# The rivalry between Traditional Market and Social Commerce Market and a brief study of consumer tendency: An empirical evidence

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**Abstract.** *This study empirically investigates the competition between the traditional market (TM) and the social commerce market (SCM) based on customer tendency towards product price, quality, availability, design, time convenient, place convenient, comfortable to purchase, show off tendency on social commerce market and recommendations. According to the study, there are several notable differences between TM and SCM, and the tendency to flaunt affects whether or not people buy products from SCM. Even though social commerce markets tend to have higher prices, many still prefer them over traditional markets. This research is the first to examine the conflict between TM and SCM, and its conclusions diverge from those of Singh & Bhatia (2022); when making purchases, SCM customers are more likely to have gotten affected by advertisements or boasting. This study will help policymakers, marketers, and consumers infer the SCM and TM situation.*

**Keywords**: *Traditional Market/Local Market/Physical Market; Social Commerce market/ Online market; Customer satisfaction; Customer loyalty; Show-off tendency*

**JEL classification**: *C12; M31; M10*

## 1. Introduction

Social commerce purchasing is a form of e-commerce that permits users to purchase goods or services directly from a vendor via the Internet using a web browser or a mobile app. Even though Web 2.0 technologies provided a revolutionary leap for social media or

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networking systems (Liébana-Cabanillas, 2012; Hajli et al., 2017), the social commerce concept arose as an amazing idea in the twenty-first century (Curty & Zhang, 2011) from this application (Kim & Park, 2013). Social commerce is used through social media (Hajli et al., 2017) (such as Facebook, TikTok, We Chat, YouTube, and Twitter) and is an updated version of e-commerce (Kim & Park, 2013; Hajli, 2014; Ahmad & Laroche, 2017). Customers regard reviews and ratings as valuable and credible, which is critical for social commerce (Wazzan, 2010). The main differences between these concepts are the business goal, negotiation technique with customers, interaction structure, and user interface diagram (Busalim, 2016; Huang & Benyoucef, 2013, 2015). Consumers select products by searching the store's website or by using a search engine to find products as per the availability of the vendors. Social commerce is now one of the most popular shopping sites (Hsu et al., 2017), where vendors promote and sell their products (Sharma & Crossler, 2014; Huang & Benyoucef, 2013), while customers buy things and leave reviews and ratings. (Wazzan, 2022, Zhang et al., 2022).

Because 72% of Internet users actively utilize the Internet on mobile phones worldwide (Ecommerce Europe, 2015), social commerce is gradually becoming quite popular for new Internet concepts (Huang & Benyoucef, 2013). Social media receives the most online traffic globally (Alexa, 2018), with Facebook having 1.49 billion daily active users (Facebook, 2018a) and 60 million active business pages (Facebook, 2018b). Fifty percent of Internet users actively use social media (Internet World Stats, 2018); 45 percent of businesses use social media to drive sales, and 48 percent to cut costs (Akman & Mishra, 2017). Mark Zuckerberg confirmed that the next revolution in business would be social commerce (Ishii, 2017). SCM is a new form of TM (Zhang, 2009) where people buy and sell without face-to-face interaction. Even though SCM is new, it has grown significantly faster than TM. In the traditional market, sellers calculate the buying frequency of customers, intimacy (Rahadi, 2012), economic and social activities (Nastiti, 1995), sociocultural interaction (Javalgia & Grossman, 2016), norms, beliefs, and bargaining (Andriani & Ali, 2013), etc. This study will examine the competition between TM/Local Market and SCM/Online Market, customer loyalty and satisfaction, and customer show-off tendency. The rest of the paper is arranged as follows: Section 2: Problem statement; Section 3: Theoretical Framework; Section 4: Literature Review; Section 5: Data, Methodology & Variables; Section 6: Analysis & Findings; Section 7: Conclusion, 8: limitations & Future research.

## 2. Problem statement

In 2020, the worldwide total market value of social commerce was 474.8 billion US dollars, and the predicted annual growth rate would be 28.4% (Social Commerce Market Share Report, 2021-2028). Because of the various social media platforms, social commerce acceptability and popularity have increased globally. Due to this popularity, many TMs shifted to social commerce and increased their online visibility (Lal, 2017). People would

always choose effortless and convenient shopping (Braga & Jacinto, 2022), which is why the social commerce market, aka SCM, is growing significantly compared to TM. This study will examine the competition between TM/Local Market and SCM/Online Market, customer loyalty and satisfaction, and customer show-off tendency. The novel approach of this paper is to demonstrate the rivalry between TM and SCM and the show-off propensity influence to purchase from SCM.

## 3. Theoretical Framework

### 3.1 Social Support Theory

The current study adopted the social support theory (Lakey & Cohen, 2000) due to its influence on consumers' perception, excitement, and behavior (Lakey & Cohen, 2000). Users' information and actions contribute to consumers' sentiments of being liked, cared for, and appreciated (Rozzell et al., 2014). In addition, social support reveals an individual's feeling of being supported by others within a specific social group. Accordingly, social support fosters the interchange of approaches and empathy among consumers of a social media platform. Extant literature (e.g., Hajli 2014; Liang et al. 2011; Lin et al. 2015; Sheikh et al. 2019; Yan & Tan 2014) asserts that social support consists of two dimensions: informational and emotional support. Thus, social commerce constructs (recommendations and referrals, ratings and reviews, and forums and communities) will help users to obtain social support within social media or online communities (Chen & Shen 2015; Liang et al. 2011; Lin et al. 2015). In other words, this research sought to embrace this idea due to its importance in creating motives among social media users. When members of an online community receive aid from others by exchanging their expertise, knowledge, and emotional support with other members, other members are driven to return the favor. As a result, employing online components is expected to increase consumers' social support. (Liang et al. 2011).

### 3.2 The Flow Theory

The flow theory centered on consumers' level of participation within a specific impetus. Hence, it reveals consumers' approaches when completely engaged with the previous reviews and recommendations of being on social media (Gao & Bai 2014). A decision to adopt the flow theory was taken due to its ability to generate a sense of immersion while consumers communicated with others within social media (Hsu et al. 2011; Gao & Bai 2014; Mollen & Wilson 2010; Teng et al. 2012). Thus, consumers who are facing flow in a specific online community within a social commerce platform will be highly involved in online community interaction, they will have an enjoyable experience while engaging with other users in a particular online community within social media, and they will have a sense of being fully absorbed. Therefore, this study relied on the flow theory and its implications for social commerce (Ding et al. 2010).

## 4. Literature review

Lu et al. (2016) denote SCM as companies using different social media platforms to make business transactions of e-commerce. According to Hettiarachchi et al. (2017), through virtual marketplaces, SCM simplifies social media users' active participation in purchasing-selling and marketing related-activities such as promotion, communication, survey, etc. Busalim (2016) stated that SCM could be addressed as a subdivision of e-commerce but simplified by offline and online social settings and social media platforms.

According to Huang and Benyoucef (2013), as cited in Al-Adwan and Kokash (2019), social commerce is a new type of e-commerce that improves customer interactions, brand reviews, and communication between B2B and C2C communities. Customers were motivated by social commerce since they could readily obtain information about their chosen products, contact, react, make statements, rate various products/services, and influence others. Zhao et al. (2023) conducted a literature review and discovered that SCM depends on speedy online responses.

A Traditional Market (TM) could be defined as a place where sellers and buyers meet face-to-face and do a transaction. Suppliers, manufacturers, retailers, and purchasers are different participants in a typical market's distribution system (Sinaga, 2008, cited in Septiari & Kusuma, 2016). Bargaining is widespread in TM between buyers and sellers to determine the deal price, and the means of payment is cash (Septiari & Kusuma 2016).

TM's marketing and promotional methods and strategies differ from SCM and online e-commerce. Here traditional marketing techniques are used as TV, radio, posters, and direct mail to target market segments, but the expected response rate could be .5% to 2% only. If a message was spread to 1000 individuals, 5-20 people would react (McCauley, 2013). In another way, if sellers target 100 responses, they must contact approximately 5.000-20,000 people. Traditional marketing uses promotional tools which could reach mass audiences, such as magazines, newspapers, trade shows, radio, TV, and direct mail.

TM, however, is long behind the modern world and technologies. TM is slow to adapt and take the benefits offered by the internet (Bhayani & Vachhani, 2014). However, customers' purchasing patterns have shifted because of the various limits and greater benefits the online market provides. TM is also known as 'Brick & Mortar' because the physical location is quite significant. TM stores are typically small, run by a family, lack modern technology, financial, marketing, proper management, customer service, and entrepreneurial knowledge and abilities, and are not open or available 24 hours a day, seven days a week. TM's downsides also include high costs of products owing to a lack of economies of scale, inefficiencies, average to low product quality, a limited product line, recurring stock-outs, a parking problem, higher and discount prices, and an uncomfortable shopping environment (Goldman et al., 1999 cited in Septiari & Kusuma 2016). Because of the aforementioned TM obstacles, consumers are turning to social commerce, a massive benefit for online

businesses. The rapid advancement of digital and internet technology altered customers' lifestyles and purchasing habits (Kotler & Armstrong, 2014).

Today, most buyers use the internet and social media to help them make purchasing decisions. Even if a buyer purchases from TM, they are likely to examine or conduct an online search before making a final selection. Online marketing and SCM could mirror or reverse reflect Brick and Mortar or traditional marketing (Bhayani & Vachhani, 2014).

SCM enables sellers to contact buyers directly. They could collect information regarding consumer behavior, feedback, latest trends, changed needs, preferences, and complaints free of cost. Based on collected information from the SCM, business organizations develop and maintain relationships with target customers; even using the modern web, they can count their website visitors, known as clickstream. With the support of SCM, data companies make marketing mixes or 4P decisions, such as product design, customization, features, setting a reasonable price, payment methods, distribution and delivery policy, customers' queries and reactions, service demands, and promotions. In a TM, these benefits and facilities are impossible to get (Bhayani & Vachhani, 2014).

The internet has changed communication patterns. Internet and SCM offer 24/7 and 365 days active services for their users' consumers to feel more comfortable and secure to purchase online compared to TM. Customer relationship management (CRM) now becomes e-CRM due to online platforms (Bhayani & Vachhani, 2014). Companies could develop and maintain good relationships with different stakeholder groups such as middlemen, suppliers, employees, and others with the help of SCM.

Generally, shopping is considered a social engagement and activity. Social relationships influence purchase decisions which are more visible in SCM. SCM differs from TM in social aspects because, in SCM, a consumer can share their reaction to any specific brand or product. Consumers here share their experiences, upload photos or videos, comment, and give reviews accessible to everyone linked to that specific company's page and person's friend list. Additionally, with SCM, sellers could run their businesses more effectively than with TM, and buyers could have a clear understanding, knowledge, and information to help them decide more wisely when purchasing. (Huang & Benyoucef 2013; Al-Adwan & Kokash, 2019).

Every individual has self-esteem needs (Gibbons & Buunk, 1999) so that they interact socially and make evaluations with others (Festinger, 1954). In most cases, people want to evaluate themselves (Lee, 2014) as well worthy in front of others. This type of need indicates a show-off tendency. It creates a good feeling for every individual for self-esteem needs. Social commerce shopping is a new idea in this century (Curty & Zhang, 2011), but it is a booming market. People are considered to tend to adopt new trends and make themselves trendier. Because of this, people receive their necessities from the social commerce market, and this market gets priority. Sellers introduce themselves as SCM buyers in front of others, increase their value, and fulfill the self-esteem need so that people are encouraged to buy

their products from SCM instead of TM. It indicates a show-off tendency influences the purchase of products from SCM. People love to compare and compete with others. Suppose a student who passes an exam compares their GPA with others who got the highest or lowest because they feel good if they get a higher GPA than others and are esteemed by them (Zheng et al., 2018).

Show-off tendency can vary from person to person, gender to gender, younger to older, higher income to lower income, education, occupation, etc. And nowadays, this tendency is noticed more in social media (Wang, Wang, Gaskin, & Hawk, 2017). People love to share their activities with others on social media, so the show-off tendency increases with social media. Similarly, people love to compare with others, indicating self-esteem needs (Colpaert et al., 2015), and online shopping is one of them.

H1: Show-Off tendency is the driving factor towards the social commerce market.

H2: Show-Off tendency varies by income.

In most cases, customer loyalty and customer satisfaction are interdependent. Customer loyalty grows due to customer satisfaction for the business (San-Martin & Lopez-Catalan, 2013), and satisfied and loyal customers subconsciously intend to repurchase products from the same brand/business (Bassey, 2014; Wang & Liao, 2007). It indicates a loyal customer is pleased with the purchase. Customer satisfaction and customer loyalty depend on several reasons, such as product quality (Chen et al., 2017, Belwal & Amireh, 2018), experience (Chen et al., 2014), convenience (Arora & Aggarwal, 2018), consumer comfort (Giantari et al., 2018), price (Saeed et al., 2011; Herrmann et al., 2007), availability (Tenner et al., 1998; Conlon & Mortimer, 2013; Yan, 2009), perceived price fairness (Bassey, 2014).

Though social media commerce is a new idea in this century (Curty & Zhang, 2011), people widely accept it. Customers purposefully buy products and services from SCM since it merely takes one click. Therefore, customers can purchase at home, work, or on the go. Consequently, website content encourages customers to make additional purchases from the online market (Tariq et al., 2019). These days, this market offers high-quality goods at affordable prices that are frequently in stock. Customers frequently make repeat purchases from this market. As a result, the market is becoming more popular (Hsu et al., 2017), and customers view it as trustworthy. On the other hand, individuals have been exposed to TM since the commencement of the barter system. No one has knowledge about TM in the real world. Customers can bargain while looking at the goods they plan to buy, and every time customers repurchase the goods, it shows a high level of consumer satisfaction. (Wang & Liao, 2007; Bassey, 2014) and loyalty (Bassey, 2014).

H3: Proportion of customer satisfaction and loyalty towards social commerce market = Proportion of customer satisfaction and loyalty towards the traditional market.

A higher-quality, distinctively designed product is what customers desire to purchase. According to Tariq et al. (2019), product quality has a higher impact on purchase decisions

and is strongly correlated with customer satisfaction (Saeed et al., 2011). Customer satisfaction rises with better quality (Farooq et al., 2018; Omar et al., 2016; Yeo et al., 2015). The product quality dimension positively impacts customer loyalty and satisfaction (Kaura et al., 2015). Service quality significantly benefits customer loyalty (Liu et al., 2011; Belwal & Amireh, 2018). Similarly, a satisfied consumer is said to affect future purchases (Bassey, 2014, Gan & Wang, 2017). Customers desire to buy products directly from quality full-service providers (Kim & Park, 2017). If the seller does not offer a high-quality service, it automatically means they do not comprehend the consumer's needs (Izogo & Ogba, 2015). The quality of the seller's goods and services entices customers to return to the store (Wongleedee, 2015). The quality of the products and services affects the connections with customers (Daikh, 2015). Good customer service can raise the perceived value (Roy et al., 2019). The consumer's price perception is affected even by perceived service quality (Zietsman et al., 2018). Product quality dictates where a seller should sell their product. (Chen et al., 2017). Furthermore, if the requested product is not available, customers may choose an alternate option (Conlon & Mortimer, 2013). Product availability can satisfy customers, causing them to grow loyal to the store (Tenner et al., 1998). Customers may want a more convenient time than others and are willing to forego other concerns if the time and place are convenient. Similarly, consumers intend to purchase a product if they are comfortable with everything overall while making the purchase.

H4: Customer satisfaction and customer loyalty are dependent on product quality.

H5: Customer satisfaction and customer loyalty are dependent on product availability.

H6: Customer satisfaction and customer loyalty are dependent on product design.

H7: Customer satisfaction and customer loyalty are dependent on time convenience.

H8: Customer satisfaction and customer loyalty are dependent on place convenience.

H9: Customer satisfaction and customer loyalty are dependent on comfort to purchase.

Customer satisfaction and loyalty are significantly positively related (Daikh, 2015; San-Martin & Lopez-Catalan, 2013, although both are difficult to attain. An optimal pricing strategy exists in the e-market, and products with web-fit solid charge higher prices in the e-market (Yan, 2009). But there is a lack of customer loyalty in the social media market (Yadav & Rahman, 2017). Customer satisfaction directly depends on price (Saeed et al., 2011, Herrmann et al., 2007) and perceived price fairness (Bassey, 2014). Both customer satisfaction and perceived price fairness increase customer loyalty (Bassey, 2014). Continuance repurchase intention is influenced by satisfaction (Kim et al., 2013), monetary savings, or low price (Chiu et al., 2012). Consumers with high satisfaction have positive repurchase intention and word of mouth, which indicates customer loyalty (Wang & Liao, 2007). Consumers always compare the prices of any product with competitors' prices (Han & Hyun, 2015; Lin, 2013). A slight price increase can be a higher perceived price fairness (Ferguson & Ellen, 2013). The intention to repurchase depends on price fairness though price fairness perception varies on

price fluctuations (Kim et al., 2013). Consumers will negatively perceive price fairness if they pay a higher price when they expect a lower price (Kwak et al., 2015). It influences the willingness of consumers to buy (Xia et al., 2004). So, it is crucial to educate retailers about modern trading with competitive prices (Giantari et al., 2018). Price can repeatedly influence a product's purchase (Arora & Aggarwal, 2018). Both in TM and SCM, it may happen that consumers are experiencing a higher or moderate or lower price, which is related to customer satisfaction and customer loyalty.

H10: Customer satisfaction and customer loyalty are dependent on the product price.

H11: SCM charges higher prices than TM.

Customers' decisions are influenced by reviews both online (Frick & Kaimann, 2017) and offline (Flavián et al., 2016), and they are willing to spend a higher price for products that have received positive reviews (Wu & Wu, 2016). More than 40% of customers worldwide are influenced by reviews (PriceWaterhouseCoopers, 2016), and sellers can predict future customer behaviors to evaluate reviews (Chakraborty & Bhat, 2018). (Felbermayr & Nanopoulos, 2016). According to Casey (2017), 39% of social media users gather product information before purchasing. As a result, reviews are now acting as electronic word of mouth (Kozinets et al., 2010).

H12: Recommendation influences new purchases from SCM.

## 5. Methodology and data

*Population*: For this study, individuals who frequently purchase from traditional and social commerce markets were selected. Here TM indicates the local physical market, and SCM indicates the online shops. The definition was made clear to the respondents that the social commerce shops will be considered, which only sell their products on online markets (Facebook, WhatsApp, Youtube). None of the social commerce shops sell products both physically and online.

Females are more inclined to adopt SCM than males, according to Ridzuan et al. (2022). Wang and Feng (2022) studied female online buying and discovered some interesting findings. Singh and Bhatia (2022) chose women as respondents to investigate online and offline buying. As a result, it was determined to collect data from exclusively female respondents on eleven different goods (Shari, Hijab, Kamiz, Shoes, Sunglasses/Glass, Jeans, Tops, T-shirts, Purses/Bag, Home Décor, Ornaments). The above products were chosen randomly from the list of products most popular with women customers.

According to Song (2021), e-commerce is influenced by geographical characteristics and the rate of urbanization. Dhaka is the capital of Bangladesh and the most populous and urbanized city in the country. As a result, this study targeted to collect data in Dhaka.

Hence, for this study, all the adult women of Dhaka city, irrespective of income group, age-group occupation, and/ or educational status, who purchase both from traditional and social

commerce markets are regarded as the population. A complete sampling frame and size of the population were not found due to a lack of previous studies in this context.

*Sample size*: The objective of this study was to select a sample of size n from an unknown size of population (N). Here, the sampling unit is the individual adult women purchasing from the SCM and TM. We got the sample size (n=384) using the following formula:

$$n = \frac{z^2 \, \widehat{p} \, (1 - \widehat{p})}{e^2}$$

Where z is the z-score value of the predefined level of significance α.

 "p" is the estimated sample proportion of the survey indicator.

"e" stands for the predefined highest allowable error margin.

Here, z=1.96 (z-score for 5% level of significance), p^= 0.5, and allowable error (e) = 0.05.

*Data collection*: The questionnaire was finalized after a small pilot survey of 17 subjectively selected adult women.

Due to a lack of a proper sampling frame and the population's age, income, and educational distribution, communication was conducted with the sampling units. The respondent signed the consent form, and a declaration of the non-disclosure of personal data was assured. The survey included respondents who felt comfortable sharing their data. The data were obtained from August 2022 to October 2022 using a suitable sampling strategy. Women who felt comfortable sharing their data took part in the survey.

Five hundred fifty-one respondents were found for this study. After eliminating some missing data, finally, we got 482 respondents to continue the research.

*Methodology*: Data was analyzed using IBM Statistics version 23.0, and logistic regression was done along with cross-tabulation, proportion test, and Pearson Chi-Square on SPSS (Statistical Product and Service Solutions).

Logistic regression was used to determine consumer loyalty and satisfaction with SCM based on design, availability, pricing, time convenience, quality, and location convenience. Additionally, logistic regression was conducted to identify show-off tendency as a driving factor towards SCM. To identify the show-off tendency that is varied by income, customer loyalty, and satisfaction towards TM and SCM, cross tabulation and Pearson chi-square were also done.

Hosmer & Lemeshow (1989) introduced the logistic regression technique to regress the dichotomous variable with the repressors'. In this paper, a logistic regression tool is used to regress the loyalty towards SCM (Yes/No) by the variables: Time convenience, Product quality, place convenience, Product design, Comfortable to purchase, Product availability, Show off tendency. The estimated model is as follows:

$$\log(\widehat{Odds}) = \widehat{\beta_0} + \widehat{\beta_1}X_1 + \widehat{\beta_2}X_2 + \widehat{\beta_3}X_3 + \widehat{\beta_4}X_4 + \widehat{\beta_5}X_5 + \widehat{\beta_6}X_6 + \widehat{\beta_7}X_7$$

Where, $X_i$'s are the covariates and $\beta_i$'s are the coefficient of the covariates. This study used the Maximum Likelihood (ML) method to obtain the estimated coefficients, corresponding standard errors, and p-values. The p-values helped us to decide whether the covariates have any significant effect on loyalty towards SCM.

The ML method also provided the Likelihood Ratio (LR) test statistic value with the corresponding p-value, which validated/ invalidated the above model.

Finally, a comparison was made between TM and SCM based on design, availability, price, time convenient, quality, and place convenience. A proportion test was made to solve the mystery.

### *Variables*

**Table 1. Dependent & Independent Variables**

| Dependent variables | Independent variables |
|---|---|
| Customer loyalty and customer satisfaction | get exact product on time; product price; product design; product quality; availability; comfortable to purchase; |
| Show-off Tendency | Compatible with lifestyle; create a good image; recognition by relatives, friends, and others; evaluate high standards; |

**Figure 1. Flowchart of Dependent & Independent Variables and Markets**
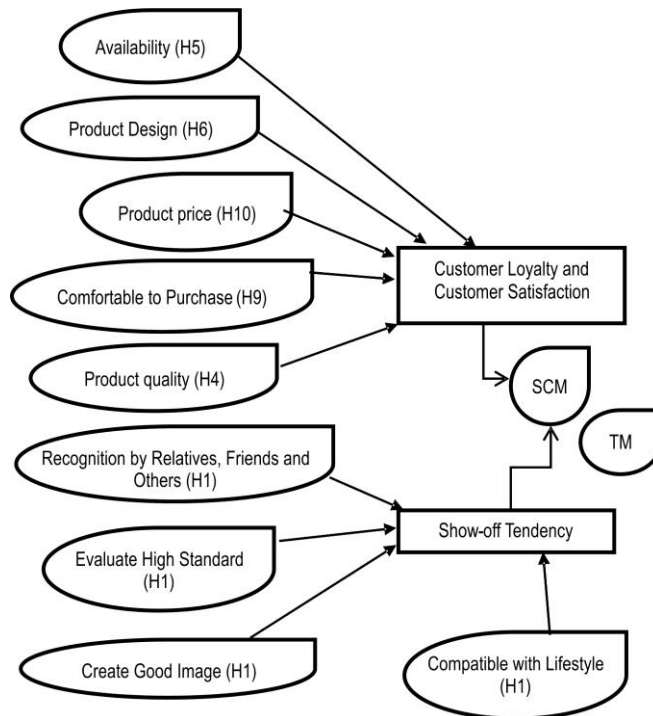
# 6. Research results and comments

In this analysis of Table 2 (see Appendix A), accessible location, ease of purchasing, and product availability are not significant cofactors in explaining customer choice for SCM despite high prices. In this research, among other covariates, time convenience and product design had a very significant (with p-value 0) effect in this analysis.

Consumers concerned about product quality have 86.9% fewer odds of buying from SCM after experiencing high prices than those who do not care about product quality. When compared to those who are less concerned about time, consumers who are concerned about their time when purchasing have 77.81 times more chances of purchasing from SCM despite suffering high prices. Show-off tendency also plays an important role here. For customers who like to show off, the odds of buying from SCM though experiencing high prices are 3.5 times more than those without showing-off tendency.

The analysis also shows (Table 2, Appendix A) that the binary logistic regression model is significant with a p-value of 0.000.

From Table 3 (see Appendix A), it is seen that the respondents from the income group are more prone to show off (which is 95.1%) rather than the other groups. Compared to other groups, 79.6% of the middle-income group (less than $250) respondents try to show off when they purchase. The Pearson chi-square test shows a significant dependency between showing-off tendency and different income levels with a p-value of 0.048.

In Table 4 (see Appendix A), charging higher prices from the specific market demotivates customers more in TM, 42.3%, than in SCM, 25.1%. Here, the Pearson chi-square test shows no significant difference in customer purchasing behavior through experiencing higher prices from two different markets with a p-value 0.062 higher than the predefined = 0.05.

As Figure 2 (see Appendix B) highlights, customers preferred SCM primarily due to time convenience, product design, and comfort while shopping. Product availability and quality could not significantly influence customer buying preferences. Price fairness, on the other hand, attracts more customers to TM than SCM.

Pearson chi-square test shows a significant dependency of shopping preference from SCM on recommendations to purchase from SCM with a p-value of 0.001. Table 5 (see Appendix A) underlines that 69.4% of customers preferred shopping from SCM after getting recommendations. Only 36% of customers who preferred shopping from SCM did not receive any recommendations.

Based on the analysis, this study summarized the following findings as shown in the table below:

**Table 6. Test of hypothesis**

| Hypothesis | Acceptance | Significance |
|---|---|---|
| H1: Show-Off tendency is the driving factor towards SCM. | Accepted | Significant |
| H2: Show-off tendency varies by income. | Accepted | Significant |
| H3: Proportion of customer satisfaction and loyalty towards SCM = Proportion of customer satisfaction and loyalty towards TM. | Not Accepted | Significant |
| H4: Customer satisfaction and customer loyalty are dependent on product quality. | Accepted | Significant |
| H5: Customer satisfaction and customer loyalty are dependent on product availability. | Accepted | Significant |
| H6: Customer satisfaction and customer loyalty are dependent on product design. | Accepted | Significant |
| H7: Customer satisfaction and customer loyalty are dependent on time convenience. | Accepted | Significant |
| H8: Customer satisfaction and customer loyalty are dependent on place convenience. | Accepted | Significant |
| H9: Customer satisfaction and customer loyalty are dependent on comfort to purchase. | Accepted | Significant |
| H10: Customer satisfaction and customer loyalty are dependent on the product price. | Accepted | Significant |
| H11: SCM charges higher prices than TM. | Accepted | Significant |
| H12: Recommendation influences new purchases from SCM. | Accepted | Significant |

Table 6 demonstrates that all hypotheses are accepted except one and that all hypotheses are significant.

## 7. Conclusion

According to this study, SCM has higher customer satisfaction and loyalty despite the high prices than TM. The primary criteria for the popularity of SCM are time convenience, product design, and ease of purchasing, with product quality and availability having less influence. Price fairness, on the other hand, attracts more customers to TM than SCM. Customer loyalty and satisfaction are highly associated with SCM for time convenience and product design. However, it charges a high price, but other aspects like location convenience, ease of purchase, and product availability are not found to be as relevant. Most importantly, customers are less concerned about product quality and prefer to pay a high price. According to Chen, Lin, Lin, Chuang, and Wang (2017), customer loyalty and satisfaction influence repurchase intention. However, Sameeha and Milhana (2021) discovered that online purchasing is less expensive than traditional buying.

On the contrary, Liao et al. (2022) said that pricing is the primary issue for online shoppers. Consumers choose TM over SCM due to the risk of dealing with fraudulent sellers, late delivery, a lack of stock, damaged items, purchasing the wrong products, the inability to use e-wallets or bank cards, difficulties navigating the online platform, and poor customer service

(Aryani et al., 2021). According to this study, product pricing does not affect consumer loyalty and satisfaction. SCM is significantly associated with recommendations to purchase more. Furthermore, the tendency to brag plays a crucial part here. Customers who like to brag have a 3.5 times greater chance of purchasing from SCM despite experiencing high prices. Income group individuals have the highest show-off tendency of any income group. Recommendations from friends, family members, and relatives significantly influence SCM, consistent with Wazzan's (2022) findings and Zhang et al. (2022).

This study reports these types of findings for several reasons. The Daily Star (2020) reported that Dhaka ranked second worst on Air Quality Index (AQI), and sixty-six percent of people are suffering from extreme air pollution (Ali et al. 2019). Dhaka is the world's third worst habitable city, with the World Bank (WB) predicting that traffic speeds will decline to four KPH by 2035 (from twenty-one KPH to seven KPH in the last ten years) (Bird et al. 2018). But nowadays, about 92 percent of people are stuck in traffic (Ali et al. 2019). People who purchase on TM spend most of their time commuting, leaving little time for leisure or work. In contrast, SCM saves time and enables customers to buy a product from any place without delay.

For this reason, people do not enjoy shopping on TM. Additionally, Dhaka has one of the worst public transportation systems in the entire world, especially for women. The Daily Star, a well-known Bangladeshi daily newspaper, reported on (March 7, 2018) that "A whopping 94 percent of women surveyed have complained of harassment in public transport at a time when more and more women are stepping out of social and familial boundaries to get an education and join the job market". It suggests that female customers feel uncomfortable visiting the TM location. Similarly, in recent years, sound pollution is becoming an alarming concern for people (Chowdhury et al., 2010). It is believed to discourage individuals from shopping on TM.

## 8. Limitations & Future Research

Eleven products were considered for the study's ongoing research survey, with 551 respondents. Future iterations of this study plan to include more respondents and products in their considerations. Females were the only respondents in this study. Therefore, comparing the tendency to be a show-off between the genders was impossible. Therefore, the outcomes for the male approaches of SCM and TM were also impossible. This study aims to perform additional research on SCM and TM from a male perspective and compare their show-off tendencies regarding income, age, education, and occupation. Qualitative study is also necessary to fully comprehend the better situation and distinction between SCM and TM.

# Annexes

**APPENDIX A**

**Table 2. Logistic regression analysis (to regress the preference of SCM though experiencing higher price while purchasing by several covariates)**

| Variables | Co-efficient | Standard error | P-value | Exp |
|---|---|---|---|---|
| Constant | -3.597 | 0.871 | 0.000 | 0.027 |
| Time convenient | 4.367 | 0.703 | 0.000 | 78.812 |
| Product quality | -2.031 | 0.693 | 0.003 | 0.131 |
| Place convenient | 1.060 | 0.574 | 0.065 | 2.887 |
| Product design | 2.506 | 0.664 | 0.000 | 12.262 |
| Comfortable to purchase | 0.370 | 0.618 | 0.549 | 1.448 |
| Product availability | 0.054 | 0.594 | 0.927 | 1.056 |
| Show off tendency | 1.513 | 0.669 | 0.024 | 4.540 |
| The LR p-value =0.000 | | | | |

**Table 3. Cross tabulation (showing the percentage of show-off tendency among the respondents of different income groups)**

| | | Show off Tendency | | Total |
|---|---|---|---|---|
| | | No show-off tendency | Show off tendency | |
| Income group | No Income | 4.9% | 95.1% | 100% |
| | Less than $250 | 20.4% | 79.6% | 100% |
| | More than $250 | 12.7% | 87.3% | 100% |
| Total | | 14.5% | 85.5% | 100% |

**Table 4. Cross table (exploring the percentage of the respondents who prefer to purchase through experiencing higher prices from two different markets)**

| | | Purchase further though the price is high | | Total |
|---|---|---|---|---|
| | | No | Yes | |
| Charge higher price | Social commerce market | 25.1% | 74.9% | 100% |
| | Traditional market | 42.3% | 57.7% | 100% |
| Total | | 27% | 73% | 100% |

**Table 5. Cross table (showing Shopping preference from SCM due to recommendation)**

| | | Recommendation to purchase from SCM | | Total |
|---|---|---|---|---|
| | | Yes | No | |
| Shopping preference from SCM | Yes | 69.4% | 30.6% | 100% |
| | No | 36% | 64% | 100% |
| Total | | 66% | 34% | 100% |

**APPENDIX B**

**Figure 2. Bar diagrams (showing the percentage of customer preference for several different factors)**



Percentage of consumers favoring between two markets for different factors
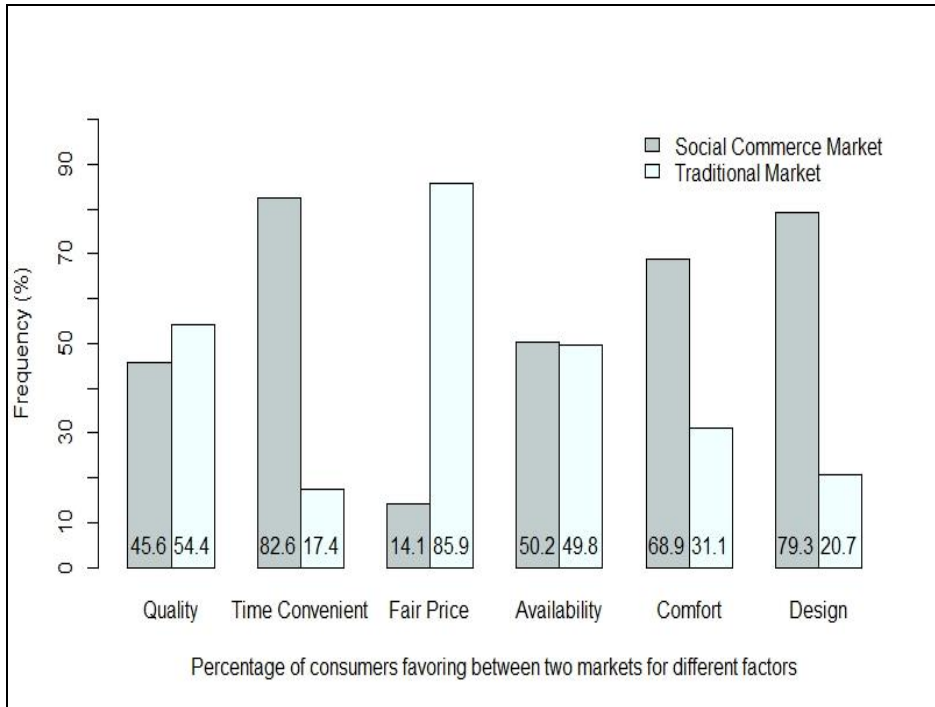
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