

Impact of Digital Marketing on Female Buying Behavior: A Study in Dhaka, Bangladesh

Nymatul Jannat Nipa¹

ABSTRACT

This research explores the role of digital marketing in shaping female consumer behavior in Dhaka, Bangladesh. To obtain a thorough understanding of digital marketing mechanisms, the study's first phase gathers data from a range of sources, including research papers, books, journals, newspapers, and websites. To examine the behavioral patterns of female online consumers in digital marketing, a survey was conducted in the second phase. Contemporary marketing is undergoing a substantial transition, driven by rapidly shifting trends, the introduction of new technologies, and the proliferation of portable communication devices that significantly alter female customer behavior. For this technologically advanced setting, a well-thought-out marketing strategy that includes specific digital marketing tools is crucial to the integrated marketing communication framework. The prevalence of high-speed internet access attracts a substantial number of young individuals to conduct business through social media platforms, suggesting that marketers should prioritize digital marketing channels.

KEYWORDS: Digital Marketing, Product, Customer, Consumer Behavior.

¹ Department of Management Information Systems, University of Dhaka, Dhaka-1000, Bangladesh.
(CORRESPONDING AUTHOR) ✉ nipa.mis@du.ac.bd

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1. Introduction

The phrase "digital marketing" refers to a broad variety of strategies used to advertise goods and services online. This technique also extends to embrace display advertising, mobile devices, and various other digital platforms. Digital marketing, as opposed to traditional marketing, uses electronic media to promote products or brands. This enables businesses to evaluate their marketing efforts more rapidly and effectively and determine which strategies are successful and which are not. Wireless text messaging, electronic billboards, mobile instant messaging, applications, podcasts, digital television, and radio are some of the channels utilized for digital marketing, even although the Internet is still the most popular. The broad concept of digital marketing is to improve marketing strategy execution, engagement, and management with the ultimate goal of raising customer satisfaction and achieving business objectives.

A product refers to an item or service created or generated for sale to satisfy a customer's requirements or needs. This can include actual things such as vehicles, furniture, food, and beverages, as well as intangible offers like mobile applications and meal delivery services. Although the study of consumer behavior is relatively challenging, there is a wealth of understanding about many different factors that can effect it. Numerous factors, such as social status, cultural context, fashion trends, product features, pricing strategies, legislation, situational circumstances, ecological considerations, reference groups, brand perception, consumer demands, and communication methods, have a significant impact on consumer behavior.

Understanding certain aspects of potential customers, such as their gender, age, occupation, personality traits, lifestyle choices, motivations, beliefs, emotional states, interpersonal relationships, and the financial circumstances of their households, is crucial for conducting online sales successfully. There are millions of people online any moment and they all are a prospective consumer for the internet market place in which women customers plays a significant function. Today's generation is extremely often using electronic channels for their daily wants by shop products and services online. Customers' interest in online purchasing has increased in recent years.

The globalization of competition and development of information technology have boosted customer awareness and produced a condition where people prefer buying online rather than migrating shopping since it delivers quality products as well as saves time (Khushboo Makwana, 2014). Women's purchasing habits: Women are most powerful consumers in the world as they control roughly 80 percent of the household expenditure. Additionally, women's influence and purchasing power can no longer be disregarded. The impact and role of women in society have changed over time. The role of a female client as mom and a child cannot be ignored by any business or businessman. Communication is a critical factor of the purchasing process since purchases have emotional meaning. In buying decision for the family women's influence is very much high and they operate as a large influencer. Furthermore, women are unquestionably the only ones who make decisions on what products or services to buy on their own (Tamilarsi & Angayarkanni, 2016).

The purpose of this study is to investigate the variables that affect female consumers' online purchasing decisions in Bangladesh's capital, Dhaka. In order to examine the factors that influence online shopping, the study collects data from Dhaka, Bangladesh, regarding the online buying habits, behavior, and preferences of women.

There's a substantial study deficit in the domain of "Impact of Digital Marketing on Female Buying Behavior" in Dhaka, Bangladesh. While some studies touch upon aspects of digital marketing and consumer behavior in the country, they often lack a special, in-depth focus on the female demographic in Dhaka. The majority of current studies on digital marketing and consumer behavior in Bangladesh either give a broad perspective or disproportionately concentrate on male consumers. There's a noticeable absence of studies that exclusively study the distinctive buying patterns, motivations, and issues of female consumers in Dhaka. Examining how digital marketing tactics specifically increase or decrease trust among female consumers in Dhaka is an important research gap, especially with relation to online payments, data privacy, and product authenticity.

1.1 Objectives of the study

Impact of Digital Marketing on Female Buying Behavior in Dhaka, Bangladesh. Objective of the Study:

- To elucidate the connection between female consumer behavior and digital marketing.
- To determine the perception of the female end users of digital marketing.
- To ascertain whether or not digital marketing may genuinely affect consumers' decisions to purchase goods or services.

1.2 Limitations of the study

- The study was conducted for a short time, which may not hold true in the long run.
- All of the respondents' responses were presumed to be truthful and unbiased.
- The study was impacted by some respondents' refusal to take part in the survey.
- It is challenging due to the responders' hectic schedules.

2. Literature Review

The global landscape is currently experiencing a remarkable transformation in digital marketing, with Bangladesh being no exception (Bruhi, 2017). The advent of the Internet has provided businesses with unprecedented opportunities to leverage digital marketing strategies. Through various digital marketing channels, companies can not only promote their products and services online but also expand their customer base, engage potential clients, and enhance their Return on Investment (Alnsour, 2018).

As a result of the Internet's evolution, approximately 65% of marketing efforts are now conducted online by marketers. Digital marketing encompasses a wide range of strategies aimed at promoting products or services through digital technologies, primarily via the Internet, but also including display advertising, mobile devices, and other digital platforms (Yamin, 2017). Informational society influences affect the consumer decision processes and product evaluations. Social media provides

a new channel to acquire product information through peer communication, (Kozinets, 1999). Moreover, by using social media, consumers have the power to influence other buyers through reviews of products or services used. These days, online shopping, also known as digital shopping, is becoming more and more popular among women. People are more concerned with saving time and energy, and they want to learn about the newest trends in fashion and lifestyle without having to go out. They have a platform to stay current thanks to online buying (Kshirsagar, 2015).

Convenience features offered by online shopping include product delivery to the customer's home, a simple and time-saving process, and the ability to purchase anything from anywhere at any time. 24*7 purchase (Richa, 2015). The primary factor that encourages a buyer to shop online is the ease of doing so. Female consumers needed a risk-free online purchasing experience, a variety of payment options, and privacy and security concerns (Prashant & Raman, 2014). Even a promotion or discount won't be able to persuade a customer to buy if they are not happy with the website's safety and security features (Kim & Byramjee, 2014). Trust, safe transactions, and accurate information are the main factors that influence consumers' decisions to shop online (Mittal, 2013).

Numerous technology advancements have affected people's everyday lives, and traditional retail is no longer adequate to meet consumer demands and does not entirely align with the modern workplace. Because the internet offers several advantages, including convenience, pricing, speed, product availability, product information, sale, and after-sale services, people begin using it as a means of e-shopping. Access to branded products that are unavailable in local marketplaces is made easier by online buying. Additionally, it is a brand-new approach to establishing rapport with clients and adding value for them (P.Kotler & Armstrong, 2012). Organizations strive to influence consumer behavior to achieve their business objectives and foster customer loyalty.

Digital marketing plays a pivotal role in shaping consumer behavior (Linda & Keith, 2019). Several factors significantly influence a consumer's likelihood of making an online purchase. These factors include concerns about privacy, personal interests, acceptable pricing, payment options, social media influence, and reference groups (Masud, et al., 2023). Research comparing in-store and online shopping has revealed that online shopping is generally more efficient in terms of time and effort, as well as being more convenient (Meher & Burhan, 2020). The frequency of online purchases is influenced by factors such as gender, income, education level, and previous purchasing experience (Jain & Jain, 2011). According to the researcher, online shoppers are constantly concerned about product costs, safe shipping, and correct delivery. Due to the inability to feel and touch the product when shopping online, as well as the lack of strict laws and remedies to provide them with justice and a solution in the event of fraud, these confusing factors may cause consumers to lose confidence in their purchasing process.

Additionally, the lack of knowledge may cause them to reconsider their decision to shop online. However, there is still a great deal of room and opportunity for online shopping in developing nations (Sharma, Sivakumaran, & Marshall, 2011). This study placed a strong emphasis on technology developments. According to the study, technical advancements are occurring at an astronomical

rate in people's daily lives, and the growth of e-commerce in particular sets a standard for others. E-marketers have completely altered the structure of shopping by providing daily discounts, new schemes, loyalty benefits, cash backs, and numerous other alluring offers. These innovations have completely changed how people watch TV, interact with one another, read the news, and even buy and sell new and used products (Nicolas, 2010). The researcher finds that a large percentage of non-online shoppers, particularly women and teenagers, wish to purchase goods online.

However, the inability to touch or feel things forced them to step back, particularly while they were shopping for clothing, jewelry, purses, and fragrances. However, it is impossible to shop online until you have the item. Additionally, fear of technology and a lack of computer skills are the main reasons people don't purchase online (Eliasson, Lafourcade, & Smajovic, 2009). Bangladesh's female consumers make up half of the country's population. The majority of them are youthful, active, and tech-savvy, and they embrace advances and technology favorably because of its comfort, ease, and wide range of products. In Bangladesh, online shopping, particularly in Dhaka, offers enormous potential for both consumers and online marketers in a number of product categories, including clothing, electronics, baby products, entertainment, dining, home and furnishings, books, DVDs, CDs, and health and beauty items for men, women, teenagers, and children.

The main causes of internet users' discontent are incorrect orders and delayed product deliveries. Anyone with a basic understanding of technology and education can shop online, but a higher degree of education is not necessary. In his subsequent research, the researcher focused on additional factors that are compelling factors of online shopping, such as age, gender, income, education, culture, frequency of internet usage, comfort level with the internet, frequency of online purchases, innovativeness, emotions, and the degree of satisfaction from previous transactions (Zhou & Zhang, 2007).

According to the researcher, women enjoy shopping the most; they conduct more online searches and have more shopping experience than respondents who are men (Seock & Lauren, 2007). Marketing professionals have observed that user experiences on social media can enhance self-esteem and enjoyment (Pai & Arnott, 2019). Additionally, studies suggest that online experiences positively impact consumers' mental processes and improve their online purchasing decisions (Cetină, Cristiana, & Rădulescu, 2017). The Internet stands as the most potent tool for businesses (Yannopoulos, 2019), making it essential for marketers to engage in digital marketing platforms. Consequently, marketers must develop and implement strategies tailored to the dynamic nature of online presence, with distinct considerations for branding, pricing, distribution, and promotional strategies in the realm of digital marketing.

According to Kotler and Gray's Principles of Marketing (2012), internet purchasing is influenced by four personal factors: the buyer's age, gender, income, occupation, degree of education, and lifestyle. A person's attitude and impression of internet shopping are influenced by psychological variables. Cultural, traditional, natural, and familial norms are social factors that are part of society and eventually relate to the buyer's need and use of the goods. According to Alan, Smith, William,

and Rupp (2003), there are five elements that influence an online consumer's decision to shop: personality, post-purchase factors, psychological factors, sociocultural factors, and shopping experience. In this paper, we examine how social networks affect internet consumers' purchasing decisions. The chosen theme is briefly introduced in the first section, which is followed by pertinent literature review information that includes prior specialist investigations. The data analysis and research techniques are covered in the second section. Lastly, we outline our findings, research constraints, and potential avenues for further investigation.

Table 1: Hypotheses with their Dependent & Independent variables

Hypotheses		Independent Variable	Dependent Variable
H1	Privacy concerns negatively influence Intention to buy product through Online among female consumers in Dhaka.	Privacy concerns	Intention to buy
H2	Occupation and Monthly Income positively influence the customer satisfaction among female consumers in Dhaka.	Occupation, Monthly Income	customer satisfaction

3. Methodology

The study will make use of both primary and secondary data sources. The aforementioned components will be assessed to determine their positive impacts in order to investigate how female customers respond to marketing campaigns. A survey will be conducted to acquire quantitative data from female consumers in order to comprehend their perceptions. Random sampling is used in this investigation. Random sampling is a strategy used in statistics and research to select a sample of individuals from a larger group. The main attribute of random sampling is that every member of the population has an equal and independent probability of being chosen for the sample. A structured questionnaire with a sample size of 120 participants will be used to gather primary data from female customers in Dhaka, Bangladesh.

To analyse the collected data MS Excel and SPSS tools are used. To validate the objective some statistical tests are used like descriptive statistics, regression, ANOVA etc. In order to fully identify the issue, this study will also use qualitative research, utilizing secondary data from a variety of sources, such as papers, journals, and websites. Statements about several facets of internet buying behavior were included in the questionnaire. An examination of the literature and discussions with executives in the online retail business helped discover these statements. The study's findings aid in the research of female consumers' internet purchasing behaviors for future investigations. After a detailed examination of the situation, the study will analyze how digital marketing and female consumer behavior are related. It will concentrate on how end female consumers view and consider digital marketing strategies and whether or not they have a major impact on product and service sales.

4. Analysis and Interpretation of Data

On the basis of collected data from participants, the following analysis has been made where the discussion is conducted.

4.1 Gender of respondents

Table 2: Gender of the respondents

Sl. No.	Gender of respondents	No. of respondents	Percentage
1	Female	120	100
Total		120	100

Source: Survey Data

It can be observed from the above table that about 100% (120) of the total respondents are female because the study is based on the functions of digital marketing and female consumer behavior in Dhaka, Bangladesh.

4.2 Age group of respondents:

Table 3: Age of the respondents

Sl. No.	Age of respondents	No. of respondents	Percentage
1	19-25	105	87.5
2	26-30	3	2.5
3	31-40	9	7.5
4	41-49	3	2.5
Total		120	100

Source: Survey Data

Analysis: The information presented in above table shows that 87.5% (105) of respondents belongs to age group of 19-25 years, 2.5% (03) of respondents belongs to age group of 26-30 years, 7.5% (09) of respondents belongs to age group of 31-40 years and 2.5% (03) of respondents belongs to age group of 41-49 years. The respondents are mostly younger generation.

4.3 Occupation of respondents:

Table 4: Occupation of the respondents

Sl. No.	Occupation of respondents	No. of respondents	Percentage
1	Student	53	44.2
2	Employed	54	45
3	Self-Employed	6	5
4	Unemployed	4	3.3
5	Others	3	2.5
Total		120	100

Source: Survey Data

Analysis: It can be observed from the above table that 44.2% (53) of the total respondents are students, 45% (54) of the total respondents are employed, 5% (06) of the total respondents are self-employed, 3.3% (04) of the total respondents are unemployed and 2.5% (03) of the total respondents belongs to other professions. The analysis shows that most of the respondents are students.

4.4 Table showing Monthly Income of Respondents:

Table 5: Monthly Income of the respondents

Sl. No.	Monthly Income of respondents	No. of respondents	Percentage
1	Below 20,000 taka	56	46.7
2	20,000-40,000 taka	37	30.8
3	40,001-70,000 taka	11	9.2
4	Above 70,000 taka	16	13.3
Total		120	100

Source: Survey Data

Analysis: The information presented in above table shows that 46.7% (56) of respondents belongs to monthly income group below 20,000 Taka, 30.8% (37) of respondents belongs to monthly income group between 20,000-40,000 Taka, 9.2% (11) of respondents belongs to monthly income group between 40,001-70,000 Taka and 13.3% (16) of respondents belongs to monthly income group above 70,000 Taka. Most of the respondents are students that's why their salary is below 20,000 taka.

4.5 Frequency of use of Internet of Female Users

Table 6: Use of Internet of Female Users

Sl. No.	Use of Internet of respondents	No. of respondents	Percentage
1	Less them 1 hour	1	0.8
2	1 hour a day	3	2.5
3	2-3 hours a day	36	30.0
4	4-5 hours a day	35	29.2
5	6-8 hours a day	26	21.7
6	More than 8 hours	19	15.8
Total		120	100

Source: Survey Data

Analysis: This study focused on the younger generation and discovered that daily internet usage differs among individuals. Specifically, 36 participants, or nearly 30% of the entire population, reported accessing the internet for 2 to 3 hours every day. In the meantime, 26 individuals, or roughly 21.7%, reported using the internet for 6 to 8 hours per day, and 35 participants, or roughly 29.2%, reported using it for 4 to 5 hours. Additionally, 19 persons, making up around 15.8%, used the

internet for more than 8 hours, whereas 3 participants, or 2.5%, spent 1 hour online, and 1 participant, representing approximately 0.8%, used it for less than 1 hour. These findings suggest that a significant portion of the population dedicates considerable time (ranging from 1 to 8 hours) to engaging with friends' updates and current information, positioning them as a valuable target for digital marketers.

4.6 Preferences of Online Platform

Table 7: Preferred Online Platform of the respondents

Sl. No.	Preferences of Online Platform of Respondents	No. of respondents
1	Facebook	120
2	Twitter	18
3	WhatsApp	100
4	YouTube	106
5	Instagram	68
6	LinkedIn	42
7	Skype	6
8	Viber	3
9	Myspace	1
10	Google +	52
11	Others	36
Total		120

Source: Survey Data

Analysis: With 124 votes, Facebook was chosen by the majority of respondents as their favorite social media platform, greatly outnumbering YouTube, which came in second with 106 votes. With 100 preferences, WhatsApp comes in third, and Instagram comes in fourth with 68. The fact that Twitter, LinkedIn, Viber, and Myspace are not included in the choices indicates that the younger members of this category are either unfamiliar with or uninterested in these platforms.

4.7 Preferred platform to use Internet of female users:

Table 8: Preferred platform to use Internet of the respondents

Sl. No.	Preferred platform to use Internet	No. of respondents	Percentage
1	Mobile Internet	27	23
2	WiFi	93	78
Total		120	100

Source: Survey Data

Analysis: Different demographics have different preferred internet usage platforms. WiFi is used by a sizable majority of respondents (93), and mobile data is used by a lower percentage (27), indicating

that these two options are the most common. Furthermore, a sizable portion of people use mobile interfaces to interact with the internet.

4.8 Spending on Internet of Female Users (Monthly)

Table 9: Spending amount on Internet of the respondents

Sl. No.	Spending on Internet respondents	No. of respondents	Percentage
1	Less than 100 TK	19	16
2	200-300 TK	38	32
3	400-500 TK	38	32
4	More Than 500 TK	27	23
Total		120	100

Source: Survey Data

Analysis: The respondent group's internet consumption spending patterns must be taken into account since they may reveal how interested they are in downloading, using, and seeing different kinds of content. Marketers should be mindful that young people with low incomes and little money to spend on internet-related activities make up a sizable share of this population. Notably, 38 respondents say they spend between 200 and 300 taka a month, while another 38 say they spend between 400 and 500 taka. Additionally, there is a group that spends over 500 taka, suggesting a substantial increase in expenditure in this sector.

4.9 Devices preferred to use Internet:

Table 10: Preferred devices of the respondents

Sl. No.	Devices preferred to respondents	No. of respondents
1	Mobile	117
2	Laptop	56
3	Desktop	22
4	Notebook	3
Total		120

Source: Survey Data

Analysis: Users' preferences for devices have changed dramatically. Desktops and laptops used to be the most popular options, but according to new data, 117 respondents, or around 97.5%, now prefer mobile devices for internet access. The portability and compact nature of mobile devices suggest that marketers should focus on generating and advertising content that is compatible with these platforms.

4.10 Digital media marketing helps female customers to get informed about product or brand:

Table 11: Digital media marketing helps the respondents or not to get brand information

Sl. No.	Informed about product or brand to respondents	No. of respondents	Percentage
1	Yes	118	98.33

2	No	02	1.67
Total		120	100

Source: Survey Data

Analysis: The vast majority of respondents (118) think that learning about items or companies is made easier by digital media marketing. This suggests that digital media marketers effectively engage with a substantial share of internet users.

4.11 Product/Brand popularly interested on digital platform:

Table 12: Popular products/brands to the respondents

Sl. No.	Product/Brand popularly to respondents	No. of respondents
1	Technologies and gadgets	81
2	Clothing	92
3	Accessories	69
4	Tourisms	33
5	Healthcare & Medicine	27
6	Cosmetics & Perfume	57
7	Others	
Total		120

Source: Survey Data

Analysis: A significant portion of respondents expressed interest in various categories while shopping or searching online, with Clothing (92), Technologies and Gadgets (81), Accessories (69), and Cosmetics & Perfume (57) being the most prominent. Additionally, Tourism and Healthcare & Medicine also garnered attention, particularly through platforms like Facebook and other online media. However, it is important to note that the respondents primarily belong to a younger demographic, which may limit their spending capacity for tourism-related products and indicate a lesser interest in healthcare and medicine. Instead, they demonstrate a greater awareness and enthusiasm for Clothing, Technologies and Gadgets, and Accessories.

4.12 Potential female consumers intentionally click on ads:

Table 13: Respondents intentionally click on ads or not

Sl. No.	Intentionally click on ads	No. of respondents	Percentage
1	Yes	8	6.7
2	No	39	33
3	Sometimes	66	55
4	Never	8	6.7
Total		120	100

Source: Survey Data

Analysis: A total of 66 respondents occasionally engage with digital marketing advertisements, whereas 39 respondents refrain from clicking on these ads. Notably, only 8 respondents actively choose to click on digital marketing advertisements. This indicates that digital marketers often promote online ads, leading to customers inadvertently viewing or interacting with them, which may influence their purchasing decisions.

4.13 Popular digital marketing communication tools:

Table 14: Popular digital marketing communication tools to the respondents

Sl. No.	Popular communication tools to respondents	No. of respondents	Percentage
1	Audio	7	5.8
2	Video	105	87.5
3	Image/Poster	72	60.0
4	Written Post	35	29.2
Total		120	100

Source: Survey Data

Analysis: This study was conducted to identify the most favored tools in digital or online marketing communication. A significant number of respondents (106) indicated a preference for video content, with a notable trend showing that most videos on Facebook are either motivational or ethical in nature. Consequently, marketers should take into account the types of content that attract the mass audience and the underlying reasons for this preference. While audio content is the least favored, approximately 72 respondents focus on images or posters, and 35 engage with text posts on online media. Therefore, it is essential for marketers to understand the content preferences of the general population and the motivations behind them.

4.14 Female Customers try a new product after seeing online Ads:

Table 15: Response to a new product after seeing online Ads

Sl. No.	Response to a new product	No. of respondents	Percentage
1	Very likely	9	7.5
2	Somewhat likely	47	39.2
3	Neutral	51	42.5
4	Somewhat unlikely	7	5.8
5	Very unlikely	6	5.0
Total		120	100

Source: Survey Data

Analysis: A significant portion of respondents (39.3%) indicated that they were somewhat persuaded by digital media or internet marketing advertisements to purchase a new product. This reflects positively on the effectiveness of promoting new products through these channels. Conversely, 42.5% of respondents expressed neutrality regarding their purchasing decisions.

4.15 Digital marketing tools push female customers to purchase a new product or service:

Table 16: Digital marketing tools push female customers to purchase or not

Sl. No.	push female customers to purchase a new product or service	No. of respondents	Percentage
1	Yes	86	71.7
2	No	34	28.3
Total		120	100

Source: Survey Data

Analysis: A significant portion of the respondents, specifically 86 individuals, believe that digital marketing communication tools effectively encourage customers to acquire new products or services. This suggests that customers engage with these tools, whether deliberately or inadvertently, which ultimately influences their purchasing decisions.

4.16 Purchasing rate through online platform:

Table 17: Purchasing rate through online platform

Sl. No.	Purchasing rate	No. of respondents	Percentage
1	Yes	106	88.3
2	No	14	11.7
Total		120	100

Source: Survey Data

Analysis: This study was conducted to investigate the purchasing behavior on online platforms. The data gathered reveals that 88.3 percent of respondents have made purchases via online platforms. This indicates that a significant majority of internet users engage in online shopping.

4.17 Percentage of getting actual product through online purchase:

Table 18: Rate of getting actual product through online purchase

Sl. No.	Get actual product through online purchase	No. of respondents	Percentage
1	Yes	97	80.8
2	No	23	19.2
Total		120	100

Source: Survey Data

Analysis: It is understood that a significant majority of internet users make purchases via online platforms. Following this, respondents were asked whether they received the actual product they ordered. An impressive 80.8 percent of respondents confirmed that they did indeed receive the product they purchased.

4.18 Potential Female Buyers thinking about product cost through online purchase:

Table 19: Perception about product cost through online purchase

Sl. No.	Thinking about product cost	No. of respondents	Percentage
1	Yes	71	59.2
2	No	49	40.8
Total		120	100

Source: Survey Data

Analysis: A significant number of respondents (71) believe that online purchases are more expensive than those made in physical stores. Conversely, 49 respondents feel that online shopping is not costly. They also indicate that online purchasing saves time and reduces risks. This suggests that while consumers are generally comfortable with online shopping, they perceive delivery charges as a factor that increases overall costs.

4.19 Female Customers satisfaction about digital marketing activities:

Table 20: Customers satisfaction on digital marketing

Sl. No.	Customers satisfaction	No. of respondents	Percentage
1	Yes	84	70
2	No	36	30
Total		120	100

Source: Survey Data

Analysis: A significant majority of customers, accounting for 70%, express satisfaction with the digital marketing initiatives. This suggests that consumers feel at ease and have confidence in the sellers who offer products online. Additionally, the availability of electronic fund transfers and cash on delivery may contribute to this level of customer satisfaction.

4.20 Female Customers thinking about Privacy and Security issues of digital marketing:

Table 21: Privacy and Security issues of digital marketing

Sl. No.	Privacy and Security	No. of respondents	Percentage
1	Yes	46	38.3
2	No	74	61.7
Total		120	100

Source: Survey Data

Analysis: A significant majority of customers (74) believe that privacy and security concerns are inadequately addressed by Bangladeshi digital marketing firms. This situation poses a risk to the e-commerce sector. To restore customer confidence, the online marketing company must enhance privacy and security measures from both the customers' and the company's viewpoints.

4.21 Digital marketing enhances your shopping experience?

Table 22: Shopping experience of the respondents

Sl. No.	Shopping experience	No. of respondents	Percentage
1	Yes, significantly	26	21.6
2	Yes, somewhat	59	49.2
3	Neutral	21	17.5
4	No, not really	11	9.2
5	No, not at all	3	2.5
Total		120	100

Source: Survey Data

Analysis: Digital marketing and its associated communication tools significantly improve the shopping experience for customers, with 71% expressing that these resources assist them in acquiring their desired products or services and provide valuable information regarding product details.

4.22 Regression Analysis:

SPSS Statistics will generate quite a few tables of output for a regression analysis. In this analysis, only the four main tables are required to understand the main results from the regression procedure, assuming that no assumptions have been violated.

H1: Privacy concerns negatively influence Intention to buy product through Online among female consumers in Dhaka.

Table 23: Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Intention to buy ^b	.	Enter
a. Dependent Variable: Privacy Concern			
b. All requested variables entered.			

The table of interest is the **Model Summary** table. This table provides the R , R^2 , adjusted R^2 , and the standard error of the estimate, which can be used to determine how well a regression model fits the data:

Table 24: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.209 ^a	.044	.035	.383
a. Predictors: (Constant), Intention to buy				

The "**R**" column represents the value of R , the **linear correlation coefficient**. R can be one measure of the quality of the prediction of the dependent variable: in this case, Intention to buy. A value of

0.209 indicates a good level of prediction. The "**R Square**" column represents the R^2 value (also called the coefficient of determination), which is the proportion of variance in the dependent variable that can be explained by the independent variables (technically, it is the proportion of variation accounted for by the regression model above and beyond the mean model). It is obvious that a value of 0.044 indicates that the independent variables explain 4.4% of the variability of the dependent variable occupation.

Table 25: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.780	1	.780	5.324	.023 ^b
	Residual	17.152	117	.147		
	Total	17.933	118			
a. Dependent Variable: Privacy Concern						
b. Predictors: (Constant), Intention to buy						

The F -ratio in the **ANOVA** table (see below) tests whether the overall regression model is a good fit for the data. The table shows that the independent variables statistically significantly predict the dependent variable, $F(4, 95) = 5.324, p < .0005$ (i.e., the regression model is a good fit of the data). The F statistic 5.324 which is significance (p -value) of 0.023, which is typically considered statistically significant.

Estimated model coefficients

The general form of the equation to predict Intention to buy from Privacy Concern is:

$$\text{Predicted Intention to buy} = 1.586 + (0.170 \times \text{Privacy Concern}).$$

This is obtained from the **Coefficients** table, as shown below:

Table 26: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.586	.105		15.058	.000
	Intention to buy	.170	.074	.209	2.307	.023
a. Dependent Variable: Privacy Concern						

Unstandardized coefficients indicate how much the dependent variable varies with an independent variable when all other independent variables are held constant. Consider the effect of Privacy Concern. The unstandardized coefficient, B , for Privacy Concern is equal to 0.170 (see **Coefficients** table). This means that for each one unit of Privacy Concern increase, there is a decrease in Intention to buy of 0.170 units. The above discussion indicates that all the independent

variables negatively impact the dependable variable. For the increase of every unit of independent variables, the dependent variable increases positively.

H2: Occupation and Monthly Income positively influence the customer satisfaction among female consumers in Dhaka.

Table 27: Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Monthly Income, Occupation ^b	.	Enter
a. Dependent Variable: Customers Satisfaction			
b. All requested variables entered.			

The table of interest is the **Model Summary** table. This table provides the R , R^2 , adjusted R^2 , and the standard error of the estimate, which can be used to determine how well a regression model fits the data:

Table 28: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.152 ^a	.023	.006	.459
a. Predictors: (Constant), Monthly Income, Occupation				

The "**R**" column represents the value of R , the **multiple correlation coefficient**. R can be one measure of the quality of the prediction of the dependent variable: in this case, Customer Satisfaction. A value of 0.152 indicates a good level of prediction. The "**R Square**" column represents the R^2 value (also called the coefficient of determination), which is the proportion of variance in the dependent variable that can be explained by the independent variables (technically, it is the proportion of variation accounted for by the regression model above and beyond the mean model). It is obvious that a value of 0.023, the independent variable, explains 2.3% of the variability of the dependent variable occupation.

Table 29: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.578	2	.289	1.374	.257 ^b
	Residual	24.622	117	.210		
	Total	25.200	119			
a. Dependent Variable: Customers Satisfaction						
b. Predictors: (Constant), Monthly Income, Occupation						

The *F*-ratio in the **ANOVA** table (see below) tests whether the overall regression model is a good fit for the data. The table shows that the independent variables statistically significantly predict the dependent variable, $F(4, 95) = 1.374, p < .0005$ (i.e., the regression model is a good fit of the data). The *F* statistic 1.734 which is significance (p-value) of 0.257, indicating the overall model is not statistically significant at the typical $\alpha = 0.05$ level. The total sum of squares is 25.20 with 119 total degree of freedom.

Estimated model coefficients

The general form of the equation to predict Customer Satisfaction from Occupation and Monthly Income is:

$$\text{Predicted Intention to buy} = 1.095 + (0.04 \times \text{Occupation}) + (0.055 \times \text{Monthly Income}).$$

This is obtained from the **Coefficients** table, as shown below:

Table 30: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.095	.137		8.015	.000
	Occupation	.040	.046	.080	.870	.386
	Monthly Income	.055	.038	.134	1.464	.146
a. Dependent Variable: Customers Satisfaction						

Unstandardized coefficients indicate how much the dependent variable varies with an independent variable when all other independent variables are held constant. Consider the effect of Occupation. The unstandardized coefficient, *B*, for Occupation is equal to .04 (see **Coefficients** table). This means that for each one unit of Occupation increase, there is an increase in Customers Satisfaction of 0.04 units. Similarly, one unit of Monthly Income increase, there is an increase in Customers Satisfaction of 0.055 unit. The above discussion indicates that all the independent variables positively impact on the dependable variable. For the increase of every unit of independent variables, the dependent variable increases positively.

The study explores the impact of digital marketing on female buying behavior in Dhaka, Bangladesh, revealing significant trends in online consumer engagement. All respondents were female with access to the internet and social media, and most relied on mobile devices for connectivity. A majority (64%) spend between 200–500 taka monthly on internet usage, indicating a strong digital presence. The findings show that today’s generation frequently adopts electronic channels for shopping, with 88.3% having purchased products online and 80.8% successfully receiving their orders. Clothing and technology items emerged as the most searched and purchased categories, while video content was identified as the most favored digital marketing tool. Furthermore, 71.66% of respondents believe that digital marketing communication effectively encourages customers to

acquire new products or services, and 39.3% admitted being somewhat persuaded by online advertisements.

Despite high engagement, certain concerns and perceptions persist among consumers. While 70% of respondents expressed satisfaction with digital marketing initiatives, 61.66% raised issues regarding privacy and security. Additionally, 71 respondents perceived online purchases as more expensive, although they acknowledged the time-saving benefits. Promotional offers were found to have a significant influence on buying behavior, highlighting the importance of strategic pricing and incentives. Based on these insights, recommendations include improving browsing speed, addressing privacy concerns, and leveraging cost advantages to offer competitive pricing. The study underscores the growing role of social media and integrated marketing communication in shaping consumer behavior, emphasizing the need for businesses to adopt data-driven strategies to enhance customer trust and engagement.

8. Conclusion

The advent of the Internet has provided businesses with unprecedented opportunities to leverage digital marketing strategies. Through various digital marketing channels, companies can not only promote their products and services online but also expand their customer base, engage potential clients, and enhance their Return on Investment. In recent years the mall culture is increased in all over the world because of its unique shopping experience. The customer preferences and needs are increasing day-by-day because of increase in their purchasing power they need new and innovative products. We believe that we are at the threshold of this change; the result of all the trends outlined in the report foretells those great and existing things are yet to happen in Digital Media, as it is emerging as a biggest competitor to Traditional Media. The huge internet user and mobile subscriber base in Dhaka, Bangladesh as well as the World is a boon to Brand Market for Brand Promotion. Overall, the findings show that Privacy concerns negatively influence Intention to buy product through Online among female consumers in Dhaka. On the other hand, Occupation and Monthly Income positively influence the customer satisfaction among female consumers in Dhaka. In conclusion, it is observed that there is a significant relationship between the buying behavior of the female customer and promotional offers on digital marketing.

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Conflicts of Interest

The authors declare no conflict of interest.

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