies discussed social media as a factor to help whether increase or decrease the effects of the consumers while selecting a product or service. The literature considers this factor also one of the most sought-after information sources for interested people ([Varadarajan et al., 2021](#)). On other hand, the electronic word-of-mouth (eWOM), also often indicated as online feedback, reviews, online recommendation or opinions, has generated significance with the emergence of the new technological tools. The concept of eWOM referred to the all informal ways of the communications directed to the consumers through Internet-based technological tools regarding the characteristics of a particular product or services ([Nagra & Gopal, 2014](#)). It also adds that this includes interaction between producers and consumers as well between the consumers themselves. Thus, the study would state the following hypothesis:

H3: Social media has a significant role on consumer buying decisions in the Dhaka city.

2.4. Blogs

Despite the fact that the frequency analysis of the results of the survey didn't give significant results in the block of influence marketing, which is mentioned by [Hossain \(2017\)](#), regression analysis showed its significant relationship with marketing in social networks. First of all, if the respondent trusts in what a blogger or a famous person advertises, he buys it ($r = 0.742$). Also, the credibility of a person in advertising attracts the attention of consumers when they view promotional offers in the news line in social networks, encourages to read their contents and even make a purchase under their influence (correlation is 0.307, 0.363 and 0.380,

respectively).

H4: Blogs have a significant role on consumer buying decisions in the Dhaka city.

2.5. Content Marketing

Bogacheva's (2014) papers observed the theoretical basis of content Marketing. It is quite natural that respondents who consider contextual advertising in search results to be relevant and useful for themselves often click on it, which confirms the rather strong correlation between these statements.

H5: Content marketing have a significant role on consumer buying decisions in the Dhaka city.

2.6. Research Objective

The general objective of this research is to determine the impacts of Digital Marketing tools on Consumer buying behavior towards shopping goods. This survey is a part of discovering the factors that affects the buying behavior of Customers.

To study the awareness of digital marketing in Dhaka city

To analyze the influence of digital marketing in purchase decision of shopping goods.

To know about the kind of shopping products bought by utilizing digital channels.

To analyze the impact of digital marketing in shopping goods purchase decision.

3. Research Methodology

3.1. Research Design

The study carried out with both primary and secondary data. The primary data was collected through structured questionnaire from samples of 155 respondents from the specified area. The samples have been considered by using non-probability technique (judgmental sampling method) was validated and took it for further analysis. Secondary data is also being collected from articles, journals etc.

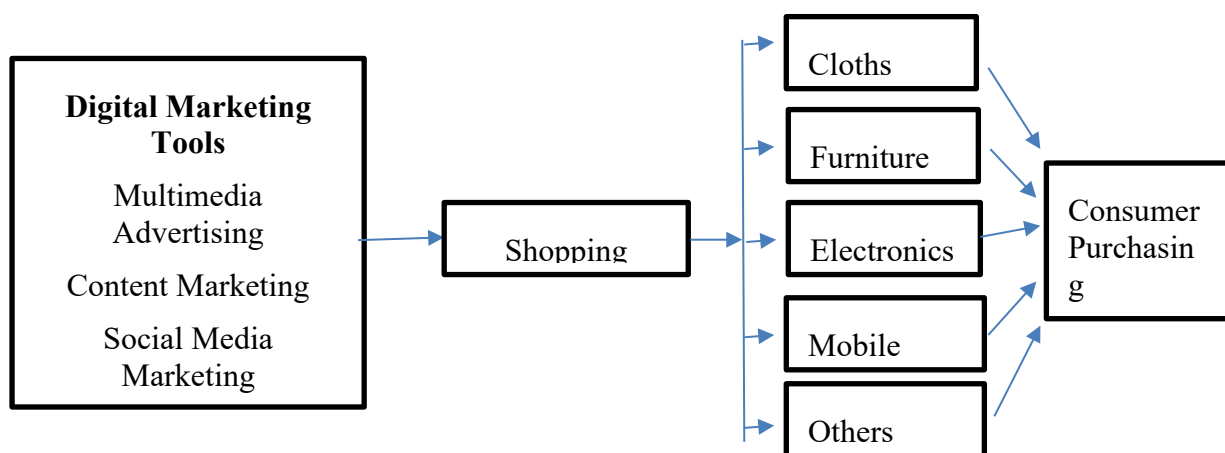


Figure: Conceptual Model

The research design clearly examines the impact of digital marketing tools in the customer

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buying decision towards Shopping Goods. The study mainly focused to examine the intension of the customers to make utilize of the digital marketing tools in their buying decision and also to analyses that what kind of shopping products that they should buy make use of digital marketing more preferably. Social media, Content marketing, website, Multimedia Advertising, Blogs, Video and Image are the research Independent variables. Cloths, Electronics, Furniture, Mobile, computer are dependent variables in this study.

4. Data Analysis and Discussion:

4.1. Demographic Analysis:

Table: 1

Respondents Profile		Frequency	Percent	Valid Percent	Cumulative Percentage
Gander	Male	105	67.7	67.7	67.7
	Female	50	32.3	32.3	100.0
Age	Below 20	9	5.8	5.8	5.8
	21-30	138	89.0	89.0	94.8
	31-40	6	3.9	3.9	98.7
	Above 50	2	1.3	1.3	100.0
Education	HSC	38	24.5	24.5	24.5
	Graduation	79	51.0	51.0	75.5
	Post-Graduation	38	24.5	24.5	100.0
Occupation	Business people	3	1.9	1.9	1.9
	Professionals	12	7.7	7.7	9.7
	Student	129	83.2	83.2	92.9
	Others	11	7.1	7.1	100.0
Income	Less than 30000	53	34.2	34.2	34.2
	31000-50000	54	34.8	34.8	69.0
	51000-70000	31	20.0	20.0	89.0
	Above 70000	17	11.0	11.0	100.0

It is evident that male participants are more prevalent than female participants and the age group within 21-30 belongs higher than other age groups within above 30 range. Beside their maximum education level is a bachelor's degree that is 51% of the total respondents. Finally their monthly income also showed where maximum range is monthly tk. 310000-50000 which is 34.8%.

Table 2. Descriptive Analysis:

	Respondents	Mean	Std. Deviation
Cloth	155	3.7692	.81528
Computer	155	3.6250	.99696
Furniture	155	3.1346	1.07989
Mobile	155	3.5769	1.09449
Luxurious	155	3.2308	1.04492

From the above table it shows that respondent use internet to purchase shopping goods. They are more aware of shopping cloth and computer related accessories followed by mobile, furniture and luxurious goods.

Table 3. Popularity of Digital marketing tools:

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	8	5.2	5.2	5.2
Neutral	32	20.6	20.6	25.8
Agree	99	63.9	63.9	89.7
Strongly Agree	16	10.3	10.3	100.0
Total	155	100.0	100.0	

It mainly indicates that everyday major respondents knows about digital marketing tools followed by memes and article.

Table 4. Interest on digital platforms

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	13	8.4	8.4	8.4
Neutral	41	26.5	26.5	34.8
Agree	76	49.0	49.0	83.9
Strongly Agree	25	16.1	16.1	100.0
Total	155	100.0	100.0	

It depicts that about interesting of digital marketing tools which is very high and near about 84% of responders is interested about using it. It mainly indicates that everyday major respondents are interested about digital marketing tools.

Table 5. User-friendly Website

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	5	3.2	3.2	3.2
Neutral	23	14.8	14.8	18.1
Agree	93	60.0	60.0	78.1
Strongly Agree	34	21.9	21.9	100.0
Total	155	100.0	100.0	

The above table depicts the ease of using a user-friendly website, which is very high: about 78% of respondents find it easy when they use it. It mainly indicates that major respondents face a user-friendly website during shopping every day.

Table 6. Trust in digital Media

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	11	7.1	7.1	7.1
Neutral	35	22.6	22.6	29.7
Agree	79	51.0	51.0	80.6
Strongly Agree	30	19.4	19.4	100.0
Total	155	100.0	100.0	

The trustworthiness of digital marketing channel which is not very high and about 51% of responders trust when they use it. On the other hand 7% responders was disagree that means they don't trust digital marketing tools. It mainly indicates that everyday major respondents trust them during shopping online.

Table: 7. Entertainment of digital media

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	6	3.9	3.9	3.9
Neutral	32	20.6	20.6	24.5
Agree	95	61.3	61.3	85.8
Strongly Agree	22	14.2	14.2	100.0
Total	155	100.0	100.0	

Entertainment of using digital marketing tools which is very high and about 61% of respondents find it entertaining when they use it. It mainly indicates that everyday major respondents get entertainment during purchasing shopping goods.

Table 8. Satisfaction on using digital media

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	19	12.3	12.3	12.3
Neutral	43	27.7	27.7	40.0
Agree	81	52.3	52.3	92.3
Strongly Agree	12	7.7	7.7	100.0
Total	155	100.0	100.0	

Satisfaction of using digital marketing tools which is about half and 52% of respondents is satisfied when they buy shopping goods in online by digital marketing tools. It mainly indicates that everyday half of the respondents get satisfaction during purchasing shopping goods.

4.2. Multiple Regression Analysis:

H1: Online Multimedia advertising has a significant role on consumer buying decisions in the Dhaka city.

H2: Websites have a significant role on consumer buying decisions in the Dhaka city.

H3: Social media has a significant role on consumer buying decisions in the Dhaka city.

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H4: Blogs have a significant role on consumer buying decisions in the Dhaka city.

H5: Content marketing have a significant role on consumer buying decisions in the Dhaka city.

Table: 9 Determinant Coeffisien

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.462 ^a	.214	.176	.76119

a. Predictors: (Constant), Content_Marketing_7, Image_6, Website_2, Blogs_4, Multimedia_Adv_3, Video_5, SM_1

Interpretation: This model summary indicated that there is positive correlation between dependent variable and independent variables. 21.40% variation in the dependent variable can be explained by independent variables. This model also indicates that independent variables are sufficient enough to explain the dependent variables.

Table 10 ANOVA^a

Model		Sum Squares	ofdf	Mean Square	F	Sig.
1	Regression	23.176	7	3.311	5.714	.000 ^b
	Residual	85.172	147	.579		
	Total	108.348	154			

a. Dependent Variable: Consumer Purchasing Behavior

b. Predictors: (Constant), Content_Marketing_7, Image_6, Website_2, Blogs_4, Multimedia_Adv_3, Video_5, SM_1

Interpretation: As significant value is less than .05 so at least one of the independent variable has effect on dependent variables.

Table: 11. Coefficients Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.147	.437		4.907	.000		
SM_1	.059	.120	.052	.494	.622	.473	2.114
Website 2	.392	.105	.389	3.737	.000	.493	2.028
Multimedia Adv 3	.036	.090	.037	.403	.688	.636	1.571
Blogs 4	-.062	.083	-.067	-.743	.459	.655	1.527
Video 5	-.069	.095	-.066	-.724	.470	.636	1.573
Image 6	-.036	.087	-.038	-.413	.680	.628	1.593
Content Marketing 7	.117	.093	.115	1.259	.210	.639	1.565

a. Dependent Variable: Consumer Purchasing Behavior

Interpretation: As my significance value is less than .05. So I can safely reject the null hypothesis and can conclude that Website has significant impact in consumer purchasing behavior towards shopping goods. There is no variable which are suffering from multi-collinearity issue because VIF value is close to 1. Besides others variables are not significant

in our model so we can exclude that variables from this model.

Recommendations:

In this research multiple regression analysis intended to assess most important factor of digital marketing tool which impact in consumer purchasing behavior towards shopping goods. Here mainly discuss the major factors of digital marketing tools that affect in background in consumer's buying shopping goods. So those who are the users of this paper can try to viral their contents by following way:

1. Informative contents are most significant for understanding which digital marketing tool affects in consumer purchase decision towards shopping goods.
2. Website is a number 1 platform which affects consumer buying decision.
3. Most of the consumers are aware of digital marketing tools.
4. Finally Trust and satisfaction in digital marketing tools are important for affecting consumer buying behavior.

5. Conclusion:

The study is conducted in a specific geographical region, and the findings show that people are aware of digital channels regardless of their educational background, that customers prefer digital channels to purchase any desired products, and that people's monthly income has little influence on their decision to buy a particular product through digital channels. The study found that people are increasingly purchasing convenience goods online, with clothing and electronics being the top purchases made through digital channels. Customers' satisfaction with the products they purchased via digital channels is seen as a good indicator of the growing influence of digital channels in consumer choice. The current study demonstrates that the influence of digital channels does not support a change in customer opinion toward purchasing a product; however, in the near future, digital channels will influence customer purchase opinion because there is a consideration for digital channels among customers. Consumers purchase things through digital marketing methods when they find the website to be user-friendly and trustworthy. As previously stated, this study conducted in a specific region was unable to produce precise data on the factors. There exists a future scope to analyses the impact of digital channels on customer purchase decision for a wider geographic area to obtain more accurate results.

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