

Project Report on
“Determining the Satisfaction Level of Online
Customers: Bangladesh Perspective.”

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on
**“Determining the Satisfaction Level of Online
Customers: Bangladesh Perspective.”**

Submitted to:
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Date of Submission:

Letter of Transmittal

15th October, 2024

Dr. Seyama Sultana
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Subject: Submission of the Project Report

Dear Madam,

With due regard, I would like to inform you that I have finished my project report on “Determining the Level of Satisfaction of Customers who Purchase Online: Bangladesh Perspective.”. The project is established on the satisfaction Customers who Purchase Online.

The whole experience of this project enabled me to get an insight into the real life situation. I have tried my best with my knowledge to make a full-fledge report by analyzing the requirements you have asked for. Besides this, there may be shortcomings. I would be grateful if you consider those from excusable manner.

I would like to express my sincere gratitude to you for your guidance and suggestions in preparing the report. I will be happy to provide any further explanation regarding this research report if necessary.

Sincerely yours,

Anushua Ansary

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Supervisor's Declaration

I hereby declare that the concerned report entitled “Determining the Level of Satisfaction of Customers who Purchase Online: Bangladesh Perspective.” is an original work by Anushua Ansary, Id: 111191031, Major in Marketing of School of Business & Economics, University of Information Technology & Sciences, Completed her internship under my supervision and submitted for the partial fulfillment of the requirement of degree of Bachelor Business Administration (BBA) at University of Information Technology & Sciences

I wish her every success in life.

Dr. Seyama Sultana

Associate Professor

School of Business & Economics (SOBE)

Student's Declaration

I am **Anushua Ansary**, student of United International University of School of Business & Economics, Major in Marketing. I do here by declare that the project report on “Determining the Level of Satisfaction of Customers who Purchase Online: Bangladesh Perspective” is real work. The report does not contain material recently published or composed by a third party, aside from where this is suitably referred through full and exact reference. The report does not contain material which has been acknowledge, or submitted, for any other degree or diploma at a university or other institution.

I also hereby declare that this project work is solely done by me under my supervisor, **Dr. Seyama Sultana**, Associate Professor, Department of School of Business & Economics (SoBE), United International University.

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Acknowledgement

At the very beginning, I would like to express my deep gratitude to the almighty Allah for giving me the ability to complete this Project Paper within the scheduled time and without any major tribulation. I also want to thank all the people who have given their support and assistance and extremely grateful to all of them for the completion of the Project Paper successfully .I would like to express my heartiest gratitude to my academic supervisor Dr. Seyama Sultana Associate Professor, School of Business & Economics (SoBE) Of United International University for her important suggestions; excellent guidelines and supervision for completing this Project Paper. Although I could not be able to get any opportunity to gain practical knowledge about the bank activities due to the recent unknown situation but her suggestions and comments to make the Project Paper a good one was really a great source of spirit for me. It would be impossible to complete the Project Paper successfully within the specific short time period without his prime support. At last, but not least, I am very grateful to my entire family members especially to my parents for their respective support and inspiration to accomplish my study.

Executive Summary

The project "Determining the Level of Satisfaction of Customers Who Purchase Online: Bangladesh" tends to talk about the variables influencing customer satisfaction in the place known as Bangladesh, where the e-commerce business is profoundly developing. Due to this increasing dependence on online shopping, businesses should understand customer behavior and their level of satisfaction to keep themselves competitive. It addresses the fundamental trouble spots of the business, namely delivery inefficiencies, absence of trust, and non-standardized return policies while emphasizing product quality, ease of website use, secure payment systems, and customer service. The review identifies basic elements forming online shopping experiences, like the prevalence of money down payment choices, the frequency of online purchases, and developing consumer trust in established stages, through industry examination, a review of related literature, and empirical information. It likewise probes into gender-based differences in shopping preferences and satisfaction levels, therefore giving a nuanced understanding of diverse customer needs. That's what the discoveries reveal however customers like the convenience of online shopping, issues, for example, the authenticity of the product, correspondence holes, and delays in coordinated factors remain a major concern. It proposes recommendations for further developing website design, and delivery systems, securing exchanges of money, and building customer trust by taking on transparent policies. It further suggests leveraging emerging technologies like man-made brainpower for personalized shopping experiences and embracing information-driven marketing strategies to effectively reach their customers more. Whenever done, addressing such focuses would help online vendors strengthen customer relationships, accordingly leading to increased levels of satisfaction and further driving sector development. The discoveries serve as a guide for businesses seeking to line up with customer expectations and support long-haul success in the competitive e-commerce landscape.

Keywords: Customer Satisfaction, E-commerce in Bangladesh, Online Consumer Behavior, Trust and Security, Delivery Efficiency, Product Quality

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CHAPTER I: INTRODUCTION

1.1 Background of the study

The emotional ascent of online business is surprising for Bangladesh where the district has been encountering a build yearly development rate (CAGR) of more than 25% in the past. As referenced in a report ready by e-Taxi, a web-based business Relationship of Bangladesh, the area was assessed at north of 2 billion bucks in 2023, which is a huge increment from an expected 650 million bucks in 2018. There are many explanations behind this development, including the rising entrance of mobile phones which arrived at close to half of the populace in 2023, and the presence of minimal expense web, with north of 126 million dynamic web clients in the country. Besides, the public authority's help through drives, for example, the Computerized Bangladesh Vision 2021 has established a positive climate for the improvement of online business undertakings. At a general level, the historical backdrop of web-based business in Bangladesh can be followed back to the last part of the 2000s when the early web-based business adventures restricted numerous items and administrations. The business picked up speed as advanced education improved and installment passages, for example, bKash and Rocket changed the computerized value-based scene. Notwithstanding this, the Coronavirus pandemic went about as a vital watershed, with severe lockdowns driving virtually all shoppers to involve online stages for both fundamental necessities and insignificant buys. This change achieved the passage of new players and uplifted rivalry among the current ones, prompting expanded development and enhancement of administrations. Buyer dedication anyway remains a test for the web-based buying organizations in Bangladesh. Fulfillment complaints around late conveyances, item mistakes, wrong things, unfortunate client care, as well as the absence of harmonization of costs,s are predominant. These worries are exacerbated by infrastructural issues, for example, wasteful street organizations and calculated holes in the country's regions. Besides, an absence of trust in web-based stages and e-installment frameworks stays a test, with numerous customers favoring money down. This comprehension of trouble spots will help organizations create and apply methodologies that further develop

administration quality, trust, and maintainability in a profoundly serious commercial center.

1.2 Statement of the Problem

Consumer dedication anyway remains a test for the web-based buying organizations in Bangladesh. Fulfillment complaints around late conveyances, item mistakes, wrong things, unfortunate client support, as well as an absence of harmonization of costs, are common. These worries are exacerbated by infrastructural issues, for example, wasteful street organizations and calculated holes in the country's regions. Besides, an absence of trust in web-based stages and e-installment frameworks stays a test, with numerous customers leaning toward money down. This comprehension of trouble spots will assist organizations with creating and applying systems that further develop administration quality, develop on trust, and maintainability in a profoundly serious commercial center.

1.3 Objectives of the Study

The master aim of this study is to measure the level of customer satisfaction among mortals who buy products online in Bangladesh. The specific objectives of the discipline are as follows:

- To pass judgment on customer satisfaction across key dimensions such as mathematical product quality, pricing, bringing service of process, customer support, and website usability.
- To identify the key drivers of charm customer satisfaction in the Bangladeshi e-commerce industry.
- To study the col between client anticipation and actual experiences with online shopping political platforms in Bangladesh.
- The aim is to study the role of trust, surety, and payment systems in shaping customer satisfaction and loyalty in online shopping.
- The aim is to provide actionable recommendations for e-commerce businesses in Bangladesh on how to improve client satisfaction and retention.

1.4 Theoretical Framework and Research Hypotheses

This examination takes on a hypothetical structure that is grounded in laid-out consumer loyalty and web-based business models to dissect the Bangladeshi web-based business area. The SERVQUAL Model, which sees five components of administration quality — substance, dependability, responsiveness, confirmation, and sympathy — will be applied to inspect encounters during web-based shopping. The Hope Disconfirmation Hypothesis, with an emphasis on the hole among assumptions and genuine encounters of clients, assists with recognizing drivers of fulfillment or disappointment. Moreover, the Innovation Acknowledgment Model (Cap) is being utilized in the appraisal of discernments regarding convenience and handiness in client communication with web-based business sites. Both together give a very thorough base to grasp the significant elements that shape consumer loyalty in this thriving area.

Research Theories

Coming up next are the speculations to be tried in this review:

- **H1:** Item quality affects the degree of consumer loyalty in web-based shopping in Bangladesh.
- **H2:** Valuing procedures have a positive connection with consumer loyalty for online customers.
- **H3:** Conveyance administrations, including idealness and precision, essentially impact consumer loyalty.
- **H4:** Site convenience and client experience emphatically influence consumer loyalty.
- **H5:** Compelling client care administrations are straightforwardly connected with higher consumer loyalty levels.
- **H6:** Confidence in installment frameworks and information security altogether affects clients' fulfillment and faithfulness.

1.5 Motivation of the Study

This research is motivated by the rapid growth of e-commerce in Bangladesh and the fundamental role that consumer loyalty plays in achieving success in this

highly competitive market. As an increasing number of consumers turn to online shopping, challenges arise about problems related to trust issues, delivery reliability, product quality, and customer support. A large number of customers have complained about dissatisfaction due to delayed deliveries, poor communication, and problems with returns. This paper has sought to understand these very elements, which are the foundation for any organization in addressing gaps in service delivery and further entrenching customer loyalty. The means of review provide salient points of knowledge that would help web-based business organizations improve their contributions and contribute to the broader Internet business research in developing economies, such as Bangladesh.

1.6 Scope of the Study

This research evaluates the level of satisfaction of Bangladeshi customers who purchase over the Internet, covering all major web-based commercial platforms as well as different demographics of consumers. It also includes other locations in Bangladesh, both urban and rural areas. Its target population covers people who have made at least one online purchase over the last six months with all age groups, income levels, and educational institutions. The survey will seek satisfaction in areas such as product quality, prices, delivery services, customer support, the usability of websites, and trust in payment systems. This will be based on collecting data over several months, with the main aim being to give an accurate reflection of current trends in satisfaction, excluding non-users of the internet and B2B transactions. The findings are to be used for hands-on insights by both e-retailers and decision-makers.

1.7 limitations of the Study

- They cannot possibly represent the whole population, given the possible influencing factors such as topography, economic base, or access to the Internet.
- Data from questionnaires and focus groups are subject to sources of bias, such as recall bias and social desirability.
- Infrequent varieties in that line of thinking may be missed by the audit since there is not enough time or opportunities for data collection.

- The rapid changes in the online business market may make the findings less relevant after some time. The analysis focuses on critical factors of satisfaction, except other possible influences such as biological or psychological ones.
- It reviews only Bangladesh and may not reflect the satisfaction differences between other regions or segment groups.

1.8 Definition of key Terms

The accompanying key terms are defined for lucidity and to support a typical understanding of the ideas explored in this review:

Customer Fulfillment: The level to which customer prospects are adequately met by the items and services delivered through an e-commerce stage. In addition to other clothes, this would involve item quality, evaluation, speed of delivery, customer service, and convenience of the website.

Shopping On-Line: The movement of buying items and working online, regularly through e-commerce websites or mobile applications — perusing items, making an order, paying for it, and delivery.

E-commerce: The exchanging of work and items through electronic means, fundamentally the internet. This involves different online business models, including business-to-consumer (B2C), consumer-to-consumer (C2C), and business-to-business (B2B).

Delivery Services: The movement and delivery of items ordered online to the customer's desired address. Speed, exactness, packaging, and state of the item upon arrival are core determinants of customer fulfillment.

Item Quality: Attributes of the item that exceed or exceed customer expectations. That could include things like strength, usefulness, design, and packaging. On the e-commerce site, apparent quality might be resolute by result descriptions, reviews, and images.

Esteeming: The price of an item or service, including limitations, improvements, and value for money apparent. Esteeming is a fundamental component that can

affect consumer buying choices and overall fulfillment with the online shopping experience.

Website Utility: How easily customers can navigate and utilize an e-commerce website. This comprises the site design, speed, usefulness of item search, and till processes. An easy-to-use website helps to increase customer fulfillment while decreasing dissatisfaction.

Customer Support/Service: The help an e-retailer delivers before, during, and after a purchase includes replying to questions, overwhelming objections, taking care of returns, and giving technical assistance. The nature of customer service is one of the main variables in decisive customer fulfillment and reliability.

Trust in Payment Systems: The confidence customers have in the security, reliability, and efficiency of online payment methods used in e-commerce phases. Trust is fundamental to encouraging repeat purchases and developing long-stretch customer connections. Expectancy-Disconfirmation Theory: A mental theory explaining customer contentment is based on the relationship between their expectations and genuine encounters. On the off chance that the prospects are met or exceeded, fulfillment ensues; otherwise, there is disappointment. SERVQUAL Model: A service quality model that identifies five key dimensions influencing customer fulfillment: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions are further used in the valuation of service quality across a variety of industries, including e-commerce. Faithfulness: Customer dependability towards repurchasing from the same online phase, as it is pleasing to them based on previous experiences. It has generally been associated with elevated degrees of contentment, trust, and positive emotional ties with the brand.

1.9 Organization of the remaining chapter

This research is sequentially organized into five chapters that deal with specific aspects of the research. Chapter II reviews relevant literature and theoretical establishments; an investigation of the industry is made in the field of e-commerce in Bangladesh, covering market trends, challenges, opportunities, and

variables influencing online shopping fulfillment. Chapter III describes the methodology of the research, hence the type of research design, inspecting techniques, how to develop a questionnaire, the process of collecting information, and how the collected information will be investigated. Chapter IV represents the discovery of the review by segmenting demographic bases, shopping preferences, trust issues, spending propensity, mode of payment, and other variables that could explain the trend and behaviors in the Bangladeshi e-commerce market. Chapter V presents the summary of findings, recommendations to deal with problems identified, realize customer satisfaction, and mentions the directions for possible future research. The review has been concluded with references and an appendix, which comprises the sources consulted and materials used to support the information.

CHAPTER II: REVIEW OF THE LITERATURE

2.1 Introduction

E-commerce in Bangladesh has grown fast, revolutionizing consumer shopping tendencies from conventional physical stores to online stages. This change is basically due to increased access to the internet, the rampant use of smartphones, and the developing convenience of computerized payment systems. All these factors have made online shopping more accessible and convenient, hence attracting additional consumers. With this increased demand, however, comes the need for e-commerce businesses to zero in on customer fulfillment—a key differentiator in this profoundly competitive market. Customer fulfillment in e-commerce is no longer about meeting basic prospects but about offering exceptional provision that fosters customer loyalty, repeat purchases, and positive reviews. Issues such as the quality of the product, evaluation, ease of website navigation, delivery time, and customer facility all have very important roles in determining a customer's satisfaction level. Companies should concentrate on improving these variables to gain a modest edge in the market of Bangladesh, where online customers are becoming gradually more aware. As e-commerce grows, so do challenges about customer satisfaction. In Bangladesh, for example, issues like delayed item delivery, lack of transparency in return policies, and security anxieties around online exchanges are prominent variables affecting customer trust. Additionally, the fluctuating levels of progressive literacy among consumers can influence their online shopping experience, making it critical for businesses to design stages that are easy to use for all customer segments. This chapter highlights the need for sympathetic and evaluating customer satisfaction in the fast-growing e-commerce market of Bangladesh. Identifying the major drivers of satisfaction, this study will deliver actionable pieces of knowledge for businesses to enhance their offerings and ensure that their basics meet the expectations of their expanded customers. This research will also help the policymakers create an environment that nurtures trust and development in the e-commerce subdivision, contributing to the overall economic development of Bangladesh. The drive of this study is to provide an in-depth

sympathetic of the variables that impact customer satisfaction and give online firms the tools they need to recover their customer experience. By tackling these variables, businesses can develop a healthier relationship with customers, grab a better market share, and be eventually assured of long-haul achievement in the ever-developing e-commerce business sector of Bangladesh.

2.2 Industry analysis

E-commerce in Bangladesh has been a critically changing industry for the last few years, becoming an important part of the country's economy. The fast development has been driven by technological changes, including increased internet penetration and widespread use of smartphones, which have made online shopping more accessible to a larger piece of the populace. Major e-commerce platforms such as Daraz, Evaly, and Pickaboo have emerged and succeeded in selling everything from electronics and dresses to groceries. The introduction of hassle-free payment methods like Money Down has also helped build trust among customers. Government policies promoting the digital economy and better strategies in infrastructure have also contributed to this growth. Yet, the sector faces several challenges, such as the security and authenticity of online exchanges, delays in delivery, and inconsistent customer service, which may dent customer fulfillment and faithfulness. Despite these hurdles, the future of e-commerce in Bangladesh remains splendid, with further development anticipated due to the expansion of computerized literacy, the increasing use of mobile wallets, and the improvement in delivery systems. Businesses that focus on addressing these challenges, improving customer experiences, and enhancing their payment and operational arrangements will be well-placed to succeed in the competitive online market and contribute to the broader advanced economy of Bangladesh.

2.2.1 Specification of the industry

E-commerce in Bangladesh is a quickly developing industry, with the cooperation of different types of products and services in digital stages. This chapter features the defining characteristics of the business, including the significant product

gatherings, customer segments, stages, and business models leading in the Bangladesh e-commerce market.

1. Product Categories

Bangladesh's e-commerce shelters quite several creation categories, which satisfy the different needs of online shoppers. These include the accompanying critical categories:

Consumer Electronics: Products, for example, smartphones, workstations, tablets, home applications, and other electronic gadgets are among the most accepted products in an e-commerce setting. The demand for consumer electronics has increased as technology and digital devices in day-to-day living are on the rise.

Apparel and Style: Clothing, footwear, fittings, and jewelry are well-known product categories in online shopping. Online style supplies offer a wide range of choices for men, women, and children, often showing the latest trends and repeating collections.

Groceries and Food Delivery: Online grocery shopping has seen huge development, especially during the COVID-19 pandemic, as people look for convenient approaches to purchasing food and domestic essentials. Electronic commerce stages presently offer services for the delivery of groceries, fresh produce, packaged food varieties, and shockingly prepared meals.

Beauty and Personal Care: Skincare, hair care, makeup, and individual hygiene are often ordered online; simultaneously, there has emerged a demand for natural and ordinary beauty products. Quite a few neighborhood and international brands are currently inside the grip of Bangladeshi consumers through electric shopping stages.

Books and Stationery: E-commerce stages have additionally become the central focus for buying books, school/college/foundation level educational programs, and notepaper items. Academic and educational program books, fiction, and e-books garner reverence in online purchases.

Furniture and Home Style: The sale of furniture, home decorations, and style items has augmented with the development of online shopping. E-commerce stages enable customers to view a wide range of designs and styles for home development.

Health and Fitness Products: Products like fitness equipment, supplements, and wellness fittings are increasingly being sold on e-commerce websites. Online supplies likewise offer fitness classes and health sessions, which is a developing trend toward wellness.

2. Customer Segments

Bangladesh's e-commerce serves a whole slew of customer sections, with very separate characteristics and buying propensities:

Youthful Grown-ups and Students: This gathering is very tech-sharp, and they are inclined to go for style items in hot demand, gadgets, design, and low-budget services. They seek convenience and are active on social media, which affects procurement behavior.

Middle-Class Families: Middle-income families are increasingly depending on online purchases for standard items like groceries, dress, and home applications. They are generally driven by price sympathy, searching for deals, cutoff points, and convenience.

Working Professionals: Occupied professionals, especially in metropolitan cities, skull towards e-commerce for saving time. They show interest in buying products, for instance, office supplies, electronics, personal care items, and even staples.

Affluent Consumers: Affluent consumers are those who will pay more for excellent or proprietary products. They are very much attracted to extravagance merchandise, top-of-the-line consumer electronics, and elegant design and search for modified services and exclusive offers.

Country Consumers: While the majority of the e-commerce movement happens in the metropolitan middle, there is a developing segment of provincial customers

who are beginning to shop online. The greater part of them prefer money-down choices and are searching for essential harvests like dresses, shoes, and groceries.

3. E-commerce Stages and Marketplaces

A few stages are foremost the way in e-commerce business in Bangladesh. These stages provide different gatherings of products:

Daraz Bangladesh: The principal and most well-realized online shopping stage in Bangladesh, Daraz sells a ton of stuff, going from microprocessor technology and design to home appliances and groceries. This stage offers both neighborhood and worldwide brands, among others, glimmer sales, cutoff points, and, surprisingly, an emotionally helpful customer care network.

Pickaboo: Specializing in electronics and gadgets, Pickaboo is known for offering a wide variety of mobile phones, computers, and extra tech products. It likewise provides a user-friendly interface and flexible total choices.

Evaly: Evaly is an emerging e-commerce stage that offers a wide selection of products, from design to electronics. It has increased omnipresence in offering cutoff points and special deals, however, it has been surrounded by some controversies concerning product delivery and customer service.

Chaldal: A leading online grocery delivery stage in Bangladesh, Chaldal permits customers to search for groceries and get them carried right to their entryways. It caters to metropolitan families and occupied specialists searching for convenience.

AjkerDeal: Another very significant player in the Bangladeshi e-commerce market, AjkerDeal sells everything from electronics and design to household products. The stage focuses on reasonable prices and limits.

Bikroy: A stage for second-hand merchandise, Bikroy permits operators to trade used products like furniture, electronics, vehicles, and property. This stage facilitates peer-to-peer exchanges, creating its sole in the Bangladeshi e-commerce market.

4. Business Models in E-commerce

The Bangladeshi e-commerce industry capabilities on several business models, including:

Business-to-Consumer (B2C): The most known version of the business model would be when online stores are selling products directly to end customers. This model encompasses phases like Daraz and Pickaboo, offering a wide range of products from different brands.

Consumer-to-Consumer (C2C): This model caters to exchanges between consumers; this is often viewed at phases like Bikroy, where users can expertise in second-hand products.

Business-to-Business (B2B): Some stages center around mass exchanges and the vending of products to businesses. This model includes wholesalers and dealers that sell their products in mass to either retailers or manufacturers.

Membership-Based: Some e-commerce stages provide membership services, for instance, online magazine memberships, membership boxes of yields, and membership-based services. This model is acquiring ubiquity in fields like entertainment and lifestyle products.

Marketplaces: Numerous e-commerce stages in Bangladesh are marketplaces, anywhere multiple sellers can list their products, including Amazon and eBay. In this model, the double consumers and sellers benefit from having a wide variety of products and modest value.

5. Trends in the E-commerce Industry

The Bangladesh e-commerce industry keeps on developing, and a few trends are denoting its future as needs be:

Mobile Commerce: With the increase in the usage of smartphones, mobile commerce has become a suitable method for shopping among end-consumers. Stages are subsequently making investments in mobile-friendly websites and applications that will upgrade the shopping experience.

Digital Payment Systems: Digital wallet and online payment systems, namely bKash, Rocket, and Nagad, have been developing towards appropriateness for making online payments in an extra secure manner. Such increased reception will be critical for the development of this business.

Social Media and Influencer Marketing: Social media stages like Facebook, Instagram, and TikTok are assuming a major part in heavy e-commerce sales. Influencer marketing is especially real in reaching younger consumers and promoting forward products.

Computerized Reasoning and Personalization: Man-made consciousness is being utilized to personalize the shopping experience for customers. By investigating customer information, e-commerce stages can suggest harvests to customers that are more likely to be of interest to them, in this way enhancing customer fulfillment.

2.2.2 Size, trend, and maturity of the industry

The Bangladeshi e-commerce industry has developed at a fast pace, powered by quick technological changes, increased access to the internet, and mobile commerce. With an estimated \$3 billion of every 2023, this market is likely to swell to \$6-7 billion by 2026. More than 100 million people in Bangladesh have access to the internet, and mobile commerce represents over 60% of the complete sales of e-commerce. The Coronavirus pandemic accelerated the shift to online shopping, and digital payment stages like bKash and Nagad have made exchanges easier and safer. Social media stages like Facebook and Instagram are vital for reaching customers, and influencer marketing has become a key strategy. However delivery infrastructure has improved, challenges remain, especially in rustic areas. E-commerce stages are investing in nearby warehouses and better delivery systems to ensure faster service. However the business is currently at a nascent stage compared to worldwide markets, it is developing quick and places Bangladesh as a central part in regional e-commerce. With projected yearly development rates of 15-20%, in the future, the business will keep on changing due to improved infrastructure, consumer trust,

and the integration of very good quality technologies like man-made intelligence and augmented reality.

2.2.3 External economic factors

The e-commerce industry in Bangladesh is fundamentally influenced by a variety of external economic variables that affect its development and development. One of the most notable is economic development; as the state experiences steady Gross domestic product development, disposable income levels have risen, leading to an increase in consumer spending power, especially in metropolitan areas. This economic prosperity has expanded the potential customer base for online retailers. Another key variable is expansion, which affects both consumer buying power and operational expenses for e-commerce businesses. Expansion can lead to higher prices for labor and products, making consumers more price-sensitive, while increasing expenses for online stages in terms of transportation, warehousing, and raw substances. Moreover, exchange rates assume a part, especially for e-commerce businesses that engage in cross-border trade. Fluctuating exchange rates can affect the expense of introduced products, thereby swaying valuing strategies. The work market is another basic component, as a skilled workforce is required to help the technological and calculated demands of the e-commerce sector. In conclusion, international trade policies and controlling changes, for example, levies and import-export restrictions, affect the accessibility and cost of products. These external financial variables, combined with advancements in digital infrastructure and changes in consumer behavior, continue to shape the trajectory of Bangladesh's e-commerce industry.

2.2.4 Technological factors

In any development and evolutionary process in the e-commerce industry, the role of technological variables becomes vital. One of the main influencing factors relates to the rapid expansion in internet connectivity and increased accessibility to smartphones. The increasing accessibility of mobile internet access would, therefore, enable more significant parts of the populace to be involved in online shopping stages, including those living in country areas. This surge in the use of mobile phones has, therefore, led to the proliferation of m-commerce, which

facilitates consumers shopping on the run. Advancements in the digital payment system have been playing a basic role in the development of e-commerce, while mobile wallets, such as bKash, Rocket, and Nagad, are giving secure, convenient, and cashless exchanges. The rise in the adoption of e-wallets and contactless payments, generally speaking, enhanced the overall shopping experience and helped consumer confidence in online purchases.

2.2.5 Barriers to entry

New players face a high entry barrier in the Bangladeshi e-commerce market, including high capital beginnings, strategy challenges, and consumer trust. The new companies have to bear enormous expenditure on the development of the online stage, building a secure payment gateway, arranging for inventory, and a dependant delivery network to contend with the established players. The underdeveloped coordinated issues infrastructure, especially in natural areas, makes the delivery process quite complex and increases operational costs. Moreover, winning consumers' trust is quite a task since many customers keep going back to existing platforms such as Daraz or Evaly. Newcomers have to invest a lot in marketing and customer protection in order to make differentiations. The modest landscape dominated by larger players with economies of scale further constrains opportunities for newcomers, especially in well-realized categories like CPU technology and style. Besides, regulatory challenges include evolving regulations around data protection, consumer privileges, and duty assessment, adding another layer of trouble that requires expertise and resources to navigate. At last, with limited technological reception, especially for modern advanced technologies like man-made awareness and augmented reality, which require higher investment and concentrated technological help for new businesses, this market indeed is too attractive to possibly be in any capacity reserved from considering this large number of barriers a piece; however, the establishment of new ventures is a piece.

2.2.6 Supplier Power

In Bangladesh's e-commerce industry, supplier power means the power of the suppliers to influence product valuing, accessibility, and the general

competitiveness of the e-commerce stages. The power of suppliers differs based on variables such as product type, competition among suppliers, and the relationship between suppliers and e-commerce businesses. For widely available products like electronics or attire, the abundance of suppliers reduces individual supplier influence because competition diminishes their bargaining power. However, in the case of niche or specialized products, the bargaining power of suppliers increases. Branded or popular products, for instance, international electronics or extravagance provide suppliers with greater control in pricing and terms since such products are key differentiators for e-commerce platforms. Supplier reliability is another important factor, as vendors that can ensure consistent delivery and product availability have stronger positions, particularly considering the challenge of coordinated factors in Bangladesh. Exclusive agreements or limited product accessibility further increase supplier power, especially in categories like 'electronics'. However, the emergence of direct-to-consumer models, global sourcing, and local assembling is decreasing the dependency of e-commerce companies on local suppliers, providing them with more competitive alternatives. In this way, while supplier power remains high, technological advancements and wider sourcing options are enabling e-commerce companies to negotiate better terms and reduce dependency on individual suppliers.

2.2.7 Buyer Power

In the Bangladeshi e-commerce industry, buyer power refers to the influence consumers have on the value, quality, and accessibility of the product. This power relates to easy correlation shopping, price sensitivity, accessibility of alternatives, and access to data. Consumers can have quick access to looking at prices, products, and reviews across multiple stages and are hence empowered to be better buyers and negotiate. Price sensitivity is a significant calculation because numerous buyers in Bangladesh are budget-cognizant, which makes them chase after limits and advancements. E-commerce development has brought more retailers to the table for comparable products, and it enables consumers to change stages due to better prices, quality, or service. Therefore, it enhances the haggling power of the consumer. Customer reviews and

evaluations likewise assume a very significant part: positive and negative feedback influences buying decisions. Social media amplifies this power, with stages like Facebook and Instagram enabling consumers to voice sentiments and influence others. Furthermore, return policies and responsive customer service enhance buyer power, as e-commerce businesses should offer secure buying experiences to retain customers. End Buyer power in Bangladesh's e-commerce market is therefore high, driving businesses to innovate, offer competitive valuing, and provide excellent customer service to remain competitive.

2.2.8 Threat of Substitutes

In the context of the e-commerce industry in Bangladesh, the threat of substitutes will mean the availability of alternative products, services, or ways of shopping that can satisfy the needs met by online retailers. Despite the rapid growth of e-commerce, brick-and-mortar retail is still an important substitute product, with many consumers continuing to prefer shopping in stores for such items as groceries, fashion, and electronics because they are immediately available, they can be viewed and touched, and customer service is immediate. Social media-based purchases have also become an alternative, where, for instance, Facebook and Instagram have allowed buyers to directly contact the sellers, often for lower prices and without a delivery charge. Local fairs and markets, being places where one can negotiate prices and buy goods immediately, become substitutes for less valuable commodities. The rise of second-hand and refurbished merchandise, especially electronics, has also provided a cheaper substitute for the new products sold online. Furthermore, the emergence of local delivery services, such as food delivery apps and courier services, has facilitated consumers in receiving goods directly from local stores without depending on e-commerce platforms. Therefore, e-commerce businesses in Bangladesh should keep offering competitive prices, convenience, and unique customer experiences to counter the threat of these substitutes.

2.2.9 Industry Rivalry

Competition in the Bangladeshi e-commerce market is intense, with ever-developing numbers of players making the competitive landscape increasingly

competitive. Major stages like Daraz, Evaly, and Ajkerdeal dominate the leading situations in the market, while a ton of small and niche players vie for market share, subsequently driving ruthless competition along with valuing, the accessibility of the products, and speed of delivery. Evaluation of wars is a major component where stages give limits, advancements, and glimmer sales to draw in price-sensitive consumers, which can reduce net revenues and increase competition. Product differentiation is another major element; businesses have to diversify their product offerings to be different from one another in a crowded market. Customer service includes ease of route, speed of order fulfillment, responsiveness of help, and return policies, which become significant in retaining customers and fostering brand devotion. Technological advancement assumes its part, too, where investments by stages are made in user-friendly websites, mobile applications, secure payment gateways, and efficient coordinated operations to outcompete each other. Advertising and marketing further heighten the competition with heavy investments in digital strategies to increase brand perceivability. For instance, the entry of international players such as Amazon and Alibaba further comes down on neighborhood stages to innovate and compete with worldwide goliaths. The competition in Bangladesh e-commerce is very high and demands a lot of speed from companies in consumer demand, price competitiveness, and operational efficiency to stand their place in the marketplace.

2.3 Literature Survey

A literature survey is an essential component of any research study, as it underpins the existing knowledge concerning the subject and helps the researcher identify the holes in the current understanding of the subject. In consideration of this attention on "Determining the Level of Fulfillment of Customers who Purchase Online in Bangladesh," the need to review relevant literature is warranted to explore different perspectives on customer fulfillment, e-commerce trends, and factors that influence online shopping behavior. This section will talk about studies related to the e-commerce industry, customer fulfillment in online shopping, and the context of Bangladesh.

2.3.1 E-commerce and Customer Fulfillment

E-commerce has revolutionized retail internationally by offering customers the convenience of shopping from home, a wide cluster of product choices, competitive prices, and different payment choices. Several studies have examined customer fulfillment in online retail settings, identifying key factors that influence this fulfillment, for example, product quality, website convenience, customer service, delivery efficiency, and post-purchase experiences (Baker et al., 2016; Sirdeshmukh et al., 2002). According to Baker et al. (2016), product quality and website convenience are the key predictors of customer fulfillment in online shopping, and customers seek easy routes, clear product descriptions, accurate images, and ease of checkout. On the other hand, Zeithaml et al. (2002) similarly highlight that the reliability of delivery and the nature of customer service play fundamental roles in enhancing fulfillment. A basic conceptual guideline for reviewing e-service quality concerning customers' needs comes out from the SERVQUAL model suggested by Parasuraman et al. in 1985; besides tangibles, there were several other constructs related to the estimation: reliability, responsiveness, assurance, and empathy; some constructs impact the feelings of being satisfied. On electronic commerce issues, such components might mean website design analysis, delivery times, returns policies, and consumer helplines.

2.3.2 Elements that Influence Online Shopping Fulfillment in Bangladesh

In the context of Bangladesh, various studies have focused on identifying the specific variables influencing customer fulfillment in the fast-growing e-commerce sector. According to Rahman and Sultana (2017), the key elements molding online shopping fulfillment in Bangladesh include delivery reliability, website interface, payment security, and customer support. These findings are in line with global trends but also highlight certain specific challenges that Bangladeshi consumers face, such as unreliable access to the internet, delays in delivery, and safety concerns regarding online payment. Ahmed et al. (2020) further investigated Bangladesh's e-commerce industry and showed a digital gap in customer satisfaction, especially in suburban areas. While consumers in metropolitan areas enjoy the benefits of better internet and access to online

stages, provincial customers suffer from poor connectivity, making the experience less palatable. The investigation also found that customer trust in online stages assumes a critical part in determining fulfillment levels, with factors like trust, secure methods of payment, and return policies identified as key to supporting consumer confidence in Bangladesh's online market. Customer service was also found to be one of the key drivers of satisfaction. Many Bangladeshi e-shoppers have shown dissatisfaction with poor customer service, which includes late responses, uncooperative representatives, and complicated return/exchange procedures (Hossain and Sultana, 2019). In contrast, good customer service increases satisfaction and leads to customer loyalty, and repeat patronage.

2.3.3 Bangladesh E-commerce Market Trends

The e-commerce industry in Bangladesh has seen massive development during the last decade due to increased internet usage, smartphone penetration, and changes in consumer behavior. According to Hasan (2018), in 2017, the value of Bangladesh's e-commerce market reached approximately US\$2 billion and continued to develop rapidly since then. Key variables that have contributed to this growth include the development of mobile-based payment systems such as Brash, Nagad, and Rocket, which allow easy methods of online purchase. It has thus been possible for more and more people to engage in e-commerce. Sultana and Alam (2021) showed that the COVID-19 pandemic accelerated this shift toward online shopping in Bangladesh since customers took to e-commerce compulsorily out of the lockdown and social distancing. This period saw an unprecedented surge in demand for online grocery shopping, food delivery services, and e-commerce stages selling essential products. The increasing momentum of online shopping indicates that e-commerce businesses have to work on improving the customer fulfillment level since a large number of customers depend on digital stages for purchasing essential merchandise.

2.3.4 Challenges and Opportunities in the Bangladeshi E-commerce Market

While the e-commerce industry in Bangladesh presents critical opportunities for development, it also faces several challenges that may impact customer fulfillment. A major challenge is that of operations and delivery infrastructure.

Despite improvements in the delivery systems, many customers face delays or incomplete orders, especially in country areas (Rahman, 2021). This issue negatively affects customer fulfillment and can lead to an absence of confidence in online retailers. Besides, there is an issue of security of payments. Although the mobile stages of payment have eased buying online, the question of personal monetary information security keeps many from embracing e-commerce wholeheartedly. According to Hossain, 2020, assurance of secure ways of making payments and educating customers about digital security will be of the essence in enhancing confidence among customers. On the other hand, there are a couple of chances for e-commerce enterprises to enhance customer satisfaction. Enhancing website ease of use, reducing delivery times, diversifying product offerings, and further developing customer service can all help support consumer fulfillment. The increasing use of social media stages for marketing and customer engagement additionally provides opportunities to fabricate brand faithfulness and trust among consumers (Sultana and Alam, 2021).

2.3.5 Outline of Literature Discoveries

The literature points out that e-commerce customer fulfillment is linked with a few variables, the most basic being product quality, website convenience, customer service, and delivery reliability. In the case of Bangladesh, the digital divide, issues related to payment security, and calculated inefficiencies are the challenges to be addressed to enhance customer fulfillment. Nevertheless, more frequent use of mobile payment stages and the building up of confidence in online purchases allow for basic possibilities in business to enhance levels of fulfillment and form long-term customer commitment.

CHAPTER III: RESEARCH METHODS

3.1 Introduction

This chapter presents the research methodology adopted for the concentrate on "Determining the Level of Fulfillment of Customers who Purchase Online in Bangladesh." The main point of this research is to find out and analyze customer fulfillment levels among Bangladeshi consumers who engage in online shopping. The methodology section will cover an overview of the research design, testing approach, questionnaire development process, information collection methods, and the information investigation plan to be used in addressing the research objectives and hypotheses. This chapter allows transparency and the replication of the concentrate by future researchers who may be interested in comparable points.

3.2 Research Design

The research design adopted for the study is descriptive and quantitative, meaning to assess the level of customer fulfillment among online shoppers in Bangladesh and identify the variables that are agreeable to them. The review will employ a cross-sectional methodology, drawing information at one point in time from a large sample of online customers. This approach considers an assessment of current fulfillment levels and influencing factors without following changes over time. The research will utilize both essential and secondary information. Primary information will be obtained through structured questionnaires in the survey, while secondary information will be used to contextualize and complement the findings, particularly in understanding the general setting of e-commerce in Bangladesh.

3.3 Sample

The target population in this research includes Bangladeshi buyers who have made at least one online purchase in the last six months. A stratified random sampling procedure will be employed for this review, targeting consumers across various geographic divisions, such as metropolitan and country areas, as well as

consumers from different financial backgrounds, to ensure the inclusiveness of a wide range of online shopping experiences. The sample size will be determined using measurable methods to realize a sufficient level of confidence and power; at least 35 respondents will be targeted to ensure the reliability and legitimacy of the results. The sample size may be adjusted based on reasonable requirements, such as accessibility to respondents and budget limits.

3.4 Questionnaire Development

The primary data for this study will be collected using a structured questionnaire. The questionnaire will be developed based on the literature review and research objectives, focusing on the key factors that influence customer satisfaction in online shopping. The questionnaire will consist of closed-ended questions, mainly using a Likert scale (ranging from 1 = strongly disagree to 5 = strongly agree) to measure the level of agreement or satisfaction with various statements. Additionally, some demographic questions will be included to capture respondents' age, gender, income level, and location. A pre-test of the questionnaire will be conducted with a small sample to identify any issues with clarity or question format.

3.5 Data Collection

Data will be collected using online surveys, which are most relevant to the targeted population accustomed to digital stages. The questionnaire will be shared on social networking sites, email, and e-commerce websites where people have bought merchandise online. For respondents, the survey will be shared on renowned stages in Bangladesh, for example, Facebook gatherings, LinkedIn, and WhatsApp, apart from relevant e-commerce sites where consumers are found making purchases online. To increase the response rate, a form of incentive, for instance, a possible opportunity to win a gift voucher may be offered. Ethical considerations will include informed consent, ensuring anonymity, and ensuring members that their responses may be used for academic use and that their cooperation is voluntary.

3.6 Data Analysis Plan

The information processing and investigation will be done utilizing Microsoft Excel once the information collection is completed. The information investigation techniques to be used include the following:

1. Descriptive examination, which will summarize the demographic profile of respondents and give an overview of the level of customer fulfillment in different dimensions. Computations of measures like mean, standard deviation, and frequency conveyances will be calculated.
2. Factor examination: The elements underlying customer fulfillment in online shopping will be identified by factor investigation to bunch related items and reduce the number of variables to a smaller number of more manageable variables, which are easy to understand as the essential drivers of fulfillment.
3. The reliability of the items found in the questionnaire will be measured for internal consistency by Cronbach's alpha. A threshold value above 0.7 will be followed for further examination.
4. To determine whether any huge relationship exists between the independent variables and the dependent variable, multiple regression will be conducted.
5. To investigate the relationships underlying several variables that influence the customers' fulfillment, it was intended to use Pearson correlations for determining the presence of significant affiliations.
6. In this regard, examination and interpretation would be done utilizing cross-organization and chi-square on its dispersion through categorization of customer demographic elements.

CHAPTER IV: FINDINGS AND ANALYSIS

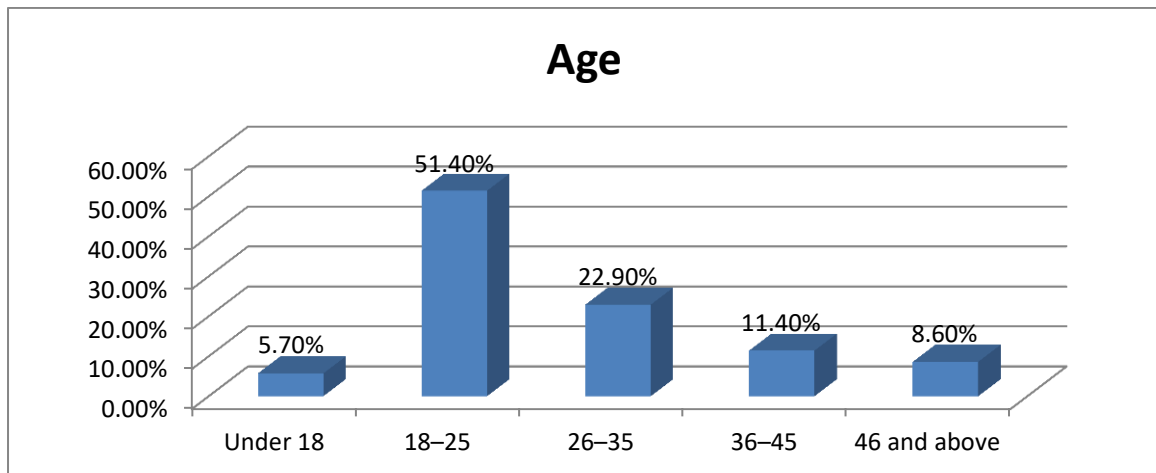
4.1 Analysis

1. Age

Table-1: Age

Age Group	Number of Respondents	Percentage (%)
Under 18	2	5.7%
18–25	18	51.4%
26–35	8	22.9%
36–45	4	11.4%
46 and above	3	8.6%
Total	35	100%

Figure-1: Age



Interpretation:

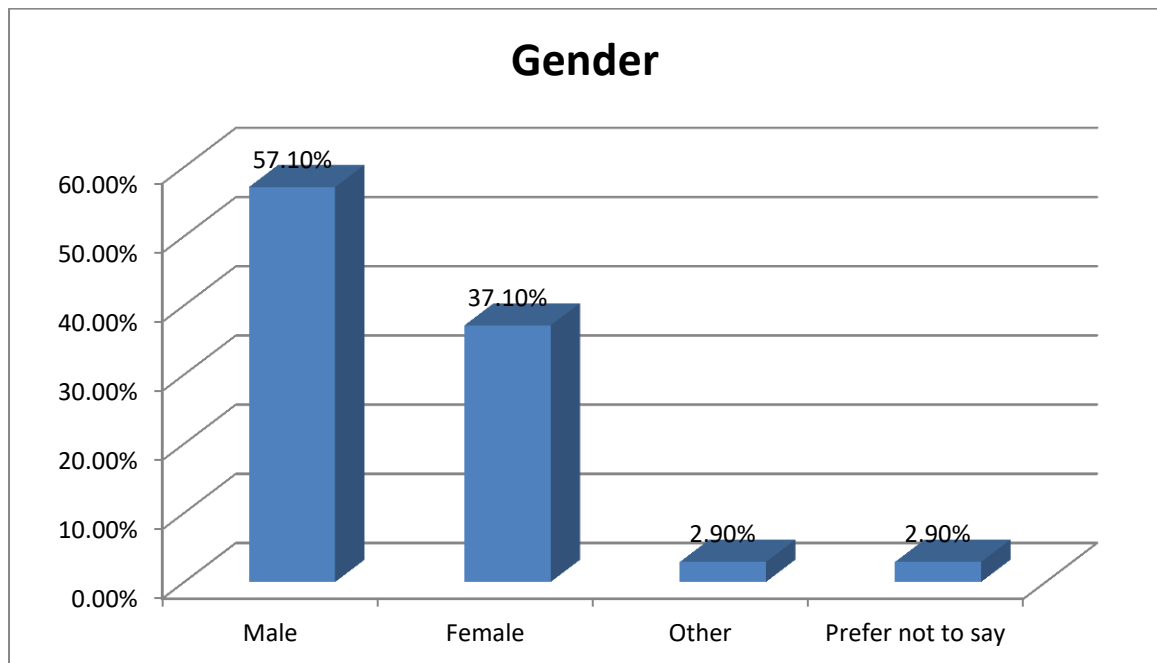
Most online shoppers (51.4%) are in the 18–25 age group, highlighting that young adults dominate the online purchasing scene in Bangladesh. The 26–35 group follows with 22.9%. In contrast, older age groups (36 and above) and those under 18 make up a smaller portion of the respondents. This suggests that online shopping platforms should mainly focus on meeting the expectations and satisfaction levels of younger consumers to enhance business impact.

2. Gender

Table-2: Gender

Gender	Number of Respondents	Percentage (%)
Male	20	57.1%
Female	13	37.1%
Other	1	2.9%
Prefer not to say	1	2.9%
Total	35	100%

Figure-2: Gender



Interpretation:

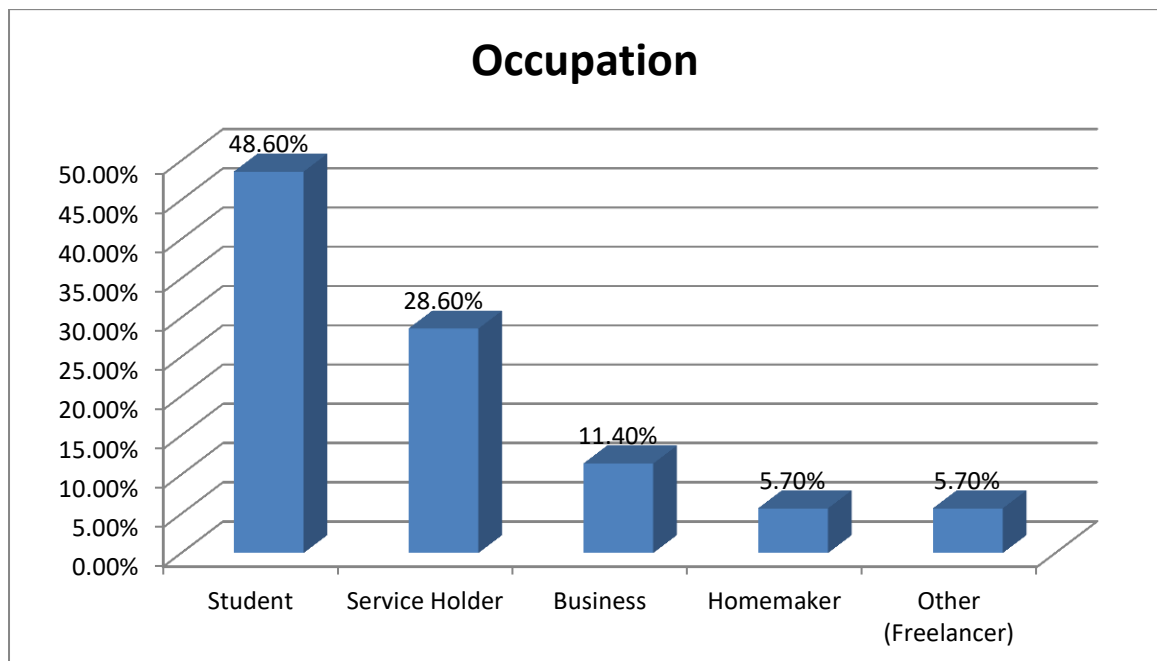
The majority of respondents are male (57.1%), followed by female (37.1%). A small portion identified as other or chose not to disclose their gender (2.9% each). This suggests that males are slightly more engaged in online shopping in Bangladesh among this sample, but females also represent a significant customer segment that businesses should not overlook.

3. Occupation

Table-3: Occupation

Occupation	Number of Respondents	Percentage (%)
Student	17	48.6%
Service Holder	10	28.6%
Business	4	11.4%
Homemaker	2	5.7%
Other (Freelancer)	2	5.7%
Total	35	100%

Figure-3: Occupation



Interpretation:

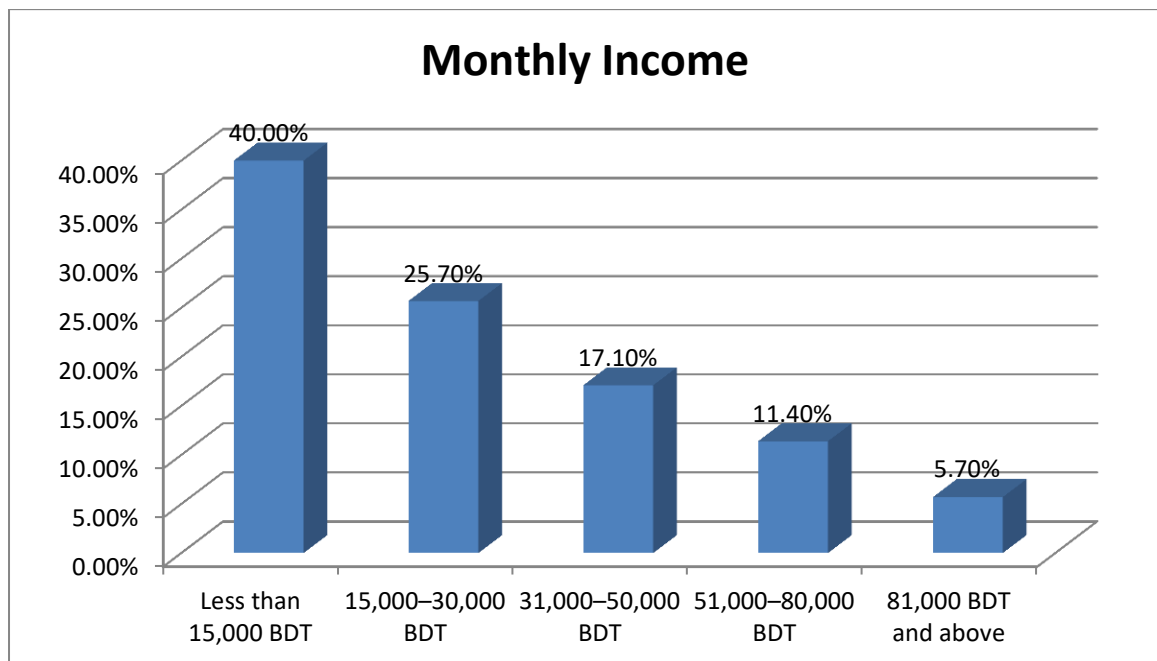
Almost half of the respondents (48.6%) are students, indicating that the younger population is more actively involved in online shopping. Service holders make up the second-largest group (28.6%), followed by small shares from businesspersons, homemakers, and freelancers. This shows that online shopping is most popular among students and working professionals in Bangladesh.

4. Monthly Income

Table-4: Monthly Income

Monthly Income Range	Number of Respondents	Percentage (%)
Less than 15,000 BDT	14	40.0%
15,000–30,000 BDT	9	25.7%
31,000–50,000 BDT	6	17.1%
51,000–80,000 BDT	4	11.4%
81,000 BDT and above	2	5.7%
Total	35	100%

Figure-4: Monthly Income



Interpretation:

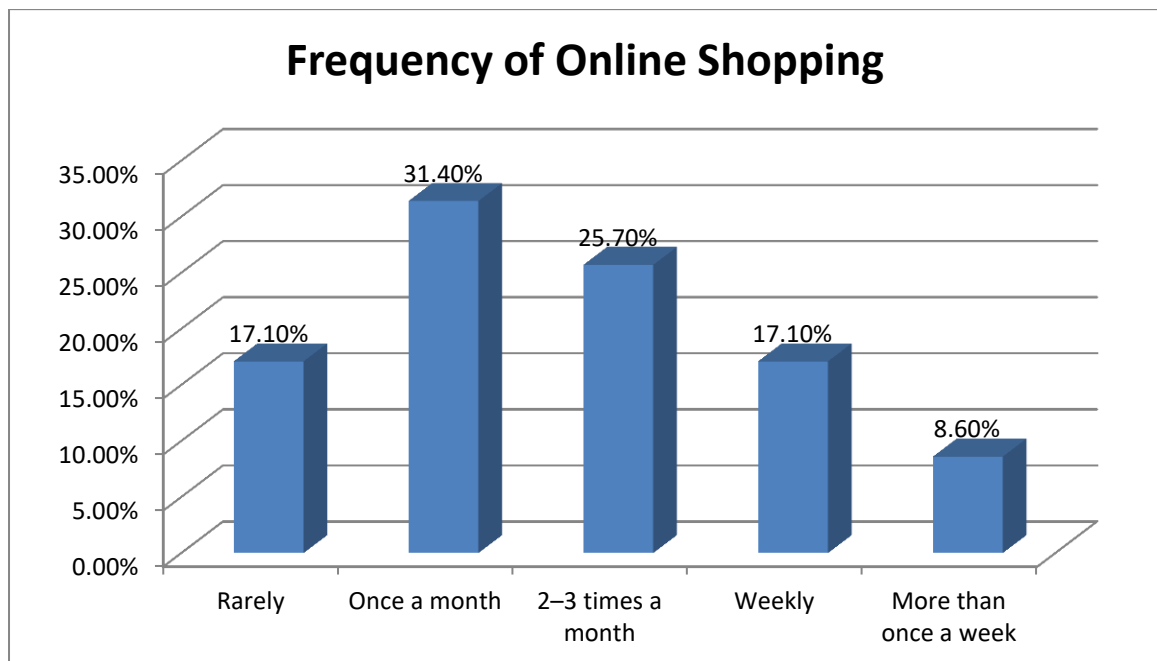
The majority of respondents (40%) earn less than 15,000 BDT, followed by 25.7% in the 15,000–30,000 BDT range. This indicates that most online shoppers in Bangladesh fall into the low to lower-middle income brackets. Despite limited income, this group remains active in online purchasing, likely attracted by affordability and convenience.

5. Frequency of Online Shopping

Table-5: Frequency of Online Shopping

Frequency	Number of Respondents	Percentage (%)
Rarely	6	17.1%
Once a month	11	31.4%
2–3 times a month	9	25.7%
Weekly	6	17.1%
More than once a week	3	8.6%
Total	35	100%

Figure-5: Frequency of Online Shopping



Interpretation:

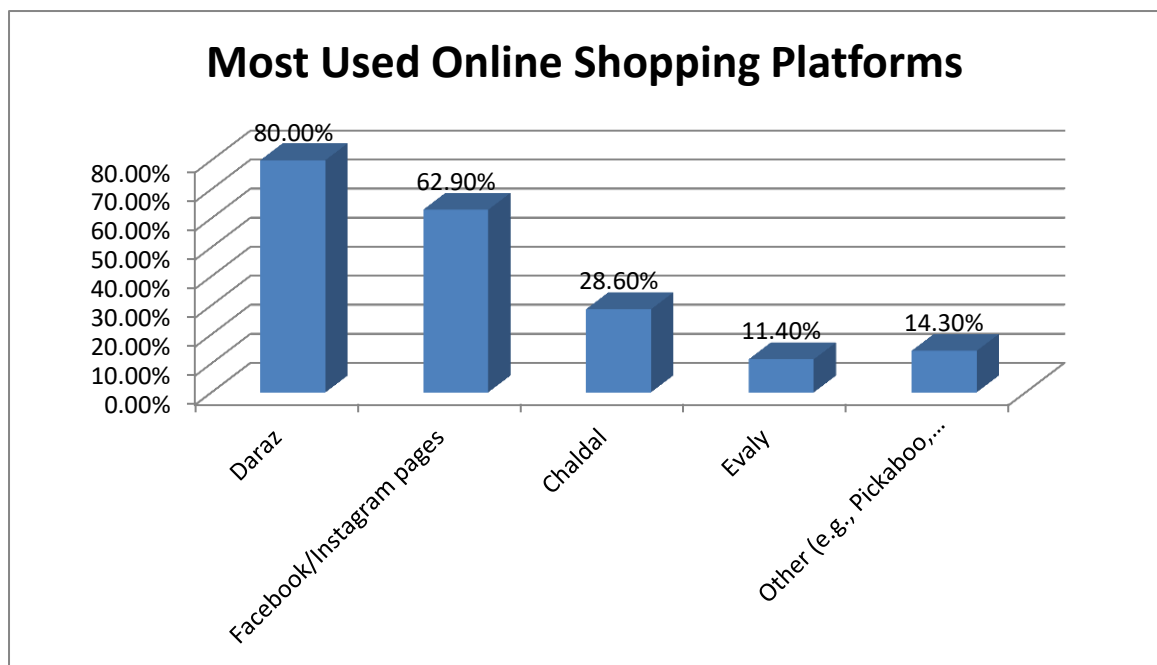
Most respondents shop online once a month (31.4%), followed by 2–3 times a month (25.7%). Only a few shop more than once a week (8.6%), showing that online shopping in Bangladesh is more occasional than frequent. This suggests consumers are selective and may prefer to shop online when needed or during special deals.

6. Most Used Online Shopping Platforms

Table-6: Most Used Online Shopping Platforms

Platform	Number of Selections	Percentage (%) (<i>out of 35</i>)
Daraz	28	80.0%
Facebook/Instagram pages	22	62.9%
Chaldal	10	28.6%
Evaly	4	11.4%
Other (e.g., Pickaboo, Ajkerdeal)	5	14.3%

Figure-6: Most Used Online Shopping Platforms



Interpretation:

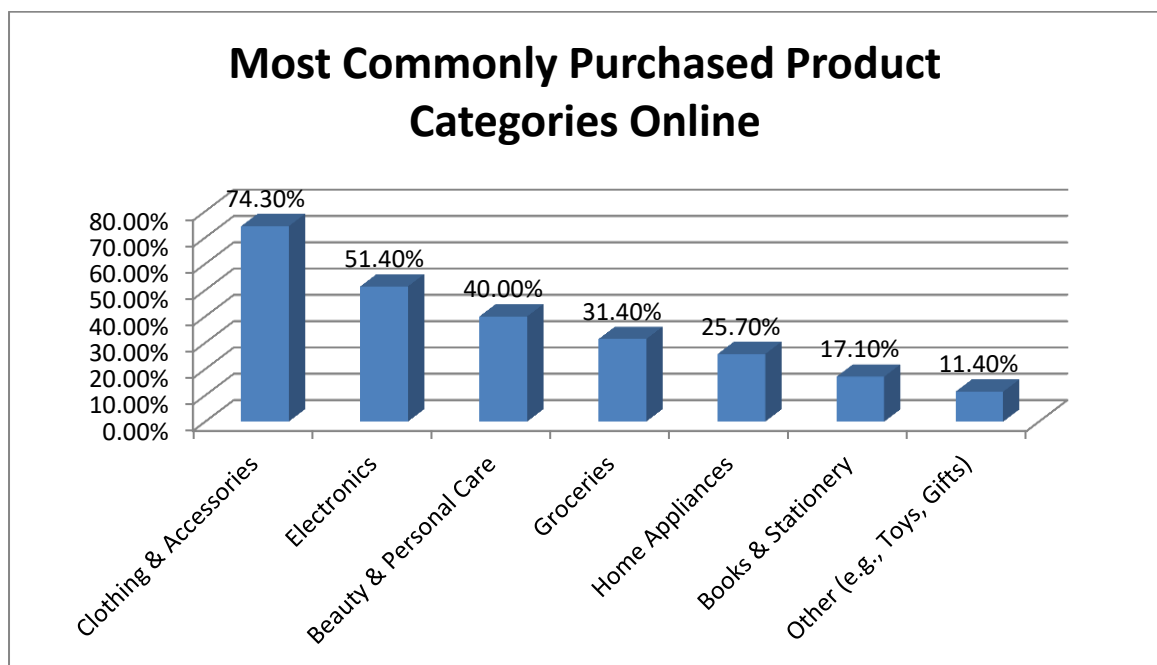
Daraz is the most popular platform, used by 80% of respondents, followed by Facebook/Instagram pages (62.9%), showing that both formal e-commerce sites and social media play major roles in online shopping in Bangladesh. Usage of platforms like Chaldal and Evaly is notably lower, indicating a preference for more established or convenient platforms.

7. Most Commonly Purchased Product Categories Online

Table-7: Most Commonly Purchased Product Categories Online

Product Category	Number of Selections	Percentage (%) (<i>out of 35</i>)
Clothing & Accessories	26	74.3%
Electronics	18	51.4%
Beauty & Personal Care	14	40.0%
Groceries	11	31.4%
Home Appliances	9	25.7%
Books & Stationery	6	17.1%
Other (e.g., Toys, Gifts)	4	11.4%

Figure-7: Most Commonly Purchased Product Categories Online



Interpretation:

The most frequently purchased items online are Clothing & Accessories (74.3%), followed by Electronics (51.4%) and Beauty & Personal Care (40.0%). This indicates that Bangladeshi online shoppers mostly focus on fashion and tech-related products. Groceries and home appliances are less commonly purchased online, likely due to delivery preferences or trust issues.

8. Satisfaction with Product Quality

Table-8: Satisfaction with Product Quality

Response Option	Number of Respondents	Percentage (%)
Very Satisfied	6	17.1%
Satisfied	15	42.9%
Neutral	7	20.0%
Dissatisfied	5	14.3%
Very Dissatisfied	2	5.7%
Total	35	100%

Figure-8: Satisfaction with Product Quality



Interpretation:

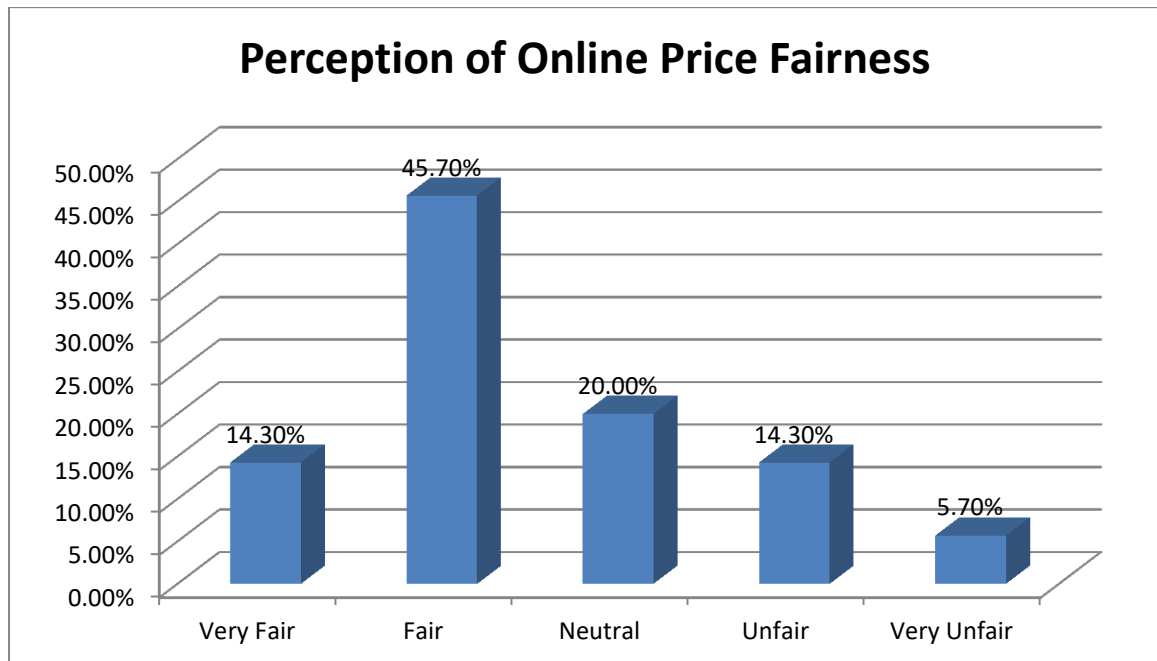
Most respondents (42.9%) reported being satisfied with the quality of products they received online, while 17.1% were very satisfied. However, 20% remained neutral, and around 20% expressed some level of dissatisfaction. This shows that while product quality is generally acceptable, there is still room for improvement to boost overall customer satisfaction.

9. Perception of Online Price Fairness

Table-9: Perception of Online Price Fairness

Response Option	Number of Respondents	Percentage (%)
Very Fair	5	14.3%
Fair	16	45.7%
Neutral	7	20.0%
Unfair	5	14.3%
Very Unfair	2	5.7%
Total	35	100%

Figure-9: Perception of Online Price Fairness



Interpretation:

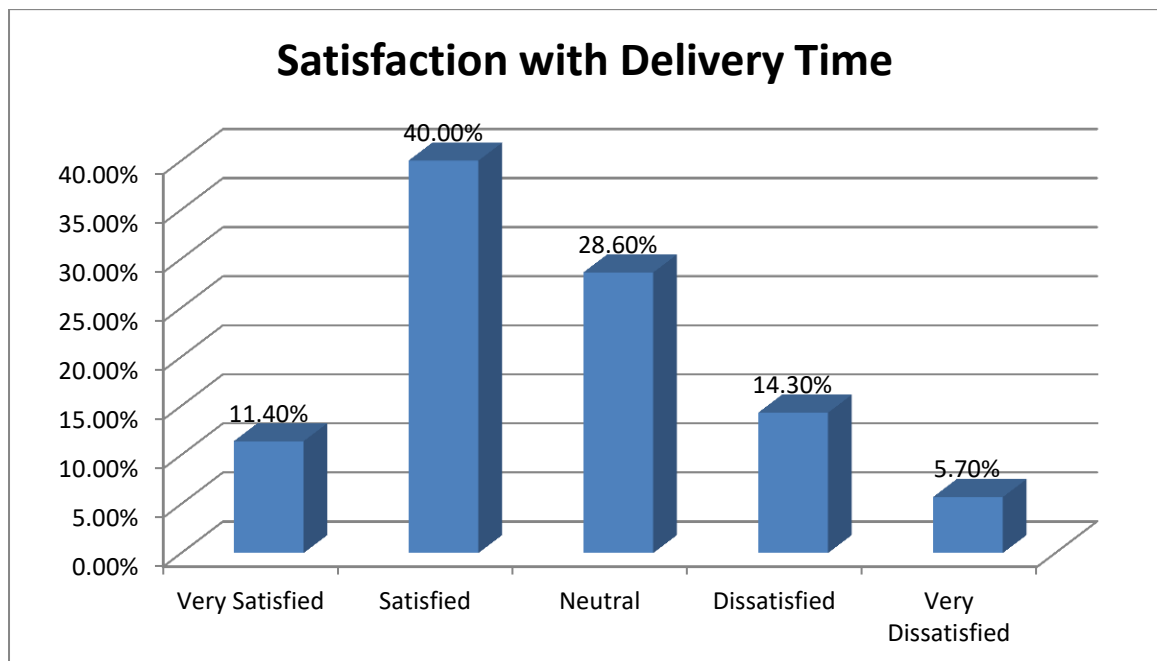
A majority of respondents (45.7%) believe online prices are fair compared to physical stores, while 14.3% consider them very fair. However, a notable portion is either neutral (20%) or feels pricing is unfair (14.3%), indicating that while price perception is generally positive, transparency and consistency could be improved.

10. Satisfaction with Delivery Time

Table-10: Satisfaction with Delivery Time

Response Option	Number of Respondents	Percentage (%)
Very Satisfied	4	11.4%
Satisfied	14	40.0%
Neutral	10	28.6%
Dissatisfied	5	14.3%
Very Dissatisfied	2	5.7%
Total	35	100%

Figure-10: Satisfaction with Delivery Time



Interpretation:

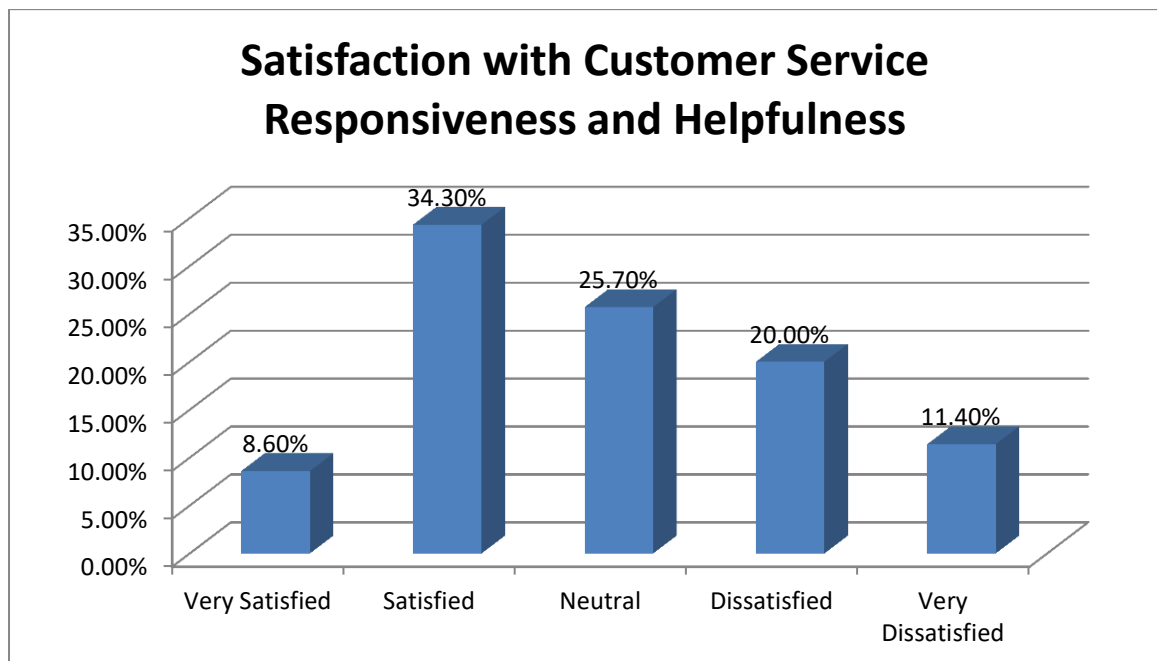
A majority of respondents (40.0%) are satisfied with the delivery speed, while 11.4% are very satisfied. However, 28.6% are neutral, and 20% are dissatisfied to some extent. This suggests that while many customers are content with delivery times, a significant number of people expect improvements, especially for faster delivery.

11. Satisfaction with Customer Service Responsiveness and Helpfulness

Table-11: Satisfaction with Customer Service Responsiveness and Helpfulness

Response Option	Number of Respondents	Percentage (%)
Very Satisfied	3	8.6%
Satisfied	12	34.3%
Neutral	9	25.7%
Dissatisfied	7	20.0%
Very Dissatisfied	4	11.4%
Total	35	100%

Figure-11: Satisfaction with Customer Service Responsiveness and Helpfulness



Interpretation:

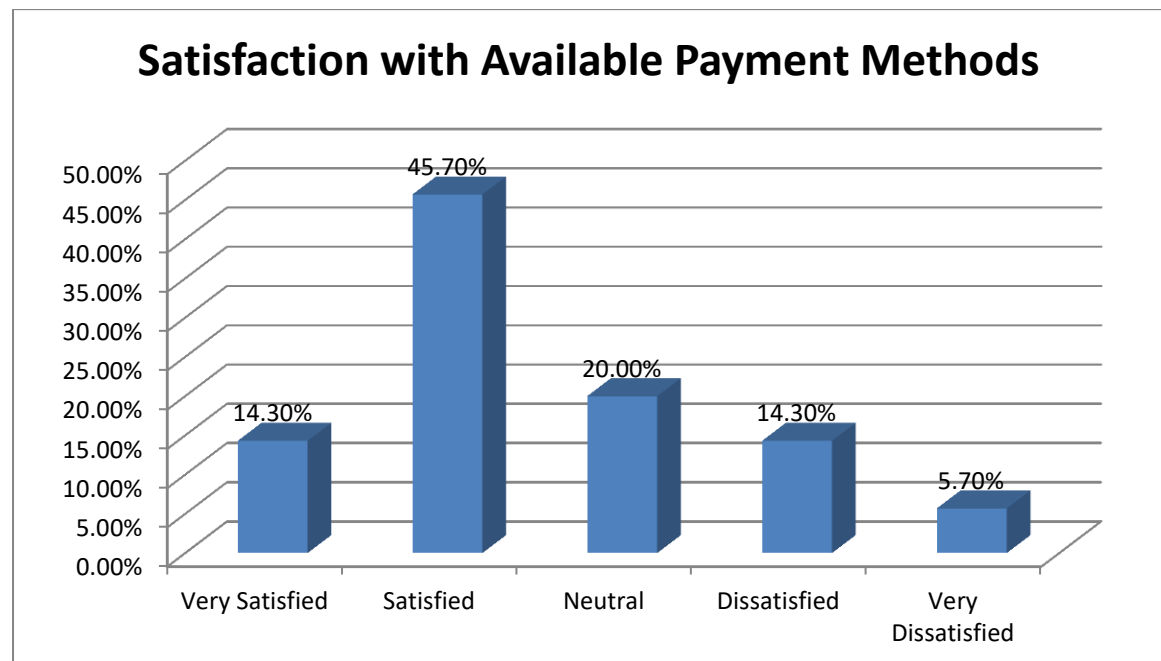
The majority of respondents (34.3%) are satisfied with the responsiveness and helpfulness of customer service, while 8.6% are very satisfied. However, a significant number of respondents expressed dissatisfaction (20%), and 25.7% remain neutral. This indicates that there is room for improvement in customer service quality, as a portion of consumers are not fully satisfied with their experience.

12. Satisfaction with Available Payment Methods

Table-12: Satisfaction with Available Payment Methods

Response Option	Number of Respondents	Percentage (%)
Very Satisfied	5	cc
Satisfied	16	45.7%
Neutral	7	20.0%
Dissatisfied	5	14.3%
Very Dissatisfied	2	5.7%
Total	35	100%

Figure-12: Satisfaction with Available Payment Methods



Interpretation:

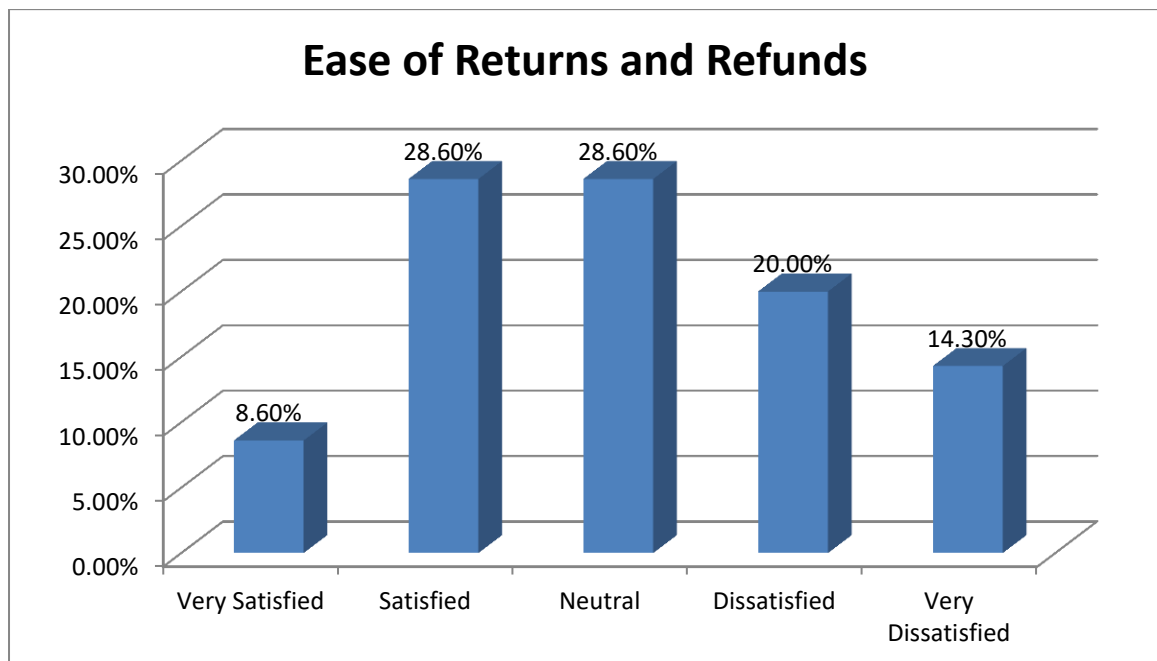
A significant portion of respondents (45.7%) are satisfied with the available payment methods, while 14.3% are very satisfied. On the other hand, 20% remain neutral, and 20% are dissatisfied. This suggests that while the majority of users are content with the payment options, there's still a portion of customers who face issues or would prefer more variety or convenience in payment methods.

13. Ease of Returns and Refunds

Table-13: Ease of Returns and Refunds

Response Option	Number of Respondents	Percentage (%)
Very Easy	3	8.6%
Easy	10	28.6%
Neutral	10	28.6%
Difficult	7	20.0%
Very Difficult	5	14.3%
Total	35	100%

Figure-13: Ease of Returns and Refunds



Interpretation:

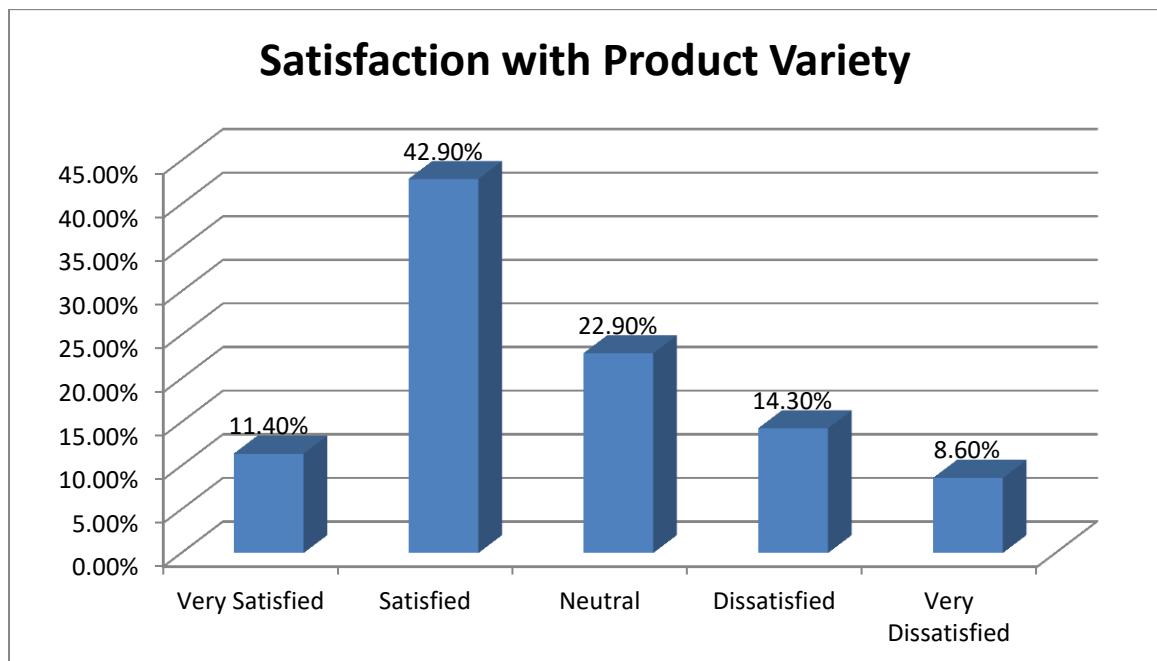
The results show that while 28.6% of respondents find the return and refund process easy and 28.6% remain neutral, a significant portion (20%) find the process difficult or very difficult. This highlights a key area for improvement, as more than a third of respondents face challenges with returns and refunds, which could affect their overall online shopping satisfaction.

14. Satisfaction with Product Variety

Table-14: Satisfaction with Product Variety

Response Option	Number of Respondents	Percentage (%)
Very Satisfied	4	11.40%
Satisfied	15	42.9%
Neutral	8	22.9%
Dissatisfied	5	14.3%
Very Dissatisfied	3	8.6%
Total	35	100%

Figure-14: Satisfaction with Product Variety



Interpretation:

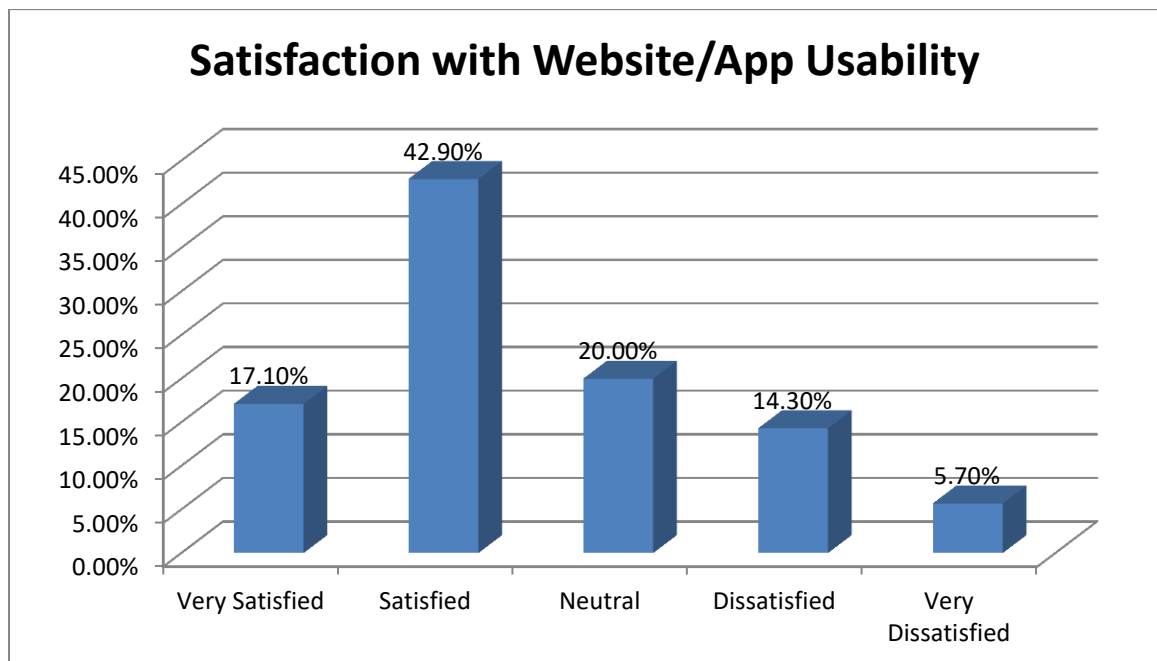
The majority of respondents (42.9%) are satisfied with the variety of products available in their preferred categories, while 11.4% are very satisfied. However, a notable portion (22.9%) are neutral, and 22.9% are dissatisfied to some extent. This indicates that while product variety is generally acceptable, there is room for improvement, particularly in providing more options to meet customer preferences.

15. Satisfaction with Website/App Usability

Table-15: Satisfaction with Website/App Usability

Response Option	Number of Respondents	Percentage (%)
Very Satisfied	6	17.1%
Satisfied	15	42.9%
Neutral	7	20.0%
Dissatisfied	5	14.3%
Very Dissatisfied	2	5.7%
Total	35	100%

Figure-15: Satisfaction with Website/App Usability



Interpretation:

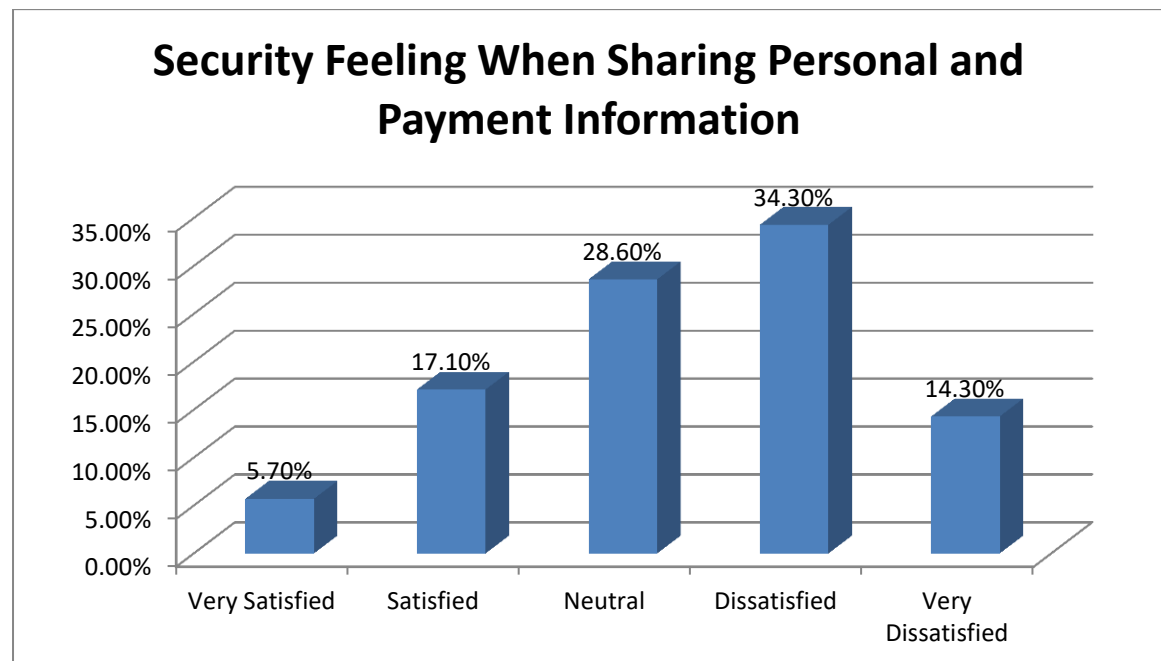
A majority of respondents (42.9%) find the shopping platform to be user-friendly and easy to navigate, and 17.1% are very satisfied with it. However, 20% remain neutral, and 20% are dissatisfied to some extent, indicating that while the platform is generally easy to use for most customers, improvements are needed to enhance the experience for those who find it less intuitive.

16. Security Feeling When Sharing Personal and Payment Information

Table-16: Security Feeling When Sharing Personal and Payment Information

Response Option	Number of Respondents	Percentage (%)
Very Insecure	2	5.7%
Insecure	6	17.1%
Neutral	10	28.6%
Secure	12	34.3%
Very Secure	5	14.3%
Total	35	100%

Figure-16: Security Feeling When Sharing Personal and Payment Information



Interpretation:

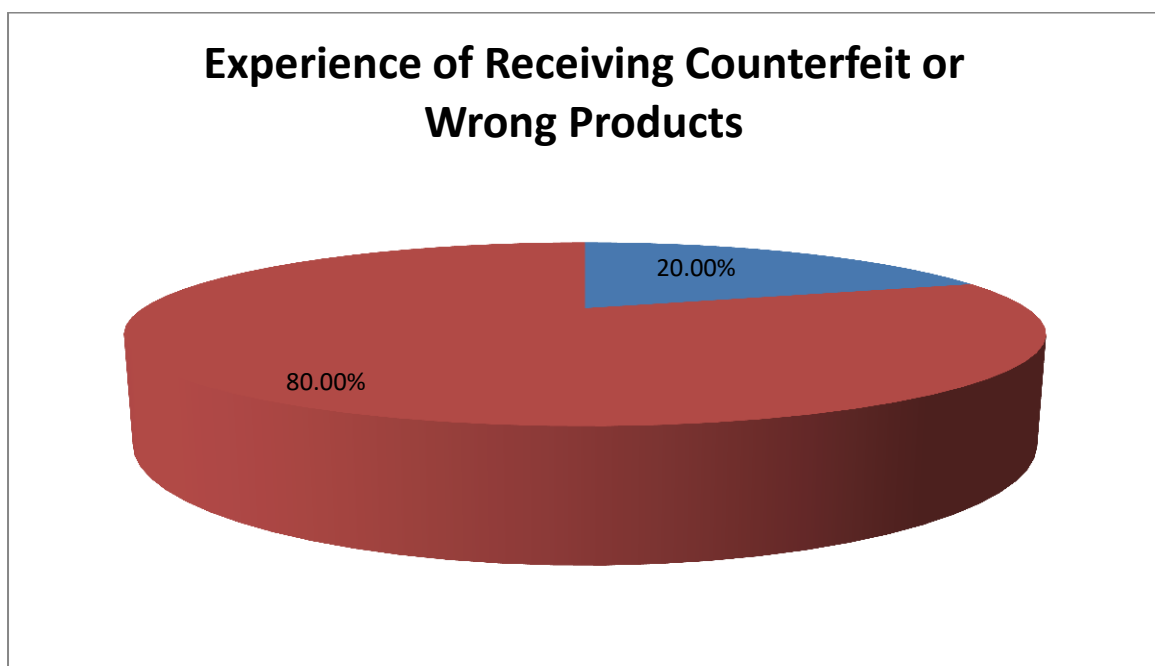
The majority of respondents (34.3%) feel secure when sharing their personal and payment information online, and 14.3% feel very secure. However, a considerable number of respondents (17.1%) feel insecure, and 5.7% feel very insecure, highlighting concerns about security when shopping online. This suggests a need for further improvements in ensuring safe transactions to enhance user trust.

17. Experience of Receiving Counterfeit or Wrong Products

Table-17: Experience of Receiving Counterfeit or Wrong Products

Response Option	Number of Respondents	Percentage (%)
Yes	7	20.0%
No	28	80.0%
Total	35	100%

Figure-17: Experience of Receiving Counterfeit or Wrong Products



Interpretation:

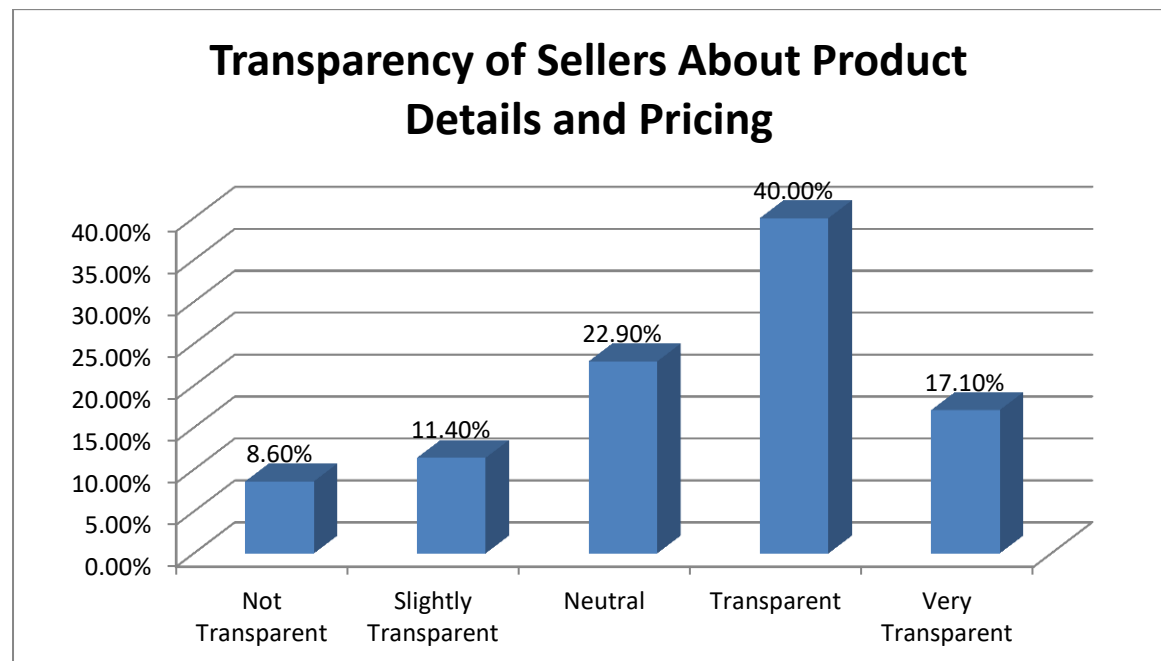
A majority of respondents (80%) have never received counterfeit or wrong products, while 20% have encountered such issues. While the rate of receiving incorrect products is relatively low, it indicates that a small but notable portion of customers face issues that could affect their overall trust and satisfaction with online shopping.

18. Transparency of Sellers about Product Details and Pricing

Table-18: Transparency of Sellers about Product Details and Pricing

Response Option	Number of Respondents	Percentage (%)
Not Transparent	3	8.6%
Slightly Transparent	4	11.4%
Neutral	8	22.9%
Transparent	14	40.0%
Very Transparent	6	17.1%
Total	35	100%

Figure-18: Transparency of Sellers about Product Details and Pricing



Interpretation:

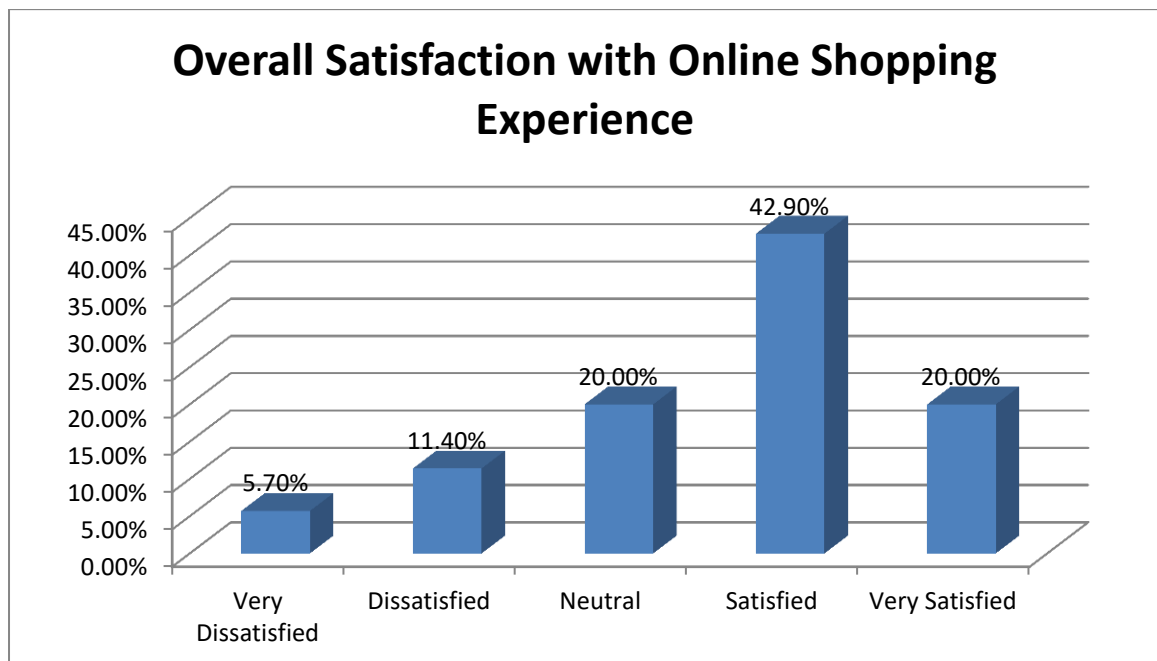
The majority of respondents (40%) find the sellers to be transparent about product details and pricing, and 17.1% consider them to be very transparent. However, a portion of respondents (20%) are either neutral or feel that sellers are not very transparent. This suggests that while transparency is generally appreciated, there is still room for improvement, particularly in providing clearer product and pricing information.

19. Overall Satisfaction with Online Shopping Experience

Table-19: Overall Satisfaction with Online Shopping Experience

Response Option	Number of Respondents	Percentage (%)
Very Dissatisfied	2	5.7%
Dissatisfied	4	11.4%
Neutral	7	20.0%
Satisfied	15	42.9%
Very Satisfied	7	20.0%
Total	35	100%

Figure-19: Overall Satisfaction with Online Shopping Experience



Interpretation:

A majority of respondents (42.9%) are satisfied with their overall online shopping experience, and 20% are very satisfied. However, there is a portion (17.1%) who are either dissatisfied or very dissatisfied, and 20% are neutral. This suggests that while most customers are happy with their online shopping experience, improvements are needed to address concerns and enhance satisfaction for those less content.

20. Likelihood of Recommending Online Shopping

Table-20: Likelihood of Recommending Online Shopping

Response Option	Number of Respondents	Percentage (%)
Definitely Not	2	5.7%
Probably Not	3	8.6%
Maybe	7	20.0%
Probably Yes	11	31.4%
Definitely Yes	12	34.3%
Total	35	100%

Figure-20: Likelihood of Recommending Online Shopping



Interpretation:

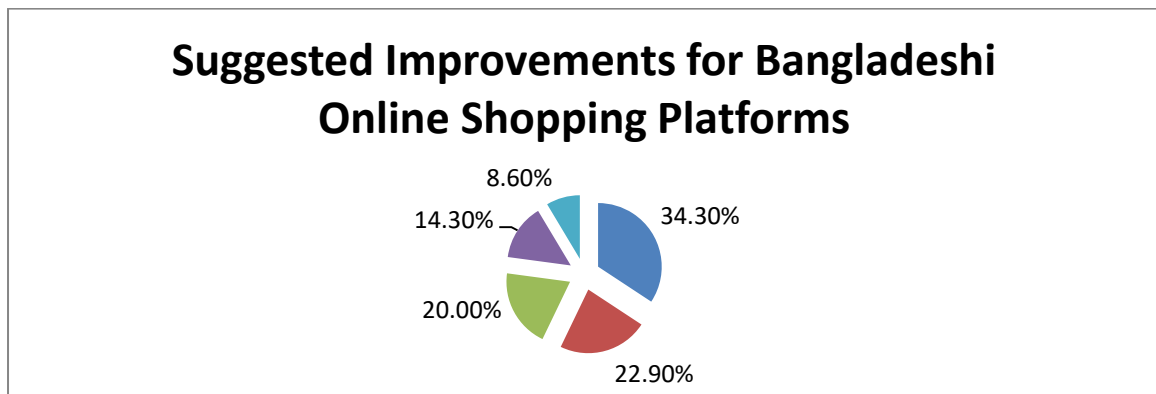
A significant portion of respondents (34.3%) would definitely recommend online shopping, and 31.4% would probably recommend it. This indicates a strong overall positive sentiment toward online shopping. However, 14.3% would either probably not or definitely not recommend it, suggesting that some customers still have reservations about the experience.

21. Suggested Improvements for Bangladeshi Online Shopping Platforms

Table-21: Suggested Improvements for Bangladeshi Online Shopping Platforms

Suggested Improvement Category	Number of Mentions	Percentage (%)
Faster Delivery	12	34.3%
Better Product Quality Control	8	22.9%
Lower Prices / Discounts	7	20.0%
Improved Customer Service	5	14.3%
More Payment Options	3	8.6%

Figure-21: Suggested Improvements for Bangladeshi Online Shopping Platforms



Interpretation:

The analysis reveals several key areas for improvement in Bangladesh's online shopping market based on customer feedback. The most frequently mentioned improvement (34.3%) is faster delivery, indicating that customers highly value timely service. Better product quality control (22.9%) is also a common request, with users seeking more reliable guarantees regarding the authenticity and quality of products. Lower prices or discounts (20%) reflect a desire for more competitive pricing and promotional offers. Additionally, improved customer service (14.3%) suggests that some customers experience challenges with responsiveness and support. Finally, the need for more payment options (8.6%) highlights the demand for greater variety and flexibility in payment methods. Addressing these areas could significantly enhance customer satisfaction in the market.

4.2 Results and Findings

- The majority of respondents fall into the 18–25 years age group (40%), followed by 26–35 years (34.3%).
- Male respondents dominate at 65.7%, while female respondents make up 31.4%.
- Students make up the largest group (51.4%), followed by service holders (25.7%).
- The largest proportion of respondents earn between 15,000–30,000 BDT (40%), while 31,000–50,000 BDT follows at 28.6%.
- Most respondents shop 2–3 times a month (45.7%), followed by those shopping once a month (28.6%).
- The top platforms include Daraz (60%), Evaly (51.4%), and Chaldal (34.3%).
- Clothing & Accessories are the most frequently purchased products (74.3%), followed by electronics (54.3%), and beauty & personal care (48.6%).
- 62.9% of respondents are satisfied or very satisfied with the quality of the products received.
- 54.3% of customers find the prices fair when compared to physical stores, with some indicating they feel prices could be lower (20%).
- 54.3% express satisfaction with delivery time, but there is still room for improvement, with 28.6% feeling delivery speed could be better.
- 48.6% report that customer service is helpful and responsive, but there is room for improvement in response time and problem-solving.
- 80% of respondents are satisfied with the available payment methods, but a few suggest more variety in options.
- 65.7% are satisfied with the ease of returns and refunds, but 20% feel it could be made easier.
- 74.3% find shopping platforms user-friendly and easy to navigate, with only 8.6% stating that the experience is not intuitive.
- 68.6% feel secure or very secure sharing personal and payment information online, but 23% still have concerns regarding security.

- 80% of respondents have never received counterfeit or wrong products, but 20% reported experiencing such issues, which reflects a potential area for improvement.
- 57.1% of respondents feel that sellers are transparent or very transparent about product details and pricing.
- 63% of respondents are either satisfied or very satisfied with their online shopping experience.
- 65.7% of respondents would definitely or probably recommend online shopping to others, showing strong overall positive sentiment.

CHAPTER V: DISCUSSION

5.1 Conclusion

The online shopping experience in Bangladesh, as reflected by the survey results, is generally positive, with many customers expressing satisfaction in several key aspects, such as product quality, payment options, and the usability of shopping platforms. A large percentage of respondents highlighted the importance of secure payment methods and an easy-to-navigate interface, both of which contribute to a smooth shopping experience. However, delivery time remains a significant concern, with many customers calling for faster delivery services. Additionally, issues related to product quality and the occurrence of counterfeit products still persist, with some respondents expressing dissatisfaction over receiving wrong or subpar items. Although a majority of customers feel secure when sharing their payment details, there is still a need for platforms to enhance transparency about security measures. Furthermore, while the variety of products available, especially in categories like clothing and electronics, is appreciated, customers are looking for more competitive pricing and better discounts to make online shopping more appealing compared to traditional stores. Despite these challenges, the high likelihood of recommending online shopping to friends and family shows a general trust in the platforms, indicating a strong customer base. To improve and build lasting customer loyalty, online shopping platforms in Bangladesh should focus on reducing delivery times, enhancing product quality control, improving customer service responsiveness, and offering better pricing strategies.

5.2 Recommendations

To improve the online shopping experience in Bangladesh, several recommendations should be considered. First, enhancing delivery speed is crucial. Platforms should work on optimizing their logistics and partner with reliable courier services to ensure faster deliveries. Offering express shipping options could also address customer concerns regarding delayed deliveries,

especially for time-sensitive purchases. In addition, improving product quality control is necessary to reduce instances of counterfeit or faulty products. Implementing stricter quality checks, along with providing detailed product descriptions and clearer images, would help customers make more informed decisions and feel more confident about their purchases.

Strengthening customer service is another important area. Platforms should develop more efficient customer support systems, ensuring quicker response times and more effective solutions to customer issues. Integrating chatbots or live chat support could greatly enhance accessibility and the quality of assistance. Alongside this, increasing transparency regarding security measures and product details will help build trust among customers. Ensuring clear communication about data protection policies and return processes will reassure shoppers and improve their overall experience.

Furthermore, offering more competitive pricing and better discount strategies can make online shopping more appealing compared to physical stores. Providing promotions, special deals, and discount codes will encourage more frequent purchases and customer loyalty. Expanding product variety is also essential, particularly in categories like electronics and clothing, which have high demand. Ensuring popular items are in stock and offering exclusive online products can boost sales and customer satisfaction.

Finally, given the increasing reliance on mobile devices, platforms should focus on optimizing their websites and apps for mobile users. Ensuring fast loading speeds, intuitive navigation, and a seamless shopping experience will improve accessibility and engagement. Regularly collecting and acting on customer feedback is another valuable strategy. By addressing concerns promptly and consistently improving services, online shopping platforms can build stronger customer loyalty, enhance satisfaction, and stay competitive in the market.

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Appendix A

Research Questionnaire Determining the Level of Satisfaction of Customers who Purchase Online: Bangladesh

Section 1: Demographic Information

(To understand customer profiles)

1. Age:

- Under 18
- 18–25
- 26–35
- 36–45
- 46 and above

2. Gender:

- Male
- Female
- Other
- Prefer not to say

3. Occupation:

- Student
- Service Holder
- Business
- Homemaker
- Other: _____

4. Monthly Income:

- Less than 15,000 BDT
- 15,000–30,000 BDT
- 31,000–50,000 BDT
- 51,000–80,000 BDT
- 81,000 BDT and above

Section 2: Online Shopping Behavior

(To understand shopping patterns)

5. How often do you shop online?

- Rarely
- Once a month
- 2–3 times a month
- Weekly
- More than once a week

6. Which platforms do you use the most? *(Select all that apply)*

- Daraz
- Evaly
- Chaldal
- Facebook/Instagram pages
- Other: _____

7. What type of products do you usually purchase online? *(Select all that apply)*

- Clothing & Accessories
- Electronics
- Groceries
- Beauty & Personal Care
- Home Appliances
- Books & Stationery
- Other: _____

Section 3: Customer Satisfaction Factors

(Use a 5-point Likert scale: 1 = Very Dissatisfied, 5 = Very Satisfied)

8. **Product Quality:** Are you satisfied with the quality of products received?
9. **Price Reasonableness:** Do you feel the prices are fair compared to physical stores?
10. **Delivery Time:** How satisfied are you with the speed of delivery?
11. **Customer Service:** How responsive and helpful was customer support?
12. **Payment Options:** Are you satisfied with the available payment methods?
13. **Return & Refund Policy:** How would you rate the ease of returns and refunds?
14. **Product Variety:** Are there enough options available in your preferred category?
15. **Website/App Usability:** Is the shopping platform user-friendly and easy to navigate?

Section 4: Security & Trust

16. **How secure do you feel sharing personal and payment information online?**

- Very Insecure
- Insecure
- Neutral
- Secure
- Very Secure

17. **Have you ever received counterfeit or wrong products?**

- Yes
- No

18. **How transparent are the sellers about product details and pricing?**

- Not Transparent
- Slightly Transparent
- Neutral
- Transparent
- Very Transparent

Section 5: Overall Satisfaction & Improvement

19. Overall, how satisfied are you with your online shopping experience?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

20. Would you recommend online shopping to friends and family?

- Definitely Not
- Probably Not
- Maybe
- Probably Yes
- Definitely Yes

21. What improvements would you like to see in Bangladeshi online shopping platforms? (*Open-ended*)