



Power and stimulus of social media marketing on consumer purchase intention in Bangladesh during the COVID-19

 Ismat Ara Eti^(a),  Mohammad Abu Horaira^{(b)*}  Mohammad Murshedul Bari^(c)



^(a) School of Business, Independent University Bangladesh, Dhaka, Bangladesh

^(b) Associate Professor, College of Tourism and Hospitality Management (CTHM), IUBAT-International University of Business Agriculture and Technology, Dhaka, Bangladesh

^(c) School of Business, Daffodil International University, Dhaka, Bangladesh

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ABSTRACT

The study was motivated by the need to highlight the roles played by social media marketing on consumers purchase intention during COVID-19 pandemic. Since it was a quantitative study, hypotheses were tested to generate findings. Authors' used IBM SPSS 25.0 software to analyze using reliability statistics, descriptive statistics, and IBM SPSS Amos 26.0 software was used to do confirmatory factor analysis for the purpose developing hypothesis and SEM used for fit the model. The primary data was mustered by personal interview in an online survey method through a structured questionnaire with a five-point Likert scale from 240 Bangladeshi online consumers. These findings publicized that social media marketing (Facebook, Instagram, and YouTube) was a significant stimulus on consumers purchase intention during COVID-19 and all factors except discount or coupon offer and brand awareness had an epoch-making and constructive connection with consumers' purchase intention during the coronavirus malady (COVID-19) pandemic in Bangladesh.

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Introduction

In 2019 December, COVID-19 has converted a worldwide irruption wherever each country has espoused measures like internment and quarantine. The general production rate has over-involved, and the rate of progression of wide-reaching GDP has deteriorated, that has caused a weighty impact on the world economy. Furthermore, COVID-19 not solely has affected the assembly activities of enterprises, however conjointly features a serious impact on consumers' demand and since of enterprises has cut wages and suspended wages, and production prices have a diode to higher product costs, expectations of shopper financial gain have fallen, shopper confidence has been hit, and consumption has been weak (Meher Neger & Burhan Uddin, 2020, p. 102). It approved the corporations to extend their payment on promoting on social media; the gain of the corporations conjointly increased (Akhtar et al., 2016). Another author showed that Associate in a nursing increasing variety of shoppers uses social media; every kind of industries had to speculate in social media to realize new shoppers (Alhadid & Alhadeed, 2017).

Social media rewards are categorized into 5 sessions such as functional, social, psychological, financial and indulgent. Practical advantages like potency, indulgent advantages like amusement and financial advantages like reductions have touched purchase call completely within the prior findings (Wang & Fesenmaier, 2004). The most conventional advantages from the prior findings are to look at the impact of social media functions on buying purpose (Song & Yoo, 2016). Purchase expertise plays an important role within the prediction of buying intentions as a person's behaviour is laid low with intention (Ajzen & shelter, 2008). The link between social media and client equity and gave mobile operators a tool that permits them to forecast the acquisition intention of their client within the future additional accurately. Social media promotion does not straightforwardly touch the buyer's buying purposes. Buyer's buying purpose increased when brands give attention about them, then clients engage passionately with the brand, as well as shopper's alertness about the brand, happiness and word-of-mouth boost the shopper's buying aims (Alfeel & Ansari, 2019, p. 15).

Thus, the present study attempted to investigate the relationships between corvid-19 with consumer buying intent which be able to be helpful in social media promotion and strategies during the COVID-19 crisis period. At the current era, the habit of social media

* Corresponding author. ORCID ID: 0000-0003-0699-9743

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has improved as individuals can search for data via native cybernetic societies on Facebook, WhatsApp, Viber, Instagram and other social stages. The extant analysis goals to add to the past works by reconnoitering of social media in creating intention including shoppers and try to make perfection throughout the Covid-19 epidemic disasters. The report will purpose to join dissimilar models to build a study context that can explore in what way customers’ purchase intention growth sowing to the occurrence of social channels through COVID-19. For getting results from consumers, we developed 12 research questions to find out buying intention on social during COVID-19 among 240 online consumers based on social influence, e-WOM, marketing activities, responsiveness, trust in online store, peer recommendations, e-payment mode, low delivery cost, location-based checking, discount or coupon offered, brand awareness, brand loyalty etc. and all these factors have or not significant stimulates on consumers purchase intention during COVID-19 in Bangladesh.

Literature Review

Social Media

Social media can be expressed as websites or presentations that permit consumers to partake in social schmoozing by generating or involvement in the matter and it includes interacting site like Facebook, Twitter, Instagram and YouTube, for the most known (Alojado, 2010). Equally, it likewise contains blogging sites, emails, chat rooms and mediums. Social media are the collaborative interaction stages that sanction clients to cooperate through individually in online to distribute news and feelings and effortlessly provide their thoughts, opinions and designs to the internet (Kim & Ko, 2010, p. 170). These social media overcome one-sided the internet from a stage for information to a platform for stimulus because of the vivid and universal development (Hanna et al., 2011). Social media websites deliver a civic environment that provides specific shopper’s voice, as well as entry to product news that smoothest their purchase judgments (Essay Sauce, 2019). Presently, e-commerce can be done from side to side social media, and it authorizes us to influence to more probable consumers and frankly to end-consumers, promptly and at a small rate (Ioană, & Stoica, 2014). Most of the consumers are recognizable with social media knowledge and perceived performance power and manner as elements that could stimulate the consumers to depletion social media (Toor et al., 2017).

Consumer Purchase Intention

Purchase intention is outlined because the client’s likelihood of buying a product or a service within the forthcoming and it is straightforwardly associated with consumer perspective (Makudza et al., 2020). Purchase intention may be quite decision-making (Mirabi et al., 2015). The behavioural intention of a private to try to action can verify the particular individual behaviour and there’s a temperament to shop for the merchandise following time there’s a requirement for this product (Erkan & Evans, 2016). To ripen plus maintain consumers in such a large and globally competitive market, the sellers need to learn about the characteristics of the consumers, their buying behaviour and the factors that persuade them into growing a purchase intention (Thibaut, 2018).

A short note of several of the former analysis’s issues marking consumer’s ordering intention to use online is inclined in the next table (Table 1).

Table 1: A Short note of Former Analyses

| Author(s) Name | Title | Variables Suggested | Methodology | | |
|----------------------------|---|--|---|-----------------------|------------------------|
| | | | Statistics tool | Method | Sample Size |
| (Rana et al., 2015) | “Factors Affecting Purchase Intention of Customers to Shop at Hypermarkets” | Product quality, brand image, social influence, socioeconomic and the quality of products sold at hypermarkets. | Correlations and multiple regression analyses | Quantitative Research | The sample size is 150 |
| (Roudposhti et al., 2018) | “A new model for customer purchase intention in e-commerce recommendation agents” | Perceived novelty, perceived diversity, perceived ease of use, perceived usefulness, perceived satisfaction, perceived recommendation quality, perceived customer trust, perceived familiarity | Partial Least Squares Structural Equation Modeling | Quantitative Research | Sample size is 231 |
| (Khan & Ali, 2012) | “Factors Affecting Customers’ Intention Towards Online Shopping in Bangladesh” | Convenience, website design, trust, security, price & normative belief | Means of frequency distribution, means and standard deviation | Quantitative Research | Sample size is 150 |
| (Alhadid & Alhadeed, 2017) | “The Impact of Social Media Marketing on Purchase Intention” | SMM, usefulness expected, ease of use, intention of use system | Descriptive analysis | Qualitative Research | – |

Table 1 Cont'd

| | | | | | |
|--------------------------------|---|---|---|-----------------------|---------------------|
| (Akhtar et al., 2016) | “Impact of Social Media Marketing on Consumer Purchase Intention” | Consumer behavior, brand loyalty | Multiple regression analysis | Quantitative Research | Sample size is 83 |
| (Maoyan et al., 2014) | “Consumer Purchase Intention Research Based on Social Media Marketing” | Placement, marketing activities, experimental marketing, interaction, perceived value, perceived risk | Structural equation model analysis (correlation and regression analysis) | Quantitative Research | Sample size is 177. |
| (Laksamana, 2018) | “Impact of Social Media Marketing on Purchase Intention and Brand Loyalty: Evidence from Indonesia’s Banking Industry” | Brand loyalty | Five-point Likert scale | Quantitative Research | Sample size is 286 |
| (Aldhmour & Sarayrah, 2016) | “An Investigation of Factors Influencing Consumers' Intention to Use Online Shopping: An Empirical Study in South of Jordan” | Perceived usefulness, ease of use, risk, product involvement, subjective norms | Five-point Likert scale, Construct Validity, Cronbach’s Alpha, the Multi-Collinearity Test, Skewness Coefficients | Quantitative Research | Sample size is 300 |
| (Van der Heijden et al., 2003) | “Understanding online purchase intentions: contributions from technology and trust perspectives” | Trust in online Store, perceived risk, Perceived usefulness, ease of use | Cronbach’s a and exploratory factor analysis, structural equation modelling (SEM) | Questionnaire survey | Sample size is 228 |
| (Rishi & Khasawneh, 2017) | “Determinants of online purchase intention: a study of Emirati consumers” | Brand orientation, prior online purchase experience, impulse purchase orientation, quality orientation, online trust | 5-point Likert scale, factor analysis and multiple regression analysis. | Quantitative Research | Sample size is 478 |
| (Rahman et al., 2012) | “A Conceptual Study on Consumers’ Purchase Intention of Broadband Services: Service Quality and Experience Economy Perspective” | Technical qualities- competence, responsiveness, security Functional qualities- accessibility, communication, courtesy, Experience economy. | Conceptual framework | Quantitative Research | – |
| (Shim et al., 2001) | “An online pre-purchase intentions model: The role of intention to search” | Attitude, perceived behavioral control, subjective norms and Internet purchase experience | Two-stage structural equation modeling. | Quantitative Research | Sample size is 684 |
| (Elhadidy, 2017) | “To investigate how e-WOM affects young buyers purchasing decision in FMCGS” | E-WOM, Trust Source, Similarity Information Usefulness | Theoretical Background and Hypothesis Development | Qualitative Research | – |
| (Sin et al., 2012) | “Factors Affecting Malaysian young consumers’ online purchase intention in social media websites” | Perceived Ease of Use, Perceived usefulness, subjective norms | Stratified sampling method and multiple regression analysis | Quantitative Research | Sample size is 297 |
| (Ahmed, & Zahid, 2014) | “Role of social media marketing to enhance CRM and brand equity in terms of purchase intention” | CRM (customer care, emotional attachment), Brand Equity (brand awareness, customer satisfaction, word-of-mouth). | Structure equation modeling | Quantitative Research | Sample Size 30 |
| (Shafiq et al., 2011) | “Analysis of the factors affecting customers’ purchase intention: The mediating role” | Customer knowledge (about a product) Celebrity endorsement Product packaging/design, Perceived value | Regression analysis | Quantitative Research | Sample size is 220 |
| (Younus et al., 2015) | “Identifying the Factors Affecting Customer Purchase Intention” | Customer knowledge, Celebrity endorsement Product packaging, Perceived value | Likert scale of 1 to 5. Regression analysis | Quantitative Research | Sample size is 100 |
| (K.K.C et al., 2019) | “The Impact of Social Media Marketing on Customer Purchase Intention among the Fashion-Wear Customers in Sri Lanka” | Firm-created communication, User-generated communication | Conceptual framework | Qualitative Research | – |

The Power and Stimulus of Purchase Intention on Social Media during COVID-19

During the stay home lockdown, society's area unit victimization social media stages to achieve info concerning COVID-19. The character of the impact of social media terror among peoples differs counting by a personality's gender, age, and level of education (Ahmad & Murad, 2020). Multiple shutdowns of festivals and events have created influencer keen to partner with brands. COVID-19 has created influencers additional hospitable worth negotiations (Barker, 2020). throughout COVID-19, several corporations are taking their business on-line (mypos.eu, 2020). People are using social media for purchasing goods may be persuaded by their friends' posts on social media that is called peer recommendations. Family supporters and other groups exercise a sturdy stimulus on the ordering decision of persons because most consumers do not shop alone (Rana et al., 2015, p. 431). Responsiveness as a willingness to assistances customers with as long as the rapid and speedy facilities such as the swiftness of service delivery and elasticity in explanation, selling in a proper way to fulfil the customer's needs, grievances considerately (Rahman et al., 2012, p. 127). This feature normally does not provide in a local shop. So, during COVID-19 consumers are influenced and created purchase intention. Through COVID-19, all the peoples need to keep social isolation locked altering places, forceful washing actions and due to lockdown people are focused on online for purchasing good because of the safety issue. Again, most of the business turns into online to capture their consumers, modifying their websites and sharing websites link to social media platforms like Facebook, Instagram, Twitter, LinkedIn, YouTube, etc. Throughout COVID-19, consumers move social media because review and compare dozens of stores and brand products at once they have. It is better having to travel from store to store finding brand products. Brand awareness is correlated to the gatherings of brand individualities in consumers' reminiscence that can be restrained by in what way well the consumers can pinpoint the brand beneath countless circumstances (Keller, 1993). It involves social media marketing to raise awareness about the benefits of the products and services offered while creating purchase intention (Alhadid & Alhadeed, 2017). Ousud.com, BanglaMeds.com.bd, Pharmacy.com.bd, OsdhuhdWala.com, ePharma.com.bd, lazzpharma.com are the largest medical and hygienic products suppliers during COVID-19 with a low delivery cost (TABASSAM, 2020). Again, most of the online business accepts e-payment scheme, it denotes to associate degree electronic payment system that permits clients to interact electrically anyplace within the sphere (Humphrey, Pulley, & Vesala, 1996). It authorized the separate to give fee through on-line anyplace and anytime for each nationwide & global trade. At the time pandemic, the e-payment system makes purchase intention on social media to roll back bone communication. This generates intent motivations among consumer. Social media has accessible information and has the choice of location-based checking. Many shops have prolonged the places mobile feature with the application which delivers enticements to check-in by contribution discounts on acquisitions application (Richard &Guppy, 2016). By exploitation fresh methods of message done social media stages to proportion products or post product appraisals, customers deliver appreciated material to other same or new users (Elhadidy, 2017). At the era of COVID-19, online trust builds a bridge between consumers and business. Enough trust is created on online purchase intention because business keeps secret consumer personal information. Adequate trust needed when placing an order online and after the customers reveal their details to the online retailers. (Khan & Ali, 2012). Online shopper trust is described as the user's confidence that the trade unions on the cyberspace will achieve its final responsibilities (Rishi & Khasawneh, 2017, p. 200). There are many mobile apps like Chaldal.com, MeenaClick, Daraz, AjkerDeal.com, Bikroy.com etc. These apps are astonishingly easy to use, and within a few taps to do the shopping and enlisted with all the category lists like the website and can search desired products as well. These apps offer many discount or coupon on various products on social media to create purchase intention. Usually, those offers might not be gain from local shops. So, during COVID-19, these mobile apps create purchase intention on social media among consumer to grab the offer.

Theoretical Structure and Hypotheses

After the over argument, twelve hypotheses (from H1 to H12) are framed:

- H1:** Social influence has a significant positive relationship with purchase intention in social media
- H2:** E-WOM has a significant positive relationship with purchase intention in social media
- H3:** Marketing Activities has a significant positive relationship with purchase intention in social media.
- H4:** Responsiveness has a significant positive relationship with purchase intention in social media.
- H5:** Trust in Online Store has a significant positive relationship with purchase intention in social media.
- H6:** Peer recommendations have a significant positive relationship with purchase intention in social media.
- H7:**E-Payment Mode has a significant positive relationship with purchase intention in social media.
- H8:** Low delivery cost has a significant positive relationship with purchase intention in social media.
- H9:** Location-based checking has a significant positive relationship with purchase intention in social media.
- H10:** Discount or coupon offer has a significant positive relationship with purchase intention in social media.
- H11:** Brand awareness has a significant positive relationship with purchase intention in social media.
- H12:** Brand loyalty has a significant positive relationship with purchase intention in social media.

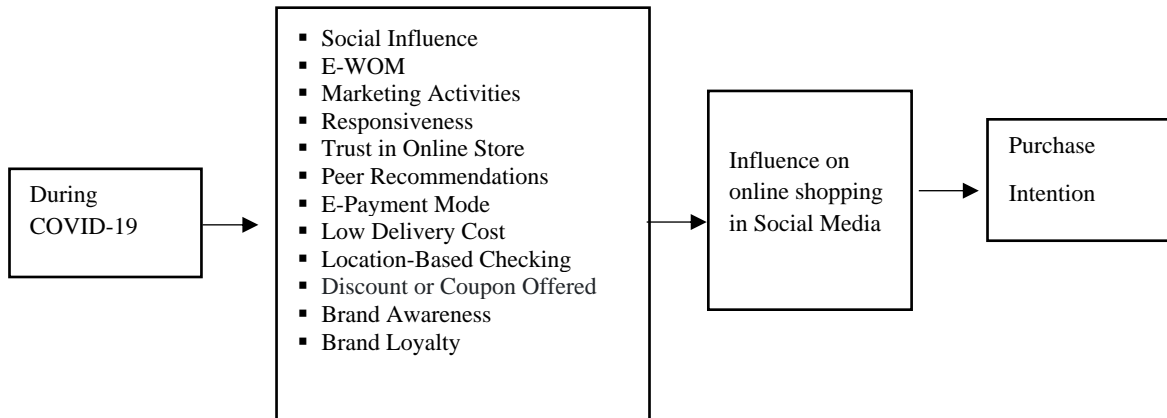


Figure 1: Proposed Research Model

Research and Methodology

In the analysis, at initial, exploratory analysis has been managed to achieve a major considerate concerning the potent stimuli that make purchase intention on social media throughout Covid-19 from Bangladeshi shoppers then the descriptive analysis has been accompanied. The kind of required for the analysis is principally principal in type and every fact are gathered from major bases by the net Google survey technique. the information is quantitative in type. Contrariwise, after the subordinate sources, we have got established a literature review. The analysis has recycled a five-point Likert Scale to incite the responses. Participants are requested to mark their degree of agreement or disagreement on a five-point Likert Scale commencing from strongly agree to strongly disagree. All the queries used are closed-ended. The analysis collected information from October 15, 2020, to November 12, 2020, in a very personal interview by on-line survey procedure within an organized form with five-point Likert scales from 240 on-line shoppers within the standpoint of Bangladesh. information is collected from actual Bangladeshi shoppers have already involved an internet shopping and converted in IBM SPSS 25.0 code for investigation. it is examined exploitation reliability statistics analysis, descriptive statistics analysis, IBM SPSS Amos 26.0 code was went to do confirmatory factor analysis to develop a hypothesis and check out to suit the model. SEM technique is employed to check and evaluate causative relative by employing a mixture of applied mathematics information and spontaneous expectations. SEM is employed to see whether the planned model is effective or not.

Reliability statistics analysis is employed to live the interior consistency of each variable. Descriptive statistics reduces several information and rework into a less complicated outline of knowledge analysis that simply comprehensible. Next, CFA consents the canvasser to check the hypothesis that a connection among observed variables and their underlying latent constructs happens.

Analysis and results

Reliability of Statistics Analysis

Table 1: Reliability Statistics

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .976 | 12 |

As illustrated above Table 1, reliability analysis is restrained via Cronbach's coefficient alpha to crisscross the core dependability of the hypotheses. A typically accepted instruction is that α of 0.6-0.7 specifies a suitable balanced of reliability and 0.8 or bigger is an actual worthy near (Ursachi, Horodnic, & Zait, 2015, p. 680). Here, as is illustrated, all factors are 0.976 (97.6%). Consequently, the investigation instrument is reliable to a degree all factors steadily and free from random error.

Table 2: Descriptive Statistics Analysis

| Descriptive Statistics | N | Minimum | Maximum | Mean | Std. Deviation |
|---|----------|----------------|----------------|-------------|-----------------------|
| During_Covid19_Social_influence | 240 | 1 | 5 | 4.50 | .989 |
| During_Covid19_E-WOM | 240 | 1 | 5 | 4.29 | 1.227 |
| During_Covid_19_Marketing_activities | 240 | 1 | 5 | 4.52 | .998 |
| During_Covid19_Responsiveness | 240 | 1 | 5 | 4.51 | .989 |
| During_Covid19_trust_in_online_store | 240 | 1 | 5 | 4.12 | 1.344 |
| During_Covid19_peer_recommendation | 240 | 1 | 5 | 4.57 | .978 |
| During_Covid19_E_payment_mode | 240 | 1 | 5 | 4.53 | .963 |
| During Covid-19 low delivery cost | 240 | 1 | 5 | 4.46 | 1.034 |
| During_Covid19_location_based_checking | 240 | 1 | 5 | 4.40 | 1.152 |
| During_Covid19_Discount_or_coupon_offer | 240 | 1 | 5 | 4.60 | .895 |
| During_Covid19_brand_awareness | 240 | 1 | 5 | 4.26 | 1.231 |
| During_Covid19_brand_loyalty | 240 | 1 | 5 | 4.17 | 1.309 |
| Valid N (listwise) | 240 | | | | |

As clarified in Table 2, the strategic factors influence consumers' buying intention throughout the coronavirus syndrome (COVID-19) outburst. In this tabletop, factors extant a mean score 4 or further. The bulk of the participants agree with through COVID-19 discount or coupon offer (mean score is 4.60). Consequently, during COVID-19 discount or coupon offer significantly affects consumers' purchase objective in the coronavirus pandemic. Utmost of the respondents upholding in during COVID-19 peer recommendation (mean score is 4.57), during COVID-19 e-payment mode (mean score is 4.53), during COVID-19 marketing activities (mean score is 4.52), during COVID-19 responsiveness (mean score is 4.51), during COVID-19 social influence (mean score is 4.50), during COVID-19 low delivery cost (mean score is 4.46), during COVID-19 location based-checking (mean score is 4.40), during COVID-19 E-WOM (mean score is 4.29), during COVID-19 brand awareness (mean score is 4.26), throughout COVID-19 brand loyalty (mean score is 4.17), and during COVID-19 trust in the online store (mean score is 4.12) meaningfully stimulus shoppers' purchase intention throughout the coronavirus epidemic.

Structure Equation Model (Confirmatory Factor Analysis)

Result (Model)

Chi-square = 83.255

Degrees of freedom = 25

Probability level = .000

Table 3: Goodness-of-fit values

| The goodness of fit measure | Acceptable value | Finding values | SEM Model | Result |
|-----------------------------|------------------|----------------|------------------------|----------|
| Chi-square | NS | 83.255 | Absolute Model Fit | Accepted |
| P | <0.05 | .000 | | |
| RMSEA | <.08 | .099 | | |
| GFI | >0.9 | .952 | | |
| CFI | >0.9 | .988 | Incremental Fit | Accepted |
| NFI | >0.9 | .983 | | |
| TLI | >0.9 | .961 | | |
| AGFI | >0.9 | .825 | | |
| Chi-square/df | <5 | 3.330 | Parsimonious Model Fit | Accepted |

As elucidated in Table 3, according to the ancient and famous researcher (Hair et al., 2010), In structure equation modelling (Confirmatory factor analysis) shows the Model fit statistics are the chi-square (labelled Discrepancy in the output shown above), its degrees of freedom (DF), its probability value (P), the Root Mean Square Error of Approximation (RMSEA), the goodness of fit index (GFI), The normed fit index (NFI), the Tucker-Lewis Index (TLI), the Comparative Fit Index (CFI), the goodness of fit index

(GFI), the adjusted goodness of fit index (AGFI). All the important goodness of fit processes denotes that our assessed model is significantly incorporated. This signifies that the model is fit and we can reject the null hypothesis and accepted alternative hypothesis.

Conclusions

This paper tries to scrutinize the factors that have a noteworthy impression on shoppers' purchase intention on social media throughout COVID-19. All variables are selected from the prior findings to observe the current situation. Social influence, responsiveness, e-payment mode, discount or coupon offer, electronic word of mouth (E-WOM) trust in online store, marketing activities, peer recommendation brand loyalty factors ominously stimulus the consumers' purchase intention on social media during COVID-19. So, to assemble the determination of the research ideas and hypothesis was established. A model is settled for the customer's intention.

In the research findings, shoppers play a full of life role throughout info acquisition attributable to the user-friendliness and readiness of data on social media stages at the pandemic scenario COVID-19. The consequence of this responsibility of social media within the buying intention step means that consumers can use a good vary tools sort of a recommendation, online event activities (live and post sharing and contest) and appraisals presented on social media that assist them to make their buying choice. Brand awareness, delivery option, business page location sharing and specific location options must be easier and convenient because most of the online consumers have difficulties to track business page and unwilling to pay delivery cost and consumers are not aware of the brand. Most of the customer prefers cash on delivery with free delivery in Bangladesh. Again, a business organization should promote their brand where people can identify the specific brand against another brand or non-brand. If e-commerce can meet the challenges, consumers' enthusiasm for online acquisitions will be improved and e-commerce will be farther prevalent in Bangladesh.

With the shock of COVID-19, the e-commerce activity is noticing the witness of sparkling elaboration of e-shopping. The investigation assesses the factors persuading consumers' purchase intention on social media during the coronavirus epidemic in Bangladesh. The study is proscribed in Bangladesh barely throughout the coronavirus malady (COVID-19) epidemic, and therefore the outcome is not also practical to alternative locations and alternative extent like after-epidemic scenario. The facts might not be the concrete demonstrative of inclusive Bangladeshi buyers' view owing to sample size like solitary 240 respondents. Again, there also may be several other factors which may stimulus consumers' purchase intention throughout the coronavirus disease in Bangladesh. In the viewpoint of salespersons, this drawback may abet as a holdup in connection with advertising via social media. Accordingly, they would pinpoint the motive of these deleterious thoughts amongst shoppers and newcomer consumers to partake within the natters.

Upcoming scholars are hinted to fix a bigger sample size of participants to accumulate additional consistent info and make sure the universalizing of the findings. Second, supplementary measurements for independent variables can be more into the research model for identifying the other principal factors that touch online buying intention during and post COVID-19 scenario.

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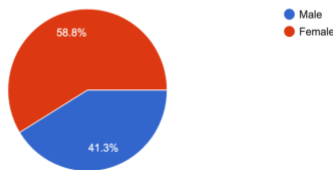
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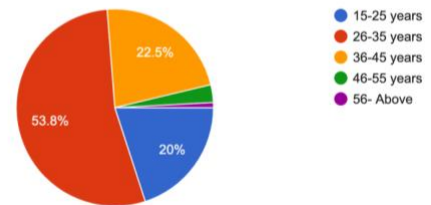
Appendix:

Demographic Information

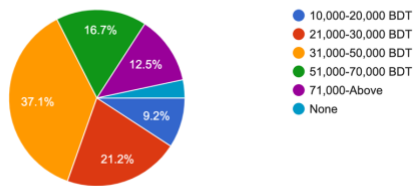
Gender
240 responses



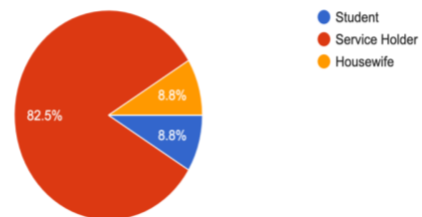
Your age
240 responses



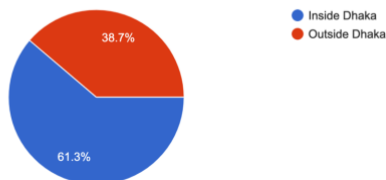
Income (per month)
240 responses



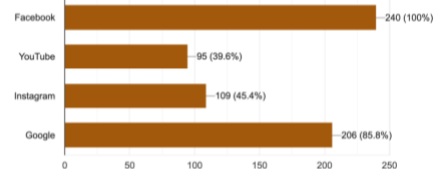
Your Profession
240 responses



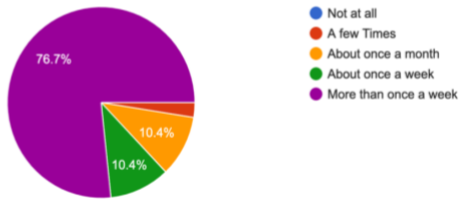
Where do you currently reside in?
240 responses



In which of the following social media sites you have an account?
240 responses



How often do you buy a product from social media?
240 responses



What category of products do you purchase frequently through social media during Covid-19?
240 responses

