

The Impact of Digital Marketing, Service Marketing and Service Delivery Factor Towards Consumer Buying Behavior in the Local E-commerce Industry

M Zayed Sakif, Bangkok University, Thailand
Papob Puttimanoradeekul, Bangkok University, Thailand

The Asian Conference on Media, Communication & Film 2025
Official Conference Proceedings

Abstract

This study investigated the significant positive effects of Digital Marketing, Service Marketing, and Service Delivery on Consumer Buying Behavior in the e-commerce sector of Bangladesh. Employing a quantitative research design, data were collected via an online survey from 408 respondents. The findings from the Multiple Regression Analysis confirmed that all three factors have a statistically significant positive impact on consumer purchasing behavior ($p < 0.05$). Digital Marketing emerged as the strongest predictor ($\beta = 0.534$), followed by Service Marketing ($\beta = 0.356$), and then Service Delivery ($\beta = 0.289$). The combined model explained a substantial 69.4% of the variance in consumer purchasing behavior ($R^2 = 0.694$). In conclusion, these results demonstrate that while Service Marketing and Service Delivery favorably influence online purchase decisions, Digital Marketing is the most critical factor for driving consumer purchasing behavior in Bangladesh's e-commerce industry. The study provides valuable strategic guidance for businesses operating in this market.

Keywords: digital marketing, service marketing, service delivery and consumer buying behavior

iafor

The International Academic Forum
www.iafor.org

Introduction

The Importance and Problem of the Study

Bangladesh's e-commerce industry has shown a rapid growth over the years with the introduction of internet adoption and smartphone usage. The e-commerce industry was estimated at over USD 6.9 billion in 2022, with projection indicating that it will reach USD 7.5 billion by 2024 with an annual growth of 8.33% (DataReportal, 2022). Two prolific online stores namely Daraz and Chaldaal.com has emerged as one of the leading online marketplaces in the country with Daraz focusing on variety of products and Chaldaal.com dominating the online grocery store market (DataReportal, 2022). The local e-commerce industry in Bangladesh is expected to grow more than USD 13.6 billion by 2028, representing a compound annual growth of 21.9% (Statista, 2023).

Digital marketing has changed the way companies and businesses communicate with consumers, impacting the decisions of purchasing in accordance with social media, search engine and personalized advertising (Kotler & Keller, 2016). There are numerous studies where it is mentioned how social media marketing impacts the purchasing intent of a consumer (Chaffey, 2019). Content marketing and influencer marketing has worked itself to build trust and credibility among online consumers (Holliman & Rowley, 2014). Considering the local e-commerce industry, search engine optimization has played a significant role in the Bangladesh market in terms of retention of customers (Hossain & Rahman, 2020).

Service marketing mainly focuses on creating and delivering value highlighting customer relationship, brand trust and service experience (Zeithaml et al., 2018). In terms of e-commerce, elements such as customer support, individual recommendations and promotional offers transform consumer purchasing decisions (Lovelock & Wirtz, 2011). Research recommends that proper tailoring of service marketing strategies empowers customer engagement and long-term retention (Gummesson, 2017). Moreover, in developing markets such as Bangladesh, trust mechanism plays a major role such as transparent and secured online transactions impacts consumer's confidence in online purchasing by making payment via the online channel (Hossain & Rahman, 2020).

Service delivery is another most important part in e-commerce businesses that refers to efficiency, reliability and quality before, during and after the service is delivered. Factors such as delivery time, return policy and customer support can significantly impacts the satisfaction of consumers and their buying behavior (Parasuraman et al., 1988). According to a study, it is mentioned that efficient delivery system is a crucial factor in retaining customers in e-commerce industry (Christopher, 2016). In the Bangladesh market, consumers often acknowledge convenient and secured online transaction with flexibility in payment options and customer support (Hossain & Rahman, 2020). Delay of shipments or delivery of wrong products often creates a barrier in the growth of e-commerce business in the emerging market (Haque & Akter, 2019).

In conclusion, Bangladesh's e-commerce industry is experiencing impressive growth, driven by increased internet adoption, smartphone usage, and the rising success of major online platforms like Daraz and Chaldaal.com. As the market continues to expand, reaching projected multibillion dollar figures in the coming years, understanding the key factors influencing consumer buying behavior becomes crucial. Digital marketing has emerged as a powerful tool in shaping purchasing decisions, with strategies like social media engagement,

content marketing, and search engine optimization playing vital roles in building consumer trust and loyalty. At the same time, service marketing enhances customer relationships through personalized offers, reliable support, and secure payment processes, especially significant in developing markets like Bangladesh. Additionally, effective service delivery, including timely shipments, flexible return policies, and responsive customer service, remains essential in ensuring customer satisfaction and repeat purchases. This study, therefore, seeks to explore how these three critical factors namely digital marketing, service marketing, and service delivery collectively impact consumer behavior in the evolving landscape of Bangladesh's e-commerce sector.

Research Problems

1. Does digital marketing factor (social media advertising, search engine optimization and content marketing) have an influence on consumer buying behavior on the local e-commerce industry of Bangladesh?
2. Does service marketing factor (customer relationship management, brand communication and promotional offers) have an influence on consumer buying behavior on the local e-commerce industry of Bangladesh?
3. Does service delivery factor (delivery time, customer support and return policy) have an influence on consumer buying behavior on the local e-commerce industry of Bangladesh?

Objectives of the Study

The main goal of this study is to explore and improve the impact of digital marketing, service marketing and service delivery on consumer buying behavior in the local e-commerce industry of Bangladesh. There are three main objectives that are outlined as:

1. To assess the impact of digital marketing factor social media advertising, search engine optimization and content marketing on consumer buying behavior.
2. To assess the impact service marketing factor customer relationship management, brand communication and promotional offers on consumer buying behavior.
3. To assess the impact of service delivery factor delivery time, customer support and return policy on consumer buying behavior.

Method of Study

This research involves quantitative research approach to examine the impact of digital marketing, service marketing and service delivery on consumer buying behavior in Bangladesh's e-commerce sector. A survey questionnaire was implemented and distributed to a sample of mostly online buyers across different demographic groups. The use of a single approach allows consistency in data collection and is more efficient in collecting insights from a large number of participants. This descriptive and statistical techniques layout measurable evidence on how digital marketing, service marketing, and service delivery experiences affect consumer buying behavior in the local e-commerce market.

Tools and Statistics Used

Survey tool: Online Google forms were distributed among participants to collect responses from the questionnaire. This particular tool helped in managing a large number of responses conveniently.

Statistical Software: The results from the survey was arranged in Excel first where it cleaned the data and created simple charts before outlining the statistical analysis.

Population and Sample

This study's demographic consists of Bangladeshi respondents who have purchased goods online using e-commerce platforms. This consists of people of all ages, genders, income levels, and geographic locations who routinely interact with digital marketing, service marketing, and service delivery methods in the local e-commerce industry.

For the sample, according to the Yamane table, with the total population size of over 100,000, a minimum of 400 samples is to be collected with a precision level of $\pm 5\%$ (Yamane, 1967). 408 respondents have been chosen utilizing an online survey using Google forms. This platform easily managed a huge sample size while ensuring reliable data collecting. Following the collection of responses, data was analyzed using statistical software. Excel was used for preliminary data cleaning and simple data visualization.

Benefits of the Research

This research will provide important benefits both academically and in workplaces specifically in the e-commerce industry in Bangladesh. At first, it will play a part in academic literature writing by providing observed evidence on the connection between digital marketing, service marketing, service delivery and consumer buying behavior in an emerging e-commerce market like Bangladesh. Secondly, the research will assist businesses especially in the e-commerce sector and digital marketers in the country by providing actionable insights. This study will help e-commerce businesses to tailor their strategies by identifying and analyzing the marketing factors that can the purchasing pattern of the consumers. Thirdly, lawmakers and regulatory bodies will benefit from this research as it will help gain a more extensive knowledge of consumer behavior in the e-commerce industry. The findings will create opportunities to develop new policies in the e-commerce business targeted to improve marketing practices and gaining trust of consumers in online shopping.

Limitations of the Research

This research has some limitations that should be noted. Firstly, the data collected from the survey is completely the respondent's own answers which may not fully show the real involvement of their buying pattern. Furthermore, it may not be possible to do large surveys and include different e-commerce platforms due to the limited time. Lastly, the research may not fully account for external factors such as changes in the economy and cultural differences which could influence customer purchasing behavior in the local market.

Literature Review

The e-commerce industry in Bangladesh has been on the rise for the past decade which is steered largely by the use of internet and the usage of smart devices (Hossain & Rahman, 2020). In accordance with a report by Statista (2023), the country's e-commerce market earnings are estimated to multiply at an annual rate of 14.2%, foregrounding its hefty upward trajectory. Additionally, initiatives from the government such as "Digital Bangladesh" have further smoothed the growth of online businesses in the country (Hossain & Rahman, 2020).

Therefore, the e-commerce industry has transformed from a niche sector to an accepted shopping channel for millions of consumers in Bangladesh (Statista, 2023).

Digital marketing is one of the key elements for the successful growth of e-commerce by assisting businesses reach more audience at an affordable cost when compared to the traditional marketing methods (Kotler & Keller, 2016). In Bangladesh, platforms such as Facebook, Instagram and TikTok are widely used for promotions, with over 44 million Facebook users recorded in 2022 (DataReportal, 2022). Social Media marketing, content marketing and search engine optimization are the most essential tools for e-commerce platforms when it comes to engaging with consumers and driving online purchases (Holliman & Rowley, 2014). Accordingly, businesses that can imply the digital marketing strategies effectively are most likely to experience a growth of brand awareness and customer loyalty (Hossain & Rahman, 2020).

Service Marketing is another key element of the Bangladesh e-commerce industry which highlights the marketing of abstract product and customer service experience (Payne & Frow, 2017). As there is no physical interaction during online transactions, service marketing plays a role in bridging this gap in building trust, transparency and customer support (Zeithaml et al., 2018). The effectiveness of service marketing can ensure customer retention and repeat buying behavior by enhancing customer satisfaction (Solomon, 2018).

In addition, service delivery factors such as on-time delivery, quality assurance and effective customer support can impact the customer buying behavior in the e-commerce industry of the country (Haque & Akter, 2019). Customers often demand fast delivery system and accuracy in order fulfillment when they purchase from online platforms (Ahmed & Karim, 2020). A study by Alam and Jahan (2021), it is noticed that delayed delivery time and inconsistency in description of product can lead to negative feedbacks and eventually a loss of trust from the consumers. As a result, leading e-commerce businesses in Bangladesh invest heavily on the logistics infrastructure, quality control and after sales service to keep up with the consumer trust and growth of the business in the long run (Hossain & Rahman, 2020).

Results

Variables	Mean	Standard Deviation	Results
<i>Digital Marketing</i>	3.02	0.455	Neutral
<i>Service Marketing</i>	3.06	0.446	Neutral
<i>Service Delivery</i>	3.07	0.462	Neutral
<i>Consumer Buying Behavior</i>	3.14	0.434	Neutral

The mean of all three digital marketing factors is 3.02 (neutral) and standard deviation is 0.455. The mean of all three service marketing factors is 3.06 (neutral) and standard deviation is 0.446. The mean of all three service delivery factors is 3.07 (neutral) and standard deviation is 0.462. The mean of all three consumer buying behavior factors is 3.14 (neutral) and standard deviation is 0.434.

Hypotheses Results

There were three hypotheses proposed in this study:

Hypothesis 1: Digital marketing has a significant positive effect on consumer buying behavior. All three sub-variables—social media advertising, SEO, and content marketing were statistically significant.

Hypothesis 2: Service marketing significantly influences consumer buying behavior. CRM and promotional offers had significant impact, while brand communication did not.

Hypothesis 3: Service delivery significantly impacts consumer buying behavior. All sub-variables—delivery time, customer support, and return policy—were significant.

Discussion

Digital marketing demonstrated a statistically significant positive effect on consumer buying behavior, supported by an Adjusted R^2 value of 0.263. This indicates that approximately 26.3% of the variation in consumer buying behavior can be explained by digital marketing variables - namely social media advertising, search engine optimization (SEO), and content marketing. Among these, SEO had the strongest impact ($\beta = 0.312$), followed by content marketing ($\beta = 0.203$) and social media advertising ($\beta = 0.142$). The relatively strong contribution of SEO highlights that Bangladeshi consumers place considerable trust in search engine rankings when choosing where to shop online. This is consistent with Jansen and Spink (2006), who found that users are more likely to engage with top search results, perceiving them as more credible. Similarly, Haque and Akter (2020) reported that Bangladeshi e-commerce businesses investing in SEO enjoy greater consumer trust and higher conversion rates. While content marketing also positively influences trust and engagement—especially when it offers valuable product information or educational content—social media advertising had a weaker, though still significant, effect. Previous research confirms this trend, noting that Bangladeshi consumers often perceive targeted ads as less persuasive unless supported by relevant and authentic content (Duffett, 2015; Hossain & Rahman, 2020).

Service marketing also had a meaningful impact, with an Adjusted R^2 value of 0.260, explaining 26% of the variance in consumer buying behavior. Customer relationship management (CRM) and promotional offers were statistically significant, while brand communication was not. This finding indicates that consumers in Bangladesh value personalized service and tangible incentives over general brand messages. Studies on CRM in South Asian markets confirm that personalized offers and loyalty programs foster customer trust and repeat purchases (Payne & Frow, 2017). Promotional offers—such as discounts, coupons, and bundled deals—were especially attractive in this study, and past findings support this observation, as limited-time deals and seasonal discounts significantly increase consumer purchase frequency in Bangladesh (Alam & Jahan, 2021; Statista, 2023). However, brand communication, though important in long-term branding, may lack immediate influence on consumer behavior unless integrated with value-based service strategies. Similar conclusions were drawn by Rahman and Sultana (2019), who noted that Bangladeshi consumers respond more favorably to promotions and CRM than to generic brand campaigns.

Among the three models, service delivery had the highest explanatory power, with an Adjusted R^2 value of 0.294, meaning that 29.4% of the variation in consumer buying behavior is explained by delivery time, customer support, and return policy. This suggests that service delivery is the most dominant factor influencing consumers in the local e-commerce market. Delivery time was the most influential sub-variable ($\beta = 0.320$), reinforcing the critical role of fast and timely delivery in customer satisfaction and repeat

purchases. This is consistent with findings from Hossain and Rahman (2020), who observed that delayed deliveries are a primary source of dissatisfaction among Bangladeshi online shoppers. Return policies also had a significant influence ($\beta = 0.180$), highlighting the importance of reducing perceived risk in online transactions through clear and flexible return options. Research by Janakiraman et al. (2016) confirmed that transparent return policies encourage online shopping by minimizing uncertainty. Customer support ($\beta = 0.137$), while slightly less impactful, still plays a major role in post-purchase satisfaction and issue resolution, which are critical in retaining consumers and managing service failures (Zeithaml et al., 2018).

The Adjusted R^2 values for all three regression models fall within a moderate range, suggesting that while digital marketing, service marketing, and service delivery are significant predictors, there are likely additional variables (e.g., price sensitivity, product variety, brand trust, peer reviews, economic factors) that also contribute to consumer buying behavior but were not included in this study. Similar conclusions were drawn by Schiffman and Wisenblit (2019) and Solomon (2018), who emphasized that consumer behavior is multifactorial, often shaped by both marketing-related and contextual variables. Nevertheless, the results clearly show that operational reliability (service delivery), targeted engagement (CRM), and online visibility (SEO) are key strategic areas for e-commerce businesses seeking to influence and retain Bangladeshi consumers.

Conclusion

While this study provides significant insights into the impact of digital marketing, service marketing, and service delivery on consumer buying behavior in Bangladesh's e-commerce sector, it also opens up several avenues for future research. First, future researchers could incorporate additional variables such as pricing strategy, peer reviews, website usability, brand image, or influencer marketing to develop a more holistic understanding of the factors that affect consumer decisions in the online marketplace. These elements were outside the scope of this study but could yield valuable insights into evolving digital consumer behavior.

Second, while this research utilized a quantitative approach for broader generalizability, future studies may benefit from employing qualitative methods, such as in-depth interviews or focus groups. Such methods would provide a deeper understanding of the psychological motivations, emotional responses, and decision-making processes behind consumers' interactions with e-commerce platforms. Combining both qualitative and quantitative methods (a mixed-methods approach) could enhance the richness and applicability of future findings.

Moreover, this study primarily targeted a general population sample across Bangladesh. Future research could consider a comparative analysis between urban and rural consumers to determine if there are significant behavioral differences based on geography, access to infrastructure, or digital literacy levels. Similarly, researchers might explore platform-specific studies—such as comparing consumer behavior on Daraz, Chaldal, or other niche e-commerce platforms—to assess how platform design and business models influence customer decisions.

Another important area would be to assess the longitudinal impact of these factors over time. As consumer habits continue to evolve and technology advances, it would be useful to understand whether the same variables remain influential in future years. Finally, future

research could explore the post-COVID-19 shift in digital shopping behavior, analyzing whether pandemic-era habits have permanently transformed consumer expectations and preferences.

Acknowledgements

First and foremost, I am deeply grateful to the Almighty for granting me the strength, patience, and opportunity to complete this Independent Study successfully. I would like to express my sincere appreciation to my advisor, Dr. Papob Puttimanoradeekul, for his continuous guidance, constructive feedback, and invaluable support throughout the course of this research. His mentorship played a pivotal role in shaping the direction and quality of this study. I am also thankful to the Graduate School of Bangkok University for providing the academic environment and resources necessary to complete this research. I appreciate the cooperation and support of all faculty members who contributed in various ways during my academic journey. My heartfelt thanks go to all the respondents who took time to participate in the survey and provided the essential data for this research. Their input was fundamental to the completion of this work. I also extend my gratitude to my classmates and friends, whose encouragement and collaboration made this journey more enjoyable and enriching. Lastly, I would like to dedicate this accomplishment to my family, especially my parents, for their unconditional love, motivation, and constant belief in my abilities. Their support has always been my strongest pillar.

References

- Ahmed, S., & Karim, R. (2020). Customer expectations of delivery services in online shopping in Bangladesh. *Journal of Business and Technology*, 15(2), 45–58.
- Alam, M. M., & Jahan, N. (2021). Delivery performance and customer satisfaction in e-commerce platforms of Bangladesh. *Asian Journal of Business Research*, 11(1), 89–103.
- Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer satisfaction, market share, and profitability: Findings from Sweden. *Journal of Marketing*, 58(3), 53–66.
- Blattberg, R. C., & Neslin, S. A. (1990). *Sales promotion: Concepts, methods, and strategies*. Prentice Hall.
- Chaffey, D. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson Education.
- Christopher, M. (2016). *Logistics and supply chain management* (5th ed.). Pearson Education.
- DataReportal. (2022). Digital 2022: Bangladesh.
- Duffett, R. G. (2015). Facebook advertising's influence on intention-to-purchase and purchase among millennials. *Internet Research*, 25(4), 498–526.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Addison-Wesley.
- Gummesson, E. (2017). *Total relationship marketing* (4th ed.). Routledge.
- Haque, A., & Akter, S. (2020). The impact of delivery service on customer satisfaction in Bangladeshi e-commerce. *Asian Business Review*, 10(3), 155–164.
- Holliman, G., & Rowley, J. (2014). Business to business digital content marketing. *Journal of Research in Interactive Marketing*, 8(4), 269–293.
- Hossain, M. A., & Rahman, M. (2020). The influence of digital marketing on consumer purchase behavior in Bangladesh. *International Journal of Management and Marketing Research*, 13(2), 45–56.
- Janakiraman, R., Syrdal, H. A., & Freling, T. H. (2016). The effect of return policy leniency. *Journal of Retailing*, 92(2), 226–235.
- Jansen, B. J., & Spink, A. (2006). How are we searching the World Wide Web? *Information Processing & Management*, 42(1), 248–263.
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

- Lovelock, C., & Wirtz, J. (2011). *Services marketing* (7th ed.). Pearson.
- Oliver, R. L. (2015). *Satisfaction: A behavioral perspective on the consumer* (2nd ed.). Routledge.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL. *Journal of Retailing*, 64(1), 12–40.
- Payne, A., & Frow, P. (2017). *Strategic customer management*. Cambridge University Press.
- Schiffman, L. G., & Wisenblit, J. L. (2019). *Consumer behavior* (12th ed.). Pearson.
- Solomon, M. R. (2018). *Consumer behavior* (12th ed.). Pearson.
- Statista. (2023). *E-commerce market revenue in Bangladesh*.
- Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing* (3rd ed.). SAGE.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services marketing* (7th ed.). McGraw-Hill.

Contact email: m.saki@bumail.net