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# **COVID 19 Effects on Consumer Purchasing Behavior: Perspective of Online Shopping in Bangladesh**

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**School of Business and Economics**  
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This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration.

**Project Report**  
**On**  
**COVID 19 Effects on Consumer Purchasing Behavior:**  
**Perspective of Online Shopping in Bangladesh**

Course Code: INT 4399

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**School of Business and Economics**  
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**Date of Submission**  
January 11, 2021

## Letter of Transmittal

**January 11, 2022**

Mr. Sarker Rafij Ahmed Ratan  
Assistant Professor  
School of Business and Economics  
United International University

**Subject: Submission of Project Report.**

Sir,

With due respect, I am submitting my internship report on “**COVID 19 Effects on Consumer Purchasing Behavior: Perspective of Online Shopping in Bangladesh**” which is the part of fulfillment of Bachelor of Business Administration degree and the INT course 4399.

It gives me great pleasure to submit the report, topic on As a result, I have gained valuable working experience that also serves as a learning opportunity for me since it illustrates the differences between actual and theoretical activity.

Therefore, I would want to express my gratitude to you for all of the support and guidance you have provided me, with the hope that you will continue to provide your guidance in the future. I hope this report will meet your expectations. I would be grateful if you would accept my internship report with the utmost appreciation.

Sincerely



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## **Declaration of the Student**

I am **Zunaid Ebne Hie**, student of Bachelor of Business Administration, major in Marketing, United International University; I do hereby declare that the project report on “**COVID 19 Effects on Consumer Purchasing Behavior: Perspective of Online Shopping in Bangladesh**” is a presentation of my original work.

This study combines contributions from a number of persons who have been involved in providing suitable references to the literature review, conducting surveys for the purpose of analyzing the topics and discussions, and analyzing the data collected altogether. And this report has been prepared under the supervision of **Mr. Sarker Rafij Ahmed Ratan**, Assistant Professor, Business and Economics, United International University.

I additionally declare that I have not engaged in any unethical ways in the course of completing the report, and that the report has been prepared solely for the purposes of academic research.



**Zunaid Ebne Hie**

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## Acknowledgement

At first I would thank to Allah for providing me with the strength to perform my project obligations and responsibilities as well as to complete the study and report within the time frame.

After that, I would like to convey my heartfelt appreciation to my course supervisor, **Mr. Sarker Rafij Ahmed Ratan**, Assistant Professor, School of Business and Economics, United International University for his constructive guidance and valuable support. It is true that I would not have been able to complete the report on time and with accuracy if it had not been for his valuable direction, support, and collaboration throughout the process. I am delighted to have the opportunity to complete my project report under his supervision.

Finally, I would like to express my gratitude to all participants for participating and giving their valuable time to complete the survey.

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## Executive Summary

The information and communication technology revolution has been instrumental in transforming the global economy toward digitalization, or the digital economy. According to many economists, it is a contemporary economy's primary motor, accelerating the nation's economic growth. With the advent of digital and online markets, the traditional market has been replaced by a market that provides customers with more scope and assurance. In the context of the COVID-19 pandemic, it has already been shown that there is no other market place other than the online, and that the whole globe is entirely reliant on online economic activities.

Using a self-constructed online questionnaire, this research and study gathers data from the city of Dhaka in Bangladesh, where a large number of customers engage in online shopping. The study, which is based on both primary and secondary data, attempts to analyze the digital economic upsurge in Bangladesh by analyzing the purchasing behavior of customers when they purchase online and assessing the relevance and challenges associated with digital marketing.

Price, lengthy delivery time and no return policy on online shopping were identified as important factors. The majority of customers regarded high price as the most significant element in their purchasing decision on online shopping. According to the findings, I have provided some recommendations that can help to online marketer to establish their online and e-commerce business.

**Keyword:** COVID 19, Consumer Purchasing Behavior, Online Shopping, Online Marketing, Technological Transformation, Customer Satisfaction.

# CHAPTER 01

## INTRODUCTION

## **1.1 Introduction of the Report**

Over the past few years, the online and e-commerce sector has experienced remarkable growth. Online and e-commerce marketers are devoting more time and resources to providing a seamless experience across a wide range of channels and devices. These advancements resulted in substantial shifts in the behavior of customers. Customers' purchasing activities and the approach, in which they select products, as well as merchants, have undergone many modifications and advances. The online and e-commerce industry has the right to continue to grow and expand. The most recent development was brought about by the Covid-19 worldwide epidemic, which struck without warning and spread throughout the world. Customers' behavior begins to shift toward using digital online channels for the majority of their demands and desires. New consumer patterns of behavior occur as a result of Covid-19's emergence, and this result in the formation of new customers' purchasing behavior patterns.

## **1.2 Origin of the Report**

This project report is prepared for a partial requirement for the degree fulfillment of Bachelor of Business Administration. I have gained hands on experiences about the online and e-commerce industry in Bangladesh as well as applying the online marketing strategies and the following online marketing activities in this sector. And these issues are a significant source in the main study of this report which has been done under the supervision of my course supervisor, **Mr. Sarker Rafij Ahmed Ratan**, Assistant Professor, school of Business and Economics, United International University.

## **1.3 Objectives of the Report**

### **1.3.1 Broad Objective**

The main objective of this research is to be exploratory and constructive in nature. Specifically, it is concerned with increasing understanding of the shift in customers' purchasing behavior brought forth by Covid-19 in the online and e-commerce industry.

### **1.3.2 Specific Objectives**

- a) To know about the overview of e-commerce companies in Bangladesh.
- b) To know about the transmission of online industry during the COVID 19 pandemic.
- c) To analyze the factors of changing consumers' purchasing behavior on online shopping industry during COVID 19 pandemic.
- d) To find out the challenges of digital marketers to develop on marketing strategies and activities.

- e) To provide some recommendations that can help to digital marketers to develop on marketing strategies and activities.

## **1.4 Scope of the Report**

For students in the Bachelor of Business Administration program, hands-on experience and practical working experience is essential. There were two key results disclosed by the study, which helped to contribute to the development of online and e-commerce industry in Bangladesh. The following are the beneficial outcomes of this research:

- There has been a significant shift in customer preference towards online stores.
- There are new behavioral patterns connected with COVID 19 pandemic that are having an impact on the purchasing behavior of customers.
- A proposed conceptual model that is concerned with the elements that influence the purchasing behavior of customers while choosing between online and physical fashion stores has been developed.

## **1.5 Limitation of the Report**

For me, the process of obtaining data and compiling this report for my project report was difficult. Several of them are listed below:

- The survey was conducted by a few confused participants. Participants are unwilling to participate in the survey.
- The majority of employees were unwilling to read out full of the questionnaire of the survey and they claim that they do not have enough time to complete the survey.

## **1.6 Methodology of the Report**

This research and study's data was gathered from two distinct sources. These are the specifics:

### **1.6.1 Primary Sources**

The information for this report has been gathered from several primary sources, and I have also gathered primary information from respondents to conducting a survey for studying of the topic. Another method is used to obtain primary data:

- Face to face interaction and discussions with employees of e-commerce and online shopping companies.

- An in-depth look into the transformation of trends of online shopping during COVID 19.

### **1.6.2 Secondary Sources**

The secondary data was gathered from the following sources:

- Articles, Newspapers, Journals, books which are related to the concept of Online Marketing and the impact of COVID 19.
- Official Website of E-commerce Company in Bangladesh.
- Internal reports of E-commerce Company in Bangladesh.

CHAPTER 02

**LITERATURE REVIEW**

## Literature Review Part

It is the purpose of this chapter to provide information collected from relevant literature addressing the subject matter of this study.

### 2.1 Definition of Consumer Buying Behavior

Buying behavior refers to the decision-making processes and actions taken by persons who are engaged in the purchase and use of things. A customer's purchasing habit is referred to as "consumer behavior." A company's purchasing activity must be evaluated for the following reasons:

- Buyers' reactions to a business's marketing plan have a great impact on the firm's success.
- The marketing idea emphasizes that a company should develop a Marketing Mix strategies that satisfies (provides utility to) customers, and as a result, it is necessary to study the what, where, when, and how consumers purchase products and services.
- It is now possible for marketers to make more accurate predictions about how customers will react to marketing strategies.

### 2.2 Stages of Consumer Buying Process

There are six stages to the purchasing decision process for consumers (For complex decisions). It is merely the first part of the procedure to make a purchase. Not every decision-making process results in a purchase. Because of the varying degrees of complexity in consumer choices, not all consumer decisions contain all six phases.

- Problem Recognition** (awareness of the need) is defined as the difference between the intended state and the current situation. For example: Hunger—Food. Hunger drives you want to eat.
- Inquiry into the available information:** Searching into one's own mind and memories. If you want further information, you may do an external search. Friends and family members (word of mouth) that is controlled by



marketers; comparative shopping; public sources, and so forth. A helpful information search provides a buyer with a list of probable alternatives, which is referred to as the evoked set.

- c) **Alternatives are being evaluated:** Buyers' preferences and requirements must be documented in terms of criteria for assessment. Search for resumes or rank/weight alternatives. Some people like spicy foods, while others believe that Indian food is the best.
- d) **Considering a purchase decision:** Consider purchasing alternatives, such as products, packages, stores, and methods of payment etc.
- e) **Going for purchasing:** Product availability, time gap between d and e, and decision-making process are all variables that might change.
- f) **Initial Post-Purchase Evaluation:** Satisfaction or dissatisfaction as a result of the experience. Have you made the proper choice in the face of Cognitive Dissonance? Warranties, after-sale communication, and other measures may help to decrease this risk significantly. It is possible that after having an Indian dinner, you may believe that you truly desired a Chinese lunch instead.

**Source:** (What is Consumer Buying Behavior?)

## **2.3 Factors of Impact Consumer Buying Behavior towards Online Shopping**

Online shopping is a kind of electronic commerce that allows a vendor to buy products or services directly from customers over the Internet. The conventional brick-and-mortar company strategy was supplanted with the internet-based business concept Click and Order. More and more individuals are turning to the internet to purchase for a variety of products, from houses to shoes to airline tickets. When purchasing online, consumers now have a wide range of options to choose from. As (Farid Huseynov, 2016) explains, online retail refers to financial traction gained by using the internet while maintaining the privacy of clients and avoiding physical connection. The shopping behavior of online customers has the greatest impact on security and privacy aspects (Catherine Demangeot, 2010). The internet serves as a conduit between the consumer and the online business, and customers utilize and spend their money on the internet while making online purchases (Zuroni Md Jusoh, 2012).

According to (Mohammad Anisur Rahman, 2018) the growth of the internet has changed customer tastes, and the usage of the internet has a significant impact on their purchasing



behavior. The information and communications technology (ICT) sector plays a vital role in the development of finance and business, and as a result, contributes to the future growth of emerging economies such as Bangladesh (Khan, 2016). In accordance with (Rashid, 2020), Bangladesh is on the verge of entering the Fourth Industrial Revolution and the Information and Communications Technology (ICT).

There are two elements that influence customers' online purchasing behavior: trust and benefit (Ahasanul Haque, 2015) . Trust is the first component, and benefit is the second. In accordance with (Koufaris, 2002) both customer contentment and utility (as shown by the web page) boost the desire of consumers to make more purchases from the internet. According to (Liao, 2012) products, prices, services, and customer reviews, among other things, impact consumers' purchase decisions when they are obtained through the online. In China, demographic characteristics such as age, education, income, and marital status have an impact on the online purchasing choice of customers (Gong, 2013). According to (Ahasanul Haque, 2015), the product, its quality, the brand's image, and its popularity all have a big impact on online purchases.

**CHAPTER 03**

**INDUSTRY AND ORGANIZATION**

**PREVIEW**

## Industry Preview

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### 3.1 Growth of Online Shopping

During the pandemic situation, many people are now turning to online marketing, especially those with access to computers or smart phones. Because online shopping does not require going out of the house, the risk of meeting or touching strangers can also be avoided. But how to start shopping online and how did online bargaining becomes popular?

Amazon started its online business in the mid-90s, but even in the US in 2010; only 6% of retail sales were online. However, the number of people shopping online in the United States in May last year increased by 31% in May this year. Let's take a look at the UK's estimates - 3% of people in the UK used to shop online in 2008, at the beginning of 2020 it stood at 19% and after the Corona epidemic in April this year it jumped to 30%.

People's Internet usage is increasing not only in the developed world - the Internet is becoming popular and readily available in different countries of the world. As a result, the market demand for internet is increasing rapidly and widely. China has more Internet business than the United States, Britain, France and Germany. One-fifth of all retail business in China is online. Analysts say that in countries where online shopping is more prevalent, the total amount of retail business on the Internet is expected to reach 8 trillion USD.

As for e-cab, the market size of e-commerce in the country is now more than 16 thousand core BDT. As of July, the German web portal, which deals with statistics, the size of e-commerce in Bangladesh will be more than 195 million USD this year. They predict that the global e-commerce business market will reach 2 trillion by 2020. The biggest market is China. It is followed by the United States, Japan, the United Kingdom and Germany (Lufkin, 2020).

### 3.2 Growth of E-commerce Industry during COVID 19 Pandemic in Bangladesh

Many people are forced to choose online shopping in recent pandemic situation. Obligation has created habit, has created trust. The benefits are now getting from the e-commerce sector in the country. Traders in the sector say orders for essential commodities and medicines have multiplied since the beginning of the Corona infection.

The e-commerce sector in Bangladesh started gaining momentum from 2013. Two things happened that year. First, Bangladesh Bank lifted the ban on international purchases with credit cards. In the same year, the country's mobile operators launched high-speed third-generation Internet service (3G). Since then, the fourth generation Internet service (4G) has been launched. The trend of people using smart phones has increased. On the other hand, new investments have come in the e-commerce sector. All in all, the sector has grown. Buyers have increased. As an e-cab, they have 1,200 members.

Well known e-commerce businesses in the country are Daraj, Chaldal, Priyashop, Today's Deal, Sadagar, Rokmari, Food panda, Sahaj.com, Seba XYZ, Book Fair, Bikroy.com, or, Sindabad, Artha, Khash Food, My Organic BD etc. Apart from this, many other organizations do business in different sectors. Ordinary businesses are also now focusing on selling products online.

During the pandemic situation, e-commerce companies have provided services to people in many ways. For example, after falling under lockdown, e-commerce companies come forward to deliver products to Rajabazar and Waribasi. Mobile shops are launched considering the demand. At this time they started selling various seasonal fruits including rice, pulses, various groceries, fresh vegetables, milk. Free home delivery is introduced within 1 hour or maximum 36 hours. People are interested in shopping online as they have the facility to understand the product at home and pay the price by getting the product in hand.

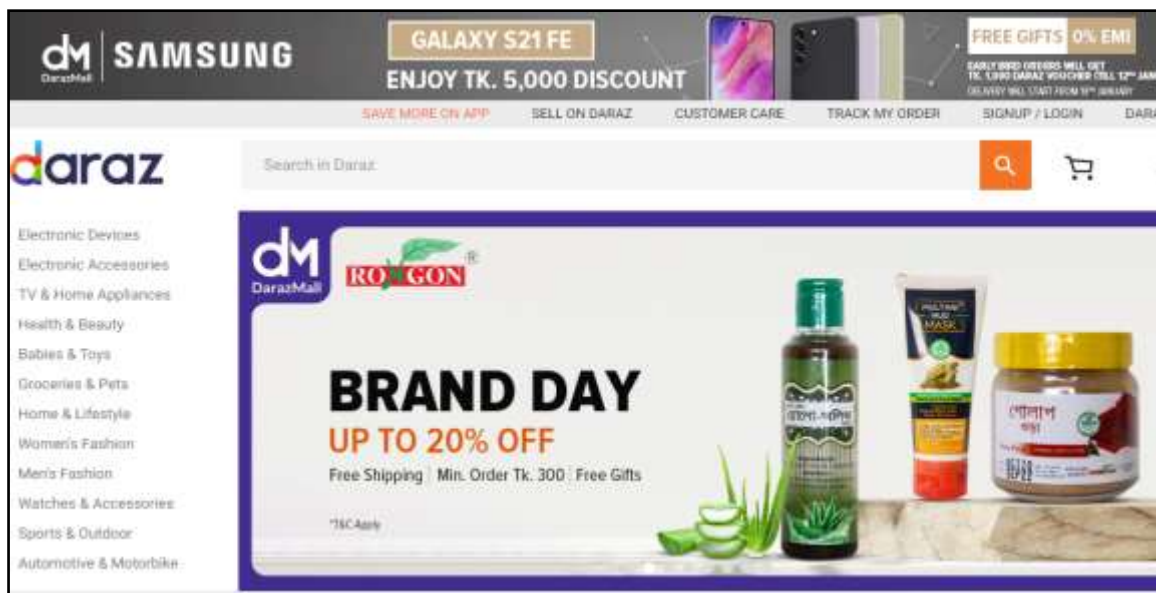
In the e-commerce sector, besides sales of goods, delivery services also became important. During this time various delivery services including Paperfly, e-Courier, E-Valley Express Delivery was started. Companies like Pathao, Sahaj, Foodpanda, etc. launched home delivery services from groceries, medicines, various products, dreams and other outlets. Apart from this, several new entrepreneurs started working to deliver the products. E-commerce entrepreneurs are also hiring new staff to cope with the demand (Hasan, 2020).

## Organization Preview

This part has been highlighted about the overview of three e-commerce companies in Bangladesh in where more customers are doing online shopping from these. The companies are listed below:

- a) Daraz Bangladesh,
- b) Chaldal Online Grocery Shops,
- c) Care Me Bangladesh,
- d) Sea Fish BD,
- e) Food Panda.

### 3.3 Daraz Bangladesh



Daraz Bangladesh Ltd. is a company that is mostly owned CDC Group. The CDC Group is primarily the development finance institution of the United Kingdom government (DFI). This organization is primarily concerned with the development and support of enterprises in Africa and South Asia – as well as the Asia Pacific Internet Group (APACIG). As of now, the company is the fastest expanding internet marketplace in Asia. There are five Asian nations where it is active, namely: Bangladesh; Pakistan; Nepal; Sri Lanka; Myanmar; and Afghanistan. Daraz Bangladesh Ltd. is a retailer e-commerce that offers a diverse selection of consumer electronics, fashion, and cosmetic items. In addition, there is a continually expanding assortment of general products. It not only provides a retail solution with the highest level of ease, but it is also bringing about a sea shift in the region's digitalization.

Daraz features a variety of categories on their website, ranging from fashion to general merchandise and everything in between.

### 3.3.1 Mission and Vision of Daraz Bangladesh

**Mission:** To become the worlds most widely used internet platform outside of the United States of America. They identify and develop established internet business models, which they then transfer to new, underdeveloped, and unexplored areas with the goal of scaling them into market-leading online businesses.

**Vision:** Daraz believes that the internet is becoming more and more integrated into everyday life at a quicker rate than anybody could have predicted. Ultimately, they want to capture the greatest possible proportion of consumer online spending in our respective areas.

### 3.3.2 Market Share and Traffic Analytics



**Figure 3.1:** Market Share and Traffic Analytics of Daraz Bangladesh

**Source:** <https://www.similarweb.com/site/daraz.com.bd/#overview>

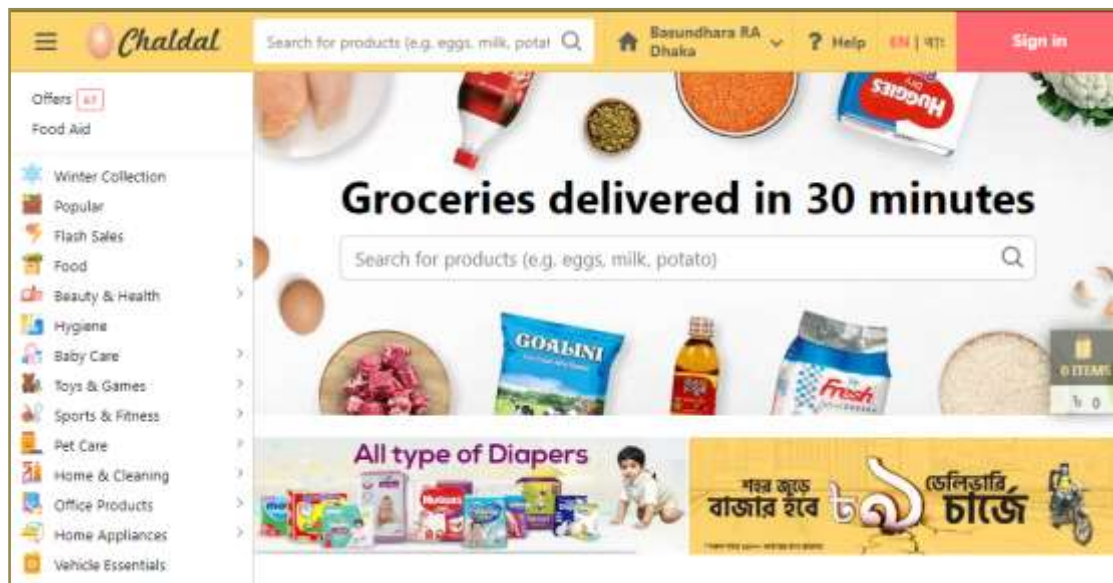
**Traffic and Engagement:** The traffic to daraz.com.bd has grown by 33.89 percent as compared to the previous month (November, 2021).

During the first 45 minutes of a 24-hour shopping event on November 11, 2016, the online shopping site Daraz sold items worth 8 million BDT, demonstrating the effectiveness of a marketing strategy aimed at

Company	Daraz
Employees	201 - 500
HQ	Bangladesh, Gulshan Model Town
Revenue	> \$1.0B
Category	Search Engines

motivating individuals to spend their money on themselves. In accordance with business policy, Daraz does not provide sales data for its products.

### 3.4 Chaldal (Online Grocery Shop)



Chaldal.com is a grocery online store that has locations in Dhaka, Chattogram, Narayanganj, Khulna and Jashore, among other places. They feel that their neighbors' time is valuable, and that they should not be forced to spend hours in traffic, endure inclement weather, or stand in line merely to get basic essentials such as eggs. Because of this, Chaldal will bring everything you need directly to your doorstep at no extra cost.

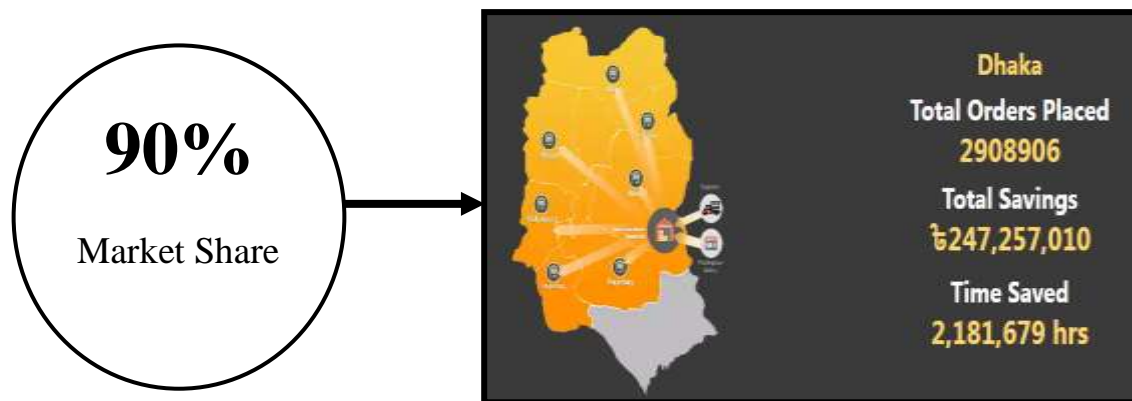
Company	Chaldal
Employees	201 - 500
HQ	Bangladesh, Dhaka
Revenue	\$15.0M - \$25.0M

#### 3.4.1 Mission and Vision

**Mission:** Delivering every day necessities to their customers and clients' doorsteps across Dhaka is their mission.

**Vision:** Chaldal is still a work in progress, and they expect that it will improve throughout the years. The use of technology and education to develop Bangladesh is something they really believe in, and they will continue to put out all of our efforts toward pushing the frontiers of technology.

### 3.4.2 Market Share and Traffic Analytics



Source: Website of Chaldal.com.bd

Chaldal has over 90 percent of the online grocery market share, according to the company. Chaldal is the only player that is doing this on the Vegetable Network at the moment. Chaldal is a group of 1200 individuals that work together as a team.



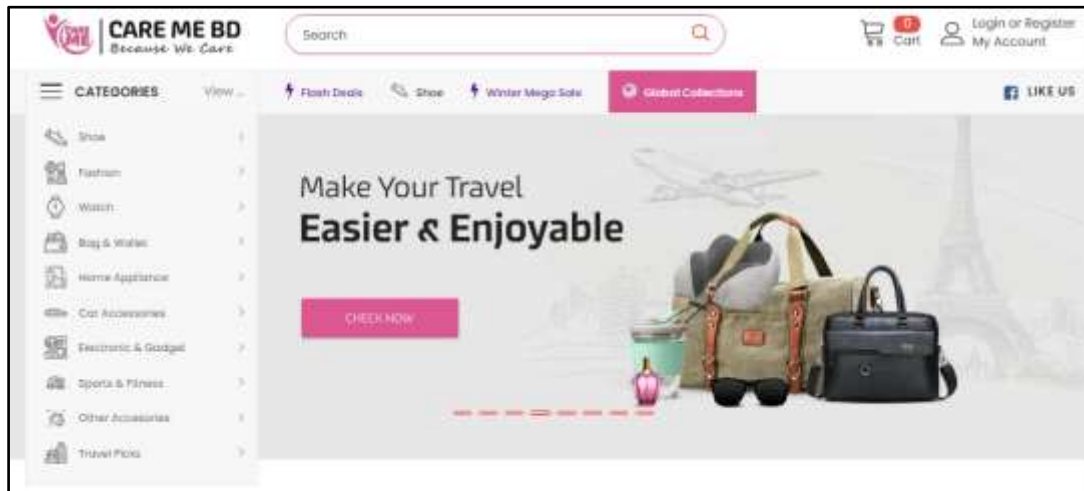
**Figure 3.2:** Market Share and Traffic Analytics of Chaldal Grocery Online Shop

Source: <https://www.similarweb.com/website/chaldal.com/>

Chaldal.com's marketing approach is centered on direct traffic, which accounts for 61.74 percent of total traffic, followed by search traffic, which accounts for 33.05 percent of total traffic.



### 3.5 Care Me Bangladesh (One Stop Solution on E-commerce Site)



A single product was the starting point for Care Me Bangladesh when they launched their business in January 2017. After receiving a resounding reaction from customers and consumers, they progressively increased the number of items available, which has already reached more than 1000. Elevate Care Me Bangladesh's goal to take the organization to a higher level started to be realized after the organization participated in the inaugural Dhaka International Trade Fair in 2018 and won first place in the general category. Then, as their retail company grew, they began to expand into wholesale and commercial operations. They ventured from the virtual world to the real world in order to increase their fame.

#### 3.5.1 Mission and Vision

**Mission:** Provide their clients and consumers with a variety of one-of-a-kind and problem-solving objects and solutions that can be utilized in their everyday lives and that make their lives more convenient.

**Vision:** The Company's vision is to achieve a place among the top e-commerce platforms in the future, as well as to establish a strong brand positioning in the process.

### 3.5.2 Sales Volume and Growth

Sales & Revenue Data of Care Me Bangladesh					
September 2019 - December 2019					
Account	Account Code	Sep-19	Oct-19	Nov-19	Dec-19
		Total	Total	Total	Total
Operating Income					
Discount		-27,746.00	-32,128.50	-38,606.08	-110,929.75
Other Charges		-12,104.00	-6,714.00	-12,284.42	-9,529.25
Sales		3,530,030.00	3,188,825.00	1,752,166.50	2,702,890.00
Shipping Charge		273,960.00	259,960.00	119,970.00	185,700.00
Sales & Revenue Data of Care Me Bangladesh					
January 2020 - April 2020					
Account	Account Code	Jan-20	Feb-20	Mar-20	Apr-20
		Total	Total	Total	Total
Operating Income					
Discount		-41,399.70	-13,045.60	-6,299.55	0.00
Other Charges		-34,301.88	-16,026.90	-5,267.45	0.00
Sales		2,674,792.50	1,840,284.50	697,531.00	0.00
Shipping Charge		209,270.00	142,550.00	52,100.00	0.00
Sales & Revenue Report of Care Me Bangladesh					
May 2020 - August 2020					
Account	Account Code	May-20	Jun-20	Jul-20	Aug-20
		Total	Total	Total	Total
Operating Income					
Discount		0.00	-9,841.00	-8,976.15	-38,014.55
Other Charges		0.00	-2,041.00	-21,006.85	-11,967.45
Sales		0.00	2,741,765.00	2,903,780.00	4,168,355.00
Shipping Charge		0.00	107,900.00	109,420.00	358,900.00

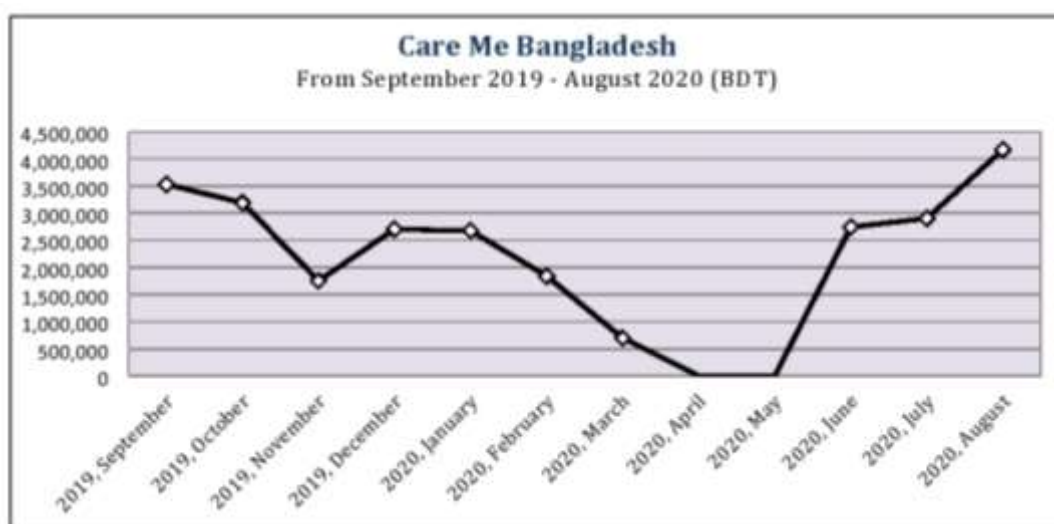


Figure 3.3: Sales Volume of Care Me Bangladesh

Source: Internal Report of Care Me Bangladesh

From the starting the COVID 19 pandemic situation, most of the people had been dependent on online shopping. The figure show, in August, 2020, the sales volume was high in Care Me Bangladesh comparison of other months.

### 3.6 Food Panda (The Largest Food Delivery)

With a goal of to create Food panda the most powerful online food ordering tool in the world. They are a small team of problem solvers, designers, thinkers, and tinkers who work around the clock to achieve this goal. They think that ordering meals should be simple, quick, and most importantly, enjoyable!

They needed something more straightforward, so they created it. Food panda provides access to online menus from a dizzying array of delivery eateries in your neighborhood. Simply input your location and search for cuisine



type, restaurants, or even a certain pricing range based on your criteria. The restaurant index also contains information such as the location and delivery hours. For Food panda, there is no online meal delivery challenge that is too challenging! It has never been simpler to order cuisine that is tailored to customers' specific requirements.

#### 3.6.1 Mission and Vision

**Mission:** Customer satisfaction is the primary goal of Food panda, which strives to give clients with a simple and secure option to order from the top takeaways in their neighborhood.

**Vision:** Integrating healthy foods into your daily routine. That is the vision of our organization.

#### 3.6.2 Market Share and Traffic Analytics

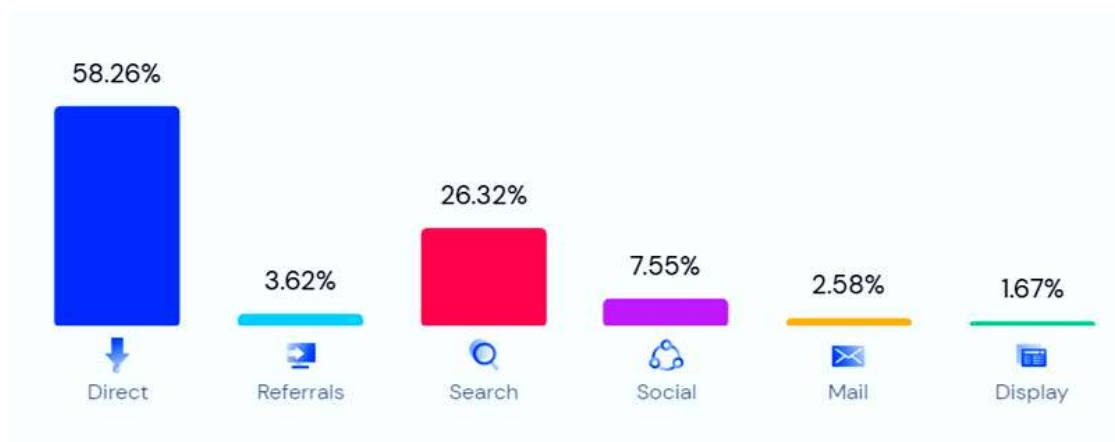
Demonstrate how effectively a website satisfies the expectations of visitors and maintains their attention. The traffic to foodpanda.com.bd has grown by 3.67 percent as compared to the previous month. (Available on desktop and mobile devices worldwide)



**Figure 3.4:** Market Share and Traffic Analytics of Food Panda Bangladesh

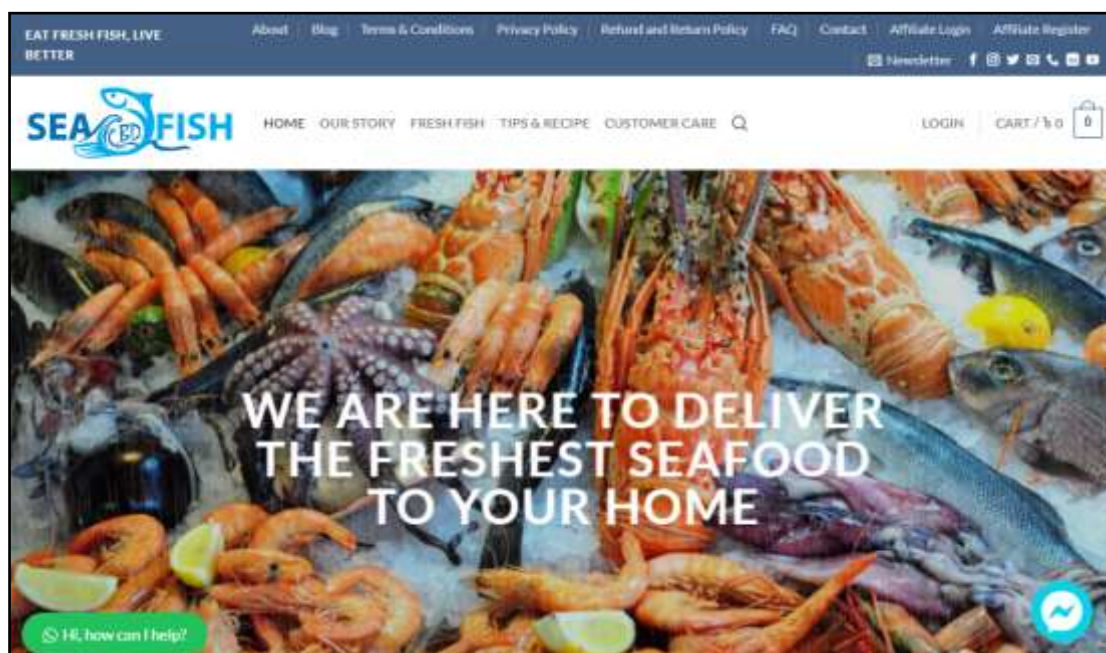
Foodpanda.com.bd obtains the majority of its traffic from direct sources (58.26 percent) and search engines (26.32 percent). "Ads" is a channel that is underused. (On a desktop computer, accessible from anywhere in the world)

#### Marketing Channels Distribution



**Source:** <https://www.similarweb.com/website/foodpanda.com.bd/>

### 3.7 Sea Fish BD (Largest Fish Delivery Online Market)



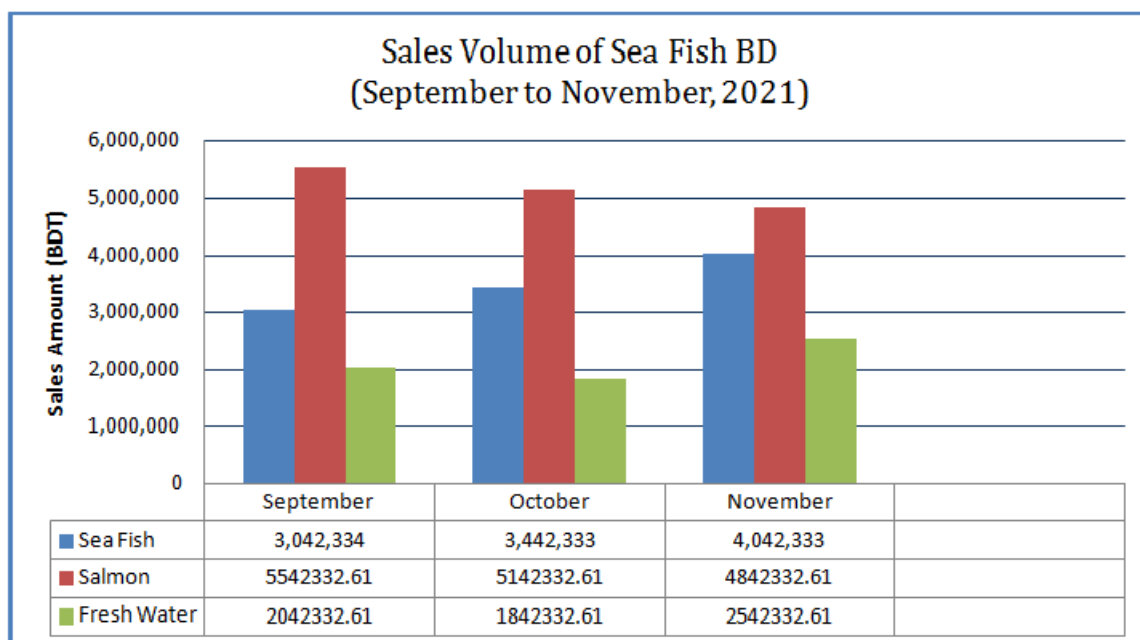
Sea Fish BD is a Bangladeshi online fish shop that delivers sea fish to consumers and clients in a fast and quick period. They are well-known for this service, as well as for being both competent and traditional when it comes to capturing the fish market of Bangladesh. It is from the Bay of Bengal that they get the highest-quality marine fish, which serves as their primary source for collecting sea fish. This sea has 476 species of fish and 35 species of shrimp, accounting for 6 million tons of fish each year, or over 7% of global fish production. Dedicated to offering the greatest quality sea fish from this primary source to their target consumers and clients, Sea Fish BD has established a dedicated organization in online fish industry. They are committed to work towards providing good, clean and fresh fish to their customers and clients in their daily meals and as well as promoting sustainable harvests according to the fish season. In their opinion, their traditional history of fishing, as well as their collaboration with tribal and state fishermen in Chittagong and Cox's Bazar, would enable them to give their customers with the absolute highest quality seafood available anywhere in the world.

#### 3.7.1 Mission and Vision

**Mission:** The mission of Sea Fish BD is to encourage sustainable fish harvesting. They hope that their traditional heritage of fishing and collaborating with tribal and state fishermen in Chittagong and Cox's Bazar would allow them to provide the absolute best tasting seafood accessible to their clients and customers.

**Vision:** To supply high-quality fish at a reasonable price in all over the Bangladesh and also export with transparent, ethical services.

### 3.7.2 Sales Volume of Sea Fish BD



**Figure 3.5:** Sales Volume of Sea Fish BD

**Source:** Internal Report of Sea Fish BD

From the starting the COVID 19 pandemic situation, most of the people had been dependent on online grocery shops. The figure show, in September, October and November 2021, the sales volume was high in Sea Fish BD comparison of other years of Sales in Sea Fish BD.

# CHAPTER 04

## **FINDINGS AND ANALYSIS**

#### **4.1 Data Collection and Analysis Plan**

The study was conducted using both primary and secondary data to analyze the Customers' buying behavior during the Covid-19 scenario in the context of online and e-commerce industry sector in Bangladesh. The primary information is gathered through the use of a self-developed questionnaire, and the secondary information is gathered through the use of various online articles. The study is therefore aimed to be both qualitative and quantitative in its approach.

The original data for the study was acquired through an online survey from 70 customers/respondents using a simple random sample technique. The data was analyzed using the primary data collected through an online survey. When determining the research objectives, a questionnaire consisting of a total of 12 items is employed, which includes questions about demographics, income level, preference reasons, advantages and disadvantages, purchasing things, past and current differences, and other topics supposed to determine and compare the online purchasing behavior of customers from different age groups and occupations in the Dhaka metropolitan area. To analyze the primary data percentage determination, pie chart, bar chart have been used and The secondary data sources for this study include a variety of popular websites, domestic and international journals, newspapers, online articles, and other sources.



## 4.2 Analysis of Demographic Characteristics

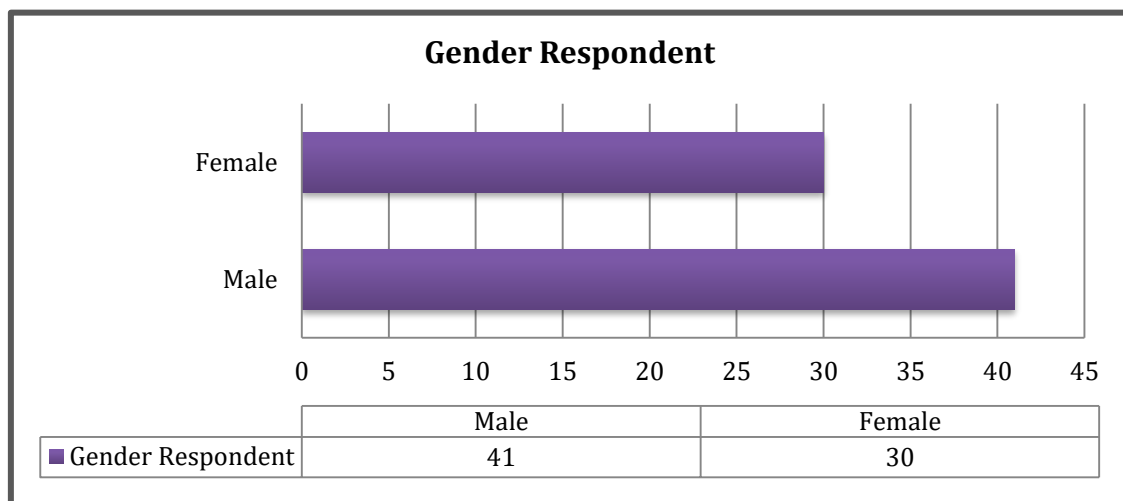
**Sample Size (n):** The original data for the study was acquired through an online survey from 70 customers/respondents using a simple random sample technique.

**Sample Size (n) = 70 Online Customers/ Respondents**

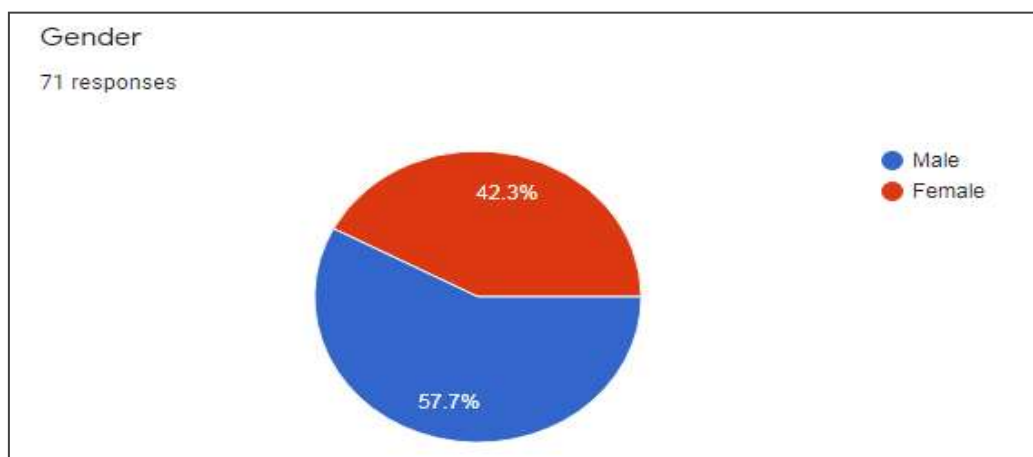
### 4.2.1 Analysis of Demographic Characteristics

In the context of demographics, samples such as gender, occupation, and income level are prominently displayed. Customers' buying behavior is determined by their preferences, which are associated with their income level; also, shopping tendencies vary considerably from male to female.

The following graph depicts the male-to-female ratio observed in our study:



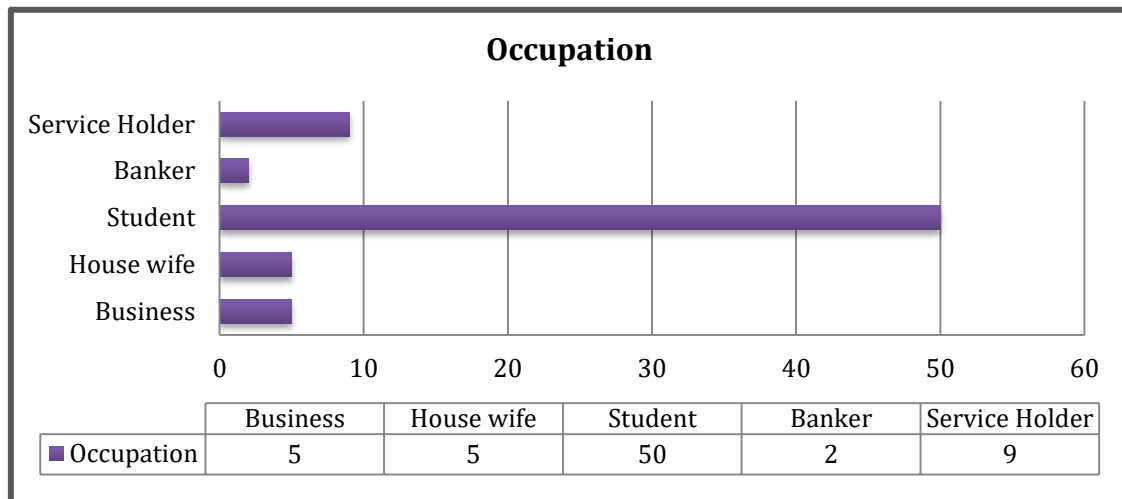
**Figure 4.1: Gender Respondents**



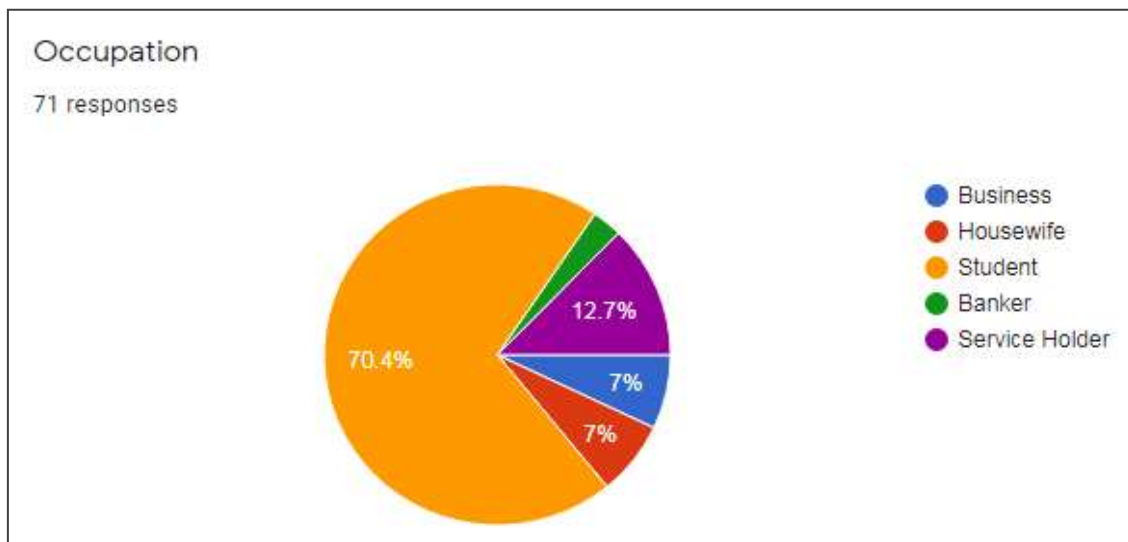
According to the following figure 4.1, the percentage of males and females in the survey is not more long difference, with males accounting for 57.7 % and females accounting for 42.3 %, indicating that the survey is a true reflection of the entire population.

**Gender-Frequency of Participants: Male > Female**

The occupations of those who answered our survey questions are listed in the following graph:



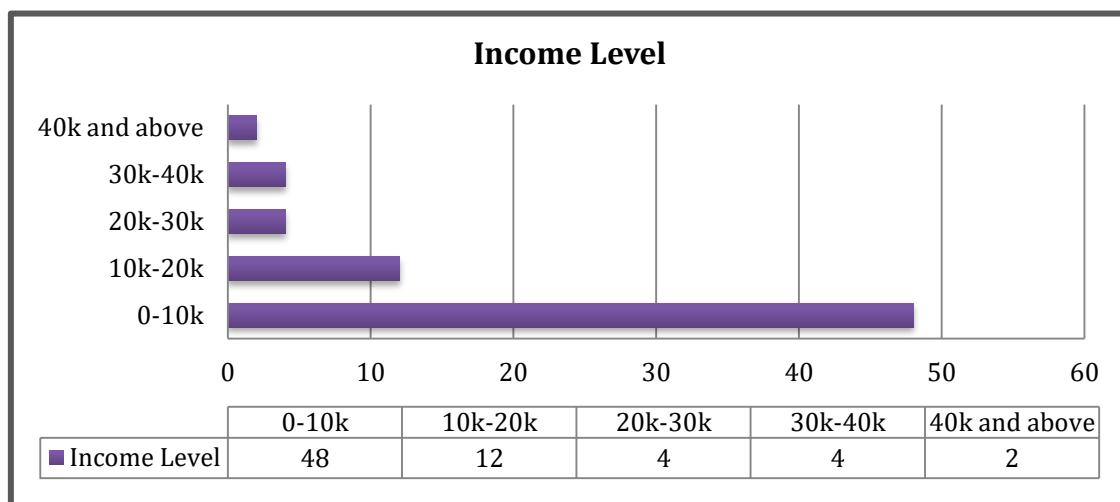
**Figure 4.2: Respondents of Occupation**



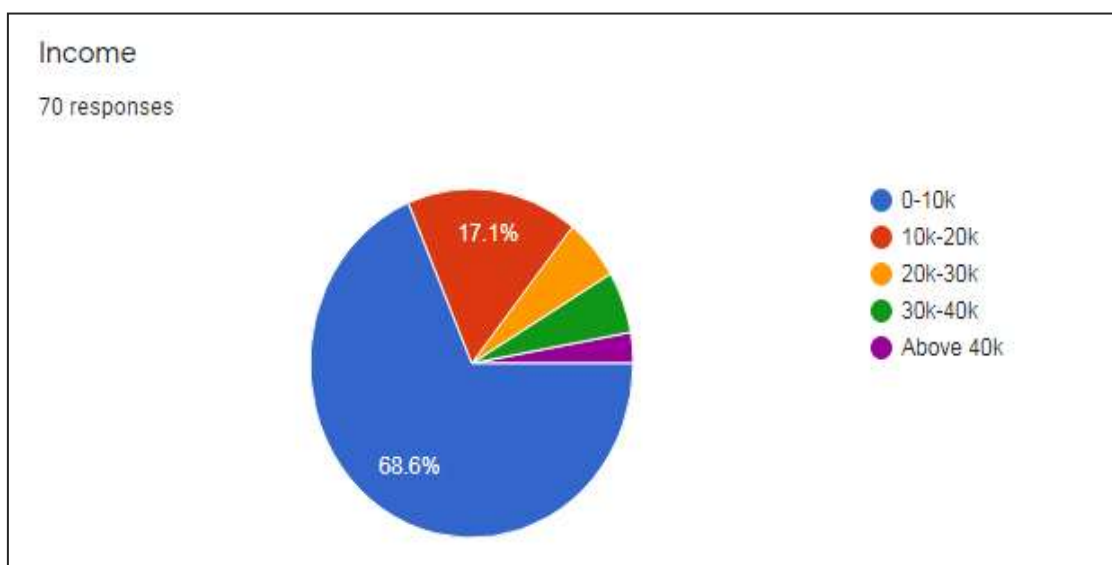
According to the occupational figure 4.2 of the respondents, the majority of those who took part in the survey are students, accounting for around 70.4% of the total. Of the remaining respondents, 12 % are service holders, 7 % are business owners and housewives, and 2% are bankers.

**Occupation- Student > Service Holder > House Wife > Business Owner > Banker**

An additional key demographic element is income level, which is represented in the following graph:



**Figure 4.3: Respondents of Income Level**



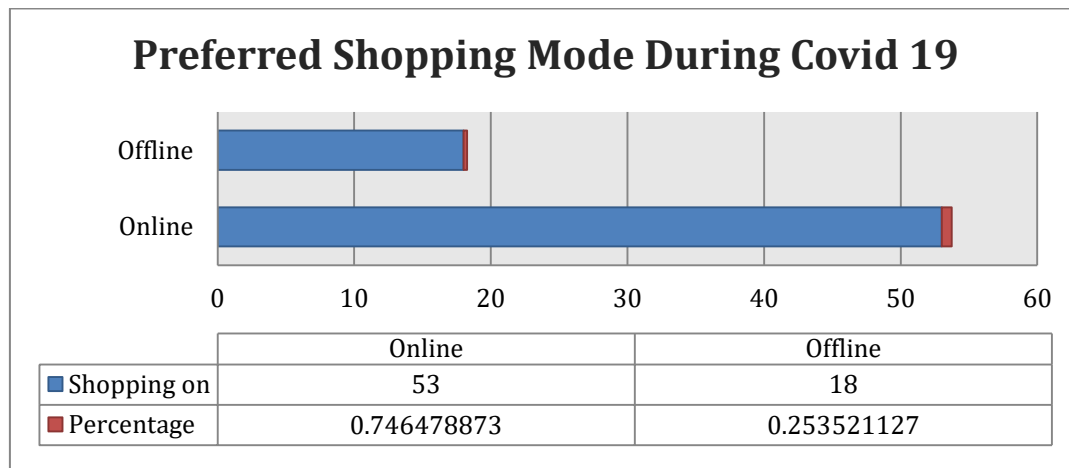
Among the respondents, income level from 0 BDT to 10k BDT is the highest number (68.6%) and income level from 10k BDT to 20k BDT is the second highest number (17.1%) involves online purchasing.

### 4.3 Analysis of Consumer Purchasing Behavior

The primary information is gathered through the use of a self-developed questionnaire during the Covid-19 scenario in the context of online and e-commerce industry sector in Bangladesh.

#### 4.3.1 Preferred Shopping Mode during COVID 19 Pandemic

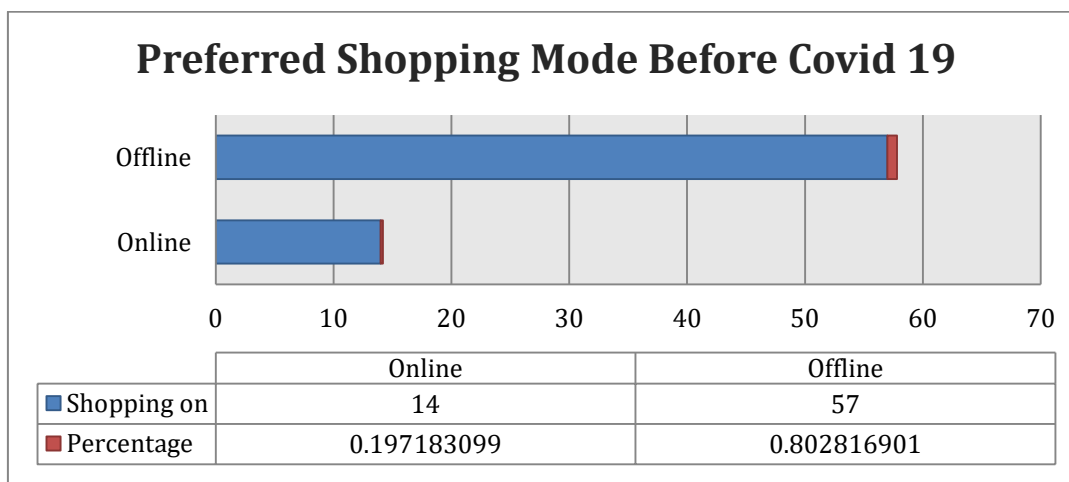
Consumers have been observed to avoid crowded markets in order to maintain social distance, and they prefer to shop online rather than in offline or visiting physical store.



**Figure 4.4:** Mode of Shopping during COVID 19

During a pandemic situation, the **figure 4.4** above depicts that more than 60% of individuals prefer online purchasing while only 40% prefer offline shopping, as shown in the graph above.

**Figure 4.5** depicts the preferred shopping manner before of Covid-19,



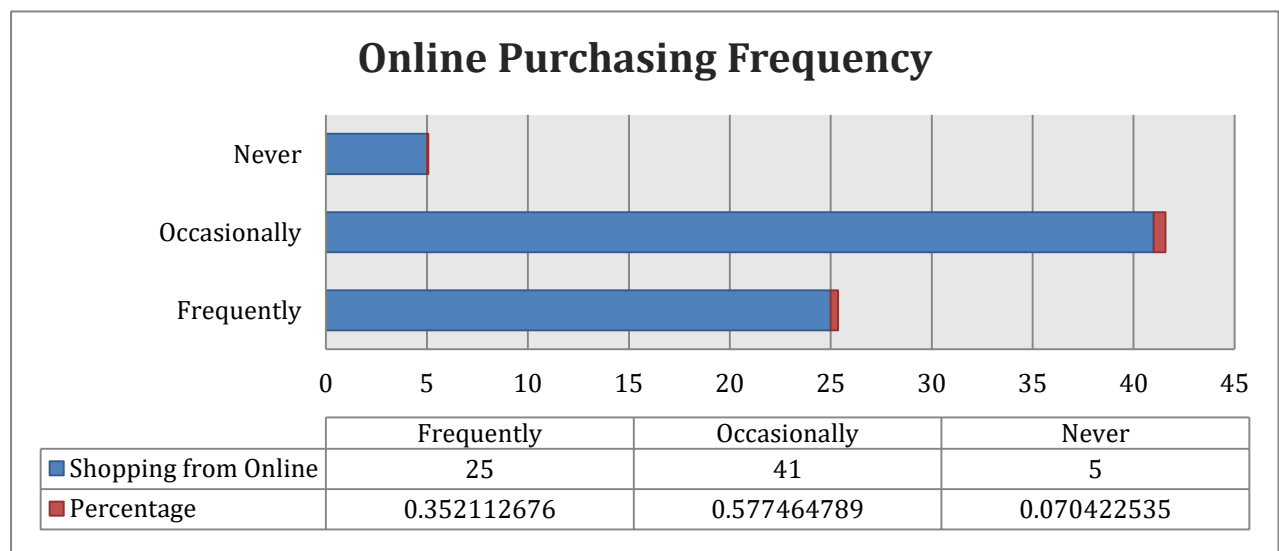
**Figure 4.5:** Mode of Shopping before COVID 19

Before COVID 19, the **figure 4.5** above depicts that more than 80% of individuals prefer offline purchasing while only 19% prefer online shopping, as shown in the graph above.

### 4.3.2 Online Purchasing Behavior

Online Purchasing Frequency	
Frequently	25
Occasionally	41
Never	05

Table: Frequency of Online Purchasing Behavior



**Figure 4.6:** Online Purchasing Behavior

A significant finding can also be drawn from the data in the following table and figure 4.6. It is revealed that the majority of respondents are accustomed to making online purchases on a regular and irregular basis. Only 5 respondents in our study have never bought an item over the online, which is a small number.

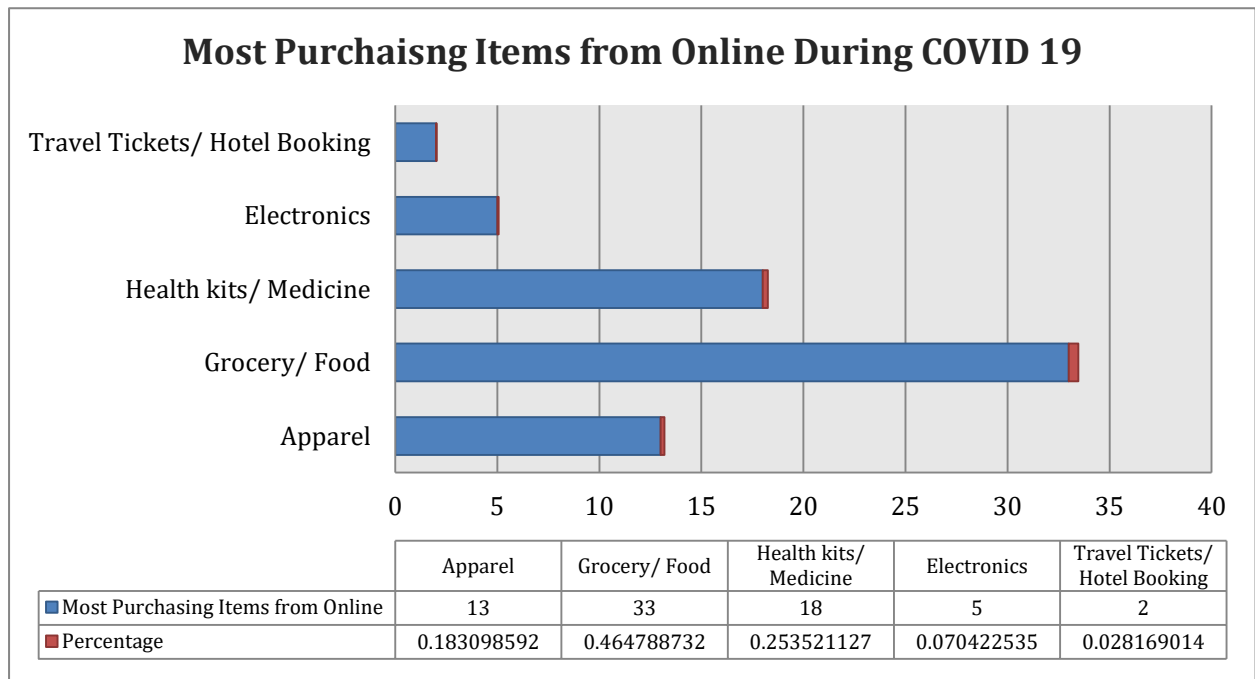
### 4.3.3 Most Purchasing Items from Online during COVID 19

The following figure 4.6 reveals the sample's tendency for online shopping, as seen by the fact that  $(25+41) = 66$  respondents are familiar with the practice.

During Covid-19, the majority of purchases are made on the online. Their demand varies depending on the time of day. The accompanying table and graph provide an explanation of how to purchase products through online in this case.

Most Purchasing Items from Online during COVID 19	
Apparel	18
Grocery/ Food	33
Health kits/ Medicine	02
Electronics	05
Others/ Travel Tickets/ Hotel Booking	13

Table: Frequency of Most Purchasing Items from Online during COVID 19



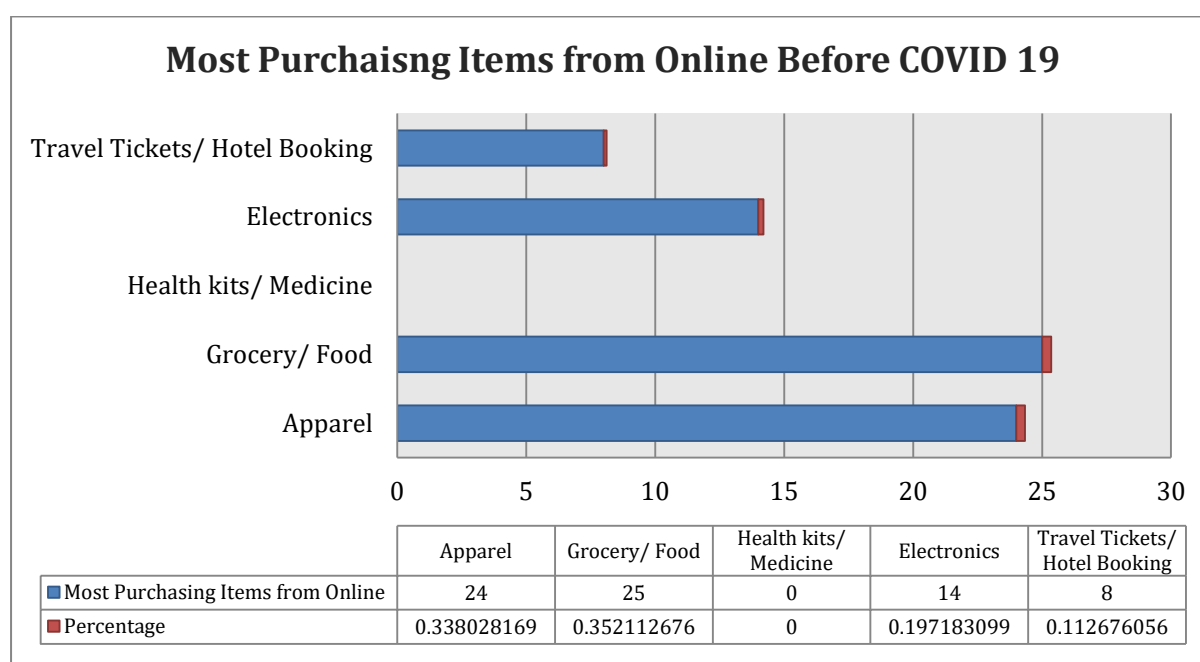
**Figure 4.7:** Most Purchasing Items from Online during COVID 19

From figure 4.7, the majority of respondents rely on the online for their food, grocery items, medical and apparel demand. However, as a result of the lockdown and other restrictions, the demand for hotel reservations and travel tickets has decreased.

#### 4.3.4 Most Purchasing Items from Online Before COVID 19

Most Purchasing Items from Online Before COVID 19	
Apparel	24
Grocery/ Food	25
Health kits/ Medicine	0
Electronics	14
Others/ Travel Tickets/ Hotel Booking	08

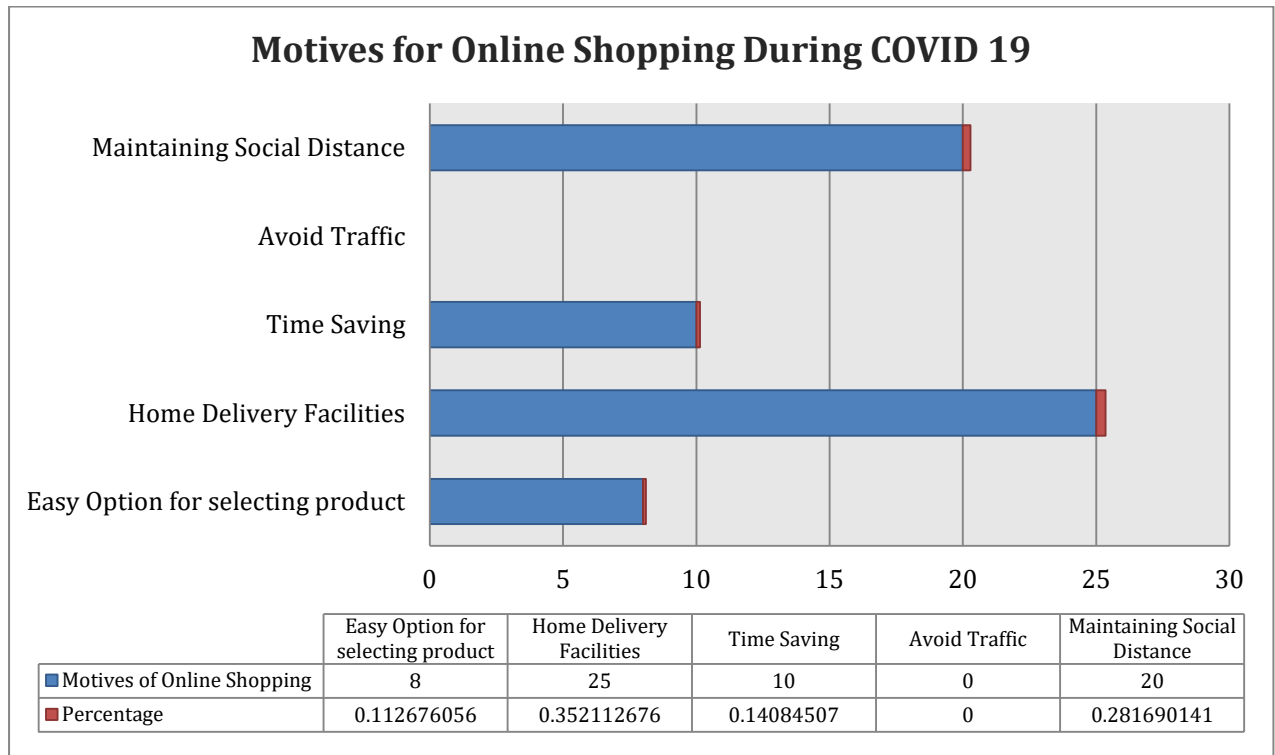
Table: Frequency of Most Purchasing Items from Online before COVID 19



**Figure 4.8: Most Purchasing Items from Online Before COVID 19**

According to the figure 4.8, consumers preferred to purchase foods, grocery items, apparel, electronics accessories and hotel reservations online prior before COVID 19, with food and grocery items purchases ranking top in each case before the outbreak.

### 4.3.5 Advantages of Online Shopping during COVID 19

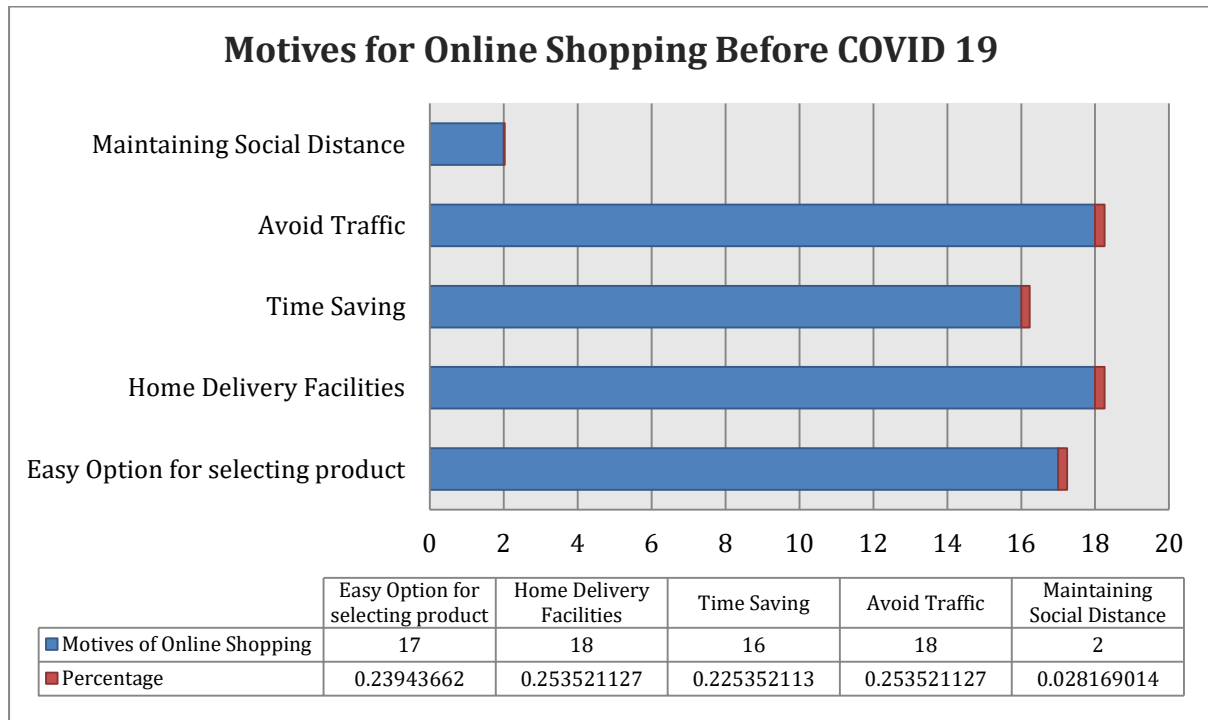


**Figure 4.9:** Motives for Online Shopping During COVID 19

When it comes to the advantages of making online purchases during COVID 19, social distance and home delivery service are currently the most significant factors to consider. According to the figure 4.9, around 28% percent of respondents believe that the advantage of social distance and 35% on home delivery service facilities are important and that they prefer to purchase online.



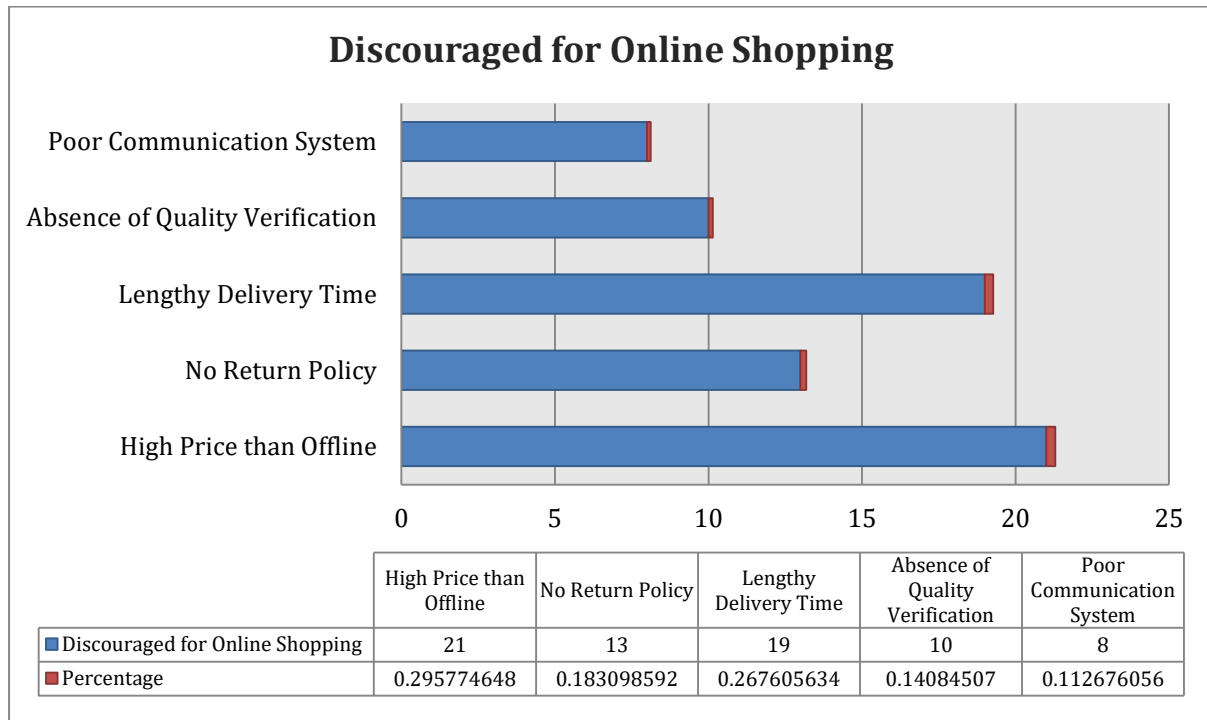
### 4.3.6 Advantages of Online Shopping Before COVID 19



**Figure 4.10: Motives for Online Shopping Before COVID 19**

When it comes to the advantages of making online purchases before COVID 19, avoiding traffic congestion, home delivery services, time savings and easy option are most significant factors to consider. According to the figure 4.10, around 25% percent of respondents believe that the advantage of avoiding traffic congestion and home delivery service facilities, 22% respondents save their times and 23% respondents feel easy to selecting items from online are important and that they prefer to purchase online.

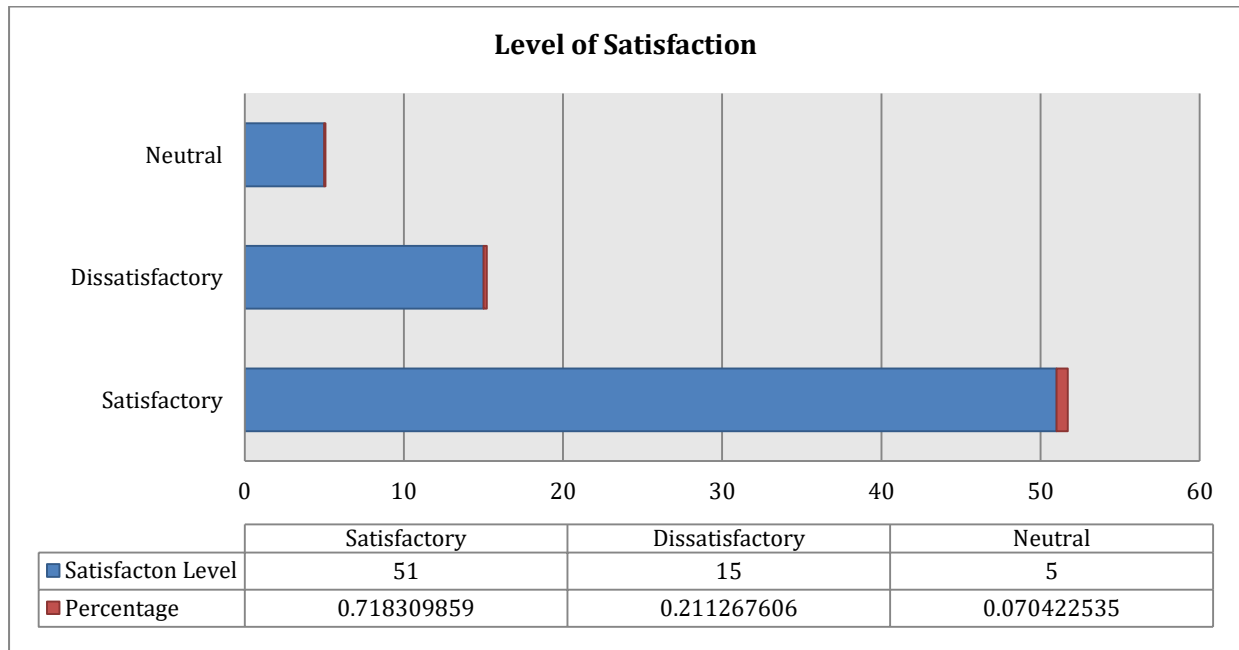
### 4.3.7 Disadvantages of Online Shopping



**Figure 4.11:** Discouraged for Online Shopping

According to the data from figure 4.11, majority of respondents prefer to shop offline rather than online due to the high price of online purchasing, lengthy delivery time processing, has no return policy. This factor is cited as one of the most significant drawbacks of shopping online by nearly 29%, 26% and 18% of respondents.

### 4.3.8 Customer Satisfaction Level on Online Shopping



**Figure 4.12:** Customers' Satisfaction Level on Online Shopping

In terms of online purchasing satisfaction, about 71% of respondents are satisfied with their shopping experiences, indicating a technological upward trend toward digitalization during the COVID 19 pandemic.

## 4.4 Findings

On this survey, in the context of demographics respondents, both males and females respondents participated on this online survey in where majority of customers are students and majority of customers' income level are in around 0-10k.

1. During the pandemic situation, in order to maintain social distance, majority of customers prefer online shopping rather than visiting physical store, but before COVID 19 it was the opposite.
2. Among the online purchasing customers, the majority of respondents are accustomed to making online purchases on a regular and occasionally basis.
3. And during the COVID 19 pandemic situation, the majority of respondents rely on the online for their food, grocery items, medical and apparel demand. But before COVID 19, consumers preferred to purchase foods, grocery items, apparel, electronics accessories and hotel reservation from online.

4. When it comes to the advantages of making online purchases during COVID 19, social distance and home delivery service are currently the most significant factors to consider for customers. But before COVID 19, consumers do shopping from online for the benefits of avoiding traffic congestion, home delivery services, time savings and easy option to select product items from online.
5. And during the COVID 19 pandemic, majority of respondents prefer to shop offline rather than online due to the high price of online purchasing, lengthy delivery time processing, has no return policy.
6. In terms of online purchasing satisfaction, majority of respondents are satisfied with their shopping experiences.

**CHAPTER 05**

**RECOMMENDATIONS AND**

**CONCLUSION**

## 5.1 Recommendation

The three segments that were identified demonstrate a demographically significant variation in the primary source of concern. According to the analysis and findings, high Price was the most important factor for the total population sample and then the factor was lengthy delivery time processing and no return policy in the case of online shopping. So, considering the factors, the online marketers should take proper and effective strategies to remain the customers on online shopping.

- In the case of reduces high price, marketers can give temporary discount offers on occasionally, buy one get one offers on seasonal products. Before setting the prices of products and items, they need to follow testing online pricing strategy.
- In the case of fast delivery services, marketers can build strong network of partner warehouse domestically, globally and internationally. In the competitive online and e-commerce market, fast delivery services can maximize your conversion rate, customer satisfaction and loyalty as well as can make more competitive with bigger market share.
- Every online and e-commerce company should build satisfactory return policy for their online customers, it can be made differentiate from other competitors.

## 5.2 Conclusion

The spread of the internet, the availability of online payment methods, and the overall ICT framework all influence and propel the growth of online businesses. The penetration rates of the internet in Bangladesh, as well as the coverage area of the country, are both higher now than they were previously. Despite the numerous problems associated with online buying, elements such as price, quality, security, dependability, time-saving, energy-saving, traffic ignorance, and so on are the most important considerations for clients when making their purchasing decisions. However, Covid-19 introduces the highly sophisticated of "social distance," which allows a huge number of customers to increase their intention to shop online, and individuals have no choice but to buy online for their fundamental and daily requirements. A large number of consumers increasingly rely on online as well as the digital economy, and in this way, the pandemic impediment is transformed into a chance to expose us as the digital economy continues to grow. According to the findings, online consumers in Bangladesh have a distinct buying pattern, which can be used by policymakers and techno-entrepreneurs to better align their existing policies and place more attention on developing

new ones in order to explore and promote digital trends in the country. This is unquestionably a positive development for the industry in the long run. However, if the pandemic persists for an extended length of time, a huge number of smaller e-commerce businesses will be forced to withdraw from the race, which could result in a major crisis.

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## Appendix

### Survey Questionnaire

#### COVID 19 Effects on Consumer Purchasing Behavior: Online Shopping in Bangladesh

Google Forms Link: <https://forms.gle/wuUaaUptWubFEzKT7>

Dear respected respondent,

The following questionnaire is designed to collect information from peoples and it's about the understanding of consumer buying behavior which is based on the current pandemic situation in the context of online shopping in Bangladesh. The information will be kept confidential and be used only for academic research purposes.

Please spare a few minutes of your valuable time to answer this simple questions.

**1. Gender**

- ☐ Male
- ☐ Female

**2. Occupation**

- ☐ Business Owner
- ☐ Banker
- ☐ Housewife
- ☐ Service Holder
- ☐ Student

**3. Income**

- ☐ 0-10k
- ☐ 30k-40k
- ☐ 10k-20k
- ☐ Above 40k

**4. During COVID 19- you purchase most from:**

- ☐ Online
- ☐ Offline

**5. During COVID 19- your online shopping is –**

- ☐ Never
- ☐ Occasionally
- ☐ Frequently

**6. Most Purchasing Items from Online during COVID 19**

- Apparel
- Grocery/ Food
- Health kits/ Medicine
- Others/ Travel Tickets/ Hotel Booking

**7. Most Purchasing Items from Online Before COVID 19**

- Apparel
- Grocery/ Food
- Health kits/ Medicine
- Others/ Travel Tickets/ Hotel Booking

**8. Motives for Online Shopping During COVID 19**

- Maintaining Social Distance
- Avoid Traffic
- Time Saving
- Home Delivery Facilities
- Easy Option for selecting product

**9. Motives for Online Shopping before COVID 19**

- Maintaining Social Distance
- Avoid Traffic
- Time Saving
- Home Delivery Facilities
- Easy Option for selecting product

**10. Discouraged for Online Shopping**

- Poor Communication System
- Absence of Quality Verification
- Lengthy Delivery Time
- No Return Policy
- High Price than Offline

**11. Level of Satisfaction on online Shopping**

- Satisfactory
- Dissatisfactory
- Neutral