# Media Usage Patterns: A Study on the People of Southwestern Part of Bangladesh

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## ABSTRACT

The media, which is a potent social system, has a significant impact on how people see reality. The idea that, in a broader cultural sense, the media mostly supported those values and standards that had already attained a broad consensus base, proved to be significant. People in Bangladesh's southwest use a variety of media to gather information. The objective of the study is to find out the pattern of media user in the southwestern part of Bangladesh. Uses and Gratification theory is used here, and a quantitative survey research design were used for this research. The study area includes the four districts of Bangladesh- Khulna, Jashore, Satkhira, and Bagerhat. Purposive and snowball sampling is used for this study. A standardized questionnaire was used to collect the data. Then the collected data are entered into the descriptive statistics module of SPSS using tools like tables, frequency counts, and simple. People in Bangladesh's southern region continue to consider that traditional media, such as television and newspapers, are more trustworthy information sources than social media or online portal. Due to their ample free time, the majority of adults consume media in the evening. Although it appears on the surface that the majority of people in Bangladesh's southern region utilize media for enjoyment, the reality is quite different. Major respondents concur that they are impacted by media. They think that biased information has been provided by the media. Also, according to the data, majority believes that local media coverage is insufficient.

**Keywords:** Media, Pattern, People, Southwestern Region, Bangladesh

## INTRODUCTION

It's a natural human instinct to be curious. The importance of the media in this regard cannot be understated. The media is crucial to how individuals conduct their lives. It provides knowledge about everything that has occurred in the world that is difficult for anyone to know. The world can be connected to different civilizations through media. Because of this, it is regarded as one of the most effective communication techniques (Bosch, 2015).

Now, there is a distinction to be made between mass media and mass communication. The dissemination of information to the general public through a variety of media, such as print, electronic, or digital media, is known as mass communication. Despite the fact that they are designed to reach a vast audience, mass media (Lule, 2012; Kumar & Soundarapandiyan, 2022). Newspapers, television, radio, the internet, and other forms of mass media all serve to represent the voice of the people, and they have the power to either solve or exacerbate social issues at any given time. In addition, it hastens globalization and provides new doors for it.

In Bangladesh, the media industry has grown in recent years. Media can be divided into two categories: public and private. Government-owned media is the term used to describe state-owned media. Politicians and powerful corporations both own the private media. Some theorist stated that, media helps to shape people's mind and ideologies (Campbell, Martin & Fabos, 2016). For example, political news can change other choices during election. The American sociologist Katz et al (1974) called it as use and gratification theory. According to this view, the audience is drawn to this kind of information because it satisfies their psychological and social needs. Despite what Wimmer and Dominick (2013) said, this hypothesis first appeared in the 1940s. Researchers were then interested in the factors influencing audience engagement with various media mediums. In this regard, researcher Lazarsfeld, Berelson, and Gaudet (1948) offered an amazing concept. They conducted a study on the 1940 US Presidential Election and discovered that the public relied more on personal relationships than the media for information. The opinion leaders created this network. Lazarsfeld at al found out that opinion leaders involved in various political conversation rather than other respondents. Thus, they influenced others in decision-making. Therefore, this two-step flow of communication shows that information flow from newspaper or television to these opinion leaders. Then opinion leaders discuss them to the audience those who are less active. Thus, various format of media research shows the relationship between media and their audience.

We discovered that ancient people made sculptures and painted on cave walls around forty thousand years ago when we looked back into the history of media. Experts claim that Spain's and France's cave paintings represent humanity's earliest attempts to communicate through a medium (Taylor, 2020). The earliest cave painting is in France's Chauvet Cave and dates back to 30,000 BC (Netburn, 2016). Then, in 800 AD, the fundamental printing technology was created. The Gutenberg printmaking press was created after one of the significant events in 1455. In 1605, Antwrep was the first weekday publication. Marconi, a scientist, created radio in 1895, and John Logie Baird created television in 1925. Mass communication exploded in this. After Tim Berners Lee developed the internet in 1990, it enters a more modern era (Sehgal, 2019; Hosen, Nur & Khatun, 2022).

If we examine the development of mass media on the Indian subcontinent, James Augustus Hicky, a British, published the first paper. On January 29, 1780, his weekly publication Bengal Gazette, also known as the Calcutta General Advertiser, debuted in Calcutta. A few years later, in 1818, Sir James Silk Buckingham produced the eight-page biweekly newspaper Calcutta Journal. That wasn't the same as Hickey's paper. The Hicky Gazette focused primarily on rumors and scandals, whereas the Calcutta Journal covered political, financial, and literary topics (Shaju, 2014; Begum & Khan, 2022).

**Media landscape in Bangladesh**

According to the country's Information Minister (2022), there are 45 authorized private television channels in the country. The total number of registered newspapers is 3,025. Among them, there are 1,191 daily papers. Of these, 470 are based at Dhaka (Azad, n.d.). The number of weekly newspapers stands at 1,175. The government received 2.18.7 requests for registration as an online newspaper (BBC, 2022, January 11).Two press agencies are operating in Bangladesh. One is the government-owned Bangladesh Sangbad Sangstha (BSS), while United News of Bangladesh (UNB) owns the other. Bangladesh Betar started its journey during 1940. Bangladesh Television and Bangladesh Betar are both state-owned television and radio networks. They considered the voices of the government.

Radio Metro Wave was the first privately owned station to begin broadcasting in 1999 using the Bangladesh Betar spectrum, according to Azad (n.d.). For failing to renew the license, it was called off. One after the other, private radio stations including Radio Today, Radio Foorti, Radio Amar, and ABC Radio have emerged. Currently, there are up to 35 commercial

and community radio stations broadcasting, and another dozen are scheduled to start broadcasting soon (Suhaimi, Abidin & Yeon, 2020).

Up until Dish's arrival in 1992, BTV was the only television station available in Bangladesh. Then, in 1997, ATN Bangla, a commercial satellite television network, launched. In 1999, a second commercial TV channel debuted. However, the launch of Ekushey Television in 2000 altered the landscape of the nation's television medium (Azad, n.d.). Once more, Azad notes the existence of many online news sources. Up to 2,018 sites submitted registration requests, according to the Ministry of Information. Various researchers and writers have worked on media role. Ahmed (2014) said in his research that, the more people use the mass media for political information, the more likely they are to take part in various forms of political action. Media worker's experience and social relation can effect on media coverage. Zaman (2014) states that Former US President Barak Obama, Prime Minister Narendra Modi used the media for election purposes. They used Facebook, Twitter, YouTube to promote their manifesto and ideology.

Chowdhury (2020) also discusses about the role of media. According to him, the importance of mass media was evident during the colonial period and even before the independence. During the eve of the Liberation War, daily Ittefaq, Sangbad, Observer revived the consciousness of the Bengalis. The greatness, capability and involvement of the media played a historic role in the development of a nation.

## OBJECTIVE OF THE STUDY

The general objective of the study is to find out the impact of social media on academic performance among students. The general and specific objectives of the study are given following:

1. To find out the form of media user in the southwestern part of Bangladesh.

2. To examine the relationship between the media's messages and how they affect people.

## THEORETICAL FRAMEWORK

Through this the media usage pattern will be explained. The Uses and Gratification theory explores how the media affects people's lives. It discusses how individuals use the media to further their own wants and experience satisfaction when those needs are met. In other words, the approach emphasizes what users of media do with them rather than what media subjects

users to. Additionally, the Magic Bullet idea, which contends that the audience is passive, conflicts with this theory. This idea takes an audience- and user-centered perspective. Even for interpersonal communication, people turn to the media for ideas for topics to talk. They expand their knowledge and exposure to the world outside of their field of vision by using the media (Katz et al., 1974).

## METHODOLOGY

A quantitative survey research design used for this study. The research area includes the Bangladeshi districts of Khulna, Jashore, Satkhira, and Bagerhat. Purposive sampling is the method used for this study. Therefore, 500 people who were chosen by snowball sampling from each of the four main cities (Khulna, Jashore, Satkhira, and Bagerhat) from those districts. The data was gathered using a standardized questionnaire. The questionnaire is comprised of 23 questions. With the aid of tools like tables, frequency counts, and simple, the acquired data are recorded in the descriptive statistics module of SPSS.

Regarding in view the nature and requirement of the present study, both quantitative content analysis and survey research method have been adopted to explore and examine that how much influenced by the mass media the people of the south-western part of Bangladesh. In the present study, the researcher has applied the survey method to obtain the data that is quantitative in nature from large representative but diverse population. The survey method has aided researcher in collecting information directly from the participants who are using mass media so a proper analysis could be made to analyze the impacts of mass media on peoples. The impacts on their behavior have hence figured out through the information provided on a quantitative scale. This research was conducted from February 2022 to March 2022. The researcher has selected four (04) district of the southern part of Bangladesh as field of study. It consists of heterogeneous population comprising Khulna, Jessore, Bagerhat, and Satkhira who use different media. The researcher was interested in collecting data from large population but due to time and financial constraints, it was not feasible for the researcher to approach the total population, therefore, the researcher has applied snowball sampling technique for data collection. The sample size consists of 500 male and female respondents. Among 500 respondents, 60% is male and 40% is female. In this research, both close ended and open-ended questionnaire was applied as a tool for data collection. In order to analyze the data, researcher has used the Statistical Package for the Social Science (SPSS Version 20.0). In addition, MS Word and Excel were used for designing tables, graphs, charts and writing the script of thesis.

# RESULTS

**Table 1.** *Basic information of the respondent*

| Variables | Participants and percentage (n %) |
|---|---|
| **Sex of the respondent** | |
| Male | 300 (60.0) |
| Female | 200 (40.0) |
| **Educational Status** | |
| Primary Level | 54(10.8 ) |
| SSC | 71(14.2) |
| HSC | 192 (38.4) |
| Honors | 111(22.2) |
| Masters | 72(14.4) |
| **Monthly income** | |
| $\geq 10000$ | 317 (63.4) |
| 10001 to 20000 | 90 (18.0) |
| 20001 to 30000 | 58 (11.6) |
| 30001 to 40000 | 17 (3.4) |
| $\leq 40000$ | 18 (2.8) |
| **Name of the District** | |
| Jashore | 125 (25.0) |
| Satkhira | 125 (25.0) |
| Bagerhat | 125 (25.0) |
| Khulna | 125 (25.0) |
| **Age of the respondent** | |
| $\geq 20$ | 123 (24.6) |
| 20 to 30 | 181(36.2) |
| 31 to 40 | 100 (20.0) |
| 41 to 50 | 63 (12.6) |
| $\leq 51$ | 31(6.6) |

Among four districts such as Jeshore, Satkhira, Bagerhat, and Khulna, 125 respondents were involved in this research from each districts city. In this research, a total of 500 respondents was selected for collecting information among them 300 participants were male and the rest were female which percentage is respectively 60% and 40%.The education qualification of the respondents is 38.4% passed higher secondary and 22.2% completed their graduation degree, 14.4% respondent obtained masters while rest of the respondents passed secondary and primary level. Maximum respondents (36.2%) belong to 20 to 30 years age and 24.6% respondent's age is under 20 years and 20% respondent 31 to 40 years between and the 6.6% above 50 years age. The greater portion (63.4%) of the respondent's monthly income is less than 10,000 taka only and very few respondent's, only 2.8%, monthly income is more than 40,000 taka which indicates that they are from lower class and upper class of our society respectively. 18% respondents earn 10,001 to 20,000 taka, 11.6% respondents earn 20,001 t0 30,000 taka and 3.4% respondents earn 30,001 to 40,000 taka per month which indicates that they belong to lower middle class and middle class of society accordingly

**Table 2.** *Uses of Media*

| Using trend of media | |
| --- | --- |
| Regular | 262(52.4) |
| Irregular | 238(47.6) |
| **Spending time for media** | |
| >3 minutes | 98 (19.6) |
| 1-2 hour | 234 (46.8) |
| 2-3 hour | 110 (22.0) |
| More than 3 hour | 58 (11.6) |
| **Particular time of using media** | |
| Morning | 50 (10.0) |
| Noon | 73 (14.6) |
| After noon | 93 (18.6) |
| Night | 284 (56.8) |
| **Reason of using media** | |
| To stay update every moment | 173 (34.6) |
| To achieving knowledge | 189 (37.8) |
| For entertainment | 102 (20.4) |

| | |
|---|---|
| Others | 36 (7.2) |
| **Medium use after any event to know first** | |
| Newspaper | 68 (13.6) |
| Television | 226 (45.2) |
| Online portal | 92 (18.4) |
| Social media | 114 (22.8) |
| **News preference** | |
| Political | 181 (36.2) |
| Sports | 111 (22.2) |
| Regional | 69 (13.8) |
| Entertainment | 139 (27.8) |
| **Trusted media** | |
| Television | 224 (44.8) |
| Newspaper | 168 (33.6) |
| Online Portal | 48 (9.6) |
| Social media | 60 (12.0) |

The majority of the respondent said, they have no access all this entire medium which percentage is 52.4% and the rest 47.6% of participants said they are irregular. In response to the questions, most of the respondents said that they generally use television to obtain information with a percentage of 44.8%. In addition, only 9.6% said that they use the online portal and 12.0% use social media. The remaining 33.8% said they use newspaper. The majority (46.8%) of respondents spend 1 to 2 hours daily using traditional, digital, or social media to obtain information at night (56.8%). All respondents spend a minimum of half an hour a day using the information medium. 22% of respondents spend 2-3 hours and 11.6% spend more than 3 hours per day using traditional social media to get news. Following any incident, most respondents (45.2%) use TV first to learn the information. At the same time, 22.8% of respondents use social media and 18.4% of respondents use the online portal, with the remaining 13.8% using newspapers. 44.8% of respondents believe television is the trusted media for getting information while 33.6% respondents believe in newspaper and only 9.6% participants said they believes online portal is the trustworthy medium. Besides, 12% of respondents believes in social media's information.

**Table 3.** *Pattern of Using Media*

| Variables | Participants and Percentage (n %) |
|---|---|
| **Analyze the news published and circulated in the media** | |
| Positive | 117 (23.4) |
| Negative | 27 (5.4) |
| Both | 316 (63.2) |
| Not sure | 40 (8.0) |
| **News given importance by media** | |
| Political | 420 (84.0) |
| Cultural | 40 (8.0) |
| Economic | 9 (1.8) |
| International | 31 (6.2) |
| **Affects by news or media** | |
| Yes | 369 (73.8) |
| No | 131 (26.2) |
| **If "yes", affecting sources** | |
| By filling daily needs | 129 (25.8) |
| No comment | 66 (13.2) |
| Inspirational news | 13 (2.6) |
| Positive effect | 21(8.2) |
| Gain knowledge and information | 145 (22.6) |
| Political news affect me | 13 (5.0) |
| It hurts me | 24 (10.2) |

The table shows that, 63.2% respondents believed that the media publish and circulate both positive and negative news. On the other hand, 23.4% participants think media publish positive news. Only 5.4% respondent said media publish negative news and the rest 8% are not sure about it. The table depicts that, the highest respondent 84% think that media put importance on political news whereas only 1.8% said they think economic issues are getting importance. Again, 6.2% respondent said international matters and the rest 8% think media give importance on cultural issues. Answer to the question on affects by news or media, respondents mentioned that 73.8% affects by daily news whereas 26.2% respondents said

news does not affect them. The table also shows that, the media affect people by filling their different kinds of need. Maximum respondent, 25.8% said that, the media affect them by filling their daily needs and 22.6% said, it affects them by giving knowledge and aware them. On the other hand, 13.2% answered no comments in this regard and 10.2% respondent thinks, media is affecting them by hurting. Whereas 5.6% feel good by knowing versatile information. Besides 5% respondent said that, they gain new information from media.

**Table 4.** *Pattern of News Consumption*

| Variables | Participants and percentage (n %) |
|---|---|
| **Reason of not affected by media** | |
| It gives bias information | 367 (73.4) |
| No comment | 31 (6.2) |
| Don't see that | 24 (4.8) |
| Published false news | 40 (8.0) |
| Fail to keep all information | 7 (1.4) |
| **Any social, political or cultural activities for getting information by media** | |
| Yes | 151 (30.2) |
| No | 259 (51.8) |
| Sometimes | 66 (13.2) |
| Not sure | 24 (4.8) |
| **Necessity of media in every day's life** | |
| No comment | 109 (21.8) |
| More important | 291 (58.2) |
| Less important | 24 (4.8) |
| Averagely important | 76 (15.2) |
| **Thoughts on enough media coverage** | |
| Yes | 78 (15.6) |
| No | 215 (43.0) |
| Roughly | 164 (32.8) |
| Not sure | 43 (8.6) |
| **Agitated by news** | |
| Yes | 339 (67.8) |

| | |
|---|---|
| No | 161(32.2) |
| **Verify news if skeptical about any news circulated by the media** | |
| Yes, I do | 174 (34.8) |
| No, I do not | 166 (33.2) |
| No scope to verify | 107 (21.4) |
| Not sure | 53 (10.6) |

The table represents that most of the respondent 73.4% said this news do not affect them because it carries bias information. 8% respondent said it publishes false news and 6.2% answered no comment. Alternatively, the rest respondent said they do not see any important news available there. In the response, majority of the respondent 51.8% said they do not take participate in any social, political or cultural activities after getting information from media. Conversely, 30.2% respondent agreed they take participation in activities and 13.2% told they participate sometimes and the rest 4.8% are not sure about it.The table shows that, the maximum respondent (58.2% ) said media is more important in their daily life and 21.8% gives no comment. Besides, 4.8% think it less important and 15.2% said media is averagely important in their life.  The table represent that, most of the respondent, 43% stated that they think the media coverage is not enough in their area of interest. Here, 32.8% respondents said media roughly give coverage to their interest, while 15.6% respondents mentioned the media coverage is enough and at the same time 8.6% said they are not sure. Although 67.8%, respondents agreed they agitated themselves by getting recent news but 32.2% respondent denied agitation by any recent news. The table depicts that maximum respondent (34.8%) agreed about verify any skeptical news provided by media. Here, 33.2% respondent do not do this, and 21.4% respondents think that there is no scope to verify news. The rest 10.6% are not sure.

**Table 5.** *Media Program impact on the Audiences*

| Variables | Participants and percentage (n %) |
|---|---|
| **Collect information if you are in need of a product** | |
| Newspaper | 71 (14.2) |
| Television | 102 (20.4) |
| Online portal | 135 (27.0) |
| Social media | 192 (38.4) |

**Watch media coverage of any crime related program or talk show**

| | |
|---|---|
| Yes | 256 (51.2) |
| No | 244 (48.8) |

**If "yes", then the reason of affecting**

| | |
|---|---|
| Able to make difference between  right or wrong | 240 (48.0) |
| Prefer not to say | 38 (7.6) |
| Program create awareness and verify themselves | 113 (22.6) |
| To gain knowledge | 26 (5.2) |
| It hurts me | 11 (2.2) |
| Effect on me | 54 (10.8) |
| It has no effect on me | 9 (1.8) |
| By experiencing crime scene and different life style | 9 (1.8) |

**If "no", then the reason of not affecting**

| | |
|---|---|
| Fanaticism story | 258 (51.6) |
| No comment | 96 (19.2) |
| Lack of time | 34 (6.8) |
| Published false news | 16 (3.2) |
| It has no effect on me | 20 (4.0) |
| Not interested | 73 (14.6) |
| I saw it little | 3 (.6) |

**Type of information take from media-hosted entertainment program**

| | |
|---|---|
| No comment | 151 (30.2) |
| No important news available | 12 (2.4) |
| In different situation man's behavior | 9 (1.8) |
| Important information | 6 (1.2) |
| No information | 11 (2.2) |
| General knowledge | 20 (8.0) |
| Don't watch that | 46 (9.2) |
| For passing time | 4 (.8) |
| National and international news | 93 (29.0) |
| Any types of news | 72 (14.4) |

Table shows that majority of the participant like 38.4% said that they use other medium for collecting information when they need a product. Only 27% use online portal for getting information for a product and 20.4% respondents use television. On the other hand, 14.2% use newspaper for it. 51.2% said that they watch the media coverage of any crime related program or talk show. And 48.8% respondents mentioned about not watching this type of program. In response to the crime related shows or talk shows, 48% said that this kind of program affects them by creating an ability to identify the differences between right or wrong. Alternatively, 13.4% respondent said that those programs create awareness. 9.2% participants mentioned that it has a positive effect on them. At this point, 7.6% gives no comment and those program hurts 2.2% respondents. Also 5.2% gaining new knowledge by them and 1.8% told that, they match those programs with their experiences and life style. Besides, the table represents that most of the participants 51.6% said it does not affect them because it carries fantasy stories while 19.2% respondents give no comment. On the other hand, 14.6% respondent said that they are not interested. Also, 6.8% mentioned about lack of time to think about it. Whereas 3.2% said that, media publishes false news and the rest said that, they saw them in a few times. Questioned about entertainment program, maximum respondents (30.2%) give no comment on that. While 29% mentioned about getting national and international news from entertainment program. Again, 14.4% received all types of news, 9.2% respondents do not watch them.

## DISCUSSION

### Reliable source of information

In research of Sabigan (2007) showed that, for television, the credibility of the medium and the caliber of the news had the biggest impact, followed by the reporters' reputation. Here, people of Bangladesh's southwestern region believe that traditional media, such as television and newspapers, are more trustworthy information sources than social or online media. People tend to view television as having a higher level of credibility because 41% of respondents use it to stay informed. 45.2% of respondents use television first to learn information after any incident. As a result, it can be claimed that television provides accurate information. The social media hasn't yet attained authenticity, despite the fact that it has become a good resource for finding information in today's situation. Thus, the statistic reveals that 21.4% of respondents utilize social media to gather information. The online portal is no longer in the back, it is gaining popularity for its fast features that are only available on the internet, and the fact that 9.6% of residents use the online portal for information shows this .

## People use media at night time

Due to their ample free time, the majority of adults (56.8%) consume media in the evening. However, due to the fact that most people are at work during these hours, just 10% in the morning and 14.6% at midday exhibit a desire to use media to learn about what is occurring in the world. After a hard day of work, people tend to relax more in the afternoon, which accounts for the relatively high (18.6%) rate of media use.

## Purpose of media consuming

Although it appears on the surface that the majority of people in Bangladesh's southern region utilize media for enjoyment, the reality is quite different. According to the data, 20.4% of respondents use media just to be updated every second, 34.6% use it for entertainment, 7.2% use it for other purposes, and 37.8% of individuals in this region use it to increase their knowledge. It can be seen that the media continues to fulfill its fundamental responsibility to society.

## Influence of news

Only 26.2% of respondents disagree, leaving the majority of respondents (73.8%) in agreement that media affects them. 25.8% of respondents indicated they utilize media to meet daily demands, yet 13.2% said they are unaware of how media affcets them. The results show that 5% of people use media to learn about the past, 5% to learn about the present, and 2.6% to learn about their country. 3.0% of respondents believe media has a positive impact on education, joining 2.6% of respondents who think exciting news drives them. The negative consequences of media, however, are just as important as the positive ones. According to 12.2% of respondents, media has both positive and negative effects on audiences, while 10.2% of respondents think that some negative news articles are harmful to the audience.

## Mistrust on media

The majority of respondents (73.4%) think that media has published biased information, 8% think that media publishes incorrect news, 6.2% don't care, and only 1% don't understand what media report. In contrast, 58.2% of respondents said they thought media was very important, 15.2% said it was a moderately significant tool in their everyday lives, 4.8% said it was a less important tool, and 21.8% chose not to answer. Data indicate the media has steadily lost the trust of the general public. However, 34.8% of respondents wish to confirm any dubious news reported by the media, 33.2% do not, and 21.4% indicated they had no

opportunity to do so. Besides, when people come to know about corruption, crime, and scandalous news through many media, including television and newspapers, they are more likely to believe them.

**Insufficient media coverage**

According to the data, 43% of respondents believe that local media coverage is insufficient, and 32.8% believe that news from southern Bangladesh is only partially, roughly, or unfavorably covered. However, 15.6% of respondents believe that media coverage is sufficient.

**CONCLUSION**

The media has a big influence on people. However, social media and the internet swiftly gain popularity among users but lack authenticity. The majority of people in Bangladesh's southern region still primarily rely on conventional media like television and newspapers for information due to their dependability rather than internet-based digital sources like online or social media. To acquire information rapidly, however, many individuals now also use social media and web portals in addition to television. Audiences are becoming more engaged at a surprisingly fast rate as a result of the media's spectacular rise throughout the globalization era. Because media is so accessible, people may spend more time with it than they otherwise would. In Bangladesh's southern region, the media serve as an important tool because people rely on them for their daily needs and to create new wants.

**FURTHER RESEARCH**

There are plenty of opportunities for future researcher to work on this filed from numerous angles. For instance, using age, gender variation then result will be more accurate. Furthermore, use different statistical analysis tools for getting more authenticate result.

**LIMITATIONS**

There are some limitations to our research. First, it was nearly impossible to conduct a large sample as a respondent from four districts. Secondly it would be better to use qualitative angle as well as analyze from different perspectives. Besides, not using other models to analysis this data is one of the major limitations.

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**Author's contribution**

1. Mamunor Rashid: Developing idea, introduction, literature review, data collection and analysis and conclusion

2. Sara Monami Hossain: writing review, editing, and citations and referencing.

3. Ripul Kabir: Conceptualization, formal analysis, writing original draft, questionnaire.

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**Availability of data and material**

Data will be made available on request.

**Conflict of interest**

The authors declare that they have no known conflicts of interest or personal relationships that could have appeared to influence the work reported in this paper.

**Ethical approval**

Primary datasets were used in this research, the respondents were given no financial motivation, and anonymity was attested to secure data confidentiality and authenticity. It was also reported that at any time, respondents could be eliminated from the survey without giving any clarification. The respondents also provide their approval for announcing the interpreted results of this study without their identifiable information.

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