

Factors Influencing the Consumer Behavior: A Comparative Study between Public and Private University Students in Bangladesh

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Abstract

The purpose of this study was to examine the factors influencing consumer behavior with a comparison between public and private university students in Bangladesh. Using a structured questionnaire, a survey was conducted of 200 students from two different universities. With the use of SPSS-26, the chi-square test was used to make a comparison between public and private universities. Results depict that the preference for brands and the awareness about consuming products were significant factors that influenced the consumer behavior of university students. It was evident that students of the public university were more aware of purchasing local quality products, and private university students were more interested in foreign brands. Most importantly, media advertisement was dominant and secondly, family friends were shaping perceptions of consumer interest that contributed to forming attitudes toward consumer culture. Alongside, feelings of superiority based on consumption level and the fascination with shopping malls shaped attitudes toward purchasing products in line with consumer behaviour. Balanced consumer behaviour was suggested to the educated youths for cultural development in Bangladesh.

Keywords: Consumer behaviour, Perception & attitude, Influential factors, University students.

1. Introduction

Contemporary society is marked by the growing importance of consumer culture, fueled by the rise of disposable earning capacities (Mathur, 2010). The social context has a significant impact on consumer desire, which is distinct from requirements or wants and expresses a passionate interest in particular consuming goods or experiences (Belk et al., 2003; Eckhardt & Mahi, 2012). Urban consumers around the world have a common understanding of shared signs and symbols, such as brands, thanks in part to international advertising (Alden et al., 2015).

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As globalization flourished with the spread of the Internet, the growth of world travel, and global media, global consumer culture is emerging (Alden et al., 1999; Holt et al., 2004). This culture is characterized by interest in global products and brands and by global consumer branches with similar interests in products and consumption activities that associate similar meanings with certain places, people, and things (Caudle, 1994). In line with the meanings, consumer perception describes how customers and potential customers view a company and its products and services. Consumer perception in this respect is important to hold success in businesses since it can influence consumer behavior, which ultimately affects the profitability of a business (Ahmed, 2014).

In the era of globalization, the customers' demand is not limited to the domestic market but also to the international market. In parallel with the rapidly developing technology in the 21st century, consumption patterns, requirements, and expectations are changing. Consumers are now using new communication channels, and they've switched from passive and follower mode to active and participator mode. This requires managers to have better insight into consumer perception and behavior to predict acceptance of foreign market; and when the customers make their buying decision, they evaluate the perceived benefits of a particular product and compares them with the costs (Ahmed, 2014). In this world of mass consumption, shopping represents a growing activity fueled by the rise of new physical or online shops and by advertising campaigns (Edbring et al., 2015). These intrinsic and extrinsic quality cues are connected to consumer knowledge, expertise, and beliefs about what is good quality (Cicerale et al., 2016).

Besides, a study surveyed a total of 400 Bangladeshi consumers aiming to determine critical factors of purchasing intentions for consumption, and the results depicted that attitude, environmental concern, and willingness to pay were the main factors of purchasing intentions (Chowdhury & Alamgir, 2021). Another research suggests that Facebook showing images of new brands as the cheapest form of advertisement directly affected the buying behavior of youth groups in Bangladesh (Uddin & Razu, 2019).

Thereby, the factors of consumer culture for the lives of individuals in these societies are pervasive, affecting the lives of the youths in many ways (Miller, 2009). However, there is very limited study on consumer behavior among the educated youths in Bangladesh. In this regard, the study aims to address the factors that are influencing consumer behavior among university students as representative of the educated youths in Bangladesh.

2. Literature review

2.1. Consumer behavior

Consumer behavior refers to the mental, emotional, and physical processes people use to decide whether to buy, use, or discard products and services in order to fulfill their needs and desires which encompasses the most extensive facets of consumer decision-making and goes beyond the act of purchasing (Priest et al., 2013). Consumerism places a strong emphasis on the idea that maximizing utility may be achieved through the purchase of material goods and sees symbolic exchanges as a way to satisfy society's needs and desires ("What is consumerism?", 2022).

The practice of consumer behavior is linked to perception and attitude. Perception, or what one thinks about something after taking into account some precise, logical facts about it, is not very subjective (Edwin, 2018). It is commonly known that daily activities and organizational performance are highly influenced by perception and attitude. Consumer perception, in this connection, takes into account both intellectual and emotional aspects. Consumer perception is influenced by reputation and advertising which have three stages of perception include: sensing, organizing, and reacting ("Brand Perception", n.d.). Some important factors that shape long-term relationships between customers and brands and influence customers' perceptions include price, quality, branding, and service. Furthermore, beliefs can be favorable or unfavorable toward a product or brand, they have a substantial impact on consumer behavior. Consumers' perceptions and interactions with products are influenced by their attitudes, which serve a variety of purposes, including adjustment, ego defense, and value expression ("Consumer Behavior-Attitude", n.d.).

2.2. Consumer behavior: National and international context

Cultural, social, and economic variables, as well as elements like brand recognition, price sensitivity, online shopping, sustainability, and social media, all affect consumer behavior. Evidence shows that a number of national and international studies were about the factors affecting the perceptions and attitudes of consumers on consumer objects. According to Eckhardt and Mahi's (2012) study on consumer conflicts in India's emerging market, customer choices can either support or oppose traditional beliefs and cultural norms, which has an impact on market dynamics. The study illustrates how customs and norms adjust to new options in the marketplace and elaborates on the role of consumer agency in globalization. Instead of concentrating on college students, this study looks at consumers in a wider commercial setting (Eckhardt & Mahi, 2012). Numerous studies have been conducted on online purchasing and customer attitudes. Al-Debei et al. (2015) studied customer attitudes regarding online shopping in Jordan and

created a model that took into account trust, perceived advantages, and perceived website quality. According to the study, trust and perceived advantages have a considerable impact on customer sentiments and account for 28% of the variation. Wuan and Liat (2014) surveyed Malaysian university students online to learn more about the variables impacting their decision to make purchases online. According to the study, perceived utility was the second most important factor influencing students' desire to make an online purchase, while subjective norms had the highest predictive power. (Wuan & Liat, 2014). The evolving nature of attitudes and perceptions of consumer culture, however, is not made clear by this study.

According to Portin (2020), consumer behavior is affected by a moral disrespect for suffering that encourages indifference to suffering, and feeds a loop of want for more products that prevents fulfillment. In contrast to unfamiliar brands, Gavilan and Avello (2020) found that recognizable brands elicit higher degrees of visual mental imagery. The quality of visual and mental images is improved by brand favorability. These findings add to the body of knowledge of branding and mental imagery and provide insightful information for marketers.

To learn more about 350 university freshmen in Bangladesh's awareness, attitudes, and flexibility toward SMS advertising, Yazdani et al. (2021) conducted a survey. The study indicates that 'monetary benefits' and 'trust' had an impact on respondents' attitudes and behaviors regarding SMS marketing using PLS-SEM software. The study also found a strong correlation between SMS content and attitude. Anisur et al. (2018) also looked at Bangladeshi consumers' internet shopping habits. The study concludes that internet shoppers were driven by time savings and access to a wide selection of goods and services, using a self-made questionnaire with 160 participants. Customers of both genders had comparable preferences, favoring home delivery and the cash-on-delivery method while expressing resentment at not being able to personally inspect things.

Nurunnahar (2019) investigated Bangladeshi users' perceptions of social media advertisements on Facebook, LinkedIn, YouTube, and Twitter. Despite rising internet usage, the study's "Seven Factor Belief" model revealed a lack of agreement on how people view social media advertisements. The research, however, made no mention of alterations in young Bangladeshi people's attitudes toward commercial culture. In Chittagong city, Toufiqur et al. (2019) conducted a survey (n = 150) to look at how consumers perceive advertising media. The study found that while women, senior citizens, and young people preferred TV, business people

chose newspapers. In order to investigate the variables impacting consumer behavior toward sustainable consumption in Bangladesh, Sanju et al. (2021) conducted a survey (n = 384). The study indicated that perceived environmental knowledge was the least important driving factor and that environmental concern was the most important.

3.Objectives of the study

The literature review suggests that very limited studies were conducted among the educated youth in Bangladesh which requires an experimental study on the factors affecting consumer behavior among the university students of Bangladesh. Therefore, our study follows two core objectives:

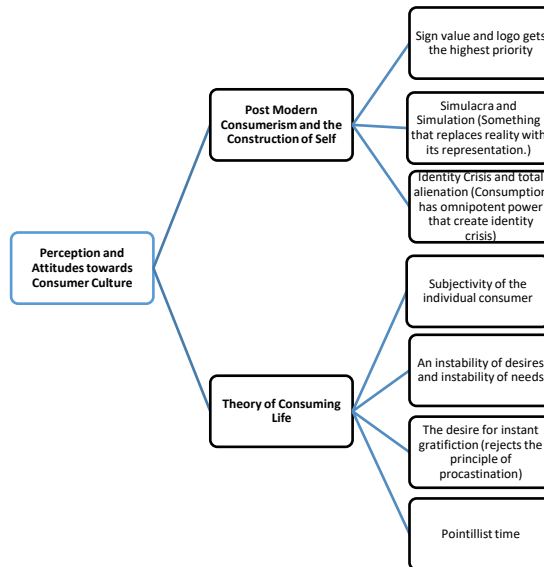
1. To examine the factors associated with consumer behavior among the university students in Bangladesh
2. To draw a comparison between public and private universities in the context of consumer behavior in Bangladesh.

4. Theoretical framework

Consumerism and consumer behavior were mostly theorized by Jean Baudrillard and Zygmunt Bauman. Popular French sociologist and philosopher Jean Baudrillard explained in his well-known book, ‘The Consumer Society: Myths and Structures’—how consumer behaviors are represented in contemporary society. In contrast to modern societies, which are centered on producing goods, Baudrillard (1998) claims that postmodern cultures are characterized by the dominance of simulation, where images and signs play a crucial role. Furthermore, according to Baudrillard (1998), consumerism is a development of his idea of the hyperreal and is associated with late capitalism. According to Baudrillard's viewpoint, everything we do every day is a simulation of reality that is made possible by the creation and consumption of things. Baudrillard uses the sign/ signifier technique to explain consumption so that what we purchase is not just a product, but also a piece of a “language” that creates a sense of who we are. For Baudrillard (1998), our purchases reflect our innermost desires so that consumption is caught up with our psychological production of self.

Furthermore, Bauman's consumerism theory focuses on the subjectivity of consumers, the effects of consumerism on society, and the formation of consumer culture. It emphasizes how people view time, enjoyment, and unfulfilled wants as motivating factors. According to Bauman (2000), consumer society's emphasis on wants and rapid gratification has created a lower class that is unable to fully engage in consumption. In contrast to the society of producers, the consumer society places more importance on short-term stability and security than long-term consumption (Figure 1).

Figure 1: Theoretical framework of consumer culture based on Baudrillard and Bauman's theories



For Bauman (2000), consumerism describes that society in which wanting has become the principal compelling and operating force that coordinates systemic reproduction, social integration, social stratification, and the formation of identity and life policies. In consumer society, thus, wanting, desiring and longing needs to be, detached or alienated from individuals and recycled/reified into an outlandish force. Therefore, consumer society rests on the promise to gratify human desires, the promise of satisfaction remains seductive only as long as the desire stays ungratified (Figure 1).

5. Methodology

5.1. Method and sampling

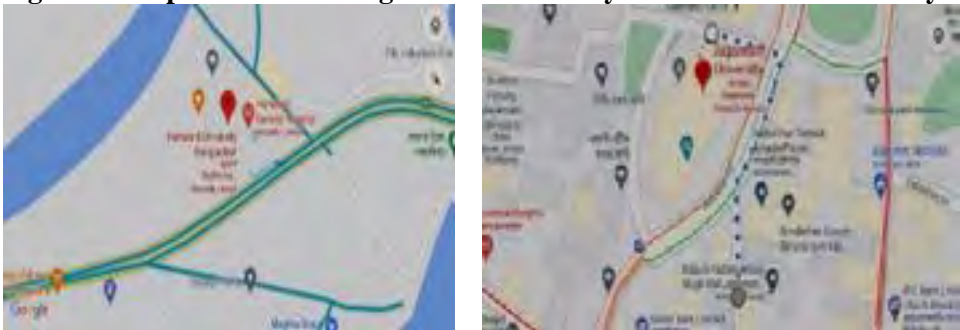
This quantitative study tries to pinpoint the variables affecting university students' views and attitudes toward consumer behavior in Bangladesh. In this study exploratory approach was employed because the aim of this study is to explore the perception and attitudes of university students towards consumerism. The study is concerned with quantifying the attitudes and opinions of respondents, particularly with reference to consumer culture and the influence of media advertising. Data were gathered using an exploratory method from public and private universities, including Hamdard University Bangladesh (HUB) and Jagannath University (JnU). 200 university students participated in a field survey for the study of which 100 students were selected from Jagannath University and the rest 100 respondents from Hamdard University, Bangladesh which aimed to explore the opinions of

male and female students on consumer culture. In order to address potential challenges associated with data collection, the researchers employed purposive sampling techniques to gather data from a sample of 200 individuals. The students who were interested to give responses about their perceptions and attitudes toward consumer culture had been selected as respondents.

5.2. Study area

For the purpose of conducting research, it is essential to define study areas that set geographical boundaries for the analysis. In this research, two university areas have been selected to be studied. The first university is Jagannath University (JnU), a state-funded public university located at 9-10, Chittranjan Avenue in Sadarghat, Dhaka, the capital of Bangladesh. Despite being one of the most renowned and academically distinguished universities in Bangladesh, Jagannath University has recently opened its first residential hall exclusively for females. Data for the research has been collected from various locations within Jagannath University (Figure 2), including Shanto Chatter, TSC (Teacher-Student Centre), the university cafeteria, and Begum Fazilatunnesa Mujib Hall.

Figure 2: Map of locations: Jagannath University and Hamdard University.



Source: Google

The second university under study is Hamdard University Bangladesh (HUB) (Figure 2), a newly established private university in Bangladesh, founded in 2012. HUB is situated in Hamdard Nagar, Gazaria Upazila, Munshiganj district. To ensure comprehensive data collection, the research has gathered information from different points within HUB, such as the BBA faculty, the area in front of the main building, the mathematics department, and even from students from within the university bus. By selecting these two distinct universities as study areas, the research aims to capture a diverse range of perspectives and insights from different areas within these institutions.

5.3. Data collection and data analysis

In this study, a quantitative data collection approach was employed, and surveys were used to gather reliable and authentic data. The data collection process involved the use of a structured questionnaire distributed to students at Jagannath University and Hamdard University Bangladesh during the first quarter of 2023. The primary source of data was the author's questionnaire.

5.4. Data analysis techniques

To conduct quantitative analysis, statistical methods were employed, including percentage distribution and the chi-square test. The analysis was carried out using the SPSS application (IBM SPSS-26). Descriptive data analysis was performed using the percentage distribution method within IBM SPSS-26. This approach provided insights into the characteristics of the collected data. Additionally, to explore the relationships between different variables, the Chi-square test was utilized. Data were analyzed under several themes such as 'Consumer Perception of Purchasing', 'Choice of Buying Products', 'Influential Factors of Shopping Perceptions', 'Typical Influential Factors of Perceptions', and 'Attitudes Towards Consumption Culture'. All of the themes have been explained with a comparison between the students of public and private universities. The statistical test was allowed for an assessment of the associations between variables based on the information gathered from both public and private universities. By employing this comprehensive quantitative methodology, the research aimed to provide a robust analysis of the data collected from the two universities, shedding light on various variables and their potential interconnections.

5.5. Ethical issues

It's important to note that the ethical framework guiding this study is derived from the Belmont Report. The principles of respect for persons, beneficence, and justice, as emphasized in the Belmont Report, are adhered to in all aspects of this study. Informed consent indicating the study's objectives, procedures, potential risks, and benefits was received from the respondents. Voluntary participation was maintained. Moreover, to ensure the reliability of the collected data, a statistical measure known as the alpha number exceeding 0.7 was considered as data accuracy.

6. Findings and discussions

6.1. Descriptive statistics on respondents' consumer behavior

This part includes the demographic characteristics of the respondents and the percentage distributions of the respondents' consumer behavior covering choice of shopping places, purchasing attitudes, online shopping practices, shopping system, and product-using intentions.

6.2. Demographic characteristics

This questionnaire includes the demographic information of the respondents. The age distribution of participants reveals that the majority (44%) fall between the ages of 20 and 22, followed by 30.5% between 22 and 24, and 8% between 18 and 20. Additionally, the survey collected data on the average family income of the participants. It was found that 33% of respondents reported an income between Tk 30,000 and Tk 50,000, while 23.5% reported an income between Tk 20,000 and Tk 30,000. Furthermore, 19% reported an income between Tk 15,000 and Tk 20,000, and 24% indicated an income of Tk 70,000 or more (Table 1). In conclusion, the provided data and statistics offer valuable insights into the demographic characteristics of the respondents, including their age distribution and average family income.

Table 1-Demographic characteristics of the respondents

Indicators	Variables	Frequency	Percentage
Age	18-20	35	17.5
	20-22	88	44.0
	22-24	61	30.5
	24+	16	8.0
	Total	200	100
Gender	Male	89	44.5
	Female	111	55.5
	Total	200	100
University	Public	100	50
	Private	100	50
	Total	200	100
Marital status	Married	33	16.5
	Unmarried	164	82.0
	Divorced	3	1.5
	Total	200	100
Family members	4	72	36.0
	5	79	39.5
	6+	42	21.0
	No response	7	3.5
	Total	200	100
Family income	15000-20000	38	19
	20000-30000	47	23.5
	30000-50000	66	33.0
	70000+	48	24.0
	No response	1	0.5
	Total	200	100

Source: Field survey, 2023

6.3. Consumer perception of purchasing

The survey focuses on university students' perceptions of consumer behavior. The gathered information is categorized into five distinct aspects:

shopping location, favorite shopping techniques and explanations, preferred delivery methods, frequency of visits to shopping malls, and time-consuming shopping experiences. According to the research findings, the participants' shopping preferences are divided into three main categories. A majority, 52% of respondents, opt for local markets as their preferred shopping location. In contrast, 43% show a preference for larger shopping malls, 38% for online shopping, and a mere 4% choose sidewalks as their shopping destination. In terms of delivery methods, the most favored online shopping (Al-Debei et al., 2015), and most of them are interested in cash on delivery (Ahmed, 2014). This approach ensures customer satisfaction by allowing them to inspect the product before making the final payment. This survey shows the perceptions and behaviors of university students regarding consumer culture, shedding light on their shopping choices, delivery preferences, and attitudes toward various aspects of shopping experiences.

Table 2: Percentage distribution of consumer perception about purchasing

Indicators	Variables	Frequency	Percentage
Place of shopping	Big shopping mall	86	43.0
	Local market	105	52.5
	The sidewalk	8	4.0
	No response	1	0.5
	Total	200	
Preference of shopping system	Online shopping	76	38.0
	Shopping in a mall	123	61.5
	Missing	1	0.5
	Total	200	100
Delivery system in online shopping	Cash on delivery	147	73.5
	Full payment delivery	51	25.5
	No response	2	1.0
	Total	200	100
Preference for easy return policy	Yes	177	88.5
	No	21	10.5
	No response	2	1.0
	Total	200	100
Frequency of visiting shopping malls	2-3 times in a week	40	20.0
	3-4 times in a month	103	51.5
	2-3 times in a year	50	25.0
	Others	6	3.0
	No response	1	0.5
Total	200	100	
Influence of purchasing product	Your family members	94	47.0
	Your Known people	57	28.5
	Your friends	44	22.0
	Your roommate	5	2.5
	Total	200	100
Perceptions about	Getting the best product at affordable prices	154	77.0

Indicators	Variables	Frequency	Percentage
Buying a product	To buy branded product to show off	32	16.0
	To use branded product for prestige	9	4.5
	Save some money buying cheap clothes	5	2.5
	Total	200	100
Monthly budget for consuming product	2-4 thousand	98	49.0
	3-5 thousand	49	24.5
	5-10 thousand	36	18.0
	10 thousand+	17	8.5
	Total	200	100

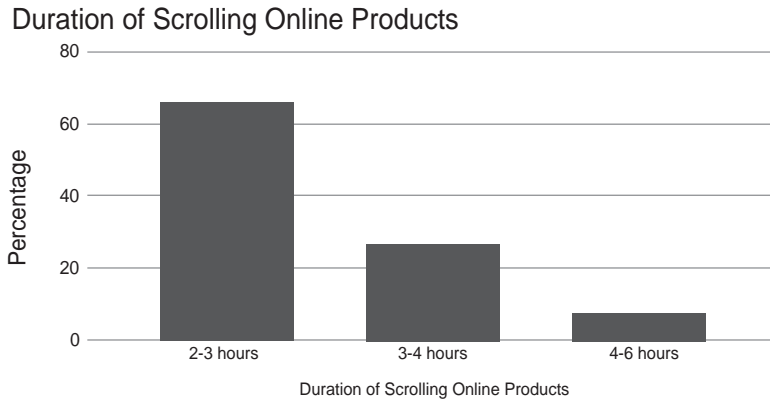
Source: Field survey, 2023

The study investigates how university students view consumer culture. It demonstrates that while purchasing, 22% of respondents are influenced by friends, 28.5% by acquaintances, and 47% by family. Surprisingly, just 2.5% of people who commute a long distance from home have roommate stress. 77% of consumers prioritize finding the best product at the best price, while 16% purchase branded products to exhibit, 2.5% do so to save money, and 4.5% to get status. With an emphasis on online buying behaviors and perspectives on convenient return policies, the study reveals that the highest percentage of students considered online shipping because of finding online as an easy way of shopping followed by getting ideas on products sitting at home and getting a chance to review the products (Figure 3).

Figure 3: Percentage distribution of the reasons behind online shopping



Source: Field survey, 2023

Figure 4: Percentage distribution of the duration of scrolling online products

Source: Field survey, 2023

The findings reveal that a sizable percentage of respondents (66%) spend 2-3 hours looking through things on the internet, while 26.5% spend 3-4 hours looking over items, and 7.5% spend 4-6 hours doing so, demonstrating a considerable dependence on the online shopping system (Figure 4). The study demonstrates that there are considerable differences in the respondents' frequency of trips to shopping malls. 25% of people visit malls twice to three times a year, while 51.5% go three to four times per month. Surprisingly, 20% of respondents said they go to malls twice or more weekly. The median value has a standard deviation of 0.776 and is 2.13%.

7. Results

In this part, the perceptions and attitudes toward consumer behavior existing among public and private university students are explained with comparative analysis. Also, the factors affecting consumer behavior have been explained using the chi-square test, and the results are compared.

7.1. Choice of buying products

The respondents' brand preferences among public and private university students were comparatively examined. Approximately 87% of respondents from the public university and 83% from the private university indicate that they purchased by expressing like or dislike during shopping. 74% of respondents from the public university and 67% of respondents from the private reported that they have a preference for a certain brand over others for both domestic and imported goods. Notably, public university and private university have similar experiences in brand preferences or purchase intentions. Respondents from both campuses tended to select local, inexpensive, and less well-known businesses. However, respondents from the private university are more likely to select well-known products that cost

more, whereas respondents from public university like foreign corporations showing that they are thought to be more comfortable with hedonistic feelings and high quality. The statistics show a strong relationship between institution types and brand preferences for domestic and international companies relating to social position as well as consumer behavior awareness (with 89% of public university students and 60% of private university students reporting this awareness). That means the preference for local brands ($\lambda^2 = 15.6$, $p = 0.001$) and foreign brands ($\lambda^2 = 15.73$, $p = 0.35$), and awareness about consuming products ($\lambda^2 = 24.64$, $p = 0.000$) are significantly differed by university type (Table 3). It shows public university students are more aware and private university students are more interested in foreign brands.

Table 3: Association between choice and reasons for buying products and university types

Indicators	Variables	Public (%)	Private (%)	Chi square value (P value)
Intend to buy a product	Yes	87	83	3.43 (.489)
	No	12	15	
	No response	1	2	
	Total	100	100	
Preference to buy a product	Brand	74	67	1.97 (.361)
	Non brand	26	32	
	No response	0	1	
	Total	100	100	
Choice about first brand	Local brands	47	47	2.04 (.361)
	International brands	53	51	
	No response	0	2	
	Total	100	100	
Preference for local brand	Renowned with high price	21	37	15.58 (.001)***
	Less renowned with low price	78	54	
	No response	1	9	
	Total	100	100	
Reasons behind preferring foreign brands	The brand logo carries practice	18	13	15.73 (.001)***
	Provides hedonistic feelings	10	17	
	Makes people attractive	9	15	
	Good quality/comfortable to wear	63	35	
	Total	100	100	
Awareness about consuming product	Yes	89	60	24.644 (.000)***
	No	10	40	
	No response	1	0	
	Total	100	100	

Source: Field survey, 2023

Note: p= significant value, * $p \leq .05$; ** $p \leq .01$; *** $p \leq .001$.

7.2. Perceptions of shopping and influential factors

The Table lists the buying preferences and consumer perceptions of students from public and private universities. There is a significant association between the desire for university environments and shopping malls. The majority of respondents from both public (77%) and private (70%) universities prefer cash on delivery. 94% of public students and 83% of private students from both universities favor a simple return policy. Universities have no bearing on the influencer's choice to purchase a product. There is visually no difference between private and public university students in selecting the place for shopping. Regarding the shopping system, the majority of students of the private university (52%) prefer online shopping to the public university (24%) which made a significant difference ($\lambda^2 = 18.14$, $p = 0.000$). Also, private university students visited more times than that of public making significant difference ($\lambda^2 = 23.03$, $p = .000$). In terms of influential factors of purchasing products, most of the public university students were influenced by their family (55%), while most of the private university students were mostly influenced by familiar people (36%) that made a significant difference ($\lambda^2 = 8.83$, $p = .03$) (Table 4).

Table 4: Association between consumer perceptions of shopping and university types

Indicators	Variables	Public (%)	Private (%)	Chi square value (P value)
Place of shopping	Big shopping mall	43	43	1.01 (.799)
	Local market	52	53	
	The sidewalk	4	4	
	No response	1	0	
	Total	100	100	
Preference of shopping system	Online shopping	24	52	18.15 (.000)
	Shopping in a mall	76	47	
	Missing	0	1	
	Total	100	100	
	Total	100	100	
Delivery system in online shopping	Cash on delivery	77	20	1.29 (.524)
	Full payment delivery	22	29	
	No response	1	1	
	Total	100	100	
Duration of scrolling online product	2-3 hours	71	61	3.11 (.211)
	3-4 hours	21	32	
	4-6 hours	8	7	
	Total	100	100	
Preference for easy return policy	Yes	94	83	10.73 (.005)***
	No	4	17	
	No response	2	0	
	Total	100	100	
Frequency of visiting	2-3 times in a week	9	31	23.03 (.000)***
	3-4 times in a month	52	51	

Indicators	Variables	Public (%)	Private (%)	Chi square value (P value)
shopping malls	2-3 times in a year	32	18	
	Others	6	0	
	No response	1	0	
	Total	100	100	
Influence of purchasing product	Your family members	55	39	8.83
	Your Known people	21	36	(.032)*
	Your friends	20	24	
	Your roommate	4	1	
	Total	100	100	

Source: Field Survey, 2023

7.3. Typical influential factors of perceptions

In Table 5, respondents from both private and public universities are surveyed about how advertising affects their purchasing decisions. The study focuses on brand awareness and the efficacy of various ad formats. The information demonstrates how advertising influence and university categories are related. The Table shows the respondents' brand knowledge. Brand awareness is also influenced by friends and family (18% of the public and 44% of the private respondents). Brand recognition and university type had a significant positive connection ($\lambda^2 = 18.94, p = .000$). According to the research, 63% of the public and 58% of the private respondents believe that media advertisements have a substantial impact on consumer decisions (Baudrillard, 1998), while 37% and 42%, respectively, hold the opposite belief ($\lambda^2 = 18.94; p = .000$). There is no link between university types and media effects. For both public (71%) and private (68%) university respondents, online commercials have the biggest impact. In contrast, billboard systems (private 9%, public 5%) and television advertisements (public 24%, private 23%) had less of an impact ($\lambda^2 = 1.23, p = .541$), which means there is no statistically significant correlation (Table 5). In short, media advertisement is dominant (Edbring et al., 2015), and secondly, family-friends are shaping perceptions of consumer interest that contribute to forming attitudes toward purchasing products.

Table 5: Association between effect of advertisement and university types

Indicators	Variables	Public (%)	Private (%)	Chi square value (P value)
Knowing about brands	From media advertisement	72	43	18.94
	From family friends	18	44	(.000)***
	From cousin/relatives	2	4	
	From trustworthy people	8	9	
	Total	100	100	
Impact of advertisement on buying product	Yes	63	58	0.52
	No	37	42	(.470)
	Total	100	100	

Indicators	Variables	Public (%)	Private (%)	Chi square value (P value)
Types of advertisement	Television advertisement	24	23	1.23 (.541)
	Online advertisement	71	68	
	Billboard system	5	9	
	Total	100	100	

Source: Field Survey, 2023

7.4. Attitudes towards consumption culture

The Table examines the relationship between the opinions of students from public and private universities toward product consumption. It explores how students from different types of universities perceive and engage in product consumption. When facing personal or financial challenges, the majority of respondents from both public (84%) and private (67%) universities quit making purchases. It indicates that a significant number of students from both public and private universities tend to stop making purchases when they encounter personal or financial difficulties. A higher percentage of public university students (84%) do so compared to private university students (67%). Consumption habits and academic categories are found to be highly correlated suggesting that there is a strong connection between the consumption habits of students and the academic categories (public or private university) they belong to. Furthermore, a larger number of private university students feel superior to public university students on the basis of consumption level (public: 24%; private: 44%) which is statistically significant ($\lambda^2 = 8.91$; $p=.003$) (Table 6). Data shows that the tendency to keep spending money during tough times or engaging in excessive consumption (up to 25% of income) is not strongly connected to the type of university a student attends.

Findings also claim that the results of the study provide insights into how customers (students) feel and think about their spending behaviors. A higher percentage of private university students don't avoid shopping malls though it is more expensive than the public university which is significantly proved ($\lambda^2 = 17.9$; $p=.000$). However, a certain percentage of students, more so from private universities, do consider such comparisons. University types and attitudes toward shopping and product priorities are clearly associated. Concludingly, in terms of the student's attitudes toward shopping and their priorities of purchasing products, there is no significant difference between public and private universities.

Table 6: Attitudes towards consumption culture: Comparison by university type

Indicators	Variables	Public (%)	Private (%)	Chi-square value (P value)
Feeling of superiority/inferiority based on consumption	Yes	24	44	8.91
	No	76	56	(.003)***
	Total	100	100	
25% Expense of income for purchasing	Yes	46	52	1.62
	No	52	48	(.446)
	No response	2	0	
	Total	100	100	
Avoiding shopping malls due to fear of purchasing too much	Yes	42	42	17.91
	No	29	40	(.000)***
	Rarely	28	9	
	Sometimes	1	9	
	Total	200	100	
Craving to buy less necessary product over necessary products	Never	35	30	2.48
	Sometimes	49	58	(.480)
	Several times	15	12	
	No response	1	0	
	Total	100	100	
Purchasing based on priority	Focus on necessary product	33	55	0.62
	Focus on very necessary product	64	43	(.014)
	Focus on less necessary product	2	2	
	No response	1	0	
	Total	100	100	
Compare the product with others	Yes	13	31	9.44
	No	87	69	(.002)***
	Total	100	100	

Source: Field Survey, 2023

8. Conclusion

The study is oriented towards finding out the factors affecting consumer behavior in the present-day situation drawing a comparison between public and private university students. Currently, university students have grown their interest in upgrading consumer behavior. Therefore, the impact of public and private universities on Bangladesh's conceptions of consumer culture was investigated in this study. Empirically, students valued brand logos and quality above low-cost local brands.

Research shows that students from private universities have higher family income, and for this reason, their purchasing is high compared to public university students, and this variable is proven significant. Also, media influence was significantly impacted by online advertising. Furthermore, the

study showed that female students overconsume and are drawn to branded goods despite their higher price tags. Moreover, public university students placed a higher value on quality, whereas private university students favored foreign brands.

The study clearly shows how students are embedded in consumer culture and cannot get out of it. The preference for local brands and foreign brands and the awareness about the quality of the consuming products significantly differed by university type. It shows public university students are more aware of local quality products and private university students are more interested in foreign brands. Most importantly, media advertisement is dominant and secondly, family-friends are shaping perceptions of consumer interest that contribute to forming attitudes toward purchasing products. Personal or financial difficulties encountered students' choices and preferences. Specifically, private university students have more feelings of superiority based on consumption level and fascination with shopping malls than public university students despite the expensiveness of the products. Most of the time it can be understood that the perception of branded products increases cost, yet paradoxically, there's reluctance to purchase these goods. This stems from the belief that increased consumption equates to higher social prestige. Future research utilizing larger samples may examine attitudes in other academic settings.

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