

The Influence of Social Media on Young Parents for Purchasing Baby Products in Bangladesh

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Abstract

The research aims to reflect the influence of social media on the purchase of young parents in purchasing baby products. The research finds that a large portion of the Bangladeshi market is obtained by famous baby product brands such as Johnson's, Huggies, Pampers, Parachute, Aveeno, and ACI. These brands operate in this country for a long time and collect a high amount of revenue every year. To promote their products, these famous brands take help from social media as almost all people of all ages are engaged in different social media sites. The researcher finds that one of the most used social media platforms in Bangladesh are Facebook, Instagram, LinkedIn, and Twitter. With the help of these platforms, a large number of businesses are operating and promoting their products and services. Moreover, the research also finds that lots of new online businesses are appearing with the help of online promotion systems. Social media influencers, content creators, and celebrities do pay promotion of the brand in exchange for money. Therefore, it made the business operations easier than before. Due to the COVID-19 pandemic, the engagement and dependability of social media have also increased. In such a situation, it is normal for young parents to purchase baby products and get swayed by social media. This research finds that social media marketing has both negative and positive impacts on customers. For example, it made purchasing and advertisement easier. On the other hand, it also increases the chance of getting betrayed by online businesses. Thus, the research achieves its aim of observing the influence of social media on the purchasing decisions of young parents in Bangladesh.

Keywords: Social Media, Communication, Young Parents in Bangladesh, Baby Products in Bangladesh, Covid-19, And Baby Wear.

1. Introduction

Social media has become an integrated companion of the people and the number of using these platforms is not small. A large number of people spend time on social media to communicate with each other and build a strong virtual community. In Bangladesh, people of young to old age actively use social media including Facebook, Instagram, YouTube, Linked In, TikTok and WhatsApp. These social media platforms have both direct and indirect influence on the lifestyle of their users. These media bring a large range of information to the users and enhance their thinking capabilities. Users can share their opinions on different topics and create a vast community. Moreover, these social media platforms are also a big place for marketers to conduct their business activities. They share various information and pictures about their products to reach out to consumers. The users see this information and become interested and thus buy products being influenced by the online marketing approach.

A large number of companies are operating in companies and their main products are for babies. These products in-

clude clothes for babies, hygiene products, and food. Parents used to purchase those products from the market near them based on the suggestions of their close ones of marketers. However, the advancement of modern technology has enabled consumers to get access to vast information and conduct activities while staying home. In the period when Covid-19 occurred, this opportunity reached its peak. As a result, both consumers and marketers became more dependent on social media and enhanced social media marketing activities [1]. Baby products are very sensitive and require high-quality materials and parents are more careful about these things. However, they can easily get to know about the materials used in making the products through online posts, videos and other information provided by social media influencers. Therefore, marketers can influence the purchase decisions of parents through their levitating content. This can result in both positive and negative consequences. Thus, parents need to be careful about fraudulent companies and check the ingredients of products before purchasing anything for their babies.

1.1. The rationale of the Study

This research can play a very remarkable influence on the practice of online businesses and the purchase decisions of consumers. The number of people buying from online pages is not small. A large number of people are involved in social media and they are continuously purchasing because of social media advertising. Therefore, this can lead to both positive and negative outcomes. The online platform may or may not be reliable for buying baby products. Moreover, companies can counterfeit information about the product and cause fraudulent deeds. As the impact of new technology increases over time, the topic is also new. There is research on the influence of social media on the purchase decision of young customers in buying baby products. This research has some limitations due to a lack of time and information. However, this research will help to fill the gaps and provide a clear understanding of the influence of social media marketing. This is why the research bears a high significance in providing a broader scenario of social media marketing.

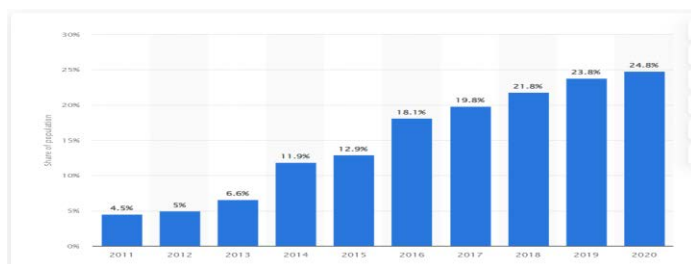
1.2. Objectives

The research aims to determine the significance of social media on young parents in purchasing baby products. Based on the aims, the researcher develops some objectives that are going to be achieved after the completion of the research. These are the following,

- To clarify and justify the use of social media in Bangladesh;
- To observe several baby product brands in the market of Bangladesh;
- To find out the influence of social media marketing on customers' purchase decisions;
- To evaluate the influence of social media on young parents and
- To identify the positive and negative results of purchasing baby products swayed by online advertisements.

1.3. Literature Review

Number of Social Media Users in Bangladesh:

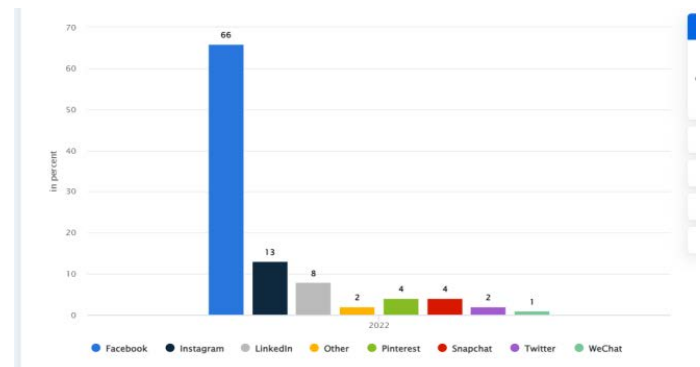


Source: Statista (2023)

Figure 1: Rise in the Number of Social Media Users from 2011 to 2020 [2].

Figure 1 shows the constant rise in the number of social media users in the past. Social Media has been identified as a companion in human life because of its relatedness. Social media can be defined as platforms websites or applications that open paths for people to share their thoughts, ideas, and opinions with others [3]. With the help of social media, people can communicate with the whole world in seconds. As a result of the effectiveness of social media, the number of

their users is also increasing hastily. From the above figure, it is seen that social media was not that popular in the preceding decades. In the year 2011, the rate of increasing users was only 4.5%. This proportion elevated to 24.85 in only ten years. Therefore, it is obvious that the number of social media users increased rapidly in these years. One of the main reasons behind this increasing social media use can be the impact of Covid-19 in 2020. As there were lockdowns due to the pandemic, people were not able to step outside their houses. There were safety issues and government regulations in social mixing. Therefore, people started being more attentive to social media platforms.

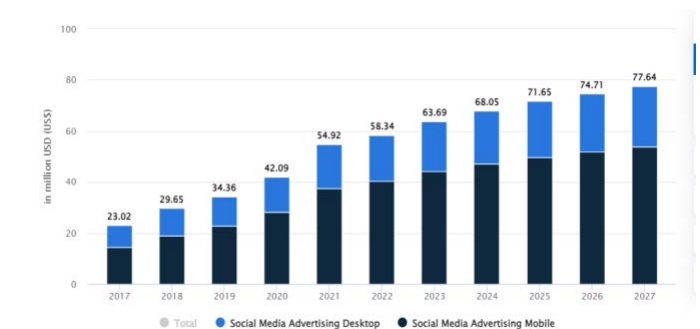


Source: Statista (2023)

Figure 2: Number of Social Media Users in Various Platforms.

Figure 2 showcases the use of each social media platform and its popularity based on its users. Various social media platform includes Facebook, Instagram, Twitter, LinkedIn, Pinterest, Snapchat, and WeChat, the figure makes it clear that Facebook has the biggest number of users among those media. A large number of marketers select Facebook to promote their products and communicate with consumers. With the help of such famous social media platforms, organizations can reach consumers effortlessly.

Social Media Marketing in Bangladesh:

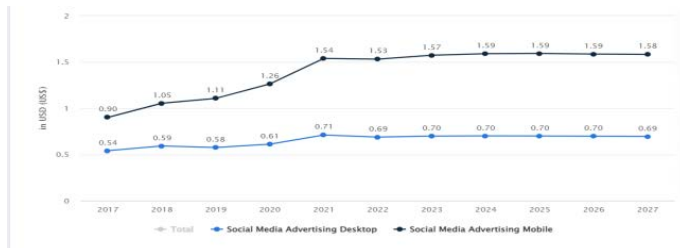


Source: Statista (2023) [4].

Figure 3: Increase in Social Media Advertisement Cost.

Figure 3 demonstrates the expenditure spent by marketers on social media platforms in the prior years. It illustrates that every year businessmen spend a large amount of money on social media advertisements which is growing year after year. As a large number of people are involved in social media and communicating with others, marketers find it very beneficial for themselves. Various business brands started to

communicate with customers through the use of social media platforms. This approach also reached its peak due to the Covid-19 in 2019 and 2020. Due to the lockdowns, and safety regulations, people were not able to complete their day-to-day activities like normal days. As a result, they started to order various products or get services through online media. It made businessmen invest more in social media marketing and advertisement. The more people they can communicate with, the more profitable they can become.

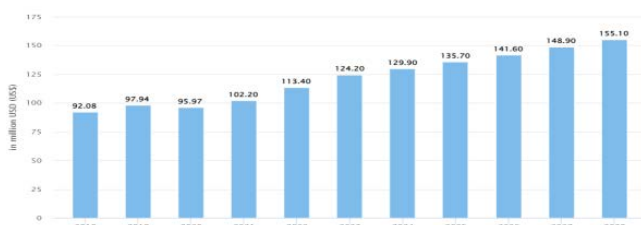


Source: Statista (2023)

Figure 4: Advertisement Cost on Average Social Media User.

Figure 4 shows the approximate average advertisement spending of business organizations on each internet user. In today's world, the market is customer-based which means the focus is on the customer or buyer. Most businessmen want to deliver satisfaction to their consumers and make them their permanent consumers. Therefore, they take various approaches to get consumers' attention and satisfy them. However, the right communication approach can bring success to a company as well as bring disaster if they are not satisfied. If organizations fail to gain consumer satisfaction by investing a large amount of money, it can be catastrophic for businesses. A large number of brands, and companies selling products or services approaching their target consumers through social media and the Internet [5]. For example, using various websites and social platforms, they are spreading positive news about their products. Famous brands open their pages and blog sites so that consumers can easily search for them online. To reach consumers, promote their products, and maintain their websites and pages on social media, brands, and companies have to spend a huge amount of money in the market.

The market of Baby Products in Bangladesh:



Source: Statista (2023) [6].

Figure 5: Revenue from the Baby Product Market in Bangladesh.

Figure 5 demonstrates the collected revenue from the baby products market. The amount of revenue shows that these products have a high market value and share in the economy of Bangladesh. Famous baby brands are Johnson's, Huggies, Pampers, Parachute, Aveeno, and ACI. These brands sell

various types of products including baby wear, toys, hygiene products, food, clothing, safety products, and baby gear. The rising revenue every year determines the flourishing market of this sector.

1.4. Influence of Social Media on the Buying Behavior of Young Parents

Social media plays a significant role in the buying behaviours of consumers through various advertisements, offers, keyword suggestions, social media influencers, and customer-generated marketing. In the background of Bangladesh, the market of baby products is flourishing because of the psychology of the parents. Young parents are more affectionate to their children and start purchasing almost all sorts of products before the baby is born. The marketers target this psychology of young parents and plan their marketing strategies [7]. The advertisements and promotional activities are conducted in such a sentimental way that the brand is safe for the child. First of all, companies can generate sponsored advertisements of their product on social media platforms so that they can reach their potential consumers. After the customers come to know about the product, they can become interested and decide to buy that product for their babies. Secondly, consumers' decisions can be affected by social media influencers. A large number of people will buy a product suggested by their favourite influencer without even tasting the quality of that product. It sometimes leads to negative consequences. Moreover, companies also open their authorized websites and upload various information about their products. They design their website in such a way that consumers can purchase the products online and give feedback and reviews on the site. It creates a good profile about the brand and its products which is beneficial for attracting more consumers.

When a brand can create a high market value among the consumers it can generate a high profit in the market. This is why companies target their consumers so that they can take the benefits of consumer-generated marketing. Another thing company do is keyword-based marketing. They publish various posts using famous keywords frequently used by consumers [8]. In this way when anyone searches for a particular product, the brand will be able to reach that consumer. Moreover, targeted advertisements, public promotion, and sales promotion are also a part of social media marketing which is effective in attracting a large number of consumers [9]. Therefore, brands create a high brand value and brand image that makes them more trusted and safer for consumers. As the health of babies is highly sensitive, the products must also bear high quality. Any disruption in quality and material in the product can lead to a huge loss for the company. For example, there was a scandal about Johnson's using harmful ingredients in its talc powder [10]. It created a bad image of the brand and it lost its consumer trust. A large number of consumers avoided Johnson's due to that issue.

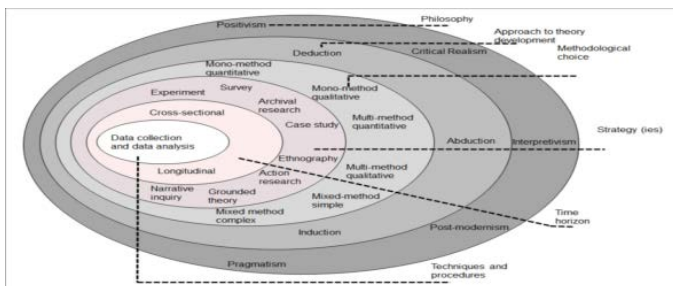
1.5. Potential Negative and Positive Consequences of Purchasing through Social Media Marketing

As social media opens significant opportunities for people. It can also lead to bad outcomes. Social media marketing and

approaching consumers to buy products are not a crime. However, some unethical businessmen conduct fake marketing and declare their products as the safest for consumers. Being influenced by their aggressive marketing, consumers buy products that are not of good quality [11]. With the help of online, those businessmen create a fake brand value with fake positive reviews or paid reviews. Sometimes they hire famous role models and social media influencers for their product promotion. However, social media do not always bring bad results as it can create a high scope of communication. If the consumers check the product quality and research the ingredients, they can identify fake reviews and products that do not bear high quality. Therefore, the impact of social media can be both adverse and virtuous.

2. Methodology

2.1. Research Onion Model as the Research Methodology



Source: Seuring et al. (2021) [12].

Figure 6: Research Onion Model.

The figure demonstrates the research onion model that has been followed by the researcher. This model includes several steps such as research philosophy, research approach, strategy, time horizon, data collection and analysis method [13]. These are the steps that the researcher followed to find an appropriate conclusion for this research.

2.2. Research Questions

The researcher develops some research questions the answers of which are going to be found after the end of this research. These are

- What are the famous social media platforms in Bangladesh and who are their users of them?
- What is the market size of baby products in the background of Bangladesh's economy?
- How do the marketers advertise their products online to attract customers?
- What are the consequences of buying baby products by social media marketing?

2.3. Research Philosophies

Several options are available for the researcher to follow including the philosophy of positivism, pragmatism, realism, and interpretivism. This research is about the influence of social media on young customers purchasing baby products. This topic will relate to the philosophy of positivism as both rely on real, logical and scientific data [14]. This philosophy says that data can be observed, analyzed and measured scientifically. Thus, this philosophy helps the researcher find a conclusion by analyzing the collected data.

2.4. Research Approaches

The researcher can follow the deductive, inductive or abductive research approach for this research. As per the research topic and the philosophy, the researcher selects the inductive approach. This approach focuses on developing new ideas and theories based on data collection and analysis [15]. This research also has an aim to ensure the impact of social media on young customers and the inductive approach works well with it. Moreover, the researcher also follows the quantitative approach for data collection analysis. That means the researcher will work with descriptive or non-numeric data.

2.5. Methodological Choice

The researcher chooses to collect both primary and secondary data for this research. Moreover, the researcher will follow the quantitative method for data analysis. Thus, it indicates that the researcher chooses a mixed method.

2.6. Research Strategy

Research strategy indicates the approach or idea of a researcher in collecting and analyzing the data for an effective result. The researcher chooses a survey as the primary data collection strategy. The researcher will conduct a survey and ask several questions to consumers and companies to collect the primary data for the secondary data, the researcher will look into various websites, books, journals, newspapers and previous research.

Time Horizon: The researcher chooses to follow the longitudinal time horizon as it allows for analyzing and observing the subject for a long period. The researcher wants to have a deep insight into the market and find a conclusion. This is why the longitudinal time horizon is chosen by the researcher.

Data Collection and Analysis: The researcher uses both primary and quantitative data for this research. The primary data are raw and not organized and most often are organized by the researcher. On the other hand, the secondary data are the result of previous research and are organized [13]. The researcher will work with both these data and analyze them through a thematic analysis. Thematic analysis is one form of quantitative analysis and is done through several steps.

2.7. Steps for Thematic Analysis

Data Familiarisation: The first step of thematic analysis is data familiarization or observing data thoroughly. In this step, the researcher reads the data again and again to find the initial meaning of the data [16]. Reading the data and getting familiar with them helps to find the codes from a large range of information.

Code Generation: After having a vast knowledge of the data, the researcher finds codes from the collected data. The codes are data that are found the most in the collected data. These codes are then turned into broader themes.

Themes Searching: In the third step, the researcher observes the data to find themes. Not all codes are turned into broader themes because some of the codes are irrelevant to the

research aims [15]. The researcher only selects codes that relate to the research.

Reviewing Themes: In this step, the researcher checks the themes and cuts off themes that are not that meaningful. The researcher keeps themes that can be generalized and accepted by all.

Describing Themes: The researcher understands and describes the collected themes broadly to define the research findings and make a conclusion [16]. It gives a deep understanding of the result of the research.

Write-Ups: In the last step, the researcher writes everything found in the research.

2.8. Data Analysis

Quantitative Analysis:

Table 1: How Positively do you think about social media?

Options	Response	Percentage
Very Positively	18	36%
Positively	28	56%
Neutral	3	6%
Negatively	0	0%
Very Negatively	1	2%
Total	50	100

Source: Response to Question 1

The responses of the participants show that most of the customers have a positive outlook on social media. It indicates that they like to use different social media platforms and share their thoughts, opinions, likes and choices.

Table 2: To what extent do you think social media can be a great platform for product marketing.

Options	Response	Percentage
Very Highly	30	60%
Highly	17	34%
Neutral	0	0%
Not Highly	1	2%
Very Negatively	2	4%
Total	50	100

Source: Response to Question 2

The table expresses the thoughts of users on social media marketing. 60% of the respondents think highly of social media marketing. It indicates the flourishing marketing sector that has been created through social media.

Table 3: To what degree do you feel attracted to products you see on social media.

Options	Response	Percentage
Very Positively	25	50%
Positively	16	32%
Neutral	2	4%
Negatively	4	8%
Very Negatively	3	6%
Total	50	100

Source: Response to Question 3

50% of the respondents support that customers feel attracted after seeing advertisements of various products on social media. It explains the effectiveness of social media marketing that successfully made customers attracted to their products.

Table 4: Will you buy products after seeing their advertisements on social media?

Options	Response	Percentage
Very Highly	35	70%
Highly	9	18%
Neutral	2	4%
Not Highly	2	4%
Very Negatively	2	4%
Total	50	100

Source: Response to Question 4

70% of the users agreed that they would buy products online after being influenced by social media marketing. Most of the respondents are young parents and they support that they will buy products alone and their advertisements are tempting.

Table 5: How positively do you think about the baby products being promoted online?

Options	Response	Percentage
Very Positively	30	60%
Positively	15	30%
Neutral	2	4%
Negatively	2	4%
Very Negatively	1	2%
Total	50	100

Source: Response to Question 5

60% of the respondents supported baby products online positively. This indicates the strong brand share and brand value of the baby product companies.

Table 6: To What Extent Will you buy online products for your baby without evaluating their ingredients?

Options	Response	Percentage
Very Positively	2	4%
Positively	1	2%
Neutral	1	2%
Negatively	8	16%
Very Negatively	28	56%
Total	50	100

Source: Response to Question 6

The table shows how much young parents are careful in choosing their products by believing online promotions. Most of them were negative to the questions as they did not want to cause any harm to their babies. That means they will check the ingredients before buying products being influenced by social media.

Table 7: How positively do you think about the authenticity of baby products that are promoted online?

Options	Response	Percentage
Very Positively	27	54%
Positively	8	16%
Neutral	1	2%
Negatively	10	20%
Very Negatively	4	8%
Total	50	100

Source: Response to Question 7

The table shows that there is a mixed reaction in terms of the authenticity of baby products promoted online. It expresses that the customers are careful while evaluating product ingredients and purchasing them.

Table 8: How positively do you think about the impact of social media marketing?

Options	Response	Percentage
Very Positively	34	68%
Positively	7	14%
Neutral	6	12%
Negatively	2	4%
Very Negatively	1	2%
Total	50	100

Source: Response to Question 8

68% of the respondents in the table support that social media marketing has a positive influence on them. That means the effectiveness of social media promotional activities is not ignorable.

Table 9: To what extent do you think about business ethics in social media marketing?

Options	Response	Percentage
Very Positively	29	58%
Positively	11	22%
Neutral	5	10%
Negatively	2	4%
Very Negatively	3	6%
Total	50	100

Source: Response to Question 9

The table shows the ethical side of social media marketing. 58% of the users think that social media marketing is maintained by ethical rules and regulations. However, this positive outlook can cause losses for them.

Table 10: How do you think social media marketing has an impact on your choices?

Options	Response	Percentage
Very Positively	32	64%
Positively	9	18%
Neutral	5	10%
Negatively	2	4%
Very Negatively	2	4%
Total	50	100

Sources: Response to Question 10

This table indicates that 64% of the respondents agreed that social media marketing is influencing their decisions and choices. This is an obvious indication that social media advertisements and promotion activities influence customers to buy products online.

2.9. Thematic Analysis

Social Media marketing is a Recent Concept influencing a Large Number of People: Social media has taken the attention of a large number of people through its interesting facilities. Media like Facebook, Twitter, Instagram, and LinkedIn create a massive scope for people to share their words, emotions, opinions and talents with others. People of all ages are using social media platforms more or less. They are using the media for a good purpose and sharing good ideas. Therefore, this has created a large opportunity for businesses to operate and reach more customers. A particular part of the users is making various content for the recreation of the users. They are also known as social media influencers. Businesses are also using their fame and followers to promote various products and services commercially. The impact of these social media influencers is huge on the users as they trust them and sometimes buy products without even checking the product's quality and ingredients. Moreover, business companies are always promoting their products on their authorized page by sharing various tempting pictures of the products. It makes social media users more attracted to those products and look into them. A large number of online business has been created during the Covid-19 period. Due to lockdowns and other safety issues, people were becoming used to purchasing and selling their necessary things online. This created a large opportunity for business organizations to extend their business in the online world. Furthermore, the rising number of social media users and the increasing ratio of business organizations' online customers indicates that social media is a huge platform for businesses to influence their customers.

The Market of Baby Products in Bangladesh is flourishing: A large number of brands are operating in Bangladesh with their baby products. They include Johnson's, Himalaya, Meril, just for Baby, Odomas, and Aveeno are some of the top brands in terms of selling their products in this country. Their products are made from high-quality ingredients. People of different ages have different skin types and are sensitive to various products. The baby's skin is sensitive and not all products can be applied to them. It needs a high assessment of the ingredients and the level of different chemicals in those products. Therefore, these brands gained large pop-

ularity through their baby-friendly products that are good for babies. This is why they have gained the trust of Bangladeshi customers through all these years. All these companies have been operating in this country for asking time and they have proven their capabilities through their products and services. However, some scandals have questioned the quality of these baby products. Despite all these issues, baby products have obtained a high portion of the products of parents in Bangladesh.

Businessmen are Using Social Media Marketing to Promote Their Products: During the Covid-19 period in 2020, people became more attracted to online platforms and online businesses and the concept of e-marketing, and e-business became more popular. At that time, people were not able to go outside for their daily activities because of government regulations. Due to the safety issues, all the necessary work was done virtually. For example, schools, colleges, and universities exchanged their system online and started taking classes through online platforms. On the other hand, various companies also went to online systems to operate their activities. At that time, the number of online businesses had gotten much bigger than the usual period. A large number of people started online businesses and they became highly lucrative [17]. Therefore, business organizations also took this opportunity and started promoting their products through social media, and websites. Authorized company websites have full details of a product including its pictures. Customers can also give ratings and reviews about how they feel after using that product. These activities helped business organizations promote their products through online marketing. Continuous promotional activities of companies helped reach a large number of customers and enhance the cash flows of these companies. Therefore, business organizations took that opportunity and promoted their products through Facebook, Instagram, and LinkedIn. Social media influencers, digital marketing, and social media boosting also help companies reach new customers and improve their customer base.

Not all Hyped Products in the Social Media are Good and Bear Good Quality: Sometimes unethical businessmen try to hype their products and promote tier products aggressively. They also manage paid reviews that give fake information

to the customers. Hence, customers buy those products and get cheated by buying those products bearing low quality. Sometimes, not all online products are suitable for use because of bear excessive levels of chemicals. While being at home, customers cannot check the quality of those products or the ingredients used for making the products. Thus, they get cheated by those unethical businessmen. In such cases, customers have to be more careful and assess the products and their ingredients before buying these products. As baby products are extremely sensitive, it needs huge consideration and research before buying those products online [18]. Sometimes, some fake brands make replica products with harmful ingredients that cause long-term losses for customers. For instance, if someone uses highly harmful replica products for babies, it can cause life risks for babies. Therefore, customers should not blindly believe online promotions, advertising and buying products online. Even some influencers tend to promote products that are not up to that quality in exchange for money.

Young Parents are influenced by Social Media Marketing While Selecting Their Desired Products: Young parents in Bangladesh have a different psychology to their firstborn child. Because of their excitement about a new member of the family, they start planning different things for the baby. For example, selecting toys, clothes, health care products, and other necessary things for the baby. They tend to search on social media and get information on various products. After analysing a large range of brands and companies, they try to select the most suitable products for their baby. Therefore, it indicates their cautiousness while selecting the right product.

3. Conclusion

The research aimed to analyze the impact of social media marketing on influencing young parents into buying baby products. As a large number of people are using social media for several purposes such as recreation, business and marketing, it can be said that social media can influence people. Due to the lockdown in 2020, all necessary activities were transferred online. As a result, it opened a huge opportunity for entrepreneurs and other businessmen to operate their activities online. This resulted in a large number of online businesses and the transition of famous brands into online. They started to promote their products with the help of well-known social media platforms. This helped business organizations gather and reach more customers and enhance their sales revenue. The baby products market in Bangladesh is significant a large portion of the GDP is coming from it. The yearly revenue made by these baby product brands is also revolutionary. Hence, those companies also promote their products online with the help of celebrities, social media influencers, digital marketing and boosting [1]. Therefore, young parents who are looking for the best products for their babies get tempted by those products. Famous business organizations post about the product on the official pages and websites of the companies. Customers can easily order and give reviews and ratings for specific products. These customer-generated marketing activities also help companies gain more consumers with time.

Therefore, young parents try to get a general idea about the products they see online which leads them to buy the products. However, all products are not up to that quality and effective for babies. The difference in the chemicals and the pH levels may cause harmful reactions in the babies. Thus, young parents should be careful while buying the product they have seen online. Despite being careful, companies advertise their products in such a way that it appears to be highly tempting to the customers. Therefore, the research can conclude that young parents in Bangladesh are highly concerned about their baby's products. Therefore, social media helps them discover new brands and products for their baby.

3.1. Recommendations

Social media can also create a fake brand image of a single product or a company. Believing those fake advertisement and parid reviews can bring losses for customers who purchase without justifying those advertisements. Moreover, sometimes the businessmen do not share the real picture or situation of a product. It can cause the delivery of defective products, replicas or used products [19, 20]. This is why it needs a critical analysis before selecting or deciding to purchase any products online. Social media can appear both good and bad due to the activities of some individuals. Unethical business practices lead the customers to face losses and their trust is broken. This is why a large number of people do not like to buy products online. Therefore, carefully selecting products while purchasing online can prevent this loss.

As baby products need a deep assessment of the product's quality, your parents should check them properly. Social media makes tempting advertisements for such products that make young parents more attracted to those products. However, these products may be fake, or harmful for use which is why the materials used for making the products should be checked. Moreover, parents must give special attention to baby care products such as soap, lotions, and oils. These products may contain harmful chemicals that may not suit babies. Moreover, baby wear is also sensitive for babies as it can cause discomfort to babies. Therefore, it is suggested that young parents not get tempted by hyped baby products.

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