

Examining the Relationship Between Social Media Usage Time and Online Impulse Buying Behavior in Bangladesh

Marvel – Be you by The Yours Truly Private Limited

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Submitted in Partial Fulfillment of the Requirements for the Degree
Bachelor of Business Administration



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Internship/Project Report Approval Form

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Letter of Transmittal

Mohammad Tawhid Reaz
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Subject: Submission of Internship Report on “Examining the Relationship Between Social Media Usage Time and Online Impulse Buying Behavior in Bangladesh”

Dear Sir,

I would like to inform you that I have completed my Internship Report Paper as part of the requirements of the Bachelor of Business Administration (BBA) program at the University of Liberal Arts Bangladesh. The internship paper titled “Examining the Relationship Between Social Media Usage Time and Online Impulse Buying Behavior in Bangladesh” has been prepared following the academic guidelines provided for the fulfillment of my report.

Throughout the preparation of this report, I have made every effort to integrate the theoretical learnings from my BBA coursework, along with additional insights acquired through relevant research. I sincerely hope the report meets your expectations and aligns with the academic standards required.

During my internship and research process, I gained valuable understanding of consumer behavior trends within Bangladesh’s digital landscape. I have attempted to present these findings clearly and accurately while adhering to the structure and instructions provided.

I would be grateful if you kindly accept this internship report and provide your valuable feedback.

Yours Sincerely,

Tasnim Nazha Khan

ID: 213011047

ULAB School of Business (USB)

Acknowledgement

I would like to express my heartfelt appreciation to all those who have supported and encouraged me throughout my internship journey and the preparation of this report.

First and foremost, I am deeply grateful to my mother for continuously pushing me to pursue my studies and motivating me to go beyond my comfort zone. Her unwavering belief in my potential has been the foundation of my academic and personal growth. I am truly blessed to have her constant encouragement in every step of my journey.

I would also like to extend my sincere gratitude to my internship supervisor, **Mohammad Tawhid Reaz sir**, for his guidance, support, and insightful feedback throughout the development of this paper. His direction has greatly enriched my learning experience.

My heartfelt thanks go to my supervisors at Marvel Be You, **Mithun bhai** and **Oishy apu**, for their mentorship, patience, and continuous support during my internship. Their constructive guidance and willingness to help allowed me to gain meaningful professional experience and develop practical skills.

Lastly, I express my gratitude to my friends and batchmates, whose companionship, encouragement, and support made this journey truly pleasant. Their presence has been a constant source of motivation and positivity.

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Part A

Chapter One: Internship Preparation

1.1 Motivation to Do Internship

One of my primary motivations for pursuing an internship was the academic requirement set by the University of Liberal Arts Bangladesh (ULAB). Apart from this requirement, I personally wanted to gain in-depth and full-time professional experience in the marketing sector. Throughout my academic journey, I worked part-time in different roles, including supporting outreach communication activities at my university. While these experiences introduced me to the field, they were limited due to their part-time nature.

As a marketing major, I have always been fascinated by the world of brand communication, advertising, and agency operations. The fast-paced nature of campaigns, events, and creative marketing initiatives always inspired me. I wanted to understand how agencies transform ideas into real campaigns and how branding decisions are made. This internship felt like the right opportunity to immerse myself in agency culture, learn directly from professionals, and contribute to the growth of different brands.

1.2 Internship Search Process

Given the competitive job market in Bangladesh, especially in marketing, where rapid digital transformation is taking place, I started searching for internship opportunities early. The shift from traditional advertising to digital-first communication created high demand for young professionals who understand social media, content trends, and audience behavior.

I actively searched for opportunities across LinkedIn, BDjobs, and company social media pages. During this time, I discovered a recruitment post from **Marvel – Be You**. Their focus on influencer marketing, digital strategy, and innovative platforms immediately captured my interest. I applied right away.

Within just three to four days, I received a call inviting me for an interview. They scheduled it for early morning, but I had a final exam at that time. I explained the situation and requested to move the interview to noon. They agreed happily to this, which made me feel positive about the organization's professionalism.

1.3 Interview Experience

On the interview day, I completed my exam and rushed straight to the company office. I was quite exhausted from the exam and the journey, but I was determined to attend the interview. When I arrived, I met my interviewer and was relieved to learn that he was also an alumnus of ULAB. This instantly made me feel comfortable.

The interviewer shared that they had already reviewed my CV and were particularly interested in my past experiences, especially my work as Senior Communication Associate at ULAB. I was asked to describe my previous responsibilities, which I explained clearly and confidently. They then discussed the key responsibilities of the internship position, and I realized that many tasks aligned well with my previous experience, which boosted my confidence.

The interview concluded positively, and the next day I received the official joining email. This marked the beginning of my journey at Marvel – Be You.

1.4 Brief About the Organization

The Marvel – Be You, a concern of The Yours Truly Private Limited, is one of the leading data-driven influencer marketing platform in Bangladesh. The organization aims to bridge the gap between influencers and brands through structured, technology-supported solutions. It enables influencers to network, showcase their skills, and receive recognition, while offering brands data-driven insights for effective communication strategies.

Mission:

- To build a complete influencer marketing industry in Bangladesh through a data-driven platform.
- To support influencers in networking and receiving recognition.
- To enhance the communication industry through a supportive and structured ecosystem.

Vision:

- To set a benchmark for influencer marketing by providing end-to-end solutions.
- To empower companies with innovative and data-driven strategies.
- To create a safe, inclusive, and professional environment for both newcomers and professionals within the influencer ecosystem.

Chapter Two: About the Internship

2.1 Job Position and Introduction to FLEX

I joined the organization as an **Intern**, primarily working with FLEX. Recently, Marvel – Be You launched **FLEX**, Bangladesh’s first Social Currency App, introducing a unique experience for creators and audiences. Since FLEX is a completely new platform in Bangladesh, much of the work required careful planning, creativity, and strategic communication. My role played a significant part in the early development of its visibility, especially through campus activation and event-related activities.

2.2 Responsibilities at FLEX and Marvel – Be You

My first week at the company was quite intense, as there was a major FLEX event scheduled only four days after my joining. I had to learn quickly and support the team in preparing for the event under tight deadlines. Despite the pressure, this experience helped me adapt rapidly and understand agency workflow.

My key responsibilities included:

- Planning and coordinating **campus activations**
- Supporting **event arrangements**, logistics, and vendor communication
- Participating in **content creation** and digital marketing discussions
- Supporting the team in **campaign planning**
- Assisting with partnership communication and outreach
- Conducting research and preparing reports on FLEX activities

As I progressed, I also started supporting Marvel – Be You’s main operations beyond FLEX.

2.3 Client Handling Experience

One of the most significant parts of my internship was handling clients for Marvel - Be You.. My first client was **TATA Tea Bangladesh**, an international brand. Being involved in this project as one of the client communication points was a proud moment for me.

My responsibilities included:

- Communicating with influencers within the campaign
- Ensuring timely submission of content deliverables
- Coordinating with influencers regarding shoot arrangements
- Monitoring and managing campaign timelines
- Updating the internal team and the client regularly

Successfully completing this project helped build trust, and I was soon assigned to more clients. I highly enjoyed this part of the internship, as it strengthened my communication skills and gave me real exposure to agency-client dynamics.

2.4 Skills and Learning

Working with FLEX was challenging due to its innovative nature in Bangladesh, but these challenges contributed significantly to my learning. Some of the key skills and knowledge I gained include:

- Understanding **audience insights and behavior**
- Learning how campaigns are planned and executed
- Communicating and managing **influencer relationships**
- Supporting strategic communication and events
- Improving decision-making under pressure
- Enhancing multitasking and coordination skills

These experiences have provided a strong practical foundation for my career in marketing.

Chapter Three: Self-Reflection

3.1 What I Liked About the Workplace

The workplace at Marvel – Be You was friendly, open, and supportive. The management and team members were approachable and cooperative, which helped me adjust quickly. The dynamic nature of the work—campaigns, events, influencer collaborations, and brand activities—created a lively and energetic environment. This made each day exciting and filled with learning opportunities.

3.2 Challenges I Faced

Despite the positive aspects, the workload was consistently demanding. Because the company handled many brands and influencers simultaneously, breaks were rare, and working beyond office hours became normal to meet deadlines.

Many departments such as creative, client service, influencer management, and finance—were constantly occupied with planning, communication, negotiations, production timelines, content approvals, and financial tasks. At times, it felt like the team was understaffed compared to the volume of work.

Nonetheless, these challenges taught me resilience and helped me understand the fast-paced nature of agency life.

3.3 Overall Reflection

Overall, my internship was both challenging and rewarding. It gave me practical exposure to campaign management, event execution, influencer communication, and client service. The experience strengthened my confidence, improved my skills, and clarified my career direction in the marketing field.

Chapter Four: Self-Reflection

4.1 Short-Term Goals

In the immediate future, my primary focus is to establish a strong professional foundation in the marketing and communication industry. The internship at Marvel – Be You has given me a practical understanding of agency culture, influencer management, and campaign execution, but I believe I still have much to learn and refine. Over the next one to two years, I aim to:

1. **Secure a full-time role in a reputable marketing or advertising agency.**
My internship experience has strengthened my interest in agency work. I want to join an organization where I can apply what I have learned and continue to grow through real client interactions, campaigns, and strategic planning.
2. **Improve my digital marketing skills.**
This includes gaining better command over tools such as Meta Ads Manager, Google Ads, basic SEO, social media analytics, A/B testing, and audience segmentation. Digital marketing is evolving rapidly, and I want to stay aligned with industry standards.
3. **Strengthen communication and client-handling abilities.**
During my internship, I learned how important communication is in maintaining client relationships. I want to enhance my confidence in client meetings, presentations, email writing, and negotiation.
4. **Gain deeper understanding of influencer marketing.**
Influencer marketing is a growing field in Bangladesh. I want to understand it from both the brand and influencer perspectives, focusing on influencer contracts, pricing models, content calendars, and performance metrics.
5. **Expand my involvement in campaign development.**
I intend to participate more actively in brainstorming sessions, content planning, creative approvals, and campaign monitoring. This hands-on exposure will help me transition from execution-focused tasks to strategy-based responsibilities.

4.2 Long-Term Goals

Looking ahead, my long-term vision revolves around building a strong career in marketing with leadership potential. In the next three to five years, I hope to achieve the following:

1. **Move into managerial or supervisory roles.**
Roles such as Brand Executive, Campaign Manager, or Account Manager would allow me to lead projects, manage teams, and oversee campaign execution from start to finish.
2. **Develop strategic planning capabilities.**
Beyond execution, I want to contribute to brand strategy—understanding market trends, identifying communication gaps, and planning long-term positioning strategies for clients.

3. **Gain expertise in 360-degree marketing communication.**

This includes digital, traditional, on-ground activations, influencer campaigns, PR communication, and creative content development. A well-rounded understanding will help me become a stronger decision-maker.

4. **Build a strong professional network.**

Networking is essential in the marketing industry. I aim to build connections with marketers, creatives, influencers, event planners, and industry mentors.

5. **Pursue additional certifications or advanced studies.**

Certifications in areas like digital strategy, data analytics, brand communication, or even a master's degree could help me strengthen my professional credibility.

6. **Work on national-level and large-scale campaigns.**

My dream is to become part of high-impact projects that influence mass audiences in Bangladesh—campaigns that shape brand narratives and contribute to industry growth.

4.3 Skills I Want to Develop

4.3.1 Technical Skills to Strengthen

1. Digital Advertising Tools
2. Data Analytics and Reporting
3. Content Strategy and Planning
4. CRM and Influencer Management Tools
5. Event and Activation Coordination

4.3.2 Soft Skills to Enhance

1. Leadership and Team Coordination
2. Time Management and Productivity Under Pressure
3. Professional Communication and Negotiation
4. Critical Thinking and Decision-Making
5. Presentation and Reporting Skills

4.4 Personal Development Strategies

- Enroll in online courses
- Attend industry events
- Practice communication skills
- Seek mentorship
- Track personal progress
- Build a freelance portfolio
- Engage with marketing communities.

4.5 Overall Personal Outlook

I see myself as someone who is eager to learn, willing to take on challenges, and determined to grow in the marketing field. The internship gave me a strong starting point, and now I want to build on it with structured development and continuous learning. By focusing on both technical and soft skills, I believe I can become a well-rounded marketing professional in the future.

Part - B

ABSTRACT

This study explores how social media usage time relates to online impulse buying behavior among social media users in Bangladesh. As social media platforms continue to grow in popularity, individuals are exposed to advertisements, influencer content, short-form videos, and product-related posts throughout the day. These interactions may influence their spending habits, especially when it comes to unplanned or sudden purchases. The main objective of this research is to understand how much time people spend on social media, how frequently they engage in impulse buying, and whether there is any observable connection between these two behaviors.

Primary data was collected through a Google Forms questionnaire. A total of 38 respondents participated in the study. The analysis was conducted using Microsoft Excel, applying simple descriptive techniques such as frequency counts, percentage distributions, and mean calculations. These helped summarize respondent demographics, social media habits, and their impulse buying tendencies.

The findings indicate that most respondents spend between 2 to 4 hours daily on social media. Platforms such as Facebook, Instagram, and YouTube were found to be the most commonly used. The overall impulse buying score was moderate (mean = 3.06 on a 5-point scale). Product reviews, short-form videos, and advertisements were reported as the strongest triggers for unplanned purchases. A simple comparison using midpoint hours suggested a small positive tendency: individuals who spent more time on social media showed slightly higher impulse buying behavior.

Overall, the study highlights the subtle yet noticeable influence of social media usage on purchasing decisions. The results offer useful insights for marketers, content creators, and digital businesses in Bangladesh who rely heavily on social media engagement. The study also encourages users to be aware of how digital content may influence their buying habits.

CHAPTER 1

INTRODUCTION

1.1 Background

Social media has become an essential part of modern life, influencing communication, entertainment, education, and commerce. In Bangladesh, the popularity of platforms such as Facebook, Instagram, TikTok, and YouTube has grown rapidly, especially among young adults. These platforms expose users to diverse digital content, including advertisements, reviews, influencer promotions, and product showcases. As a result, social media plays a major role in shaping consumer behavior and purchasing patterns.

With the surge of online marketplaces and digital payment systems, users can now purchase products instantly from their mobile devices. This convenience, combined with persuasive digital content, often leads to impulsive and unplanned purchases. Understanding this relationship has become important in the fields of marketing, psychology, and consumer behavior.

1.2 Research Problem

While online shopping offers convenience and accessibility, impulsive purchases can lead to negative outcomes such as financial stress or dissatisfaction. Despite the widespread use of social media in Bangladesh, relatively few studies have examined whether the amount of time spent on social media influences the likelihood of making unplanned purchases. This study aims to fill that gap and contribute to the growth data and knowledge on digital consumer behavior.

1.3 Research Objectives

Primary Objective: To examine the relationship between social media usage time and online impulse buying behavior among users in Bangladesh.

Specific Objectives:

1. To measure daily social media usage time among respondents.
2. To evaluate respondents' online impulse buying behavior.
3. To determine whether higher social media usage time is associated with more impulsive buying tendencies.
4. To identify which content types and platforms influence impulsive purchases the most.

1.4 Research Questions

1. How much time do respondents spend on social media daily?
2. What is the level of online impulse buying among respondents?
3. Is there a relationship between usage time and impulse buying?
4. Which platforms and content types contribute most to impulsive buying?

1.5 Significance of the Study

This research is significant for multiple stakeholders:

- **Marketers** can design better digital strategies.
- **Businesses** can understand consumer behavior trends.
- **Students and researchers** can use the findings as a reference for further study.
- **Consumers** can gain awareness of their own online habits.

1.6 Scope and Limitations

This research focuses on Bangladeshi social media users. The survey sample is limited to 38 respondents. The use of convenience sampling restricts the generalizability of the findings. Data is self-reported and may involve recall bias.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The literature review examines existing theories and studies related to social media usage, consumer behavior, and impulse buying. It establishes the relationship between these concepts and provides the theoretical foundation for this study. The rapid growth in the use of social media has provided marketers with new opportunities to reach their targeted consumers through targeted and personalized content. Understanding how social media shapes impulsive purchasing behavior is crucial in an era where digital commerce is increasingly intertwined with everyday life.

2.2 Social Media and Consumer Behavior

Social media platforms have significantly altered how consumers acquire information and make buying decisions. Kapoor et al. (2021) state that social media has become an essential marketing tool, influencing perceptions through interactive content. Consumers are now exposed to personalized recommendations, targeted advertisements, and social proof in the form of likes, shares, and comments.

The integration of social media into daily routines has reshaped consumer decision-making processes. Platforms like Facebook, Instagram, TikTok, and YouTube have become essential sources of product information, peer recommendations, and brand engagement. According to Kaplan and Haenlein (2010), social media facilitates user-generated content that influences attitudes and purchase intentions. Social interaction, visibility of peer consumption, and algorithmic personalization all play roles in shaping consumer perceptions and decisions.

Digital consumption is driven by social proof, engagement metrics, and algorithmic recommendation systems. Chen and Lurie (2013) explain that online environments reduce search costs, accelerate decisions, and foster impulsive tendencies.

In Bangladesh, Facebook and Instagram are widely used for browsing products, comparing prices, and reading reviews. This widespread use creates opportunities for both deliberate and impulsive purchases.

2.3 Impulse Buying: Definitions and Models

Impulse buying is defined as spontaneous and unplanned purchasing triggered by emotional or situational stimuli (Rook, 1987). There are multiple models that explain the impulse buying behavior and what triggers it.

2.3.1 Emotional Models

Emotions play a critical role in impulse buying. Positive emotions such as excitement or pleasure can trigger impulsive purchases, while negative emotions like stress may also drive compensatory buying behavior (Verplanken & Sato, 2011).

2.3.2 Cognitive Models

Cognitive theories suggest that impulsive purchases occur when consumers bypass analytical processing and rely on heuristics (Hausman, 2000).

2.3.3 Environmental Stimuli Models

Digital cues—layout, color, limited-time offers, and visual appeal—influence impulse buying behavior (Eroglu et al., 2001).

2.3.4 Personality Traits

Individuals with high impulsivity and low self-control exhibit greater online impulse buying tendencies (Billieux et al., 2008).

2.4 Online Impulse Buying

The online environment enhances impulsive behavior due to:

- 24/7 accessibility
- Instant purchasing options
- Attractive designs
- Personalized recommendations
- Fast delivery options

During the early times of the internet, LaRose (2001) emphasized the role of habitual Internet use in reinforcing impulse buying behaviors as users increasingly integrate online browsing into their daily routines. Later, Verhagen & van Dolen (2011) found that visual appeal, ease of navigation, and convenience increase the likelihood of sudden purchases.

2.5 Social Media's Impact on Impulse Buying

2.5.1 Influencers

Influencers shape consumer preferences through trust and relatability (Breves et al., 2019). Their endorsements often feel personal, leading followers to make quick purchasing decisions. They also shape social norms by modeling desired lifestyles. Their endorsements are effective because of parasocial relationships—one-sided emotional bonds formed with audiences (Lee & Watkins, 2016).

2.5.2 Short-form Video Content

Video content focused platforms like TikTok, Instagram Reels, and YouTube Shorts offer visually appealing, fast-paced content that encourages immediate reactions. Research shows that **high sensory engagement** triggers emotional arousal, leading to impulsive actions (Yang et al., 2021).

2.5.3 User-Generated Content (UGC)

Consumers rely on peers for validation. Reviews, testimonials, and unboxing videos serve as powerful social proof. Positive user experiences reduce perceived risks and increase purchase likelihood by reducing uncertainty and increasing perceived credibility (Phelps et al., 2004).

2.5.4 Targeted Advertisements

Chen and Lee (2022) highlight that targeted advertisements increase relevance, making users feel that the product is personally suited to them, thereby increasing likelihood of impulsive behavior. In a different research, De Keyser et al. (2015) also found that targeted advertisements significantly increase consumer engagement and impulsive purchasing behavior.

2.6 Social Media Usage Time as a Predictor of Impulse Buying

Longer time spent on social media means greater exposure to promotional content. Heavy users often scroll through platforms multiple times a day, encountering:

- Ads
- Product recommendations
- Influencer content
- Reviews
- Trends

Several studies suggest that spending more time on social media increases exposure to persuasive content:

- Frequent users regularly encounter ads and recommendations (Alhabash et al., 2017).
- Increased exposure leads to **greater familiarity**, which enhances buying intention (Zajonc, 2001).
- Excessive scrolling may reduce self-control, leading to impulsive decisions (Baumeister, 2002).

Thus, usage time is a meaningful variable in understanding digital-era consumer behavior.

2.7 Conceptual Framework

Increased Social Media Usage → Higher Exposure → Emotional/Visual Triggers → Impulse Buying Behavior

2.8 Summary

Overall, the literature suggests strong links between digital exposure, emotional triggers, and impulse purchases. However, the relationship between social media usage time and impulse buying remains underexplored in Bangladesh, justifying the need for this study.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Approach

This study will follow a **quantitative research approach**, which focuses on collecting numerical data and analyzing it objectively. Quantitative research is appropriate for examining behavioral patterns, such as daily social media usage time and impulse buying tendencies. It allows for structured data analysis and comparison across respondents.

3.2 Type of Research

This study will be:

- **Descriptive**, because it describes social media usage and impulse buying behavior among respondents.
- **Correlational**, because it observes whether a relationship exists between usage time and impulse buying tendencies.

3.3 Research Variables

Independent Variable (IV): Daily social media usage time (measured using midpoint method).

Dependent Variable (DV): Online impulse buying behavior (measured through a Likert scale).

3.4 Data Type

The research uses **primary data**, collected directly from individuals through a structured online questionnaire. This ensures relevance and specificity to the research objective.

3.5 Data Collection Method

Survey data was collected using a **Google Forms questionnaire**, distributed digitally through social media platforms. Respondents voluntarily completed the form at their convenience. The questionnaire consisted of:

1. Consent statement
2. Demographic questions
3. Social media usage behavior
4. Impulse buying behavior items
5. Content trigger preferences

3.6 Sampling Technique

The study uses **convenience sampling**, where respondents are selected based on their availability and willingness to participate. Although this sampling method limits generalizability, it is suitable for small-scale, exploratory research.

3.7 Sample Size

A total of **38 respondents** participated in the survey. While small, this sample provides an initial understanding of behavioral trends among active social media users.

3.8 Research Instrument

The primary instrument was an online questionnaire that included:

- Multiple-choice questions
- Single-select questions
- Likert-scale questions
- Multi-select options

The impulse buying section comprised **seven statements** rated on a 1–5 scale.

3.9 Scaling Techniques

- **Likert Scale (1–5)** was used to measure agreement with impulse buying statements.
- **Midpoint Method** was used to convert time ranges (e.g., 1–2 hours) to numeric values (e.g., 1.5).

3.10 Tools for Data Analysis

According to the methodology defined in the proposal, analysis was conducted using:

- **Microsoft Excel**
 - Frequency tables
 - Percentage distributions
 - Mean score calculations
 - Descriptive summaries

3.11 Ethical Considerations

Ethical guidelines were followed:

- Participation was voluntary.
- No personal identifying information was collected.
- Respondents could exit the survey at any time.
- Data was kept confidential and used only for academic purposes.

CHAPTER 4

DATA ANALYSIS & RESULTS

4.1 Demographic Profile of Respondents

The sample was mostly focused toward young adults, indicating that this age group is particularly active online and may be more vulnerable to digital influence. The gender distribution shows slightly more female respondents, as studies show that female consumers often engage more with online shopping and digital content (Dittmar et al., 2004). A total of 38 participants responded to the survey. The demographic analysis revealed:

- **Gender:**
 - Female: 60.53%
 - Male: 39.47%
- **Age Group:**
 - 21–25 years: 78.95%
 - Below 20: 10.53%
 - Above 25: 10.53%
- **Monthly Allowance or Expenditure:**
 - Less than 5,000 BDT: 39.47%
 - 5,000–10,000 BDT: 31.58%
 - More than 10,000 BDT: 28.95%

These demographics indicate that the sample is largely composed of young, active social media users.

4.2 Social Media Usage Behavior

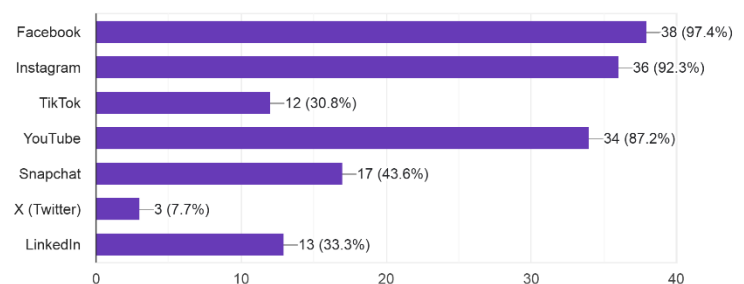
4.2.1 Platforms Used

Respondents frequently used:

- Facebook (97.37%)
- Instagram (92.11%)
- YouTube (84.21%)
- TikTok (76.32%)

Which social media platforms do you use regularly? (Select all that apply)

39 responses



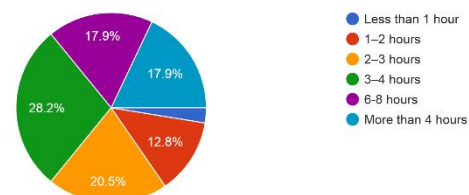
4.2.2 Daily Usage Time

Respondents reported:

- 2–3 hours: Most common
- 3–4 hours: Second most common
- Less than 1 hour: Few
- More than 4 hours: Some

On average, how many hours per day do you spend on social media?

39 responses



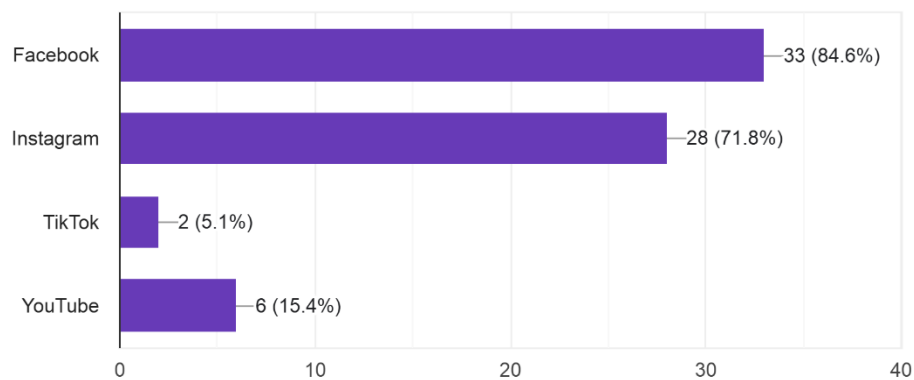
This shows most users spend *moderate to high* amounts of time on social media. High use of Facebook and Instagram reflects the dominant platform trends in Bangladesh, while the strong presence of TikTok suggests a shift toward short-form video content. Multi-platform engagement increases total content exposure, potentially compounding impulse triggers.

4.3 Impulse Buying Behavior Analysis

Impulse buying tendencies were evaluated using 7 Likert-scale items.

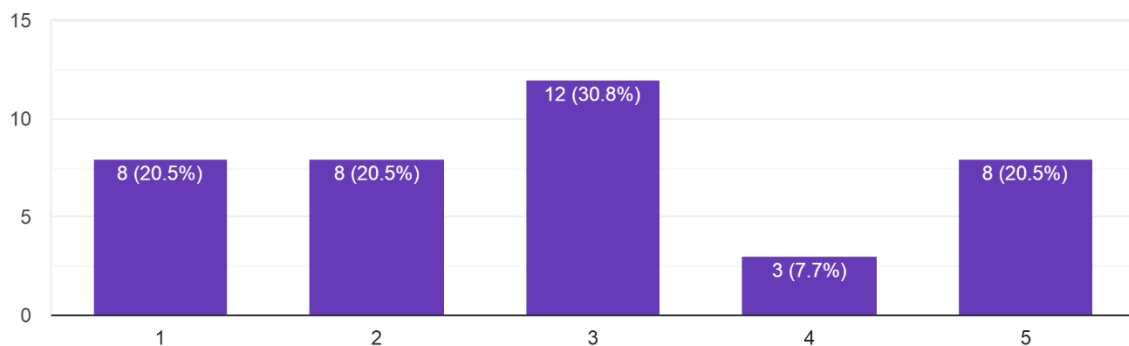
Which platform influences your purchase decisions the most?

39 responses



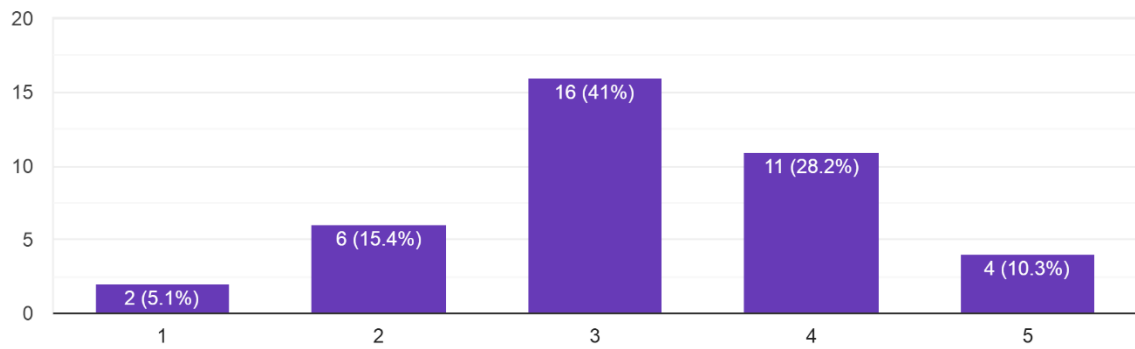
I often buy products online without planning in advance.

39 responses



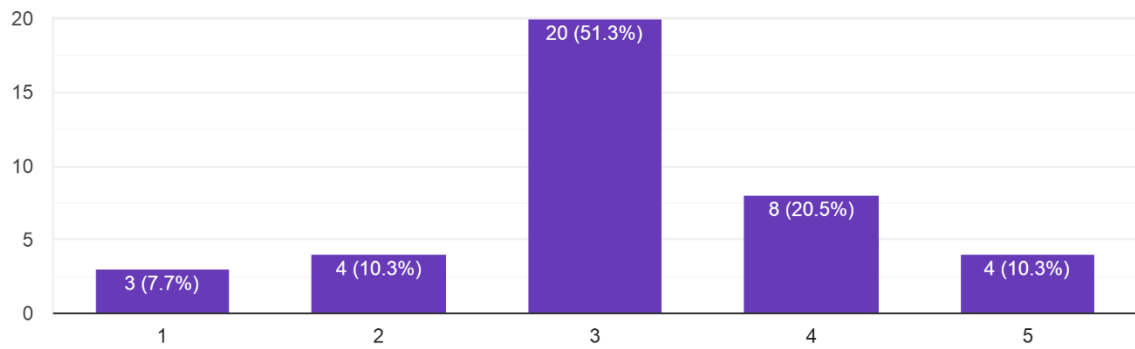
Social media advertisements influence my buying decisions.

39 responses



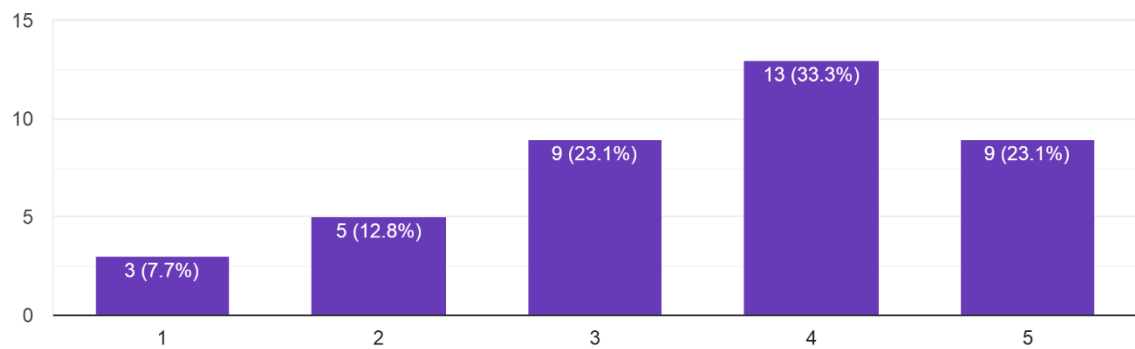
I sometimes purchase items online because of sudden interest.

39 responses



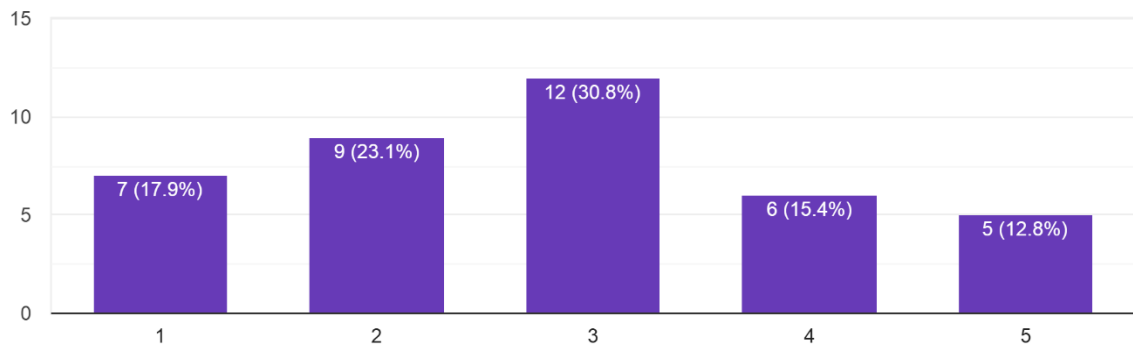
I am influenced by discounts or promotional offers I see on social media.

39 responses



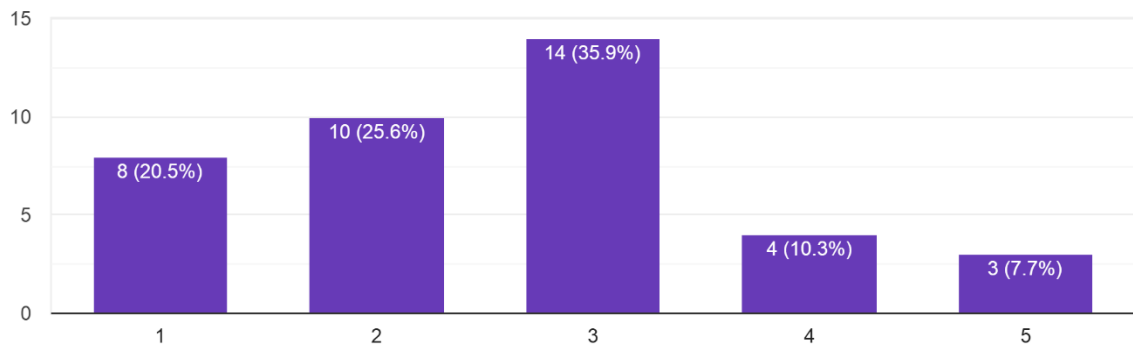
I have bought products online after seeing influencers or ads unexpectedly.

39 responses



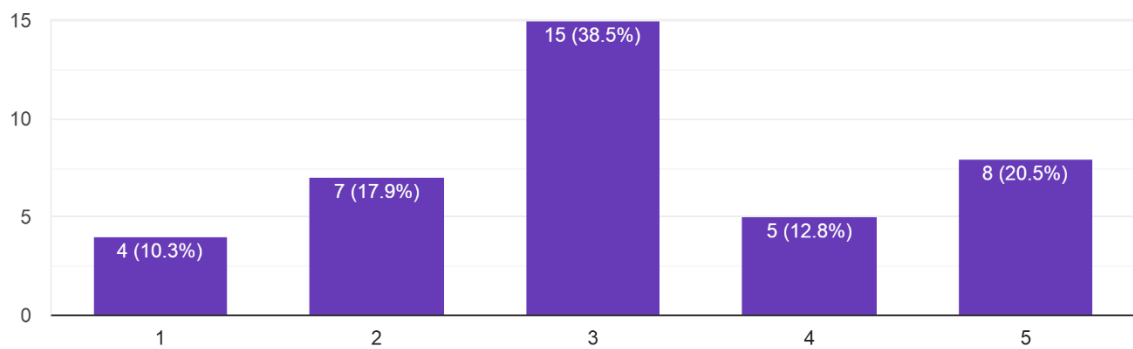
I tend to make quick purchase decisions while browsing social media.

39 responses



I feel tempted to purchase products suggested by social media content.

39 responses



Mean Scores:

- I buy without planning: 2.61
- I buy from ads: 2.84
- I buy suddenly due to interest: 2.90
- I buy influenced by discounts: 3.18
- I buy suddenly after seeing influencer/ads: 2.84
- I make quick decisions: 2.61
- I am tempted by digital content: 3.16

Overall Impulse Buying Mean: 3.06 (Moderate impulse buying tendency)

The previously mentioned results can be further narrowed down into following means:-

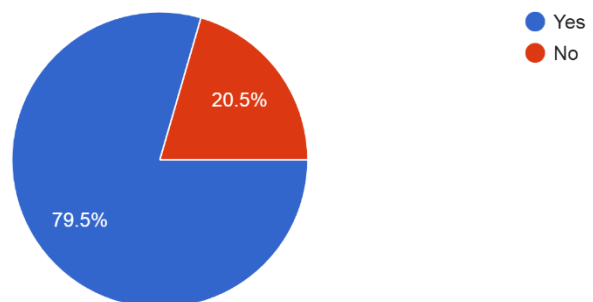
- Strongest tendency toward **discount-driven** impulse buying (mean = 3.18).
- High influence from **digital temptation** (3.16).
- Lower influence from impulsive decision-making itself (2.61).

This suggests that respondents are not inherently impulsive buyers — rather, **external digital stimuli** are strong triggers.

4.4 Purchase Regret

A large portion (78.95%) regretted an impulsive purchase. This reflects dissatisfaction associated with impulsive behavior. The result also aligns with Verplanken and Sato (2011), who argue that impulse purchases are often emotionally gratifying in the moment but lack long-term satisfaction.

Have you ever regretted an online purchase made impulsively?
39 responses



4.5 Content Triggers of Impulse Buying

Respondents identified:

1. Product reviews
2. Short-form videos
3. Sponsored advertisements

as the strongest triggers of impulsive buying. Reviews build trust, while videos offer immersive content that encourages fast decisions. The have also identified that short-form videos and reviews exert strong influence because:

- Videos provide multi-sensory stimulation
- Reviews serve as social proof
- Ads offer promotional incentives

This aligns with Kahneman's (2011) concept of System 1 processing : fast, automatic thinking, which drives impulsive decisions.

4.6 Observed Relationship Between Usage Time & Impulse Buying

Using midpoint conversion, a small positive trend was observed as follows:

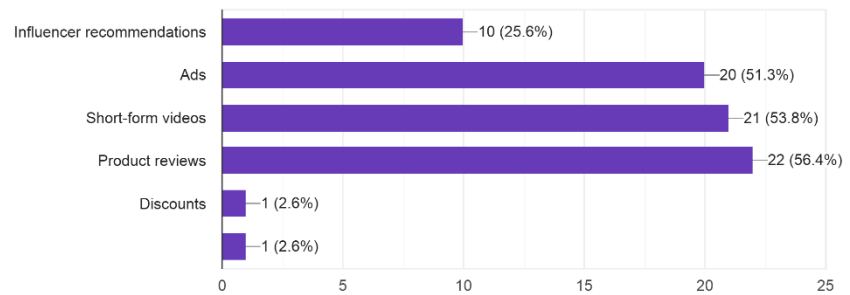
Higher usage hours → Slightly higher impulse buying mean.

This suggests that longer exposure increases the chances of seeing persuasive content, supporting existing literature. While the correlation observed is not statistically tested, descriptive comparison demonstrates:

- Higher social media usage exposes users to more persuasive content
- Repetition increases desirability (Zajonc, 2001)
- Longer sessions reduce cognitive control (Baumeister, 2002)

Thus, even without formal statistical correlation, the behavioral pattern can be defined as meaningful.

What type of content triggers impulse buying the most?
39 responses



CHAPTER 5

DISCUSSION

The results support the idea that social media exposure significantly influences purchasing behavior. Respondents demonstrated moderate impulse buying tendencies, particularly driven by visually engaging and emotionally appealing content.

5.1 Alignment with Emotional and Cognitive Models

The respondents exhibited moderate impulsive tendencies influenced by emotional and environmental cues. This aligns with Rook's (1987) definition of impulse buying as an emotionally driven act.

5.2 Social Media as a Behavioral Conditioning Tool

Frequent interactions with platforms reinforce habitual browsing behavior (LaRose, 2001). Over time, users develop conditioned responses to content cues, making them more susceptible to impulsive decisions.

5.3 Role of Short-form Videos and UGC

Short videos, reviews, and influencer endorsements evoke emotional reactions that override rational thinking. This supports findings by Yang et al. (2021), who highlight that visual immediacy accelerates decision-making.

5.4 Cultural Context of Bangladesh

Bangladesh's young, mobile-first population is highly engaged in digital ecosystems. Social commerce is growing, making impulse buying increasingly prevalent. This study contributes valuable insights into emerging trends in developing digital markets.

5.5 Researchers Words

The dominance of platforms like Facebook and Instagram in Bangladesh aligns with global patterns where visual content dominates digital marketing. The influence of product reviews and short videos reflects the importance of trust and visual stimulation in online shopping.

The slight positive trend between usage time and impulse buying indicates that the more respondents scroll, the more persuasive messages they encounter. This aligns with psychological theories that repeated exposure strengthens purchase intention.

Moreover, regret levels are high, suggesting impulsive purchases often lead to dissatisfaction. This highlights the need for improved digital literacy and responsible marketing practices.

The findings also resonate with previous research indicating:

- Short-form videos increase emotional arousal
- User-generated content reduces perceived risk
- Influencer endorsements increase credibility
- Targeted ads increase relevance

Taken together, the study confirms that social media usage plays a meaningful role in shaping consumer behavior in Bangladesh.

CHAPTER 6

CONCLUSION & RECOMMENDATIONS

6.1 Conclusion

This study examined how social media usage time influences online impulse buying tendencies among Bangladeshi users. The findings indicate that:

- Respondents have moderate impulse buying tendencies
- Product reviews, videos, and ads act as main triggers
- Longer usage time slightly increases impulse buying behavior
- Many respondents regret such purchases

Although the relationship is not strong, it is noticeable and meaningful.

6.2 Recommendations

For Marketers

- Prioritize authenticity through user-generated content
- Use engaging short-form videos to communicate product value
- Avoid overly manipulative design strategies
- Use reviews and demonstrations to build trust

For Consumers

- Track daily usage time
- Adopt mindful purchasing habits
- Delay online purchases to avoid impulsiveness
- Recognize emotional triggers in content

6.3 Limitations

- Small sample size (38 respondents)
- Convenience sampling
- Reliance on self-reported data
- Limited demographic diversity

These limitations affect generalizability.

6.4 Future Scope

Future research may use:

- Larger samples
- Random sampling

- Statistical correlation tests
- Regression models
- Cross-platform comparisons
- Cross-age group analysis

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Appendix I Logbook



Meeting with Rafsan The Choto Bhai for GnG Campaign

September 25 6:53 PM | 164 characters

Oct 12-15 first reel post

Nov 1st week e story post

One more Story request before day coming the event

November 20 tarik final program

Story post rafsan korbe

Note: Rafsan kono paid food reviews dibe na.

program for (school, college, university) students, where Pollar will create a wall in there campus for those young minds and they will write their stories in the wall and every month one best story will be featured by Pollar. We will do this by collaborating with clubs.

3. Meet n Greet: Pollar will arrange a Meet n Greet session for them so that they can create network with Industry Experts.

Influencers endorsement: Influencers will create at least one content each month to promote this initiatives taken by Pollar.

Create a name for this project

Tata Tea, Hello Sim update from Saadat

Flex Marketing Plan:

"Mentors jindhegi aam jindegi story"

How, Why, FAQ, UGC contents

Topics plans for statics and video

[t.sunehra](#) brief

Weekly meeting

September 18 3:09 PM | 1065 characters

Nazha's Work

Follow up mail everyday from 18th September

Green and Pepper [+880 1680-362288](#), Hasib bhai - Rafsan the chotobhai update

GnG - Apple store Gulshan - T. Sunera update

City Bank - Influencers -)Sehbha budget 50k, Medha, Fahrin Faiza, Fariha Tasnim, Azra, Protasha - 6 influencers from Saadat bhaia) others need to know via call or msg (Nazha 3 influencers)

Polar:

1. Talkshow: We will make a talk show with young minds who are working for good will/ earning money in the young age (Freelancers, Content Creators, working for Animals welfare/ social works etc)

2. Campus program: Pollar will launch a program for (school, college, university) students, where Pollar will create a wall in there campus for those young minds and they will write their stories in the wall and every month

Appendix II
Internship Proposal Approval Form

CS003



INTERNSHIP PROPOSAL FORM

Name:	Tasnim Nazha Khan
ID:	213011047
Department:	BBA
Supervisor's Name (Faculty):	Mohammad Tawhid Reaz
Organization Name:	Marvel – Be you by The Yours Truly Private Limited
Internship Title:	Examining the Relationship Between Social Media Usage Time and Online Impulse Buying Behavior in Bangladesh

Nazha
15/10/25
Student's signature & date

Mr
Supervisor's signature & date

CS003 (02) Page 1 of 1

Appendix III

Survey Questionnaire

Section 1: Consent

1. **I voluntarily agree to participate in this research.**
 - Yes
 - No

Section 2: Demographic Information

2. **Age Group**
 - 21–25
 - 26–30
 - 30–35
 - Other: _____
3. **Gender**
 - Male
 - Female
 - Prefer not to say
4. **Monthly Personal Allowance (Expenditure)**
 - Below 5,000 BDT
 - 5,000–10,000 BDT
 - 10,000–20,000 BDT
 - Above 20,000 BDT

Section 3: Social Media Usage

5. **Which social media platforms do you use regularly? (Select all that apply)**
 - Facebook
 - Instagram
 - TikTok
 - YouTube
 - Snapchat
 - X (Twitter)
 - LinkedIn
 - Other: _____
6. **On average, how many hours per day do you spend on social media?**
 - Less than 1 hour
 - 1–2 hours
 - 2–3 hours
 - 3–4 hours
 - 6–8 hours
 - More than 4 hours
7. **Which platform influences your purchase decisions the most?**
 - Facebook
 - Instagram
 - TikTok
 - YouTube

- Other: _____

Section 4: Online Impulse Buying Behavior

(Likert Scale: 1 = Strongly Disagree, 5 = Strongly Agree)

8. **I often buy products online without planning in advance.**
 - 1 2 3 4 5
9. **Social media advertisements influence my buying decisions.**
 - 1 2 3 4 5
10. **I sometimes purchase items online because of sudden interest.**
 - 1 2 3 4 5
11. **I am influenced by discounts or promotional offers I see on social media.**
 - 1 2 3 4 5
12. **I have bought products online after seeing influencers or ads unexpectedly.**
 - 1 2 3 4 5
13. **I tend to make quick purchase decisions while browsing social media.**
 - 1 2 3 4 5
14. **I feel tempted to purchase products suggested by social media content.**
 - 1 2 3 4 5

Section 5: Purchase Experiences

15. **Have you ever regretted an online purchase made impulsively?**
 - Yes
 - No
16. **What type of content triggers impulse buying the most?**
 - Influencer recommendations
 - Ads
 - Short-form videos
 - Product reviews
 - Other: _____

Appendix IV Plagiarism Check

TNK1

ORIGINALITY REPORT

13%

SIMILARITY INDEX

10%

INTERNET SOURCES

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