



## Impact of Social Media Marketing on Consumer Behavior - A Study on Purchasing Home-Decor Products in Bangladesh

Golam Hukkani<sup>1\*</sup>, Shahria Rahman<sup>2</sup>, Ashik Abdullah<sup>3</sup>

Bangladesh University of Professionals

**Corresponding Author:** Golam Hukkani, [golamhukkani@gmail.com](mailto:golamhukkani@gmail.com)

---

### ARTICLE INFO

Keywords: Social Media Marketing, Consumer Behavior, Home Decor, Purchase, Digital Marketing

*Received* : 16 November

*Revised* : 24 December

*Accepted* : 31 January

©2025 Hukkani, Rahman, Abdullah:

This is an open-access article distributed under the terms of the

[Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/)



### ABSTRACT

This review paper analyzes the developing link between social media marketing and customer behavior in Bangladesh's burgeoning home décor business. This article synthesizes the current understanding of how social media platforms are transforming consumer decision-making processes in the home décor sector by a thorough examination of existing literature, industry reports, and market surveys. The analysis emphasizes the evolution of conventional purchasing behaviors via digital platforms, especially in urban Bangladesh, where social media has become increasingly essential to consumer lifestyle decisions. Prominent themes identified in the literature encompass the significance of visual content in purchasing decisions, the effect of social proof on customer trust, and the increasing importance of digital word-of-mouth within the home décor sector. This dissertation highlights substantial deficiencies in existing research, especially with the convergence of conventional shopping values and digital marketing within the setting of Bangladesh. This research enhances the theoretical framework of social media marketing in developing markets and offers insights for professionals in the home decor sector

## **INTRODUCTION**

Bangladesh's retail sector has seen a spectacular digital revolution, with social media serving as a crucial influence in altering customer behavior and market dynamics (Wang et al., 2019). With the increasing internet penetration and the rapid use of smartphones in both urban and rural regions, social media platforms have become essential for Bangladeshi consumers in discovering, assessing, and purchasing items (Sarker & Pahari, 2021). This transition is especially evident among the expanding middle class, who are more dependent on digital channels for their purchasing requirements (Tripathi, 2023). The home décor industry has experienced a notable transformation in customer behavior, with social media exerting a growing influence on purchase decisions. Recent surveys reveal that more than 53.5% of Bangladeshi customers now refer to social media prior to making substantial purchases, with this figure increasing swiftly among urban millennials (Nobi et al., 2024). The digital revolution has fundamentally altered consumer-brand interactions and generated new chances for local craftspeople and retailers to present their products to a wider audience via social media platforms such as Facebook, Instagram, and Pinterest. The amalgamation of conventional retail methods with internet advancements has established a distinctive hybrid marketplace that embodies Bangladesh's swift modernity while maintaining its rich cultural legacy in home décor choices.

## **LITERATURE REVIEW**

### **The Growth of Social Media in Bangladesh**

Bangladesh has shown remarkable rise in social media utilization in recent years (Hasibuzzaman et al., 2022), signifying a substantial digital revolution in this South Asian country of 173.8 million inhabitants. Due to a youthful, digitally-savvy demographic and swiftly advancing internet infrastructure, platforms including as Facebook, Instagram, Pinterest, and new local applications have become integral to daily life in Bangladesh (Amit et al., 2021).

Data Reportal (2024) indicates that as of January 2024, Bangladesh's social media landscape has 52.90 million active users, accounting for 30.4% of the population. The comparatively low penetration rate indicates considerable potential for future expansion, especially considering the nation's youthful demographic composition. The government's "Digital Bangladesh" effort has significantly contributed to enhancing internet use and digital literacy among all demographics.

The ramifications of this digital revolution reach much beyond individual communication. Social media has become an essential instrument for market penetration and customer interaction in industries like as retail, fashion, and home décor (Nobi et al., 2023). Local entrepreneurs have utilized platforms such as Facebook Marketplace and Instagram Shopping to create successful e-commerce ventures, sometimes starting with minimal financial commitment (Islam et al., 2022).

Youth involvement is significant, since 70% of social media users in Bangladesh are under 35 years old (Amit et al., 2021). This group use social media not only for enjoyment but also as instruments for education, professional networking, and civic action. Universities and educational institutions have

progressively integrated social media into their pedagogical approaches, establishing virtual learning communities that have demonstrated particular significance amid global health emergencies.

Nonetheless, this swift digital proliferation has also introduced obstacles. Concerns over cybersecurity, data privacy, and the proliferation of disinformation have initiated dialogues about digital literacy and appropriate online conduct (Hasibuzzaman et al., 2022). The government and civil society groups have initiated awareness campaigns and established legal frameworks to safeguard users while preserving the open character of these platforms.

This digital transformation signifies not only a technological transition, but a profound alteration in the manner in which Bangladeshi society communicates, conducts commerce, and interacts with the global community (Hussain, 2015).

### **The Role of Social Media in Home Décor Purchasing Decisions**

#### **1. Product Discovery and Inspiration**

Social media sites such as Facebook, YouTube, Twitter, and Instagram have transformed the manner in which Bangladeshi customers identify home décor items (Sarker & Pahari, 2021). Visual networks like as Instagram and Pinterest function as digital showrooms, providing limitless inspiration via curated feeds, mood boards, and lifestyle material (Oltra et al., 2021). Research conducted by Alansari & Alnajadah (2018) reveals that 57% of urban customers currently depend on social media platforms for inspiration and ideas related to interior design. Instagram's improved purchasing functionalities have significantly elevated the discovery of home décor items, substantially altering consumer engagement with brands and products in this domain (Eriksson et al., 2019).

#### **2. Information Gathering and Evaluation**

Bangladeshi shoppers increasingly actively search and peruse social media evaluations prior to making purchase selections (Chowdhury, 2019). The impact of video material, especially live product demos and evaluations, significantly affects purchasing decisions by diminishing psychological distance and perceived uncertainty (Zhang et al., 2020). Zang et al. (2012) discovered that online communities and discussion forums significantly affect high-value décor purchases, underscoring the increasing relevance of peer influence in decision-making.

#### **3. Purchase Influence and Conversion**

The influence of social media on purchasing decisions has been thoroughly examined in recent studies (Nobi et al., 2023; Hasan et al., 2019; Chowdhury, 2019). Online shopping platforms like Daraz are enhancing accessibility to home design items, facilitating customer access to both local and international brands at reasonable costs (6Wresearch, 2023). Influencer marketing has become a vital element, indicating that influencer endorsements facilitate new brand discoveries in the home décor industry (Iqbal et al., 2023). The mobile commerce revolution has intensified this tendency, since the rise in mobile-based transactions signifies a distinct transition towards social media-driven mobile buying experiences (Khrais et al., 2020).

#### **4. Post-Purchase Engagement**

Studies demonstrate a significant relationship between social media involvement and consumer loyalty in the home décor industry (Rhodes et al., 2022). Post-purchase, customers sustain active social media interactions with companies, fostering chances for continuous engagement and repeat transactions (Ho & Wang, 2015). User-generated content has emerged as a potent instrument for fostering trust, markedly enhancing company credibility among customers who encounter authentic customer experiences (Mathur et al., 2021). Furthermore, firms who use social media-driven customer service initiatives have shown enhanced overall customer satisfaction rates (Guo et al., 2020).

### **Implications for Home Décor Brands and Retailers**

#### **1. Content Creation and Curation**

Lehnert et al. (2023) emphasize the critical need of strategic content creation in inbound marketing to get traction. Their findings indicate that successful companies exert significant effort in producing high-quality visual content that resonates with local customers. Daoud et al. (2023) demonstrate that localized content adaptation significantly improves engagement rates and conversion metrics. Regular assessment of engagement metrics is essential, indicating that data-informed content improvement may significantly enhance marketing effectiveness and boost return on investment (Sangarsu, 2023).

#### **2. Influencer Partnerships**

Influencer marketing has gained prominence in Bangladesh's home décor industry, as buyers' exhibit substantial faith in influencers' endorsements of home décor items. Genuine, well-aligned collaborations between brands and influencers are essential for establishing trust, rendering influencer endorsements a significant catalyst for consumer interest and involvement in this sector (Hossain et al., 2017). Studies demonstrate that micro-influencers are becoming more successful in marketing efforts, especially within social media contexts. Micro-influencers yield superior engagement rates relative to macro-influencers, particularly for sponsored content on platforms such as Instagram (Gross & von Wangenheim, 2022). The heightened efficacy is ascribed to perceptions of authenticity, which are more pronounced for micro-influencers and can be conveyed to the products they support (Park et al., 2021). Moreover, long-term influencer partnerships consistently outperform one-off campaigns in terms of brand awareness and sales conversion (Okonkwo & Namkousse, 2023).

#### **3. Omnichannel Integration**

The emergence of digital technology has altered customer behavior, resulting in demands for smooth, integrated experiences across all retail channels (Rodrigues & Coelho, 2021). This omnichannel strategy seeks to provide uniform consumer experiences across all channels, merging online and physical shopping (Matos et al., 2022). Consumers, especially younger demographics, increasingly seamlessly transition between virtual and physical buying venues, hence augmenting their entire experience

(Rodrigues & Coelho, 2021). To address these changing needs, retailers must implement a customer-centric strategy, integrating all touchpoints across channels and providing tailored experiences. Effectively executing an omnichannel strategy may grant retailers a competitive advantage in the current changing retail environment (Melero et al., 2016).

#### **4. Data-Driven Insights**

The utilization of data analytics has become a vital element in the success of home décor enterprises inside Bangladesh's digital marketplace. Predictive analytics and machine learning methodologies are transforming inventory management in the Industry 4.0 era. Organizations adopting these solutions have seen substantial enhancements in inventory optimization and diminished waste (Suwignjo et al., 2023). Intelligent inventory management systems utilizing data science and machine learning can resolve issues encountered by small and medium-sized merchants (Bailkar et al., 2024). A research on a global retail firm indicated that machine learning algorithms enhanced demand forecasting precision by 15%, diminished overstock and stockouts by 10%, and accurately forecasted order fulfillment timeframes with 95% reliability. Furthermore, lead times were enhanced by 12%, and replenishment inaccuracies were decreased by 8% (Pasupuleti et al., 2024).

## **METHODOLOGY**

### **Research Design**

This study employs a quantitative research approach to analyze the impact of social media marketing on consumer behavior in the home-décor sector in Bangladesh. A descriptive research design is used to examine the relationships between social media marketing factors (e.g., advertisements, influencer marketing, brand engagement) and consumer purchasing decisions.

### **Data Collection Method**

Primary data was collected through a structured online survey using Google Forms. The questionnaire was designed to assess consumer engagement with social media marketing and its influence on purchasing home-décor products. A Likert scale (1-5) was used to measure attitudes and perceptions. Secondary data was gathered from academic journals, industry reports, and social media marketing case studies to support the findings.

### **Sampling Technique**

A non-probability convenience sampling method was used, targeting individuals who follow home-décor brands on social media and have purchased home-décor products online. The sample consisted of 200 respondents from major cities in Bangladesh, including Dhaka, Chittagong, and Sylhet.

### **Data Analysis**

The collected data was analyzed using SPSS (Statistical Package for the Social Sciences). Descriptive statistics, correlation analysis, and regression analysis were applied to identify the relationship between social media marketing and consumer behavior.

### **Ethical Considerations**

1. Respondents were informed about the purpose of the study, and their participation was voluntary.
2. Confidentiality and anonymity were ensured for all participants..

## **RESULT AND DISCUSSION**

### **Demographic Profile of Respondents**

1. Age Group: Majority of respondents (60%) were aged between 25-35 years, followed by 20% in the 18-24 age group.
2. Gender: 65% were female, 35% were male, indicating that women are more engaged in home-décor purchases.
3. Location: 70% of respondents were from urban areas like Dhaka, Chittagong, and Sylhet.

### **Social Media Usage for Home-Décor Purchases**

1. Most Used Platforms:
  - Facebook (75%)
  - Instagram (60%)
  - YouTube (45%)
  - Pinterest (30%)
2. Engagement with Social Media Marketing:
  - 68% of respondents followed home-décor brands on social media.
  - 55% made at least one purchase based on social media advertisements.
  - 72% trusted influencer recommendations for home-décor products.

### **Impact of Social Media Marketing on Consumer Behavior**

1. Influence of Advertisements: 65% of respondents found social media ads informative and helpful in their purchase decisions. Video advertisements (especially on Facebook and YouTube) had a stronger impact than static images.
2. Role of Influencers and Brand Engagement: 58% of respondents said influencer promotions influenced their home-décor choices. 70% trusted brands that interacted with customers through comments and messages.
3. Customer Reviews and Word-of-Mouth: 80% of respondents read online reviews before purchasing home-décor items. 60% preferred products with high customer ratings and positive testimonials.
4. Discounts and Promotions: 75% of respondents said that discount offers on social media encouraged them to make a purchase. Flash sales and limited-time offers created urgency, leading to impulse buying.

## **CONCLUSIONS AND RECOMMENDATION**

This article emphasizes the substantial influence of social media on customer behavior in Bangladesh's home décor sector, particularly as the digital environment swiftly transforms. Social media platforms like Facebook, Instagram, and Pinterest have revolutionized conventional purchase methods, rendering them more participatory, graphically oriented, and significantly shaped by social proof and digital word-of-mouth. The alterations are especially evident within Bangladesh's urban middle class, who are increasingly utilizing social media for

inspiration, product research, and purchase decisions. The study offers critical topics for future research, including the necessity to investigate the confluence of traditional shopping values with digital marketing strategies within the cultural framework of Bangladesh. Brands and retailers in the home décor market may improve engagement and conversion by utilizing data-driven insights, specialized content strategies, and influencer collaborations throughout this transformation. This study enhances the theoretical framework of social media marketing in emerging economies and provides practical insights for home décor professionals aiming to leverage digital platforms to address the changing demands of Bangladeshi customers.

## REFERENCES

- Alansari, A., & Alnajadah, A. (2018). The Impact of the Use of Social Media, Social Networking, and Electronic Search Engines on the Spread of the Interior Design Culture. *International Design Journal*. <https://doi.org/10.21608/IDJ.2018.84718>.
- Amit, S., Barua, L., & Kafy, A. (2021). Countering violent extremism using social media and preventing implementable strategies for Bangladesh. *Heliyon*, 7. <https://doi.org/10.1016/j.heliyon.2021.e07121>.
- Bailkar, S., Shenoy, K., Bedekar, A., Bankar, S., & More, P. (2024, January). Smart Inventory Optimization using Machine Learning Algorithms. In *2024 2nd International Conference on Intelligent Data Communication Technologies and Internet of Things (IDCIoT)* (pp. 1395-1400). IEEE.
- Chowdhury, P. P. (2019). Role of use of social media on effective buying decision process: a study of consumer buying behavior in the context of Bangladesh market. *Asian Journal of Management*, 10(1), 53-60.
- Daoud, M., al-qeed, M., Ahmad, A., & Al-Gasawneh, J. (2023). Mobile Marketing: Exploring the Efficacy of User-Centric Strategies for Enhanced Consumer Engagement and Conversion Rates. *International Journal of Membrane Science and Technology*. <https://doi.org/10.15379/ijmst.vi.1425>.
- DataReportal. (2024). *Digital 2024: Bangladesh*. <https://datareportal.com/reports/digital-2024-bangladesh>
- Eriksson, N., Sjöberg, A., Rosenbröijer, C. J., & Fagerström, A. (2019). Consumer brand post engagement on Facebook and Instagram—A study of three interior design brands.
- Gross, J., & Von Wangenheim, F. (2022). Influencer marketing on Instagram: empirical research on social media engagement with sponsored posts. *Journal of Interactive Advertising*, 22(3), 289-310.

- Guo, Y., Fan, D., & Zhang, X. (2020). Social media-based customer service and firm reputation. *International Journal of Operations & Production Management*, 40(5), 575-601.
- Hasan, M., Haq, M., & Rahman, M. (2019). "Impact of social network on purchase decision: a study on teenagers of Bangladesh". *Journal of Business & Retail Management Research*. <https://doi.org/10.24052/jbrmr/v14is01/art-03>.
- Hasibuzzaman, M., Noboneeta, A., Begum, M., & Hridi, N. (2022). Social Media and Social Relationship among Youth: A Changing Pattern and Impacts in Bangladesh. *Asian Journal of Social Sciences and Legal Studies*. <https://doi.org/10.34104/ajssls.022.01011>.
- Ho, C., & Wang, Y. (2015). Re-purchase intentions and virtual customer relationships on social media brand community. *Human-centric Computing and Information Sciences*, 5, 1-16. <https://doi.org/10.1186/s13673-015-0038-x>.
- Hossain, M. M., Kabir, S., & Rezvi, R. I. (2017). Influence of word of mouth on consumer buying decision: evidence from Bangladesh market. *European Journal of Business and management*, 9(12), 38-45.
- Hussain, R. (2015). The emerging digital culture of Bangladesh: Problems and prospects. *Journal of Philosophy, Culture and Religion*, 6(2015), 18-24.
- Iqbal, A., Aslam, S., Jalali, W. U. B., Saboor, A., & Haider, W. (2023). Unveiling the power of influencer marketing: A systematic review of influencer marketing antecedents, outcomes, theoretical framework and the future research directions. *Research Journal for Societal Issues*, 5(2), 362-395.
- Islam, A., Ahmed, S., & Khan, R. (2022). A Review on E-Commerce System in Bangladesh: An Empirical Study. *Proceedings of the 2nd International Conference on Computing Advancements*. <https://doi.org/10.1145/3542954.3542994>.
- Khrais, L. T. (2020, March). Investigation use of Social Media, Mobile Apps, and the impacts of Enlarging E-Commerce. In *2020 6th International Conference on Advanced Computing and Communication Systems (ICACCS)* (pp. 1365-1372). IEEE.
- Lehnert, K., Goupil, S., & Brand, P. (2021). Content and the customer: inbound ad strategies gain traction. *Journal of Business Strategy*, 42(1), 3-12.
- Mathur, S., Tewari, A., & Singh, A. (2021). Modeling the Factors affecting Online Purchase Intention: The Mediating Effect of Consumer's Attitude towards

User- Generated Content. *Journal of Marketing Communications*, 28, 725 - 744. <https://doi.org/10.1080/13527266.2021.1936126>.

- Matos, S., Durão, M., & Magano, J. (2022). Omnichannel shopping experience: an exploratory study on a generation Z sample. *Percursos Ideias*, 12, 1-12.
- Melero, I., Sese, F. J., & Verhoef, P. C. (2016). Recasting the customer experience in today's omni-channel environment. *Universia Business Review*, (50), 18-37.
- Nash, J. (2019). Exploring how social media platforms influence fashion consumer decisions in the UK retail sector. *Journal of Fashion Marketing and Management: An International Journal*. <https://doi.org/10.1108/JFMM-01-2018-0012>.
- Nobi, M., Rahman, M., Ali, M., Obayda, A., Shohel, A., & Tani, T. (2023). Impact of Social Media Advertising on Buying Decision of Young Group of Consumers in Bangladesh: A Study Dhaka City. *Studies of Applied Economics*. <https://doi.org/10.25115/sae.v41i2.9105>.
- Okonkwo, I., & Namkoisse, E. (2023). The Role of Influencer Marketing in Building Authentic Brand Relationships Online. *Journal of Digital Marketing and Communication*, 3(2), 81-90.
- Oltra, I., Camarero, C., & Cabezudo, R. (2021). Inspire me, please! The effect of calls to action and visual executions on customer inspiration in Instagram communications. *International Journal of Advertising*, 41, 1209 - 1234. <https://doi.org/10.1080/02650487.2021.2014702>.
- Park, J., Lee, J. M., Xiong, V. Y., Septianto, F., & Seo, Y. (2021). David and Goliath: When and why micro-influencers are more persuasive than mega-influencers. *Journal of Advertising*, 50(5), 584-602.
- Pasupuleti, V., Thuraka, B., Kodete, C. S., & Malisetty, S. (2024). Enhancing supply chain agility and sustainability through machine learning: Optimization techniques for logistics and inventory management. *Logistics*, 8(3), 73.
- Rhodes, M., Maracic, J., & Axberg, T. (2022). The Impact of Social Media Marketing on Customer Loyalty.
- Rodrigues, F. S., & Coelho, A. I. (2021). Omnichannel in FMCG: digitally enhancing retail consumer journey. In *Marketing and Smart Technologies: Proceedings of ICMarTech 2020* (pp. 375-388). Springer Singapore.

- Sangarsu, R. (2023). Harnessing the Power of Data Analytics in Marketing: Driving Customer Engagement and ROI. *International Journal of Science and Research (IJSR)*. <https://doi.org/10.21275/sr231015013018>.
- Sarker, S., & Pahari, S. (2021). The Role of Social Media in Digital Marketing Platform to Draw Shoppers' Attention in Bangladesh: An Empirical Study. *Parikalpana: KIIT Journal of Management*. <https://doi.org/10.23862/KIIT-PARIKALPANA/2021/V17/I1/209028>.
- Suwignjo, P., Panjaitan, L., Baihaqy, A., & Rusdiansyah, A. (2023). Predictive analytics to improve inventory performance: a case study of an FMCG Company. *Operations and Supply Chain Management: An International Journal*, 16(2), 293-310.
- Tripathi, S. K. (2023). The Rise of Indian Mall Culture and The Shopping Habits of the Middle Class. *RESEARCH REVIEW International Journal of Multidisciplinary*, 8(5), 160-165.
- Wang, X., Yu, C., & Wei, Y. (2012). Social Media Peer Communication and Impacts on Purchase Intentions: A Consumer Socialization Framework. *Journal of Interactive Marketing*, 26, 198 - 208. <https://doi.org/10.1016/j.intmar.2011.11.004>.
- Wang, Y., Ahmed, S., Deng, S., & Wang, H. (2019). Success of Social Media Marketing Efforts in Retaining Sustainable Online Consumers: An Empirical Analysis on the Online Fashion Retail Market. *Sustainability*. <https://doi.org/10.3390/SU11133596>.
- Wresearch. (2023). Bangladesh home decor market (2020-2026). Retrieved November 12, 2024, from <https://www.6wresearch.com/industry-report/bangladesh-home-decor-market-2020-2026>
- Zhang, M., Qin, F., Wang, G., & Luo, C. (2020). The impact of live video streaming on online purchase intention. *The Service Industries Journal*, 40, 656 - 681. <https://doi.org/10.1080/02642069.2019.1576642>.