



Factors Influencing Purchase Intention in Digital Marketing: A Thematic Analysis

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ABSTRACT

This study explores the elements influencing Bangladeshi consumers' purchase intentions in the digital marketing sector, a topic rarely addressed in previous research. Guided via a qualitative approach, semi-structured interviews were performed, and thematic analysis was carried out. Key themes identified include convenience and time-saving, access to detailed information and customer reviews, price sensitivity and comparison, social Influence, technological integration, visual appeal and content quality, and customer service experience. The findings provide valuable insights for marketers to better apprehend patron behavior and help policymakers perceive vital factors for powerful product techniques inside the digital marketplace. Theoretical implications include a deeper know-how of consumer decision-making in a virtual context, especially in rising markets like Bangladesh.

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INTRODUCTION

Technological developments have made society more dynamic. This is especially true in business and commerce. Companies feel the most severe impacts on marketing (Attaran et al., 2019). Companies now connect with customers through digital channels such as social media, websites, and search engine optimization (Bala & Verma, 2018). With the shift from traditional outbound marketing to inbound digital marketing, businesses can reach a global audience and offer new ways to promote products and services (Attaran et al., 2019). Digital marketing includes strategies such as online advertising, email campaigns, content marketing, and leveraging the Internet- tools and platforms used to attract customers and facilitate communication (Bala & Verma, 2018).

Web 2.0 has further transformed digital marketing by reshaping how businesses interact with consumers and promoting better human interaction (Hajli, 2014; Tiago & Veríssimo, 2014). These developments are reflected in Bangladesh, where e-commerce is increasing, and there is widespread use of smartphones and increasing internet penetration. It has dramatically transformed the digital marketing landscape. By 2023, Bangladesh will have 131 million internet users, highlighting the rapid adoption of digital technology (UNB, 2024). Social media platforms, especially Facebook, have become essential for businesses to connect directly with consumers. The convenience and accessibility of online shopping have dramatically changed consumer behavior as more and more people rely on digital

channels to make purchasing decisions. This study examines how this affects the purchasing intentions of consumers in Bangladesh. It provides insights into the factors influencing purchasing behavior in this evolving digital market.

RESEARCH QUESTIONS

- ✓ How do Bangladeshi customers generally feel about digital marketing instead of traditional marketing?
- ✓ What are the factors that influence customer purchase intentions through digital marketing?

THEORETICAL BACKGROUND

To explore the factors affecting digital marketing on purchase intention, we must first depict the acceptance of technology and consumer behavior. Thus, the researchers should identify the theories that will comprise the basis of the study. This research will mobilize the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB).

The Theory of Reasoned Action (TRA) is the foundation of TAM (Fishbein & Ajzen, 1975). It posits that a person's behavior is driven by their behavioral purpose to complete a particular task. Perceived utility (PU) and perceived ease of use (PEOU), two significant behavioral beliefs that affect behavioral intentions, are the foundation of TAM. PEOU is defined by Davis (1989) as "the degree to which an individual believes that using a particular system would be simple." In other words, a software or system is easy to use (Davis, 1989). The degree to which a person believes that using a certain technology will enhance their ability to accomplish their work is known as perceived utility (PU) (Davis, 1989). It has been shown in numerous TAM-based research that PEOU and PU are significant factors influencing acceptance and use. The effects of self-efficacy, subjective norm, enjoyment, computer anxiety, and experience are assessed regarding students' behavioral intention to utilize an e-portfolio system for learning, as well as their perceptions of the system's value and simplicity of use (Abdullah et al., 2016). Taufik and Hanafiah (2019) employed the Theory Acceptance Model (TAM) to ascertain travelers' opinions regarding the technology's usability and convenience of use significantly influence their decision to use it as well as their behavior when utilizing it in airports.

Knowing that our study is about exploring the factors affecting digital marketing on purchase intention, TAM is an appropriate theoretical framework for exploring these factors, as previous studies (Abdullah et al., 2016; Tahar et al., 2020; Taufik & Hanafiah, 2019).

TPB builds upon the Theory of Reasoned Action (TRA), which was necessary because the older model was unable to handle tasks over which individuals have only partial volitional control (Ajzen & Fishbein, 1985). The extent to which a behavior can be carried out at will is known as volitional control (Blackwell et al., 2006). The three elements that influence a person's behavior intentions are their attitude toward behavior, their subjective standards, and their perception of behavior control, according to the Theory of Planned Behavior (TPB) (Ajzen, 1991a). The way someone feels about partaking in behavior is referred to as their attitude toward conduct (positive or negative). Subjective norms are the behaviors that individuals believe are appropriate for the people in their lives. "Perceived behavior control" is the phrase used to describe how easy or difficult a person believes a particular behavior to be. Technology, health, and politics are just a few of the disciplines that have applied the TPB, which offers a convincing account of why people adopt novel concepts and behaviors (Davis, 1989; Barnard-Brak et al., 2010). Even though a substantial amount of recent research supports the TPB, the current study's primary focus is to explore the factors affecting behavioral intentions toward digital marketing (Pan & Liu, 2022; Shanka & Gebremariam Kotecho, 2023; Wang et al., 2022).

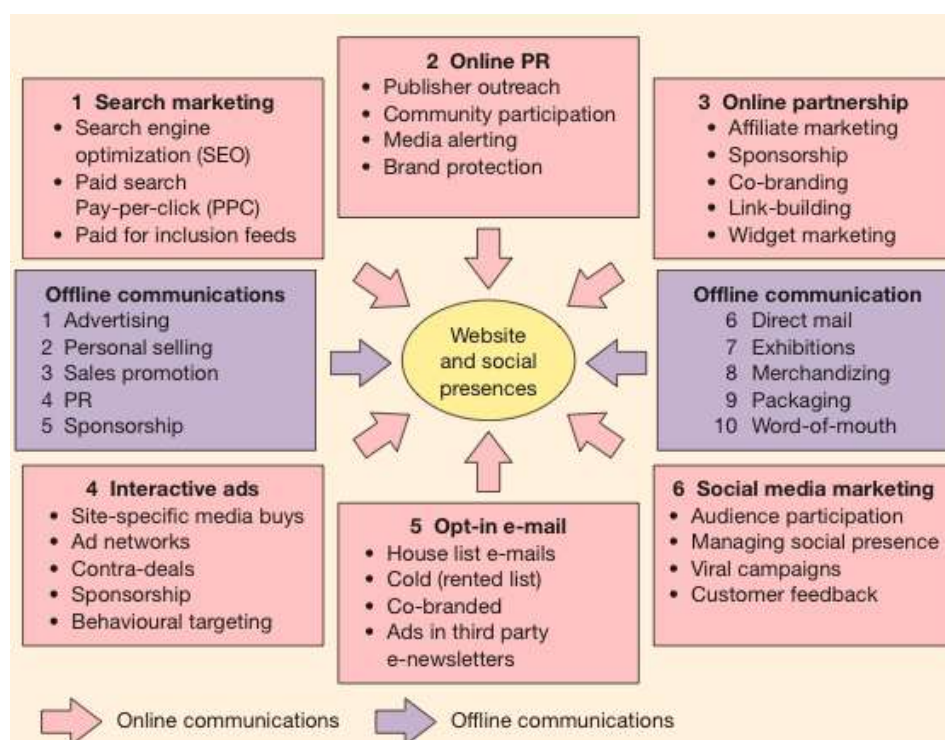
The TPB is mobilized because we are looking to explore the factors affecting digital marketing on purchase intention as maintained by numerous studies (Battacherjee, 2002; George, 2002; Joey, 2004; Pavlou, 2002; Suh & Han, 2003).

LITERATURE REVIEW

The rapid advancement and widespread application of digital media, data, and communication systems significantly impact how people communicate and satisfy their material, profound, and practical needs. Nowadays, individuals utilize ICTs and digital media for many purposes, such as text messaging, websites, social networking sites, and web indexes, including managing their jobs, keeping in touch with friends and family, navigating daily updates and information on noteworthy developments, evaluating goods, services, and locations, buying and selling goods, vacationing, and using private financial services (Kapoor et al., 2016). Due to a notable increase in reach geographically and temporally, customers can also impact some businesses, goods, and services (Plume et al., 2016). Companies use these technologies for various reasons, including client relationship management, retail consumer services, product sales and promotion, and influencing customer behavior (Dwivedi et al., 2015).

Digital marketing strategy evolved into a modern approach to cyber marketing communication, influencing customers using a range of interfaces, including blogs, social media, mobile apps, emails, and search engines. This improved the communication channel between customers and marketers (Garcia et al., 2019). Chaffey & Ellis-Chadwick (2019) and Sawicki (2016) noted that using electronic media platforms in digital marketing increases consumer attention, interest, and desire and their propensity to purchase. Since its debut, digital marketing strategy has grown in popularity. Depending on how it is used, marketers have referred to it as online, web-based, e-social media, Internet, and online marketing (Sawicki, 2016). These technologies have led to advances in digital marketing programs such as content marketing, display ads, search engine optimization, mobile advertising, social media marketing, and promotional emails (Dwivedi et al., 2017; Kapoor et al., 2016; Shareef et al., 2019). The usage of social media for advertising and promotion has increased (Shareef et al., 2019). Companies should overwhelm barriers to attract customers to buy products through social media promotions (Alalwan, 2018; Lee & Hong, 2016; Shareef et al., 2017). Research has revealed and examined the factors related to social media and advertising that influence purchase intention (Alalwan, 2018; Singh & Swait, 2017). Analyzing social network advertising campaigns and their effectiveness is a rapidly developing area of research. The framework includes several social media channels (Arora et al., 2019; Misirlis & Vlachopoulou, 2018).

Figure 1: Six categories of digital communications tools or media channels



Source: Chaffey & Smith (2017)

According to Stone and Woodcock (2013), digital marketing is utilized throughout the whole customer purchasing process, from brand recognition to purchase interest to convenience guidelines, brand usage guidelines, and customer service management after purchase. According to Moreno et al. (2016), social network advertising uses communication channels for marketing and takes the place of conventional marketing strategies to reach clients. These findings are in line with a study by Hassan et al. (2015) that discovered social networking to be a successful marketing technique that attracts customers and influences their purchasing decisions. (Hasan et al., 2015).

Digital technologies have changed daily operations for organizations and people, especially when it comes to data exchange and communication. This modification has increased rivalry as well. It's common knowledge that the best way to improve customer connections is to use mobile applications and web technologies. Traditional marketing strategies are failing to provide long-term competitive advantage and growth in today's rapidly evolving economic landscape (Kaur, 2017). Companies can use digital marketing communication strategies that encourage connections between marketers to establish and sustain enduring relationships with consumers that align with their common goals (Yoga et al., 2019).

While there has been a lot of research on digital marketing and consumer behavior in many contexts, there is surprisingly little research focusing specifically on Bangladesh. Most of the available research is on e-commerce acceptance and consumer behavior in general. This study aims to address this gap by providing qualitative insights into the reactions of Bangladeshi consumers to digital marketing.

METHODOLOGY

This study uses a qualitative research approach to examine how Bangladeshi consumers' purchase intentions are influenced by digital marketing. This type of research is particularly well suited for

qualitative methods because it provides detailed insights into consumer behavior, motivations, and attitudes. The study uses thematic analysis to identify and explore themes or patterns in the data. The search for new themes that better capture the phenomenon is referred to as thematic analysis (Daly et al., 1997). It seeks to discover and understand a phenomenon, a process, or the perspectives and worldviews of the people involved and is seen as an inductive general qualitative technique (Caelli et al., 2003). The thematic analysis provides a focal point for many qualitative research activities; Braun and Clarke (2006) argue that it should be a fundamental method for qualitative research. The study uses focus groups and in-depth interviews as its two main data collection methods to obtain rich, thorough data. Individual consumers were interviewed in a semi-structured manner to learn more about their viewpoints and experiences with digital marketing. Because the landscape is subjective, judgmental, and selective, purposeful sampling was used as a non-probability selection method. Twelve individuals were chosen for in-depth interviews, and three focus group discussions with eight to ten participants each were held. With further data collecting unlikely to reveal new themes, this sample size guarantees data saturation. With the participants' permission, all focus groups and interviews were audio recorded, and the transcripts were verbatim for analysis. Following the completion and transcription of each interview, the coding process was initiated.

FINDINGS AND DISCUSSION

Following a thematic analysis, several themes that highlight how digital marketing affects consumer intentions were identified from the qualitative data gathered from focus groups and in-depth interviews with Bangladeshi consumers.

Table I: Thematic Table

Themes	Key Codes
Convenience and Time-Saving	<ul style="list-style-type: none"> • Simple user interfaces • Saves me a ton of time • The speed and flexibility
Availability of Detailed Information and Customer Reviews	<ul style="list-style-type: none"> • Feature, advantage, and disadvantage • Description, good pictures, and user reviews
Price Sensitivity and Comparison	<ul style="list-style-type: none"> • Exclusive offers, flash specials, and discount codes • Evaluate prices throughout some websites
Social Influence	<ul style="list-style-type: none"> • My friends recommend • Hearing about the influencers' experiences
Technological Integration	<ul style="list-style-type: none"> • Mobile-friendly design • Platforms that prioritize mobile accessibility • Utilizing a mobile wallet
Visual Appeal and Content Quality	<ul style="list-style-type: none"> • Excellent photos and videos • Creative advertising
Customer Service Experience	<ul style="list-style-type: none"> • Helpful and prompt customer service • Long-term purchase decisions • Returning goods is easy

Source: Personal interviews and focus group discussions

Theme 1: Convenience and Time-Saving

The concept of convenience added by means of Copeland (1923) into customer shopping has advanced in the virtual age, consisting of ease of use in mobile apps and websites. This is regular with the Technology Acceptance Model (TAM), which emphasizes perceived ease of use and perceived usefulness. It is an essential aspect of the adoption of technology. Simplicity of the person's friendliness plays an essential position in purchaser selection-making. Ease of use of digital advertising systems, which is consistent with TAM's cognizance of how technological convenience affects a person's behavior. In the same way, the Theory of Planned Behavior (TPB) reveals how perceived behavioral control or ease of performance affects consumer intentions. Participants frequently praised the user-

friendly interface that simplifies and increases the convenience of online shopping. By making products available 24/7 for digital, their purchases are a key driver, so the convenience of digital marketing not only reduces effort but also affects consumers' attitudes and intentions, as TAM and TPB explain (Gourville & Norton, 2014). According to one of the study's interviewees,

"Easy-to-use apps are what I prefer to use. Things that are extremely complicated bore me rapidly because I find them boring and uninteresting. Simple user interfaces and straightforward designs hold my interest and provide a pleasurable experience."

(Interview No. 02)

One of the main incentives was the opportunity to shop online and save time. The ability to shop from home without having to leave the comforts of a physical store was highly prized by the participants. A study showed that customers use digital platforms while shopping online because they are convenient, time-saving, available 24 hours a day, and easy to compare (Gupta et al., 2020).

"Online shopping saves me a ton of time. It's very convenient that I can shop without having to leave the house. This allows me to shop whenever I want at night, too, without having to go to the actual store or worry about store hours. I can compare prices and choose from a variety of products when shopping online, making it harder to find a deep discount."

(Interview No. 01)

"Faster shipping is a huge positive, in my opinion. If I can choose a shipping window that works for me and place orders quickly, I am more likely to shop. The ability to get my purchases quickly and on time in a way that works for me adds a lot of value to my shopping experience. Due to the speed and flexibility, online shopping is very enticing and useful for my busy life."

(Interview No. 04)

Theme 2: Availability of Detailed Information and Customer Reviews

"I want to know all about a product before I buy it. Detailed information and clear pictures help my decision-making process so that I have a better understanding of the product I am purchasing. I can assess every feature, advantage, and disadvantage of the product with the help of thorough descriptions, good pictures, and user reviews. Making a rational decision that meets my needs and expectations is based on a comparison of products and glass comparisons. This methodical approach reduces the possibility of discontent and improves my overall purchasing experience."

(Interview No. 03)

Customer reviews and specific product facts affect attitudes and subjective norms, two key components of TPB. In-depth knowledge enables customers to make decisions with greater assurance and knowledge. Customers are more likely to make a purchase and perceive less risk when they are aware of a product's characteristics, benefits, and use cases (Gourville & Norton, 2014). Comprehensive product information includes high-quality photos or videos, user manuals, specifications, reviews, and full descriptions that give customers a complete grasp of the characteristics, advantages, and usage of a product. These days, the Internet has developed into a useful tool for acquiring knowledge, and the online world influences purchases in a big way (Li, H., 2021).

"Reading user reviews helps me better grasp what to expect from a product. These evaluations highlight the product's advantages as well as any potential drawbacks, providing insightful

information about other customers' experiences. I always check reviews before making a purchase to determine performance, durability, and overall satisfaction. I can detect any reoccurring issues and determine whether the product fulfills my particular demands with the help of thorough reviews from other users. By adding this extra stage to my research process, I can make purchases with better confidence and knowledge, which will ultimately increase my satisfaction with my selections."

(Interview No. 05)

Customer ratings and reviews are essential for influencing purchasing decisions. Participants made clear that assessing a product's performance and quality depends on the opinions of other customers. Reviews from customers offer insightful information on the quality, effectiveness, and dependability of goods and services. Online websites typically offer their recommendations in the form of ratings and reviews, either provided directly or through feedback, for the majority of transactions made online or offline, including the experiences that preceded and followed them. Even so, they are unaware of the provenance of these reviews (Connolly, 2020). As per the ReviewTrackers survey report, 62.7 percent of participants believed that online reviews were significant, with 63.29 percent of respondents endorsing reviews with a 4-star rating and only 2.5 percent endorsing reviews with a 2-star rating (Bhole & Hanna, 2017).

Theme 3: Price Sensitivity and Comparison

"I usually wait to buy anything online until there are sales or discounts. A decent price might have a big impact on my choice since I feel good about myself after finding a deal that saves me money. I frequently check pricing on several websites and keep a watch out for exclusive offers, flash specials, and discount codes. When I discover a sizable price drop, the purchase seems much more justified. I can get high-quality items at lower costs by using patience and strategy, which raises the overall worth of my shopping experience."

(Interview No. 08)

Price Sensitivity and Price Comparison align with the Theory of Planned Behavior (TPB) as they affect consumer behavior and buying decisions in virtual advertising and marketing based on perceptions, attitudes, and external norms related to rate. Seasonal sales, discounts, and promotions all had a significant impact on what people bought. In the world of digital marketing, FOMO (fear of missing out) has become a powerful psychological force that shapes consumer behavior and greatly influences purchase intentions. Consumers can suffer from FOMO when they portray promotions as exclusive or once in a lifetime. They need to be motivated to act quickly to gain an advantage in the supply chain before they seem to have gone through this psychological motivation (Grewal et al., 2018). In their research, Sun et al. (2014) found that the behavioral pricing model of factors such as the pleasantness and surprise of an offering goes into greater detail on how they can affect consumer purchase intentions. Another important feature is that costs can be easily compared between platforms. The work of Dijk et al. (2007), which shows how consumers tend to use different channels in their shopping processes and switch between them, can help us understand the impact of digital marketing tools and the ability of consumers to compare prices between platforms.

"I feel pressured to take advantage of a deal that is marked as "restricted time only" as quickly as feasible to keep away from it expiring. These time-limited offers give me a sense of urgency that motivates me to act fast so I do not lose out on a first-rate possibility. The know-how that this is a brief opportunity adds an experience of urgency and exuberance, compelling me to transport quickly. This sense of urgency normally reasons me to lean in the direction of completing the purchase properly away so I don't regret missing out on a first-rate deal or different advertising."

(Interview No. 06)

"When I see a commercial for a product, I commonly evaluate prices throughout some websites to make certain I'm getting the excellent deal feasible. I can discover satisfactory offers and ensure I'm now not overpaying with the aid of comparing expenses from numerous retailers. I can take advantage of a whole lot of income, incentives, and charge-fit promises because of this behavior. In addition, I frequently check product specs and client opinions throughout numerous websites to ensure the product is true and of excessive satisfaction. In addition to saving me money, this careful technique makes me feel assured in the purchases I make for the reason that I recognize I've selected what is satisfactory for the money."

(Participant, FGD No. 01)

Theme 4: Social Influence

Social Influence has an impact on and is most prominently featured in the Theory of Planned Behavior (TPB) via subjective norms, which without delay impact client behavior based on perceived social pressures. Social media trends influence consumer behavior when trends are gaining traction, and people buy products to follow the latest fashions or join a movement (Li et al., 2019). Social media influencers can influence their followers' purchases by suggesting products and promoting them (Anjani & Irwansyah, 2020). Credibility and trust with the audience can influence customer behavior; the participants reported that consumers often turn to online reviews and their peers when making product decisions.

"If my friends recommend a product, I am more likely to buy it. Their opinions are more reliable to me than those of ads or commercials. My confidence in a product recommendation from a friend stems from their honest valuation and firsthand experience. I place greater value on personal recommendations from people I know and trust since I think they are motivated by altruism rather than my best interests. I'm frequently convinced to try new items by word-of-mouth as I trust my friends' suggestions more than I do the well-crafted messages found in commercials."

(Interview No. 10)

"Since I follow a lot of Instagram influencers, I'm more likely to test a product that they recommend. These influencers frequently offer in-depth analyses, illustrations, and firsthand accounts, which lend authenticity and relatability to the products they endorse. Hearing about the influencers' experiences and seeing the products in use makes it easier for me to picture how I could use them in my own life. Influencers frequently provide special deals and exclusive discount codes to make things even more alluring. I trust their judgment and knowledge, and their endorsements have a lot of weight because they frequently reflect my own interests and preferences."

(Participant, FGD No. 03)

Theme 5: Technological Integration

"If this website isn't mobile-friendly, I just move to another one because I do most of my shopping on my phone. For me, mobile purchasing convenience is crucial, and websites should offer a consistent experience on all platforms. If a website isn't mobile-friendly, I'm more likely to go elsewhere because it speaks negatively about the company's dedication to customer satisfaction. In addition to making browsing easier, a mobile-friendly design boosts customer confidence in the professionalism and dependability of the business. Hence, in order to ensure a seamless and pleasurable purchasing experience, I give priority to shopping on platforms that prioritize mobile accessibility."

(Interview No. 07)

TAM provides a clear framework for knowledge of how and why businesses or people decide to combine new technology primarily based on their perceptions of usefulness and simplicity of use. Because smartphones are so widely used, consumers can now make judgments about what to buy while they are on the go by using digital marketing methods that are geared toward mobile devices. Businesses frequently see an increase in sales as a result of this convenience (Bacik et al., 2021). Thanks to technologies like data analytics and artificial intelligence, consumers can now receive personalized offers, recommendations, and content based on their past behavior and interests. This increases the possibility that a consumer will make a purchase (Olson et al., 2021). Customers' confidence in the purchasing process is bolstered by the incorporation of various secure payment systems in digital marketing platforms, and this confidence may ultimately influence their purchasing decisions (Bacik et al., 2021). The event attendees stressed the importance of websites and apps that are optimized for mobile devices. Participants were urged to offer a variety of payment methods, including mobile banking and digital wallets.

"I can pay for things with my mobile wallet. It eliminates the need to carry physical documents or cash and seems safe and convenient. I can safely complete tasks on my phone with a few taps, and it's very convenient whether I'm shopping online or shopping on the go. The extra security measures, such as face ID or fingerprint authentication, give me peace of mind that my financial data is secure. All things considered, utilizing a mobile wallet makes my payment process more secure and efficient, making it a necessary tool for me to use in my daily life."

(Interview No. 09)

Theme 6: Visual Appeal and Content Quality

"My shopping selections are significantly influenced by excellent photos and videos. The way a product looks has a big impact on whether or not I would consider buying it. In addition to presenting the goods in the best possible light, high-quality images also make shopping more interesting and immersive. I can more easily imagine the product, comprehend its characteristics, and judge its quality with the aid of crisp, detailed photos and videos. Amazing product photography or engrossing video demos are examples of fascinating graphics that grab my attention and encourage me to explore further. As a result, when I'm online perusing, I place a great deal of importance on outstanding images because it may really grab my attention and pique my interest in a product."

(Participant, FGD No. 01)

TPB is helpful for the know-how of how visual appeal and content shape customers' intentions and behaviors via influencing their attitudes, social perceptions, and experience of manipulation in engaging with the content material. TAM is also applicable when visible appeal and content material first-class affect the consumer's notion of generation (e.g., a website, app, or platform). A visually appealing product can capture the attention of the customer and leave a lasting impression. Positive perceptions of a company and its products can be enhanced by expert layout designs, eye-catching color schemes, and high-quality photographs (Akpinar & Berger, 2017). According to Huang (2021), interactive and visually appealing information has the potential to capture users' attention and hold it for extended periods of time, thereby increasing the possibility that they would make a purchase. Before purchasing a product, customers can virtually experience it thanks to AR and VR technologies. Their decision to buy an item may be influenced by this engaging experience (Li, 2018). Superior graphics, such as pictures and videos, are important for drawing in customers and swaying their purchasing choices. Innovative forms, humor, and storytelling are examples of creative and captivating material that customers find appealing.

"My favorite ads are the ones that make me smile or tell a narrative. Creative content stands out and makes me think of the business long after I've seen the advertisement. Not only do

humorous or narrative-driven commercials amuse me, but they also leave a lasting memory that distinguishes the company from rivals. Creative advertising is what catches my attention and makes an impression, be it through a unique visual style, a well-written punchline, or an interesting plot. I can relate to these advertisements on a personal level, which increases my recall of the company and encourages me to look into its goods and services later."

(Interview No. 11)

Theme 7: Customer Service Experience

"Good customer service is something I value highly. I am more inclined to make another purchase from a firm if they respond to my inquiries in a timely manner. Helpful and prompt customer service improves my entire experience and increases brand trust. When I get prompt, helpful answers to my questions, I can tell that the business respects my time and is dedicated to meeting my needs. This pleasant encounter made a lasting impact and made me more likely to use your services again. Good customer service not only fixes problems for me but also makes me feel loyal and satisfied, which eventually affects my long-term purchase decisions."

(Interview No. 12)

TPB is quite relevant to understanding customer service experience in virtual advertising, as client perceptions, expectancies, and social affect shape how they engage with service services. A satisfying customer care encounter can express a brand's dependability and foster trust. Customers are more likely to buy anything when they have faith that they can rely on assistance when needed (Adam et al., 2021). Customers can receive prompt support via digital marketing tools such as chatbots and live chat services. Customer satisfaction and propensity to buy are directly impacted by prompt and efficient resolution of questions or concerns (Klein & Martinez, 2022). Beyond the first purchase, good customer service reassures customers about their investment, which may boost loyalty and the possibility of repeat business (Adam et al., 2021).

"My confidence when making online purchases is increased by knowing that returning goods is easy. Any worries I might have about making a purchase without seeing it first are allayed by the knowledge that I can simply return or exchange an item if it doesn't live up to my expectations. A simple return policy indicates that the business appreciates client satisfaction and is prepared to stand behind its goods. I can discover new brands and items and shop with more confidence, knowing that I won't be forced to buy something I don't want because of this flexibility, which also provides me peace of mind. Therefore, one of the main things that determines whether or not I choose to shop at a specific retailer is their return policy."

(Participant, FGD No. 02)

IMPLICATIONS OF THE STUDY

Through the identification and emphasis of novel themes like technological integration and visual appeal, this study advances our knowledge of online consumer behavior. These findings can be included in current models of consumer behavior, strengthening the theoretical foundation. In the context of digital marketing, the identification of social Influence as a prominent subject validates theories pertaining to social network influence and social proof. The result supports the economic theory of price sensitivity and digital-age comparative buying. It draws attention to the ways in which online platforms increase price competition and give customers additional resources for comparing prices, which may inspire greater theoretical investigations into the field of digital economics. The study lays the foundation for theoretical advances in understanding the role of technology in enhancing users by

emphasizing technology integration. This supports the notion of loyal and satisfied customers based on successful technical integration.

Marketers should prioritize integrating technology for a seamless user experience with sophisticated search and user-friendly interfaces. Customer service can be improved, and satisfaction and loyalty increased with chatbots and AI-powered support. To help consumers in their decision-making process and build confidence, marketers need to provide comprehensive product information and encourage in-depth consumer research. Money can be spent on stylish graphics, educational films, and other photography attractions. Price-sensitive customers will be attracted by the use of complex pricing tools, and this policy will be reinforced by the promise of price match, product users, influencer collaborations, and active social media engagement, which are ways marketers can leverage social Influence. Marketing strategies can be adapted to emphasize accessibility, correct information, and technological advancements to attract different customer segments.

CONCLUSION, LIMITATION, AND FUTURE RESEARCH AGENDA

This qualitative study examined how digital marketing influenced Bangladeshi consumers' purchase intentions, revealing complex variables influencing how people behave when shopping online. Several themes, including convenience and time-saving, availability of detailed information and customer reviews, price sensitivity and comparison, social Influence, technological integration, visual appeal and content quality, and customer service experience, were identified through thematic analysis of in-depth interviews and focus group discussions in affecting purchasing intentions. The results reveal how digital marketing channels have a significant impact on consumer behavior in Bangladesh, providing useful information for companies and retailers who want to spend more on marketing in this fast-paced market. Companies can develop focused strategies that truly engage with Bangladeshi consumers by understanding and addressing the issues identified in this study. This ultimately improves communication, develops brand loyalty, and increases sales.

This study gives useful information on how digital marketing influences the behavior of customers in Bangladesh. However, this study has some drawbacks. Most notably, these results cannot be generalized because they are qualitative findings. Further research using quantitative methods might provide a deeper understanding of customer behavior in Bangladesh. Second, even if the sample size from the research is okay for qualitative research purposes, one cannot claim that it fully represents the varying views that customers in Bangladesh have. Conducting more research with larger and diversified samples might help uncover slight variations that exist among customers from different socio-economic groups and regions. Aside from examining consumer perceptions and experiences, the research did not consider the opinions of companies and advertisers. This analysis also fails to understand how businesses encountered obstacles and opportunities in implementing digital marketing strategies in Bangladesh, leading to a more comprehensive understanding of the country's digital marketing landscape.

Building on the study's findings, numerous directions for further research end up apparent. Firstly, quantitative research can be performed to affirm the qualitative study's conclusions and provide statistical know-how of the variables impacting Bangladeshi customers' buying intentions. Second, to locate cultural quirks and variances in consumer possibilities, evaluate client behavior and the efficacy of virtual marketing throughout Bangladesh's many cultures and regions. Thirdly, longitudinal studies can be carried out to reveal shifts in client behavior and developments in digital marketing over the years. This will provide an understanding of how Bangladesh's digital market is converting and its dynamics. Fourthly, through investigating the viewpoints of groups and advertising professionals regarding virtual advertising strategies and their efficacy in Bangladesh, figuring out barriers, optimal approaches, and drawing close possibilities. Finally, inspect how Bangladeshi purchasers' behavior and the efficacy of digital advertising are affected by new technologies like voice seek, augmented reality, and artificial intelligence. Through the exploration of those research domain names, academicians and industry specialists might also enhance our comprehension of the impact of virtual marketing on buying

picks in Bangladesh and facilitate the advent of efficacious advertising and marketing strategies custom-designed for the nearby milieu.

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