Project Report

On
"Customer Preference and Response toward Online shopping – a study on young generation of Bangladesh"

Submitted To

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Letter of Transmittal

May 16, 2019

Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business & Economics

United International University

Subject: Submission of Project Paper on Customer Preference and Response toward Online shopping – a study on young generation of Bangladesh"

Dear Sir,

It is an endless pleasure for me to submit the project paper on "Customer Preference and Response toward Online shopping – a study on young generation of Bangladesh" I tried my level best to prepare this project paper. I prepare this report in accordance with your requirements and modify as per your valuable suggestions. This paper emphasizes on customer preference toward online shopping of Bangladesh. I hope you will find this report up to your expectation.

Thank you for your help and cooperation in the preparation of the report. Finally, I again convey my gratefulness to you for your collaboration.

Sincerely yours,

Ramisha Fairuz Zita
ID: 111 142 266
Program: BBA
Major: Marketing
United International University

Supervisor's Certificate

This is to certify that the project report on **Customer Preference and Response toward Online shopping – a study on young generation of Bangladesh** for the degree of Bachelor of Business Administration (BBA) major in Marketing from United International University carried out by **Ramisha Fairuz Zita**, ID : 111 142 266 under my supervision. As far as I am concern, no part of the report has been submitted for any degree diploma, title, or recognition before.

I wish her every success in life.

Sarker Rafij Ahmed Ratan
Assistant Professor
School of Business & Economics
United International University

Acknowledgements

At first I am grateful to the almighty Allah for giving me the capability, patience and courage to done my project paper.

To submit the project report, I would like to express my thankfulness to my academic supervisor, **Sarker Rafij Ahmed Ratan**; Assistant Professor; School of Business & Economics, United International University for guiding me and supervising me to complete this report. He helped me in is every step of this project report.

I am very grateful to all the officers and employees from Daraz and Sheba xyz.com for their valuable time and information regarding customer perception about online shopping.

Moreover, I am also thankful to my husband who helped me to search information about my project report. Finally, I would like to thank my beloved family to stay by my side as always. They helped me so much either indirectly or directly.

Executive Summary

This project report made on Customer Preference and Response toward Online shopping – a study on young generation of Bangladesh. This is the modern tech oriented society and everything is being digital in this competitive world. Right now we are centering on digital content marketing. All things are possible due to technological advancement and internet availability. The digital content marketing is acting an important role in information communication world and helps consumers to attract and engaging with the brands.

Experiences of online shopping 50% Respondents experience is 1 year, 30% Respondents experience is 1-2 years, 15% Respondent's experience 2-3 years and 05% Respondents experience is 3-4 years in online shopping. Satisfaction of online Shopping: 20% Respondents said Strongly Satisfied, 55% Respondents said Satisfied, 05% Respondents said strongly Dissatisfied, 15% Respondents said Dissatisfied and 05% Respondents said Neutral. So it can be said that theyoung generation of Bangladesh is very satisfied with online marketing. Causes for choosing online shopping: 45% Respondents said Time save, 15% Respondents said Comfortable, 15% Respondent's said Comparison of Products and 25% Respondents said Avilable Variety for choosing online shopping.

Companies should design strategies and develop varieties of goods to draw and retain online shopper. Merchants should bring out pioneering ways so that there is increase in other categories of products and services. Online shops need to develop better return policies, get better the products quality and after sale services and charge a reasonable price to support online shopping.

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Chapter One
Introduction

1.1 Introduction of the Study

Online marketing is the simple solution for busy life in today's world. In the past decade, there had been a massive change in the way of customer's shopping. Despite consumers' continuation to buy from a physical store, the users or customer feel very convenient to online shopping. Online shopping saves crucial time for modern people because they get so busy that they cannot or disinclined to spend much time shopping.

Asia Pacific region is leading the increase of online shopping as compare to the grown-up market such as the US, UK, Japan and European Countries. The Asia Pacific recorded enormous growth, especially in China. With more and more consumers become increasingly familiar with the Internet and its benefit, online shopping is becoming popular and getting preference among a group of consumers seeking better value proposition regarding information, convenience, cost, choice. Like other young Asian citizens, youngsters in Bangladesh are experimenting with new ways of shopping that have led to the popularity and growth of online shopping in Bangladesh.

Unlike a physical store, all the goods in online stores described through text, with photos, and with multimedia files. Many online stores will provide links for much extra information about their product. On the other hand, some online consumers are an adventurous explorer, fun seeker, shopping lover, and some are technology meddler, hate waiting for the product to ship. Therefore, online consumer behavior became a contemporary research area for an increasing number of researchers to understand this unique nature of online shopping. The primary goal of a business is to offer product and services that best serve their consumer needs. A business which fulfills the customer needs with satisfaction very well is more successful than its competitors as satisfied buyers tend to make a repetitive purchase. Moreover, in Bangladesh, online shopping has been evolving fast and has the potential to grow exponentially in time to come, as Internet penetration reaches far and wide across the rural areas. However, it is also true that Bangladeshi people are traditionally conservative in their approach to shopping due to modernization and fast-paced life, dependence on online shopping will increase. Thus, the purpose of this study is to understand the consumer behavior towards online shopping, their liking, disliking, and satisfaction level.

1.2 Background of the Study

The Bachelor of Business Administration BBA program of United International University is considered to focus on academic and specialized development of students who are open to take up business as a profession as well as service as an occupation. This report is of knowledge and learning and it is associated with theory and practice. Online marketing is the easy solution for busy life in today's world. In the past decade, there had been a massive change in the way of customer's shopping. Despite of consumer's continuation to buy from a physical store, the users or customer feel very convenient to online shopping. Online shopping saves crucial time for modern people because they are always busy and they cannot spend much time for shopping.

1.3 Objective of the Study

The broad objective of the report is to analysis Customer Preference and Response toward Online shopping – a study on young generation of Bangladesh.

Specific Object of the Report:

1. To understand the current platform of online shopping in Bangladesh.
2. To identify and describing the main opportunities of online shopping.
3. To explore the consumer perception towards online shopping.
4. To find out the customers experience of online shopping.
5. To find out the problems facing by customers while doing online purchase.

1.4 Methodology of the Study

My project paper has been prepared on primary and secondary data. I include qualitative data here. Primary and secondary data both are the crucial part of this research. I collect the data from two sources.

Primary Source:

I conduct Primary research mainly on survey questionnaire. I have taken survey interview from more than 20 respondents who are working at Daraz.com

Secondary Source:

For the secondary data, I took help from the internet and search engine Google. I also investigated are:

1. Journals
2. Books
3. Newspaper articles,
4. Literature reviews on online marketing.

Participant Profile:

All the participants who filled the questionnaires are the employees of Daraz and Sheba.xyz. The participants are both male and female in between the range of 20 to 45 years.

1.5 Limitations of the study

The study show only on consumer perception towards online shopping. The information collected from the respondents may not be able to generalize due to the small sample size. Almost every study has some limitations and so as in my study.

1. Lack of sufficient time.
2. Lack of opportunities to make the Field works widely.
3. The study miss a lot that, sufficient time may help to prepare something more, and researcher needed.
4. Lack of information of respondents about the modern interview questionnaire. In most of the cases the respondents were not able to get the point of the questionnaire that, researchers really asking for.

Chapter Two
Literature Review

2.1 Literature Review:

Aggarwal (2013) found that online shopping is directly affected through various factors like age, gender, education and income and shows that there is strong relationship between age and attitude towards online shopping1. Azadavar (2011) studied that many factor have influence from online shopping. The causal model explains that Trust and customer service have greatly positive impact on online shopping and security, price, information, trust, and convenience are very important in online shopping. Gabriel j. Isaac (2007) the studied found that risk is very important factor in online shopping. Now a day's many sites provides online shopping. Risk is one of the important factors in online shopping. Banu et al, (2014) says that online shopping have a good future in India because Indian consumers are doing more online shopping. The study found that people purchased items at least in six month and they participated in online shopping and very interested in online shopping4. Changchit et al, (2006) stated that mortar and brick companies are decided to enter the e- commerce markets. The study found that online shopping has very bright future and provided an experience indication in to the mind of consumers.

Jarvenpaa, Todd, Jarvenpaa, and Todd (1997a) proposed a model of attitude, behavior, and shopping intention towards Internet shopping in general. The design includes several indicators classified into four broad categories like product value, quality services offered through the website, the shopping experience, and the risk perception of the online shopping. Chang, Cheung, and Lai (2005) studied categories of variables, which drive online shopping activity. In their study, they divided the features into three broad categories. Perceived characteristics of the web sale channel are the first one which includes risk, online shopping experiences, advantage, service quality, trust. The second category is a website and product features which are risk reduction measures, site features, and product characteristics; and the last group is consumer characteristics. Various types of features, demographic variables, consumer shopping orientations, consumer innovativeness and psychological variables, computer, Internet knowledge, and usages drives consumer characteristics.

Consumer attitudes toward online shopping usually been determined by two factors; one is trust, and another is perceived benefits (Hoque, Ali, & Mahfuz, 2015). Therefore, trust and perceived benefits seem to be the critical conjectures of consumer behavior toward online shopping (AlDebei, Akroush, & Ashouri, 2015; Hajli, 2014). Moreover, information quality, merchandise attribute, website design, transaction capability, payment, security/privacy, delivery, self-consciousness, state of mind, the consumer's time sense and customer service are strongly predictive of online.

Peterson et al. (1997) Commented that Decision sequences will be influenced by the starting point of the consumer, the relevant market structures and the characteristics of the product in question. Consumers' attitude towards online shopping is a prominent factor affecting actual buying behavior. **Kapoor (2012),** online decision making and online shopping phenomena are governed by a number of consumer acceptance and behavior characteristics and grounded in theoretical aspects of consumer decision making. There are number of factors that affect what we buy, when we buy, and why we buy. In reference to buying online, the factors that influence consumers are marketing efforts, socio-cultural influences, psychological factors, personal questions, post decision behavior, and experience. **Dr.R.Shanthi, Dr. Desti Kannaiah (2015**), state that mostly the youngsters are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study highlights the fact that the youngsters between the age of 20-25 are mostly poised to use the online shopping.

Manisha Kinker and N.K. Shukla(2016) commented that Customer-oriented factors 'time saving' 'product quality', 'product price', 'convenience', 'accessibility', 'shop anywhere and anytime' are the main specific factors influence customers attitudes toward electronic product online shopping. Vidya S Gurav, Vinay R Patil (2016) State that the growth of internet and advancement in technology and the awareness of advantages of online shopping consumers of all age classes prefer on line shopping. It can be concluded that people consider cost saving to be important factor to purchase online.

2.2 Online Consumer Behavior

Nowadays, it is the most difficult task for the organizations to know their customers, when customers are introduces to new technologies their behavior changes. A great quantity of study has examine online customer performance. A recent research supports that it is very difficult to understand the online consumer behavior as each day businesses and the marketing place is being transformed has also examined if the emotional responses to a website may influence customers to visit the website again. The results revealed that the factors affecting the meaning to return to a website are the enjoyment of the shopping experience and the usefulness of the web site. It is a very important issue for the marketer to review the factors influencing consumer behavior since different types of websites may need to contain different types of customers with unique attributes

2.3 Changing Attitude towards Online Shopping

The number of internet users is rising day by day which attract public who have an option to buy online. It was never thought that Indians would go in for e-shopping in such a big way. Bangladeshi people feel very interested and they frequently shop from online. Ticketing, travel bookings and even books and movies seem fine to buy online. But now they shop different items from online. Even though there are some segments of public who have not yet tried purchasing over internet in Bangladesh.

2.4 Consumer Perception

Consumer perception applies the conception of sensory perception to marketing and advertising. Just as sensory awareness relates to how humans perceive and process sensory stimuli through their five senses, consumer perception pertains to how individuals form opinions about companies and the merchandise. They offer them the products on the basis of their purchases which they make. Merchants apply consumer perception theory to determine how their consumers perceive them. They also use customer perception theory to develop marketing and advertising strategies intended to retain present customers and attract new ones.

Chapter Three
Online Shopping in Bangladesh

3.0 Overview of online shopping in Bangladesh

Rising dispersion of ICTs especially the Internet forcing the worldwide business community to move towards e-business. Online shopping gives customers the access to the globe market, enabling them to compare price across the region and various sites, find out whether price varies by order fragmentation, get awareness about alternative products (Jagonews24.com., 2015). Consequently, the sellers ensure that they portrayed themselves in the cyber world through websites and portals. The sellers like consumers also benefit from the increase and more efficient access to the global market through the Internet.

Over the last several years, UNCTAD (United Nation Center for Trade and Development) as emphasized the importance of e-commerce, especially online shopping for developing countries (UNCTAD, 2017). To facilitate developing countries to transition into all sectors of e-commerce, UNCTAD has special programs. UNCTAD has also developed rules and guideline for all types of a global e-commerce transaction. The private sector in Bangladesh should be well prepared to meet the requirement and expectation of the customer and also stand out in the competition against rivals from home and abroad because of increasing globalization (Khan, 2014).

In such a scenario, businesses need to automate their internal processes with those of ICTs to become increasingly competitive and efficient in a global context. Also, businesses have to have adequate presence and participation in the cyber world. Particularly, these two issues are becoming essential for Bangladeshi corporate sector (Dhaka Tribune, 2015).

3.1 Company Background of Daraz.com.bd:

Daraz is an online store that provides branded products for men and women across clothing, footwear, apparel, jewelry and accessories. The Company hosts a wide assortment of consumer electronics, fashion and beauty products, alongside a rapidly growing miscellany of general merchandise. Daraz is a business to customer (B2C) model's venture of Rocket. It officially started its journey in 2015. For Bangladeshi people, it was the first time when a venture introduced this model, which seemed similar to Amazon. Daraz was the 4th e-commerce site in Bangladesh beside Click BD, Ekhanei and OLX. It started its journey with brands like; Yellow, Noir, Symphony, The Body Shop, Huawei, Samsung, Walton, Aranya, 6 Degree Mobile, ShadaKalo, Apple, LG, FastTrack, MAC, Nikon, Ecstacy, Panasonic, Doors. Now it has all the renowned brands in its website and a huge number of sellers.

Bangladesh has a huge population which pulls in a great deal of advertisers to offer their products. But because of absence of creativity, Bangladeshi customers still need many latest facilities the modern world offers. A Big portion of the our population don't have the knowledge about the proper use of internet apart from use it only for social media and that is turning into a challenge for the online companies. Our Government is trying to provide internet all through the country, which will help the development of e-commerce sector of nation.

3.2 The Leading Online Marketplace:

Daraz Bangladesh Ltd started its business in Bangladesh in October 2013 launching on November 2013. Daraz is the leading online marketplace for new markets. It deals with everything from books, to mobiles & tablets, fashion wear and accessories, electronics, jewelry, home and living products, kid's products and many more. It is the fastest growing E-business shopping site for the emerging markets, with over million customers. Here products are generally sold at fixed prices. The option of selling at auctioned prices is also provided here. When a customer's sees what he/she likes, they place an online order, they buy it, pay for it and wait for it to be delivered at their doors! If they live in Dhaka, they generally get home deliveries and many sellers provide cash on delivery even outside Dhaka.

Customers can pay for an item on Daraz using a different methods such as cash on delivery (this is available only in few cities at the seller's discretion), bank deposit, bKash or other mobile banking methods, etc. Till now the online payment system has not yet been installed yet and so customers can not make online payments to buy products from Daraz and so it's difficult for people outside Bangladesh to buy products. Once anybody registers (for free) with Daraz, he/she can access all of their Daraz buying and selling activities in a single location called "My Accounts".

3.3 Mission of Daraz.com.bd:

The company's mission is to become world's largest e-commerce platform outside USA and China. The company identifies new business models, untapped markets and entrepreneurs. Nurture them and try to establish the business.

3.4 Vision of Daraz.com.bd:

Their vision is to capture the maximum share of consumer online shopping expenditure in the market.

3.5 Goal

Their goal is to provide the best product in the best price. Also, to introduce latest products in the market for the customers.

3.6 On the other hand (Sheba.xyz)

Being an online service provider, Sheba.xyz is one of the unique and fastest growing startups in Bangladesh. From cleaning to repairing, it offers almost all kind of house services you would need. You might be wondering how things work here? It is rather very simple. You place an order and schedule home services at your most suited time and the services will be provided to you at your continence. Their service quality is top notch. Moreover, you will also get 7 days of service warranty. The services of Sheba.xyz are house cleaning, repairing, home shifting, plumbing, beauty service, laundry, even car rental, and food delivery and many more. They accept payment when service/s is delivered.

3.7 Daraz Organogram:

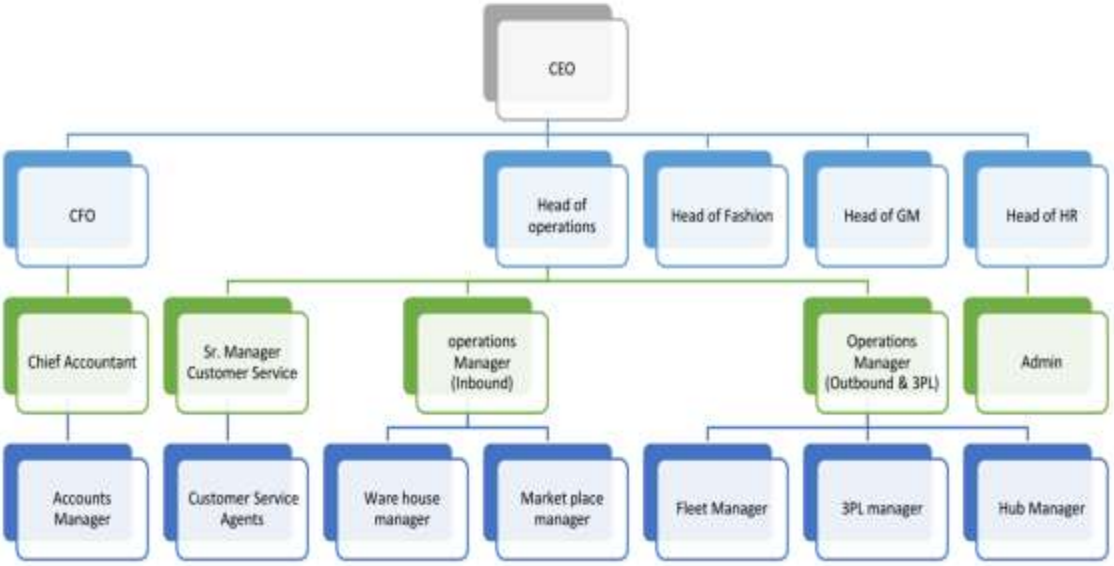

Figure No: 3.1 Daraz Organogram

3.8 SWOT Analysis:

We know that SWOT analysis means a company's strength, weakness, opportunity and threat. Online shopping has also some strength, weakness, opportunity and threat, those are discussed below:

Figure No: 3.2 SWOT Analysis

Strengths:

1. Online shopping provide unrestricted (no barriers of time and place) services and comprehensive information for customers.
2. Online shopping can save our energy, time and effort on travelling to local markets, negotiating packing and bringing the product safely. Along with this some consumers believe that online shopping is convenience due to home delivery service.
3. Different from traditional shopping, the operating costs of online shopping are relatively low. It can save a lot of additional costs for the merchants. So that they can charge less price than the traditional stores.
4. Convenience is the biggest perk. Online shopping give us the opportunity to shop 365*24*7 and reward us with a no pollution shopping experience.
5. From online shopping, we can get international products without spending money on airfare. We get access to products which are not easily available in local markets.
7. Online shops have the ability to use online marketing tools to target new customers and website analysis tools to gain insight into customer's needs.

Weakness:

1) Online payments are usually safe but not always. There can be a risk of security of payment through cash cards. When we make an online purchase, we have to provide our credit card information. It may cause credit card fraud. So there is always a question of security.
2) There is a proverb that, "Don't judge a book by its cover". So we can say, don't dare judge the product by its picture. When we order products from online we can only see the visuals of product but not the actual product. What is shown in the picture might not be always similar to what delivered to us.
3) Delivery charges are the main hidden cost of online shopping. Only a few sites offer free shipping, some others will ship for free only, if the total purchase price exceeds a certain amount, and other sites will charge to ship the products.
4) When people shop from online, they don't have an opportunity to touch, feel or check the quality of products (such as clothing, furniture etc.). People do not have the option of testing the product before its delivery.
5) Returning goods for a refund can also be costly. The majority of sites do not pay return shipping if anyone have to send something back, so it often cost more money.

Opportunity:

1) Ecommerce changes every single day. New technologies and features have helped the marketers to upgrade their level of business.
2) Online shopping has created a quicker, smoother, more customer-friendly shopping experience.
3) Live chat has increased online customer service, deaden the traditional retailer advantage. Marketers use people's information in their business. It is an opportunity for online companies to better understand customer demands and preferences.
4) Facebook and other social media sites provide free or low-cost promotions. Marketers use the tool for the promotion of their business.
5) Online company perform 24/7 business which means that customers can make orders at any time.

Threats:

1) In this era of globalization, market place becomes competitive. People’s preferences are changes day by day. It is a challenge for the marketers to stay connected and adopt with new features.
2) Now a day’s online business are getting more popular. When a business sector became profitable, there is always a treat of new entrance.
3) Low barriers to entry are a constant threat in online business. It’s easy to set up an online business, even in a garage. People can promote and sell items via Facebook or other social sites without setting up their own websites.
3) Online shops should always be looking for broad industry shifts that might affect their growth. These include legal and regulatory changes..

Chapter Four:
Data Analysis and Findings

4.1 Data Analysis

I have selected 20 respondents in my report and all those who have selected are the young generation of online shopping customers. I Have been used Microsoft Excel in the survey. The findings are given in the following concurrently:

4.1.1 Gender

The whole respondent of this survey is 20, because the survey respondents are the Customers of the office. The following chart reveals the gender frequency of the respondents.

Table-4.1: Gender of Respondents

Gender	Respondents	Percentage of Frequency
Male	12	60%
Female	08	40%
Total	**20**	**100%**

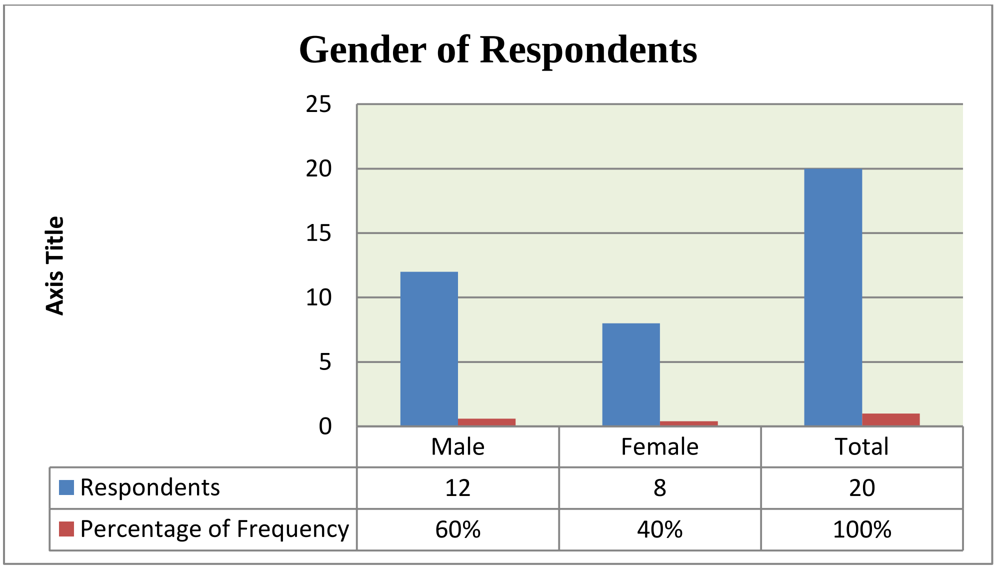

Figure-4.1: Gender of Respondents

Comments:

We can see this figure most of the respondents are male (60%) and female respondent are (40%).

4.1.2 Occupation of Respondents

Table-4.2: Occupation of Respondents

Occupation	Respondents	Percentage of Frequency
Students	12	60%
Business	04	20%
Service	03	15%
Housewife	01	05%
Total	**20**	**100%**

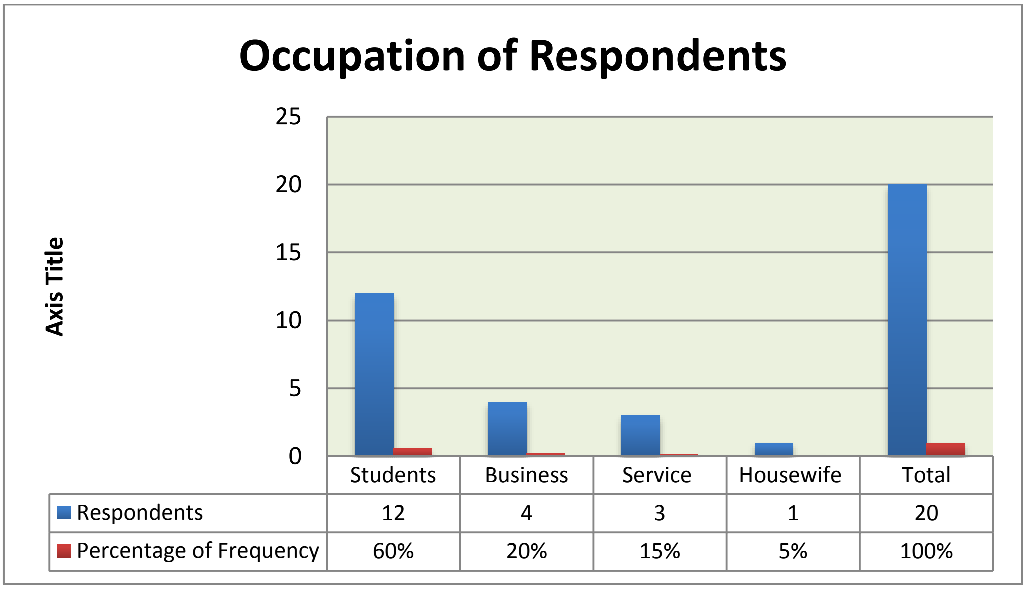

Figure-4.2: Occupation of Respondents

Comments:

We can see this figure Occupation of Respondents. Most of the respondents are Students (60%), Business (20%), Service (15%) and 05% are Housewife. So we can say the majority respondent's occupation are student and there are young generation.

4.1.3 Income of Respondents

Table-4.3: Income of Respondents

Income	Respondents	Percentage of Frequency
12,000	03	15%
12,000-18,000	05	25%
18,000-24,000	08	40%
24000-30,000	03	15%
30,000-36,000	01	05%
Total	**20**	**100%**

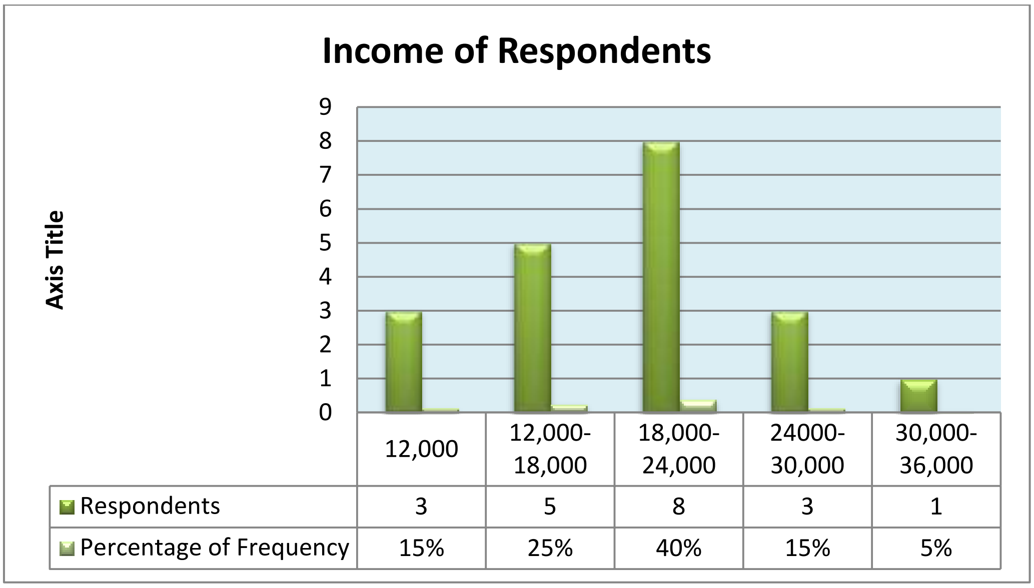

Figure-4.3: Income of Respondents

Comments:

We can see this figure Income of the Respondents. 15% Respondents income 12,000, 25% Respondents income 12,000-18,000, most of the (40%) Respondent's income 18,000-24,000, and 15% Respondents 24000-30,000 taka income per month.

4.1.4 Experiences of online shopping

Table-4.4: Experiences of online shopping

Experiences	Respondents	Percentage of Frequency
1-year	10	50%
1-2 years	06	30%
2-3 years	03	15%
3-4 years	01	05%
More than 4 years	0	0%
Total	**20**	**100%**

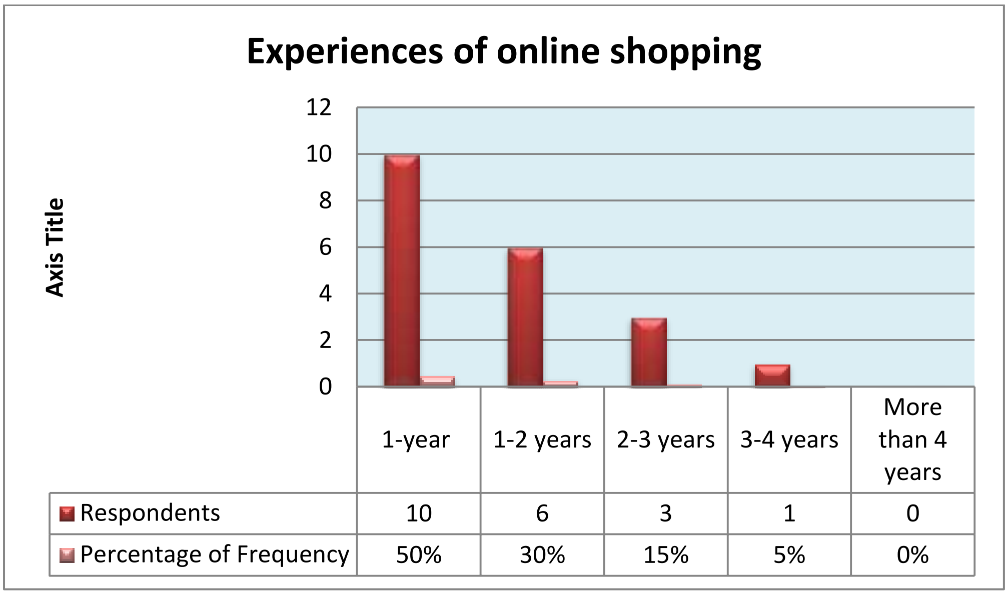

Figure-4.4: Experiences of online shopping

Comments:

We can see this figure about Experiences of online shopping. 50% Respondents experience is 1 year, 30 Respondents experience is 1-2 years, 15% Respondent's experience 2-3 years and 05% Respondent's experience is 3-4 years in online shopping.

4.1.5 Sources of online shopping information

Table-4.5: Sources of online shopping information

Sources	Respondents	Percentage of Frequency
Friends	03	15%
Advertisement	05	25%
Website Advertisement	08	40%
Facebook	04	20%
Others	0	0%
Total	**20**	**100%**

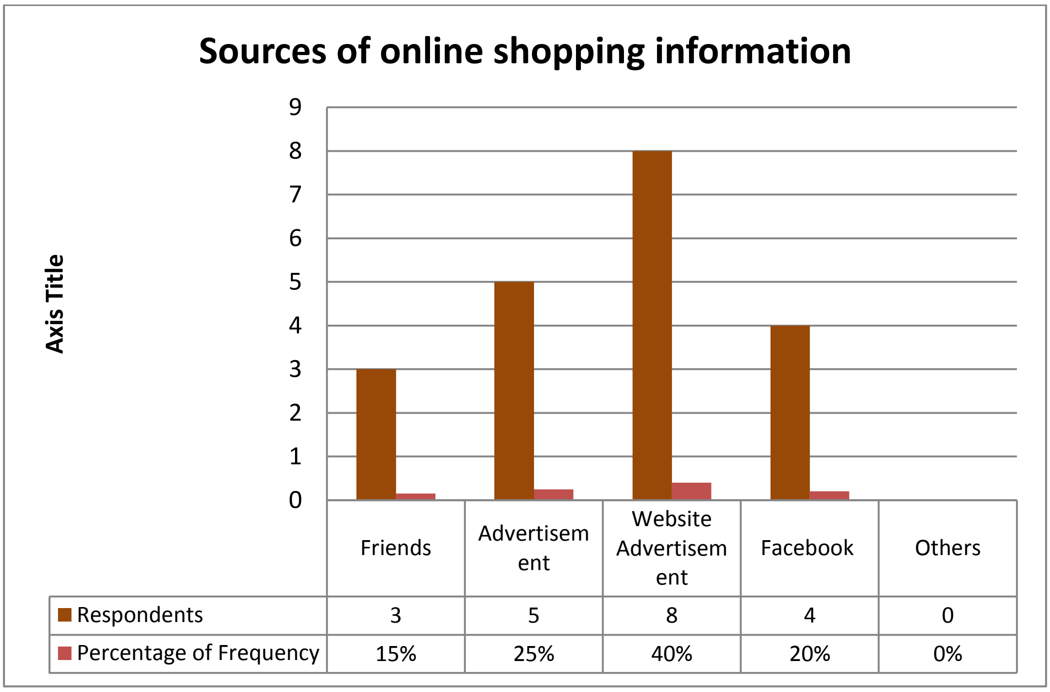

Figure-4.5: Sources of online shopping information

Comments:

From this figure we can see about Sources of online shopping information. 15% Respondents said Friends, 25% Respondents said Advertisement, 40% Respondent's said Website Advertisement and 20% Respondents said Facebook Sources of online shopping information.

4.1.6 Causes for choosing online shopping

Table-4.6: Causes for choosing online shopping

Causes	Respondents	Percentage of Frequency
Time Save	09	45%
Comportable	03	15%
Comparison of Products	03	15%
Avilable Variety	05	25%
Total	**20**	**100%**

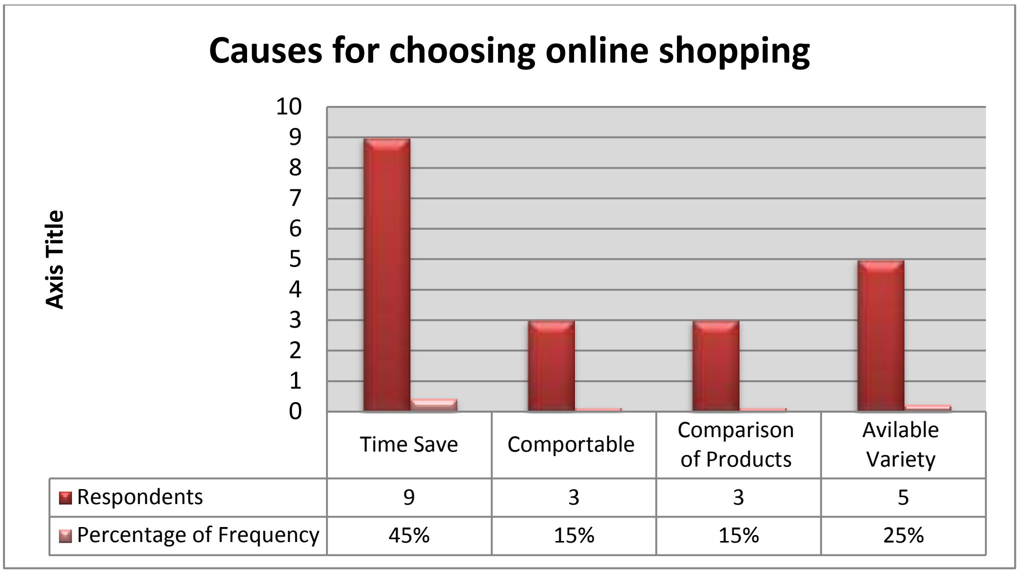

Figure-4.6: Causes for choosing online shopping

Comments:

From this figure we can see about Causes for choosing online shopping. 45% Respondents said Time save, 15% Respondents said Comfortable, 15% Respondent's said Comparison of Products and 25% Respondents said Avilable Variety for choosing online shopping.

4.1.7 Preference for product/service for online shopping

Table-4.7: Preference for product/service for online shopping

Preference	Respondents	Percentage of Frequency
Garments/ Fabrics	08	40%
Online Ticketing	06	30%
Accessories	04	20%
Healthcare & Fitness	02	10%
Total	**20**	**100%**

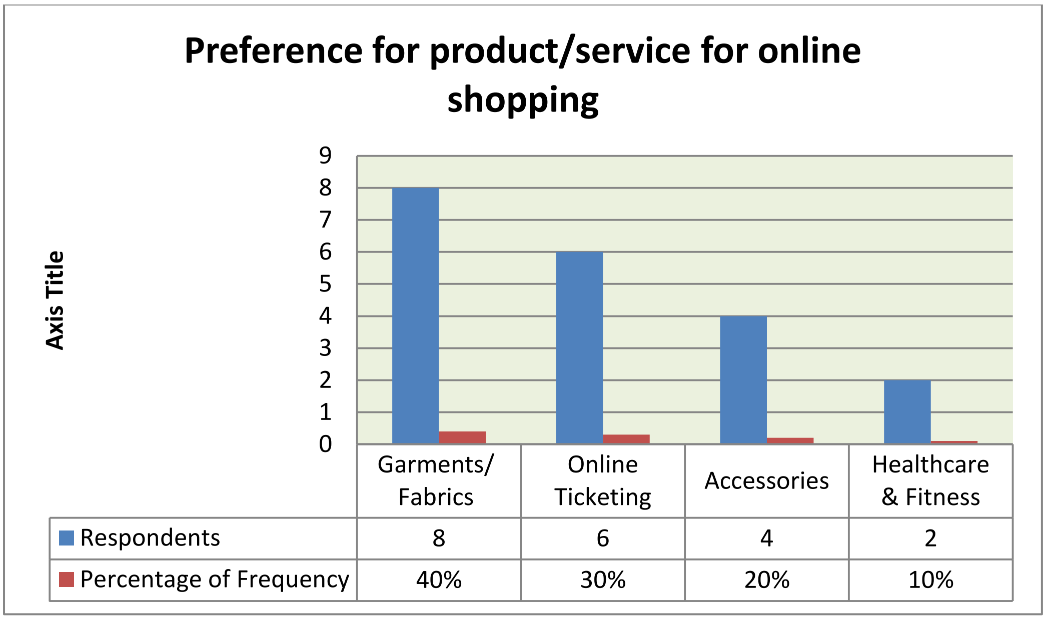

Figure-4.7: Preference for product/service for online shopping

Comments:

The graph show that about Preference for product/service for online shopping. 40% Respondents said buy Garments/ Fabrics, 30% Respondents said Online ticketing, 20% Respondent's said buy Accessories and 10% Respondents said Healthcare & Fitness buy Preference for products.

4.1.8 Factors for disliking online shopping.

Table-4.8: Factors for disliking online shopping.

Factors	Respondents	Percentage of Frequency
Price high	06	30%
Poor return Policy	02	10%
Lake after sale service	03	15%
Incapability to touch and feel	09	45%
Total	**20**	**100%**

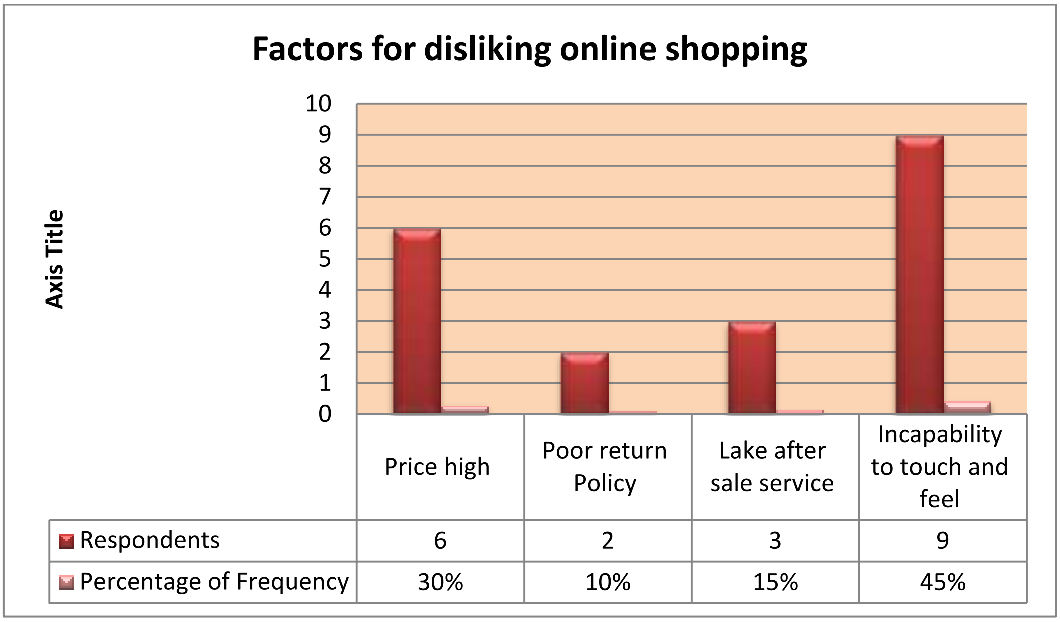

Figure-4.8: Factors for disliking online shopping.

Comments:

From this figure we see about Factors for disliking online shopping. 30% Respondents said high price, 10% Respondents said Poor return Policy, 15% Lake after sale service and majority 45% Respondents said Incapability to touch and feel for disliking online shopping.

4.1.9 Modes of Payment preferences

Table-4.9: Modes of Payment preferences

Modes of Payment	Respondents	Percentage of Frequency
Debit Card	03	15%
Mobile Banking/ B-kash	04	20%
Credit Card	02	10%
Cash after Delivery	11	55%
Total	**20**	**100%**

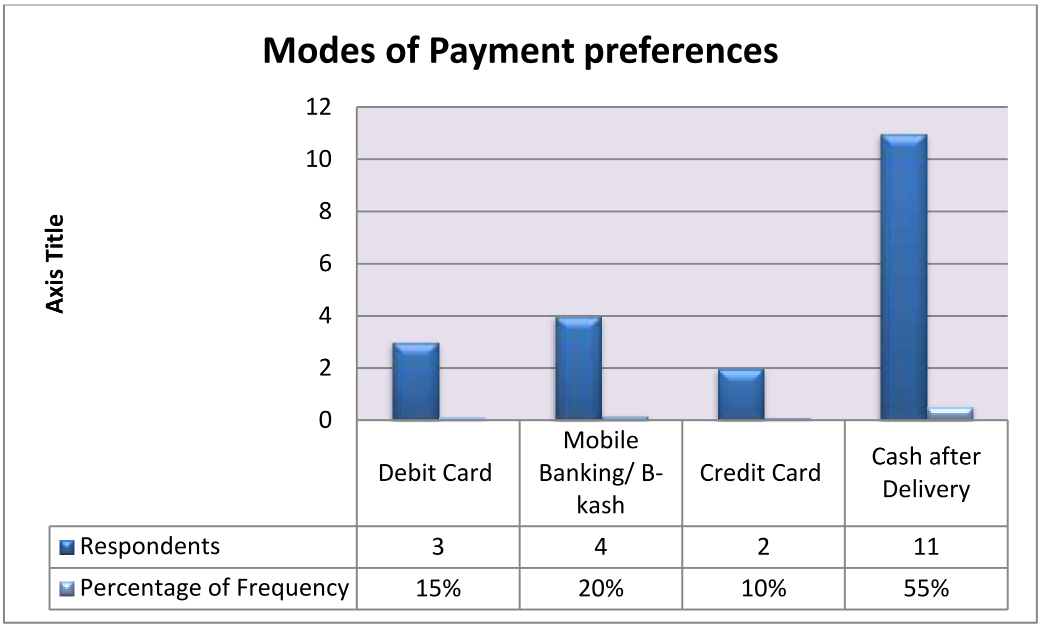

Figure-4.9: Modes of Payment preferences

Comments:

I can see this figure no 4.9 about Modes of Payment preferences. 15% Respondents said Debit Card, 20% Respondents said Mobile Banking/ B-kash, 10% Respondents said Credit Card and 55% Respondents said Cash after Delivery By paying the bill.

4.1.10 Satisfaction of online Shopping

Table-4.10 Satisfaction of online Shopping

Satisfaction	Respondents	Percentage of Frequency
Strongly Satisfied	04	20%
Satisfied	11	55%
Strongly Dissatisfied	01	05%
Dissatisfied	03	15%
Neutral	01	05%
Total	**20**	**100%**

Figure-4.10: Satisfaction of online Shopping

Comments:

The graph show about Satisfaction of online Shopping. 20% Respondents said Strongly Satisfied, 55% Respondents said Satisfied, 05% Respondents said strongly dissatisfied, 15% Respondents said dissatisfied and 05% Respondents said Neutral. So it can be said that the young generation of Bangladesh is very satisfied with online marketing.

4.2 Findings of the Study

The results found through the survey are presented below:

- Of the 100% respondents 60% were male and 40% were female.
- Most of the respondents (60%) were students or new generation. The rest were businessmen, employers and housewives.
- Majority respondents (40%) income was 12,000-18,000 taka per month, and 15% Respondent's income 18,000-24,000 taka income per month.
- Experiences of online shopping: 50% Respondent's experience is 1 year, 30% Respondent's experience is 1-2 years, 15% Respondent's experience is 2-3 years and 05% Respondent's experience is 3-4 years in online shopping.
- Sources of online shopping information: 15% Respondents said Friends, 25% Respondents said Advertisement, 40% Respondents said Website Advertisement and 20% Respondents said Facebook Sources of online shopping information.
- Causes for choosing online shopping: 45% Respondents said Time saver, 15% Respondents said Comfortable, 15% Respondents said Comparison of Products and 25% Respondents said Avilable Variety for choosing online shopping.
- Preference for product/service for online shopping: 40% Respondents said buy Garments/ Fabrics, 30% Respondents said Online ticketing, 20% Respondent's said buy Accessories and 10% Respondents said Healthcare & Fitness products.
- Factors for disliking online shopping: 30% Respondents said high price, 10% Respondents said Poor return Policy, 15% Lake after sale service and majority 45% Respondents said Incapability to touch and feel for disliking online shopping.
- Modes of Payment preferences: 15% Respondents said Debit Card, 20% Respondents said Mobile Banking/ B-kash, 10% Respondents said Credit Card and 55% Respondents said Cash after Delivery By paying the bill.
- Satisfaction of online Shopping: 20% Respondents said Strongly Satisfied, 55% Respondents said Satisfied, and 05% Respondents said strongly dissatisfied, 15% Respondents said dissatisfied and 05% Respondents said Neutral. So it can be said that theyoung generation of Bangladesh is very satisfied with online marketing.

Chapter Five
Recommendations and Conclusion

5.1 Recommendations

I think the following suggestion and recommendation are seen feasible for the improvement of the existing online shopping. These are given in below:

- Companies should design strategies and develop varieties of goods to draw and retain online shopper.

- Merchants should bring out pioneering ways so that there is increase in other categories of products and services.

- Online shops need to develop better return policies, get better quality of products and provide after sale services and charge a reasonable price to support online shopping.

- Since the era of the internet now, the company should pay the bill through mobile banking.

- Companies should take on measures so that dissatisfied and neutral category of online shoppers can move towards satisfied or highly satisfied category.

5.2 Conclusion

Online shopping is more and more driven by the ICT communications development, online payment systems and the Internet penetration rate in Bangladesh. Studying these unique characteristics of online shopping and consumer behavior of online shoppers would benefit the tech-entrepreneurs and policymakers to craft their strategies properly for the market. This study empirically reveals the consumer behavior of online shoppers in Bangladesh. Bangladeshi online shoppers are young (mostly below 40 years) similar to other parts of the world. They do online shopping because it saves time, offers home delivery, provides ease in shopping and offers more variety of products for apparels, accessories, and ticketing than that of brick and mortar stores. They mostly rely on price and their experience as the basis of the quality judgment of items in online shopping and for payment system they prefer cash on delivery option. Most of the shoppers get the information primarily from Facebook advertisements which is pursued by friends and family.

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Appendix
Questionnaire

Questionnaire
Subject: Project Report
"Customer Preference and Response toward Online shopping – a study on young generation of Bangladesh"

Dear Sir,

I am a student of **United International University.** I would like to know your **"Customer Preference and Response toward Online shopping – a study on young generation of Bangladesh"** I will appreciate your valuable time & support in answering the questions. All the information collected will be kept strictly private and shall only use for report purpose.

Name ...………………………….. Age ………. Gender. Male ☐ Female ☐

1: Gender of Respondents

- Male
- Female

2: Occupation of Respondents

- Students
- Business
- Service
- Housewife

3: Income of Respondents

- 12,000
- 12,000-18,000
- 18,000-24,000
- 24000-30,000
- 30,000-36,000

4: Experiences of online shopping

- 1-year
- 1-2 years
- 2-3 years
- 3-4 years
- More than 4 years

5: Sources of online shopping information

- Friends
- Advertisement
- Website Advertisement
- Facebook
- Others

6: Causes for choosing online shopping

- Time Save
- Comfortable
- Comparison of Products
- Available Variety

7: Preference for product/service for online shopping

- Garments/ Fabrics
- Online Ticketing
- Accessories
- Healthcare & Fitness

8: Factors for disliking online shopping.

- Price high
- Poor return Policy
- Lake after sale service
- Incapability to touch and feel

9: Modes of Payment preferences

- Debit Card
- Mobile Banking/ Bkash
- Credit Card
- Cash after Delivery

10: Satisfaction of online Shopping

- Strongly Satisfied
- Satisfied
- Strongly Dissatisfied
- Dissatisfied
- Neutral