

An Overview of the Impact of Social Media Usage on Supply Chain and Customers in Bangladesh

Tanzila Islam

Department of Resource Management and Entrepreneurship
Govt. College of Applied Human Science,
Dhaka, Bangladesh

Email: tanzilaisnisha@gmail.com

Ruhin Ruksana

Department of Electrical and Electronic Engineering
Ahsanullah University of Science and Technology
Dhaka, Bangladesh

Email: remi.riflesbd@gmail.com

Md. Johir Raihan

Department of Electrical and Electronic Engineering
Ahsanullah University of Science and Technology
Dhaka, Bangladesh

Email: mdjohirraihan195@gmail.com

Fabiha Zahin

Department of Electrical and Electronic Engineering
Ahsanullah University of Science and Technology
Dhaka, Bangladesh

Email: fabihazahin99@gmail.com

Labiba Afrin

Department of Electrical and Electronic Engineering
Ahsanullah University of Science and Technology
Dhaka, Bangladesh

Email: pushan1812@gmail.com

Abstract

Regardless of the fact that the supply chain has many steps, it is not complete until the product reaches the customer. The supply chain is finished when the product reaches its target market, which is the customer. At present, social media is playing an increasingly important role in the supply chain, from displaying a company's finished products and services to customers so they can purchase them to communicating with customers and gathering the necessary information. Businesses promote their finished products or services on social media so that customers may

purchase them. Despite business owners using social media to improve their supply chain and customer relationship management, research on how social media plays an essential part in Bangladesh's supply chain is still lacking, compared to the rapid increase of the usage of social media in every aspect of our lives. This study investigates how social media has an impact on businesses in making better strategies and decisions. Furthermore, It focuses on how it can help improve the supply chain and customer relationship management system. Customers' and business owners' opinions have been gathered through a self-made questionnaire and self-conducted small-scale survey, which gives a glimpse of the overall state of social media, customer, business and supply chain in Bangladesh.

Keywords

advertisement, Bangladesh, business, customer satisfaction, e-commerce, online purchasing, social media, supply chain, social media marketing

1. Introduction

The contribution of the internet and social media allows people of the 21st century to always look for the fastest ways to get the products or services they need. To keep pace with the demand of the people, the supplier has to modernize their way of approaching their targeted end-users. Social media has turned into a new opportunity by being a mutual place for both consumers and suppliers.

Supply Chain: “In a broad sense a supply chain consists of two or more legally separated organizations, being linked by material, information and financial flows. These organizations may be firms producing parts, components and end products, logistic service providers and even the (ultimate) customer himself. So, the above definition of a supply chain also incorporates the target group – the ultimate customers”(Stadtler, [2008](#)).

Social media: “Social media refers to the tools for promotion using online. mechanisms and reaching out to the maximum number of Customers” (Amin et al., [2020](#))

1.1. What role can social media play in the supply chain?

Information builds the foundation for managers to make decisions for the company's supply chain management. To make effective decisions, a balance between speed and contemplation is a must. (Markova & Petkovska-Mirčevska, [2013](#)) By asking strategic questions and gathering accurate data, managers are enabled to create effective strategies to improve the supply chain. This information can be collected in many ways such as surveys, direct interviews, local sources, consumers' feedback and so on. Nowadays social media has become one of the tools to gather information and knowledge. "It can also store documents about product development and production and make them available to various stakeholders for real-time adjustments, enabling better collaboration among different stakeholders." (Papadopoulos et al., [2017](#))

Analytics: These mega-platforms can provide up-to-date data by monitoring the transactions, Customer's location, device type, actions, etc through their own analytical tools. These tools can be used to track logistical updates and to monitor progress across the chain of suppliers. "As social media can facilitate the exchange of rich and timely information (Chae [2015](#); leary & O'Leary, [2011](#)) , companies can integrate it into forecasting and inventory management processes to mitigate forecast inaccuracy and suboptimal inventory management decisions.(Huang et al., [2019](#))"

Communication: Consecutive communication is important for the supply chain to run without any unexpected and temporary stoppage. Specifically for third-party logistics (3PL) and above, it's important to keep in contact with multiple organizations. Social Media enables us to keep connected with partners and organizations as well as customers. Maximizing responsiveness matters a lot in the Supply chain to reduce relevant risks and improve customer satisfaction. Businesses of all sizes are starting to turn to Facebook and Twitter to gather and deal with customer feedback instantaneously. (Markova & Petkovska-Mirčevska, [2013](#)) Social media provides us with the opportunity to stay connected with customers and suppliers, reducing communication gaps

making it the most effective way to activate supply-chain innovation. (Markova & Petkovska-Mirčevska, [2013](#))

Visibility: Social media is being used to bring more potential customers through social media marketing and advertisement. It's easier to reach the targeted customers via social media. In addition, social media allows organizations and people linked with supply chains to be transparent, accurate, and fast with their information transmission which lets the information be visible within the cycle and control them efficiently. "Through posting advertisement information on social media platforms, companies can promote product and brand awareness to generate more sales." (DiPietro et al., [2012](#); Papadopoulos et al., [2017](#)).

Source: Social media is an excellent tool for finding along with recruiting skilled and qualified employees. The whole supply chain requires quite a lot of manpower for maintenance, no matter how short or lengthy, the supply chain connection is. A huge number of people use social media to showcase their achievements, skill-sets and experiences. Furthermore, suppliers can be found on these platforms. So, it's easier to find skilled employees and suitable partners for one's supply chain. "Building a community of suppliers where business-critical information, opportunities, and thoughts can be shared and built upon directly will become the leading edge for many organizations. Social-media platforms are ripe to be the foundations for such communities." (Markova & Petkovska-Mirčevska, [2013](#))

Risk and Demand Management: "Considering business operations and supply chain specifically, social media enables companies to capture information to sense risks and disruptions, and identify misinformation about the situation by using big data analytical techniques such as machine learning." (Albuquerque et al., [2016](#)) Social media networks also enable customers, shippers and carriers to get notified about delivery and position of the products in real-time. For example, "Twitter is one of the best platforms to notify customers of any unexpected changes such as accidents and road closures or shipment delays" (Gammasolutions, [2017](#)). Insightful information

can minimize the risks and unwanted events from happening. Social media can be used for innovation, improvement and the growth of positive changes, which can be used to manage sales and demands, new product development, and build and grow relationships among trading partners.



[Illustration: Roles of Social Media in Supply Chain]

2. Literature Review

To research and review the connection between social media and supply chain numerous world literature have been researched which were used for research paper reconstruction purpose. The scholarly search engines that have been used to collect articles and papers are the *Google Scholar*, *ScienceGate*, *Academia edu*, *The Semantic Scholar*, *ResearchGate*, etc. Unfortunately, there aren't many relevant research publications available linking social media and supply chains from a Bangladeshi perspective. However, surveys made by some certain Bangladeshi newspapers and private organizations have helped in this regard.

2.1. Internet users in BD

A monthly business evaluation article “*E-commerce of Bangladesh: Shaping the future of shopping*”, published under [IDLC Finance Limited](#), has stated that “Bangladesh had 40 million active internet users as of November 2017 with the rise of smartphone users, which is 24% of the total population. Amongst them, 14 million are daily active internet users, making up 8.7% of the total population.”. On the other hand, the “Bangladesh Telecommunication Regulatory Commission (BTRC)” has reported that Internet Subscribers have increased from **87.790 Million**(in 2018) to **123.82 Million** in 2021.

According to DataReportal, “more than 58.4% of the world’s population now uses social media on a daily basis in 2022”(Chaffey, [2022](#)) According to *DIGITAL 2022: BANGLADESH* by *DataReportal*, “ There were **49.55 million social media users** in Bangladesh in January 2022; among them, 44.70 million were Facebook users.”(Kemp, [2022](#))

2.2. S-Commerce & E-Commerce sectors in BD

Our society is converting to online-based services in everything in order to cope with the modern world. Especially after the Covid-19 Pandemic started, online purchasing and other online-related activities have become more convenient and flexible for all. People are more interested in having services or having their work done from home through technology, mostly through their smartphones. As a result, Online shopping has increased as well as tradings. Social shopping has become a popular option for online shopping. Many e-commerce sites in Bangladesh have their own pages and accounts on social media platforms for the purpose of expanding the range of their businesses. As to find the connection between s-commerce(Social Commerce) and e-commerce(Electronic Commerce), “some researchers refer to social commerce as either a subset of e-commerce or evolution or innovation related to e-commerce.” (Han et al., [2018](#)) “Social commerce, also known as social business, is an emerging field driven by the explosive growth of

the social Web and social media. The field includes social network services such as Facebook, Twitter, and LinkedIn; user-generated content networks such as YouTube and Pinterest; products and services review sites (e.g., Trip Advisor)” (Turban et al., [2016](#), p. vii). An article published in “[Brandwatch](#)” from 2019 mentioned that on a social media platform, Facebook, more than 60 million active business pages are present. And it is possible to reach 2 billion people through Facebook ads.” (Smith, 2019) According to “[Wordstream](#)”, more than 2 billion company profiles use Instagram worldwide in 2021 (Lister, 2022). Using these social platforms to the fullest, worldwide as well as Bangladesh’s business and e-commerce sectors are expanding everyday. The table below shows, the number of followers of some top e-commerce sites in BD that take social commerce earnestly.

Company	Type	Facebook	Instagram
Grameenphone	Telecommunication Company	16M	743k
Daraz	Product/Service	14M	494k
Rokomari.com	Online Bookstore	2.4M	82.6k
Chaldal.com	Grocery & Delivery	543k	14.6k
Bikroy.com	Advertisement Website	4M	57.7k
FoodPanda	Food & Beverage Service	6.3M	60.7k
Pathao	Information Technology Company	1.1M	44.3k

[As of 9th July 2022. Collected from Facebook and Instagram]

The leading newspaper [NEW AGE](#), a written article on the growth of e-commerce in Bangladesh at the time of the pandemic, published on Aug 23, 2020, has shown that online sales have increased by 70-80% compared to the other time. Many unemployed people have used this sector to find an income source. According to the German research organization Statista, “the Bangladeshi e-

commerce sector has exceeded 1.5 billion US dollars which is projected to reach 2 billion dollars this year and 3 billion dollars by 2023. It has been mentioned by the institute that Bangladesh has ranked 47 in the world e-commerce sector”(Singh et al., 2018). According to “*IDLC: E-commerce of Bangladesh: Shaping the future of shopping*”, “165 million population with 33% mobile internet users (as of February 2018), the market seems to be substantially potential in upcoming days where the youth population of Bangladesh is making the e-commerce websites more and more popular.”

2.3. Social Media & Supply Chain

On social media, customers have begun to share their opinions. A business may use social media data to obtain insight into how current or potential customers see its product or service offerings. One of the quickest and least expensive ways to get more people's views is through social media data. (Huang et al., 2019) Now that supply chains are self-adjusting, it involves producing, expressing, and capturing value and providing goods and services in line with the unique preferences of each customer. This one-on-one interaction is made possible in a special and brand-new way thanks to the internet and social media. (Markova & Petkovska-Mirčevska, 2013)

According to Markova & Petkovska-Mirčevska, the benefits of social media in the supply chain are “Creating knowledge networks, Balancing speed and contemplation, Portable Information Vaults, Replacing Collaboration with Community, and Building a platform for innovation.”(Markova & Petkovska-Mirčevska, 2013) Some other benefits mentioned by Akshit Singh are - "Demand forecasting and inventory management, marketing, sourcing, product development and production, production return and reverse logistics, and general activities" (Singh et al., 2018)

3. Methodology

Our study is based on primary data. A three-part survey has been conducted keeping the research goals and objectives in mind, covering questions related to the acceptability and public opinion on online shopping and services.

3.1. Social Media Users Survey

As this study particularly focuses more on the customer side than the other sides of the supply chain, a survey was conducted among regular people from various backgrounds in some areas of Dhaka who use their social media accounts to conduct online purchasing. It should be noted that the number of the participants is over 70 and the majority is youth. The first part of the survey has been done both online and offline. The questions were about how often they would buy products online, what social media platforms they use most for purchasing, how social media advertisements, conversations and reviews affect their purchasing decision, their satisfaction on online shopping in Bangladeshi context and their comments or complaints.

3.2. Business Owners' Survey

To understand better how social media is used by businesses on their supply chain and customer relationship management, business owners have been asked how social media is helping in their businesses. The survey comprised questions about how social media is assisting in attracting and interacting with customers, advertising, new product development, collecting information, forecasting, cost budgeting, delivering and so on through social media advertising and marketing which gave us an overview about the impact that social media can have in different elements and sectors in the supply chain.

3.3. Expertise Interview

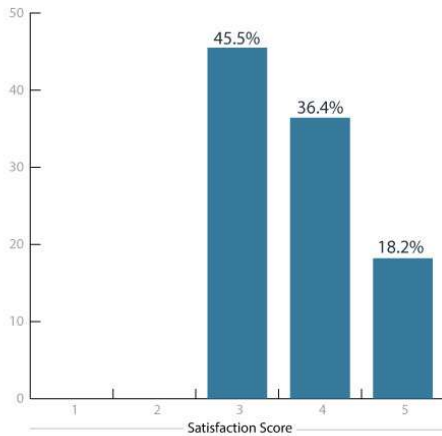
With a view to get a better knowledge in this area of social media and supply chain, the Officer of a successful Food company and the Supply Production Leader of a renowned Sports Good Retailer have been contacted and interviewed. The questionnaire includes the importance of having a presence on social media platforms, connecting to the right vendors through social media, connecting with customers through social media, how social media helps in visibility, taking action according to customer reviews, collecting information through social media, social media's usage in distribution channel management, etc. Matters about following the trend and promoting business by targeting customers in specific areas have also been discussed.

4. Findings and Discussion

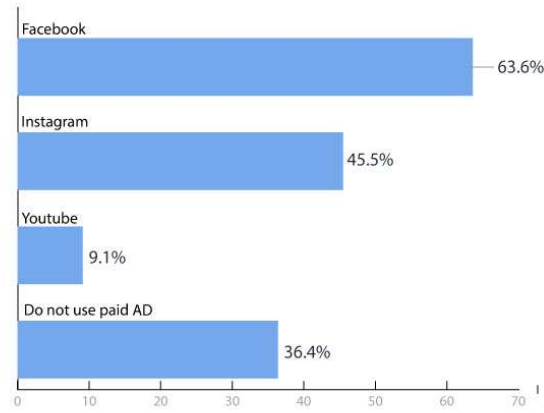
4.1. How do businesses use social media for supply chain management in Bangladesh?

Many firms need to spend years to reduce the size of their supply chains and work closer with a trusted and potential group. Besides, they have to use different methods and strategies for years to reach out to their targeted customers. Some might agree social media is not a trustworthy platform for finding business partners. However, social media is now a promising option. "Social media now allows companies to communicate between people within companies or across the supply chain to facilitate the generation, shaping, and sharing of product development ideas to enable effective internal and inter-organizational collaboration on product development" (Bertoni & Larsson, [2011](#); Papadopoulos et al., [2017](#)). To make social media platforms even better for business and other e-commerce platforms, social media giants such as Facebook, Twitter, Whatsapp, Instagram, and YouTube have started focusing on setting rules and regulations, particularly for businesses and developing various analytical business-friendly tools, for instance, Meta Business Suite, Whatsapp Business, and others. These analytical tools help business owners and staff analyze their target market, consumer habits and review of products efficiently and securely. One of many great advantages of using these social media sites is the advanced advertising tools and by using these powerful advertising tools, businesses can effortlessly reach their targeted customers. According to our survey, Facebook is the most used platform for paid

ads with a percentage of **63.6%**. With a proportion of **45.5%**, Instagram is the second most used social media platform for paid ads ([Figure 1.2](#)).



How satisfied are you with your business being online?

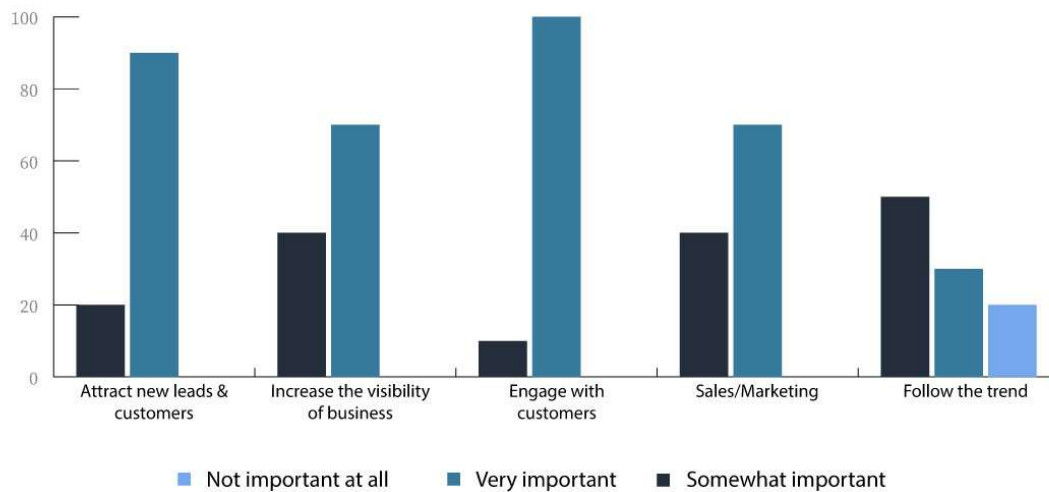


Social Media platforms used for paid advertisement

Figure 1.1

Figure 1.2

These social media sites have both paid and free ways to promote businesses. Paid and free ads on social media sites like Facebook, Instagram and Twitter help that specific post to reach the items or service to a larger number of audience within less time. Moreover, these ads create an opportunity to increase the visibility of business, sales and marketing. ([Figure 1.3](#))

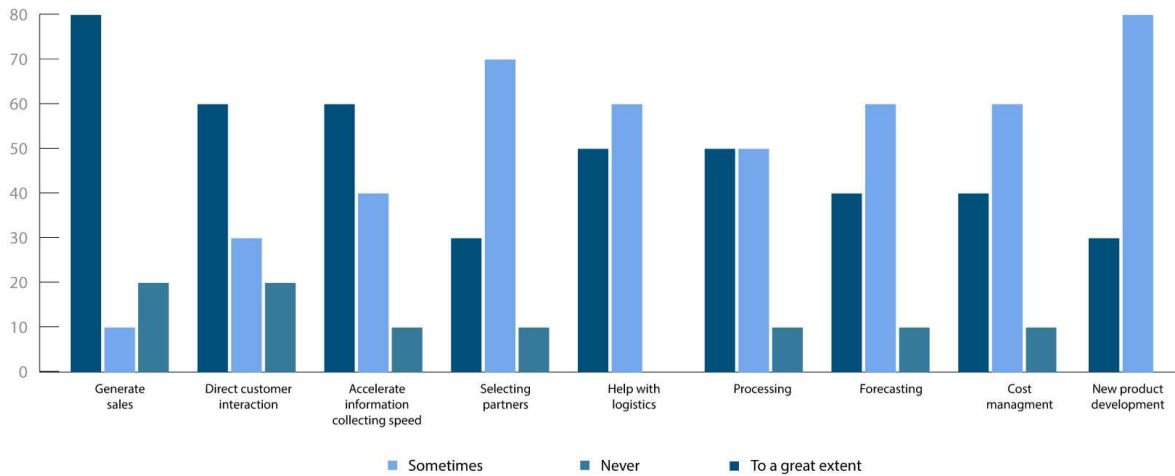


Reasons to use Social Media for business

Figure 1.3

Alongside those benefits, our survey has been able to discover the benefits that social media can bring to the supply chain (Figure 6.4). Social media now allows job candidates to share their profiles which the businesses can communicate with those candidates to recruit managers and manpower for their supply chain. (Fisher et al., [2014](#); Fletcher et al., [2016](#); Singh et al., [2018](#)) These platforms can be a place for people to find and look for suitable trading partners and manpower for the supply chain. Social media is now a platform that provides access to every type of information. It has been found through the survey and expertise interview that the analytical tools are being used to track down the targeted and organic customers; their locations, age range and much more beneficial information that helps with planning, forecasting, new product development, keeping up with customers' feedback, demand and product value. These media are also used for speedy and uninterrupted information transmission with third-party businesses which is essential to keep the steady and continuous flow of work. These days customers demand direct interaction with the providers and social media allows companies to attain the demand through their messages, reviews and the comment section as well as easily accessible and convenient

methods to maintain the product return policy. Direct interaction between customer and business owner is very important for a supply chain system. Direct compliments and complaints are essential to make proper development and change to planning, processing, cost management, material and manufacturing. The bar chart below shows how the business owner survey participants benefited from using social media for their business.



Effectiveness of Social Media

Figure 1.4

4.2. Most used social media platforms (Businesses and Customers)

According to the survey results, both business owners and customers prefer *Facebook* the most for their social purchasing platform. 100% of the business owners use *Facebook* for their business (Figure 2.1) and 93.3% of customers prefer *Facebook* over other social media platforms to look for and purchase their goods (Figure 2.2). *Instagram* is the second mega-platform that both business owners and customers use. 72.7% of the owners have their businesses available on *Instagram* and 31% of consumers use *Instagram* for online purchases. *Facebook* and *Instagram*

both are the most used and preferred platforms for business owners to expand their business and for customers to find out and purchase their desired products and services. Along with these two mega-platforms, Youtube and Whatsapp are also being used widely nowadays.

Apart from reaching out customers, business owners also use social media for advertising their products or services, but social networking sites are also being used to collect information, monitor deliveries, and keep in touch with vendors and suppliers to maintain the constant stability of the supply chain.

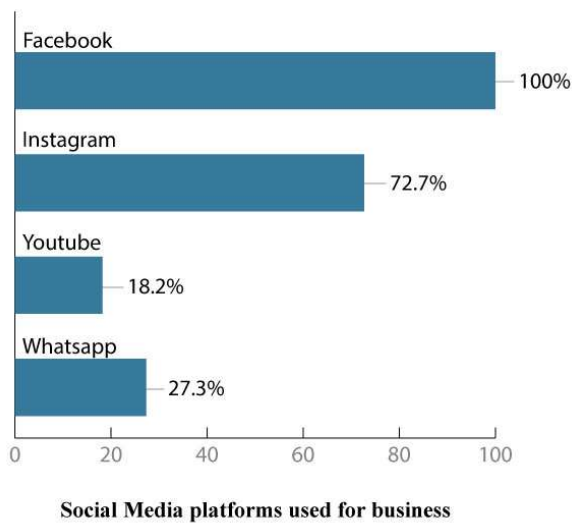


Figure 2.1

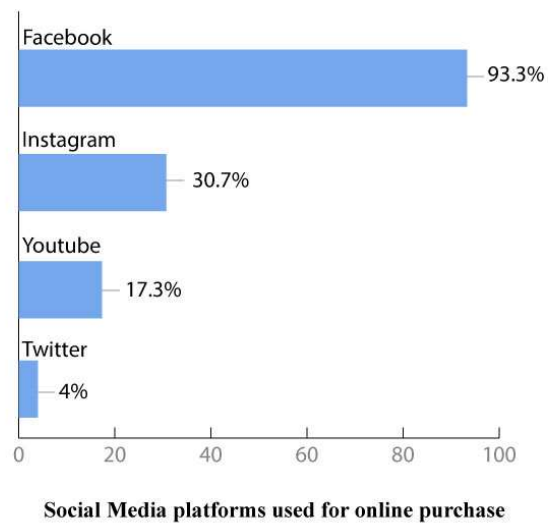


Figure 2.2

4.3. Users of social media platforms (Customers)

The age range of 89% of the "social media users" survey participants is 18-25 and 7% of the surveyees are between 25-35. (Figure 3.1) The purpose of this question was to prove that the younger generation has the most experience using social media sites for online shopping. Among

those surveyees, 23% shop online often and 56% of people use online platforms as shopping spaces sometimes. ([Figure 3.2](#))

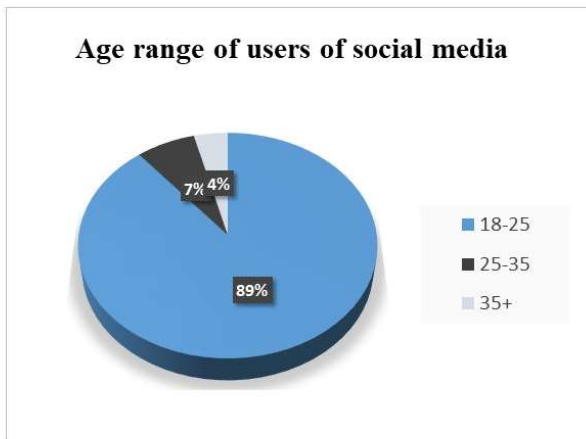


Figure 3.1



Figure 3.2

4.4. The Influence of social media platforms on a brand's presence, product reviews and product advertisements

“Business owners’ survey” participants have stated that attracting new leads and customers, increasing the visibility of their businesses, engaging with customers, monitoring sales and marketing and sometimes following the trends are the main reasons they believe that a brand's presence on social media is important. As we use social media on a daily basis, it's easy for them to keep track of the demands and complaints that their targeted consumers have. It helps the owners to a great extent to make changes in their supply chain, control demand, forecast demand for a certain product or service and handle risk management.

On the other hand, only **2%** ([Figure 4.2](#)) of people agreed to have no influence of social media conversations or reviews on them while choosing products. The rest **98%** ([Figure 4.2](#)) of the people felt having the influence of conversations and reviews. Social media is currently a great platform that provides businesses to advertise the products and services. Mega-platforms like

Facebook, Instagram and YouTube have created free and premium advertising opportunities for better advertisement experiences and exposure. But *how much does social media advertising actually influence people's purchasing decisions?* **65% of people** (Figure 4.1) have mentioned that advertisements rarely have any influence on them, which is because receiving low-quality products or services compared to what is shown or mentioned in the advertisement is one of the major issues that customers complained about when interviewed directly. On the other hand, only **14% of people** (Figure 4.1) experience the influence of the advertisement to a great extent on their purchasing decisions. Unfortunately, those advertisements fail to influence a noticeable number of people of **21%**. (Figure 4.1)

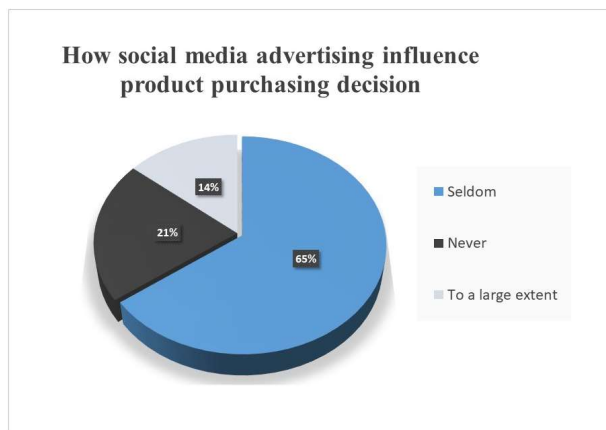


Figure 4.1

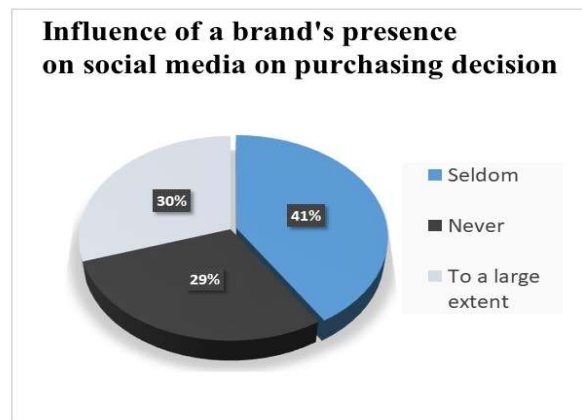
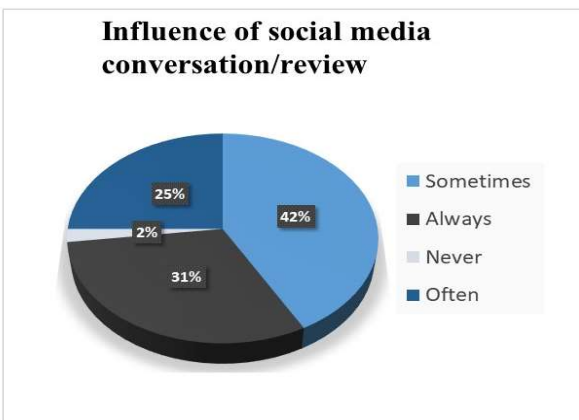


Figure 4.2

Figure 4.3

4.5. The tendency to visit physical stores following social media advertisements

Even though online marketplaces are now popular, it is important for a business to have a permanent and physical store for their customers to visit. When customers visit physical stores, they can check out the products and services in person and not through images or videos. In this case, social media can play a vital role to bring loyal and regular customers to visit the physical stores. From the survey, we get to see that **72% of the people** (Figure 5.1) are quite willing to visit the physical stores after watching the social media advertisements, which is a win as one of the targets of marketing and advertising is to gain trust and bring in more customers so that the sellers can display their products and services to a larger number of people.

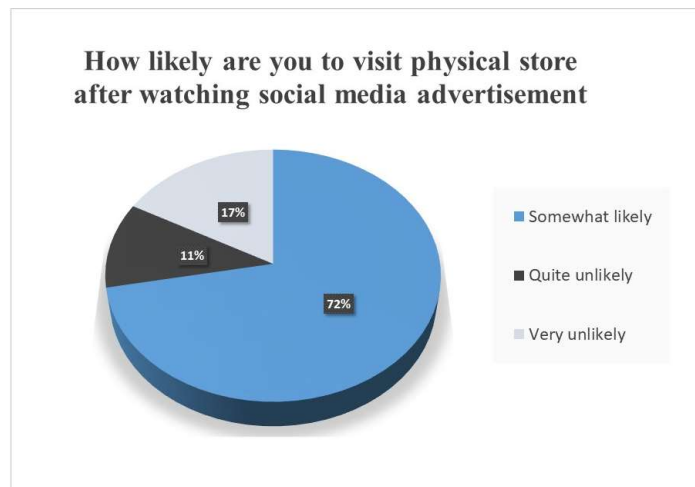


Figure 5.1

4.6. Online purchasing experience in Bangladesh

As Bangladesh is developing rapidly, more and more people are getting access to the internet in recent years. Even though in this country, online purchasing is yet to be popular as in other countries, both business owners and people of Bangladesh are quickly adopting the new method of selling and purchasing goods and services. As the sector is still being developed steadily, people are experiencing many pleasant as well as unpleasant online purchasing experiences. Through the survey, it has been known that **8% of people** (Figure 6.1) are not satisfied at all with the experience. As the reason, they stated that sometimes products and services do not match the descriptions, videos and images the sellers use to advertise. The poor delivery service is also one of many reasons to cause those unpleasant experiences. Sometimes, products get distorted or exchanged while being delivered or even take longer than expected. Overpricing products and communication gaps between customers and sellers are also some factors that play crucial roles to make the online purchasing experience even worse. The poor quality of delivery services can be improved by recruiting massive numbers of employees, reducing delivery time, allowing fast and real-time tracking, the digitized system in taking orders to prevent product exchange or wrong product delivery, lowering and providing free delivery costs and ensuring the privacy of information shared by customers. (Makanyeza et al., 2013; Coşar et al., 2017)

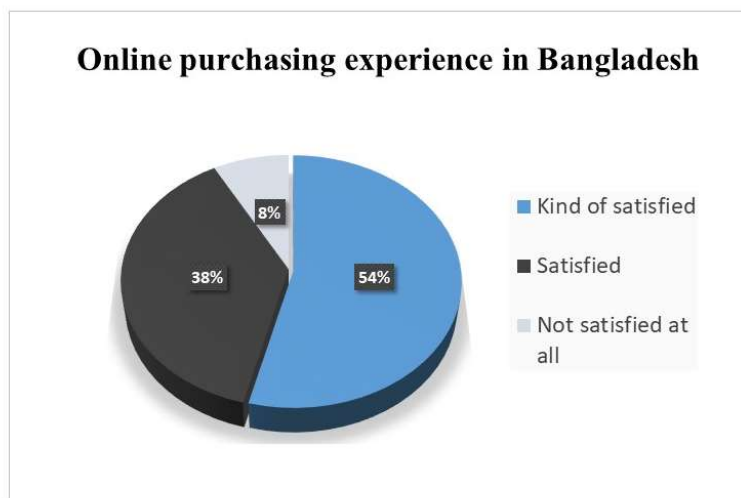


Figure 6.1

5. Conclusion

Social media platforms have a variety of benefits for the supply chain. In this modernized age, social media platforms can be utilized as effective tools to enhance and use in various supply chain domains. Through our ‘social media users’ survey, we were able to get a sight of social media users’ experience and satisfaction over online shopping in Bangladesh. The next study asked business owners to describe how social media benefits them in various supply chain and customer relationship management sectors, and it is obvious that social media has an effect on their supply chain in some way. Both customers and business owners have admitted to facing various upsides and downsides when using social networking sites as e-commerce platforms. Finally, this study has been able to demonstrate what potential implications and advantages, social media can have for businesses' customers and supply chain, indicating that the businesses need to realize the essential usage of social media with the implementation of proper rules and regulations to ensure sustainable business and competitive advantage in Bangladesh.

6. Limitations

One of the limitations of this research is that the customer and business owner surveys are focused only on certain areas of *Dhaka* city which does not actually present the whole situation of Bangladesh. Case studies of companies would enhance understanding more. More expertise guidance and literature reviews are needed. Another limitation already mentioned in the ‘Literature Review’ section is that this paper is structured following only a few foreign research papers as we

could hardly find any particular Bangladeshi research paper based on this topic which made it difficult for us to find a certain research direction for this topic.

7. Future Research Directions

The purpose of this study was to represent how social media is currently affecting consumers and the supply chain. This research paper can be a starting point for those who have interest in research to solve those problems and do further in-depth research on relevant topics. Expanding research to other cities of Bangladesh, of varying firm sizes, would provide more insight into the impacts and usages of social media for the supply chain broadly. This study was able to identify the slow pace and the lack of improvement in the usage of social media in the supply chain. Research works can be done to create efficient rules and regulations which will be useful in reducing the challenges experienced by customers and business owners. We believe that any research on these subjects, no matter how small, will help advance the field.

8. Acknowledgment

We are sincerely thankful to the people

1. Mr. Nahid-Ur-Rahman Chowdhury

Assistant Professor

“Department of Electrical and Electronic Engineering

Ahsanullah University of Science and Technology, Bangladesh”

2. Amir Khasru

Project Coordinator, Special Projects

PCL Construction, Manitoba, Canada.

And an anonymous individual for reviewing our paper.

3. Jahid Hasan Rakib

Officer

Digital Marketing and Graphic Designer department

C.P. Bangladesh, Co. Ltd, Bangladesh

4. Redwanur Rahman

Supply Production Leader

Decathlon Sports Bangladesh Limited

Dhaka, Bangladesh

for providing us with information about Supply Chain Management and Customer Relationship Management.

Furthermore, we'd like to express our appreciation to all people assisting in our work by taking part in our surveys. Finally, We are also very thankful to the Almighty for helping us in overcoming all obstacles and completing this paper properly.

9. Authors' Note

The writers have no conflicts of interest to disclose.

Correspondence concerning this article should be contacted to

remi.riflesbd@gmail.com

10. References

1. Albuquerque, F. C., Casanova, M. A., & Lopes, H. (2016). A methodology for traffic-related Twitter messages interpretation. *Computers in Industry*, 78, 57–69.

<https://www.sciencedirect.com/science/article/abs/pii/S0166361515300506?via%3Dihub>

2. Amin, Md. A., Nowsin, N., Hossain, I., & Bala, T. (2020, July 3). *Impact of Social Media on Consumer Buying Behaviour through Online Value Proposition: A Study on...*
https://www.researchgate.net/publication/342656449_Impact_of_Social_Media_on_Consumer_Buying_Behaviour_through_Online_Value_Proposition_A_Study_on_E-Commerce_Business_in_Bangladesh_Impact_of_Facebook_Marketing_on_Brand_Awareness_View_project_Impact_of
3. Bertoni, M., & Larsson, A. (2011, November 1). *Engineering 2.0: An approach to support cross-functional teams in overcoming knowledge-sharing barriers in...*
Inderscience.
https://www.researchgate.net/publication/230821108_Engineering_2_0_An_approach_to_support_cross-functional_teams_in_overcoming_knowledge-sharing_barriers_in_PSS_design
4. Brandwatch. (2019, June 1). *53 incredible facebook statistics and facts*. Brandwatch.
<https://www.brandwatch.com/blog/facebook-statistics/>
5. BTRC. (n.d.-a). *Internet subscribers in Bangladesh december, 2021*. BTRC. Retrieved July 18, 2022, [from http://old.btrc.gov.bd/content/internet-subscribers-bangladesh-december-2021](http://old.btrc.gov.bd/content/internet-subscribers-bangladesh-december-2021)
6. BTRC. (n.d.-b). *Internet subscribers in Bangladesh june, 2018*. BTRC. Retrieved July 18, 2022, [from http://old.btrc.gov.bd/content/internet-subscribers-bangladesh-june-2018](http://old.btrc.gov.bd/content/internet-subscribers-bangladesh-june-2018)
7. Chae, B. (Kevin). (2015). Insights from hashtag #supplychain and Twitter Analytics: Considering Twitter and Twitter data for supply chain practice and research.
International Journal of Production Economics, 165, 247–259.

<https://doi.org/10.1016/j.ijpe.2014.12.037>

8. Chaffey, D. (2022, June 1). *Global social media statistics research summary 2022 [June 2022]*. Smart Insights. <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>
9. Coşar, C., Panyi, K., & Varga, A. (2017, December 29). *Try not to be late! - The importance of delivery service in online shopping*. Vilnius University. https://www.researchgate.net/publication/336246162_Try_Not_to_Be_Late_-_the_Importance_of_Delivery_Service_in_Online_Shopping
10. DiPietro, R. B., Crews, T. B., Gustafson, C., & Strick, S. (2012, July 1). *The use of social networking sites in the restaurant industry: Best practices*. Taylor & Francis (Routledge). https://www.researchgate.net/publication/271672228_The_Use_of_Social_Networking_Sites_in_the_Restaurant_Industry_Best_Practices
11. Fisher, R., Mcphail, R., You, E., & Ash, M. (2014, September 30). *Using social media to recruit global supply chain managers*. Emerald. https://www.researchgate.net/publication/278118071_Using_social_media_to_recruit_global_supply_chain_managers
12. Fletcher, G., Greenhill, A., Griffiths, M., & McLean, R. (2016). The social supply chain and the future high street. *Supply Chain Management: An International Journal*, 21(1), 78–91. <https://doi.org/10.1108/SCM-05-2014-0154>
13. Gammasolutions. (2017, March 18). *Using Social Media to Empower your Supply Chain*. Gamma Solutions. <https://www.gammasolutions.com/gamma-chat/using-social-media->

Supply Chain Insider

Volume 07, Issue 01, 2022. ISSN: 2617-7420 (Print), 2617-7420
(Online) www.supplychaininsider.org 23 | Page

[empower-supply-chain/](#)

14. Han, H., Xu, H., & Chen, H. (2018). Social commerce: A systematic review and data synthesis. *Electronic Commerce Research and Applications*, 30, 38–50.
<https://doi.org/10.1016/j.elerap.2018.05.005>
15. Huang, S., Potter, A., & Eysers, D. R. (2019, December 20). *Social media in operations and supply chain management: State-of-the-Art and research directions*. Taylor & Francis. <https://www.tandfonline.com/doi/abs/10.1080/00207543.2019.1702228>
16. IDLC. (n.d.). *E-commerce of Bangladesh: Shaping the future of shopping*. Retrieved July 18, 2022, from <https://idlc.com/mbr/article.php?id=136>
17. Kemp, S. (2022, February 15). Digital 2022: Bangladesh — datareportal – global digital insights. *DataReportal – Global Digital Insights*. <https://datareportal.com/reports/digital-2022-bangladesh>
18. leary, D. E., & O’Leary, D. E. (2011, April 1). *THE USE OF SOCIAL MEDIA IN THE SUPPLY CHAIN: SURVEY AND EXTENSIONS*. Wiley.
https://www.researchgate.net/publication/227733002_THE_USE_OF_SOCIAL_MEDIA_IN_THE_SUPPLY_CHAIN_SURVEY_AND_EXTENSIONS
19. Makanyeza, C., Kwandayi, H., & Ikobe, B. (2013, July 29). *Strategies to improve service delivery in local authorities*. Unknown.
https://www.researchgate.net/publication/253240244_Strategies_to_improve_service_delivery_in_local_authorities
20. Markova, S., & Petkovska-Mirčevska, T. (2013). Social media and supply chain.

Amfiteatru Economic Journal, 15(33), 89–102.

<https://doi.org/http://hdl.handle.net/10419/168778>

21. New Age. (n.d.). *The growth of e-commerce during the pandemic in Bangladesh*. New Age | The Most Popular Outspoken English Daily in Bangladesh. Retrieved July 18, 2022, from <https://www.newagebd.net/article/114200/the-growth-of-e-commerce-during-the-pandemic-in-bangladesh>
22. Papadopoulos, T., Irani, Z., Sharif, A. M., & Love, P. E. D. (2017, May 9). *Social media and web 2.0 For knowledge sharing in product design*. Taylor & Francis.
https://www.researchgate.net/publication/316774536_Social_Media_and_Web_20_for_Knowledge_Sharing_in_Product_Design
23. Singh, A., Shukla, N., & Mishra, N. (2018). Social media data analytics to improve supply chain management in food industries. *Transportation Research Part E: Logistics and Transportation Review*, 114, 398–415. <https://doi.org/10.1016/j.tre.2017.05.008>
24. Stadtler. (2008, January 1). *Supply chain management — an overview*. Springer Berlin Heidelberg. https://link.springer.com/chapter/10.1007/978-3-540-74512-9_2
25. Turban, E., Strauss, J., & Lai, L. (2016). *Social commerce*.
<https://link.springer.com/book/10.1007/978-3-319-17028-2?noAccess=true#book-header>
26. Wordstream. (2022, January 11). *33 mind-boggling instagram stats & facts for 2022*. WordStream. <https://www.wordstream.com/blog/ws/2017/04/20/instagram-statistics>