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THE ACCEPTANCE LEVEL OF ONLINE SHOPPING IN 21ST CENTURY BANGLADESH

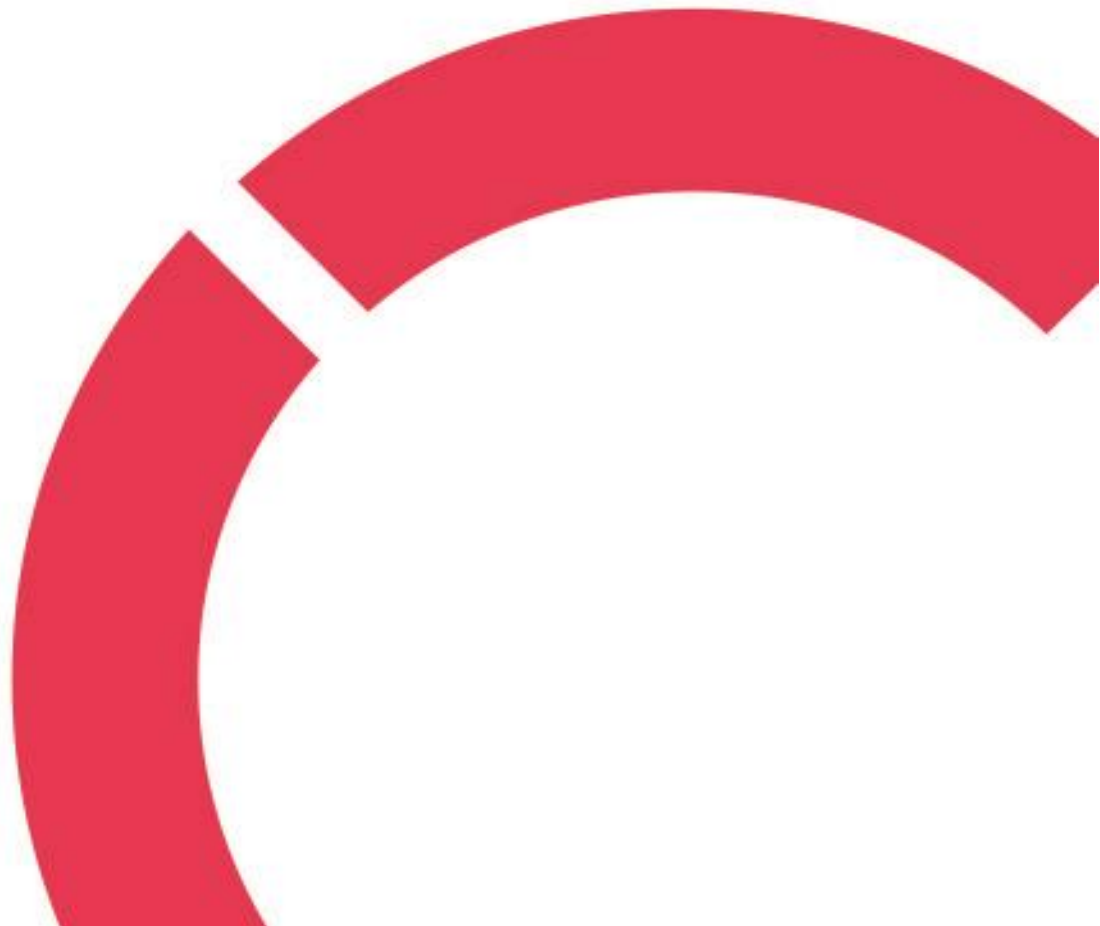
A glimpse from Dhaka city

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ABSTRACT

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<p>E-commerce, commonly known as online shopping, has been popular in recent years, both in Bangladesh and elsewhere. This research looked at the attitudes of Dhaka consumers on internet purchasing. The study report depicted the current situations and habits of Bangladeshi internet users. In addition to illustrating shoppers' incentives and constraints, this research examined the state of online vs. brick-and-mortar retail rivalry in Bangladesh. Theoretical framework identified what factors can sway consumers one way or the other when it comes to internet purchasing.</p> <p>Data for this research was gathered using online survey administered to Facebook members residing in the Dhaka metropolitan region. The SPSS software suite was utilized for both graphical data presentation and hypothesis testing.</p> <p>According to the results, online shopping is popular among respondents because it is seen to be easy, time-saving, and quick. Respondents, on the other hand, are worried about the safety of making online purchases due to concerns about things like privacy, trust, returns policies, delivery time and expense, and a lack of pleasure. Online shoppers are put off by the issues mentioned above, and as a consequence, e-consumers have been shown to choose brick-and-mortar stores. Finally, certain suggestions have been formulated for online merchants to implement to increase the allure, acceptability, and trustworthiness of online buying.</p>		

<p>Key words acceptance, Bangladesh, customer motivation and inhibition, e-commerce, e-consumers, Facebook, online shopping, SPSS software, traditional shopping</p>

ABSTRACT
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1 INTRODUCTION

In 21st century Bangladesh, the acceptance level of online shopping in Dhaka City reflects a growing trend. With increasing internet penetration and changing consumer preferences, more people embrace the convenience of virtual storefronts. From electronics to groceries, online platforms offer a diverse array of products, reshaping retail dynamics in the bustling capital.

1.1 Background of the study

Companies are trying to go ahead in the increasingly competitive business world by improving their customer service via electronic commerce (e-commerce). The phenomenon of shopping online is well-known to people everywhere. In 2014, 40.4% of the global population was online, up from 39.2% the year before. Bangladesh is developing quickly. At the end of February 2017, the Bangladesh Telecommunication Regulatory Commission reported that the total number of internet users in the nation had reached 67.245 million. (Internet Subscribers in Bangladesh 2023.)

These days, the Internet is used for everything from commerce and education to entertainment and socializing. The significance of e-commerce sites in facilitating communication between businesses and their intended consumers therefore rises. E-commerce, short for "electronic commerce," encompasses any economic dealings that take place between firms and customers via the Internet. When you purchase online, you have the freedom to do it at any time, from any location, and with whatever means of payment you like. You may save both time and money by looking at pricing at many retailers and then making a single purchase. There are many disadvantages to shopping online, such as not being able to physically examine or try on the goods, not receiving individualized service from salespeople, waiting for products to arrive before making a purchase, being vulnerable to fraud, not having control over one's personal information, and having a more complicated return policy.

When it comes to online shopping, Bangladesh is just getting started. All of the studies have pointed to actions that may improve the situation for online shoppers. To attract more customers, online retailers have simplified and streamlined their processes. Many online marketplaces are now available. The range of products available expands constantly.

1.2 Statement of the research problem

The issue statement lays forth the background for the research and specifies the overarching strategy for the investigation. The fundamental setting for my study is customers' openness to internet buying. Online retailers can better cater to their target audience if they have a sense of how widely they accept the practice. In this light, the research questions are:

- RQ 1: How common is it for Bangladeshi internet users to purchase online?
- RQ 2: To what extent do people prefer "conventional shopping" against "internet shopping?"

1.3 Objectives of the study

Online retailers and internet users in Bangladesh are both growing rapidly. This research was carried out to ascertain the true state of affairs between "Online Shopping" and "Traditional Shopping" among Bangladesh's internet users. Therefore, this research's precise goals are as follows:

- Determine how widely accepted online purchasing is among Bangladeshi internet users.
- Learn how customers feel about "conventional shopping" vs "internet shopping."
- To suggest practical measures that will increase customers' comfort with online purchasing.

1.4 Structure of the thesis

This entire study is divided into six major chapters: The first chapter is the introduction part. The second chapter deals with the theoretical framework. The third chapter is about how the research was conducted. The fourth chapter presents an overview of online shops. The fifth chapter will discuss the results and findings of the study the recommendations and the sixth chapter suggests some recommendations and conclusions.

2 THEORETICAL FRAMEWORK

The research discusses how widely used internet shopping has become in Bangladesh. This research has covered the fundamentals of the online purchasing and payment system. Then, in this section, I will review some earlier studies that were completed on the topic of "online shopping." Numerous studies on the topic of "online shopping" have been conducted. Many experts have highlighted the benefits of online shopping. While some highlighted the problems, they also made important suggestions to improve online shopping for online shoppers.

2.1 Online shopping

Multiple variables, including technology developments, altering client tastes, and cultural transformations, have led to the expansion of online shopping's popularity. Early adopters of internet shopping were wary of making financial transactions online out of fear of becoming a victim of fraud or identity theft. However, the advent of dependable payment systems and encryption software has put these concerns to rest. The convenience of being able to purchase whenever, wherever has been a major factor in the rise of online shopping (Avi, Nasrin & Hassan 2021, 81-95). The proliferation of smartphones and high-speed internet has also played a role in this shift toward e-commerce on mobile devices. E-commerce giants like Amazon and Alibaba have made online shopping the norm because of their huge product catalogues, competitive rates, and dependable delivery choices. The widespread use of trust-building strategies like review and rating systems is partly responsible for customers' greater confidence in doing business online. More people turned to online shopping when lockdowns and social isolation were implemented in response to the global COVID-19 epidemic (Karim 2013, 13-20).

Internet shopping emerged in the 1970s and 1980s when the concept of electronic commerce began to take shape. Nonetheless, the 1990s witnessed the emergence of online shopping owing to the availability of the Internet and the development of secure payment mechanisms. In 1994, the first secure online purchase was made, ushering in a new era for electronic commerce. With the advent of e-commerce platforms like eBay and Amazon and the widespread use of innovative techniques like machine learning and augmented reality, the sector has seen profound transformation since then. (Avi, Nasrin & Hassan 2021, 81-95.)

Users may shop at any number of online stores from the comfort of their own homes using nothing more than a web browser and an internet-connected computer (Karim 2013, 13-20). Other names for this method of doing business include "e-tailing," short for "electronic retail," and "e-shopping," short for "electronic shopping". Marketing products and services to customers using the internet are known as "e-tailing" or "internet-based retailing". In 2016, shoppers had chosen from a broad range of laptops and other devices to complete their online purchases. Online shoppers also need a payment method, such as a credit card, a debit card that can communicate with the store's website, or a third-party service like PayPal (Avi, Nasrin & Hassan 2021, 81-95). However, there exist systems that enable customers to pay with alternatives, such as billing to a mobile phone or landline, cash on delivery, check, electronic money of different sorts, gift cards, postal money orders, wire transfer/delivery on payment, invoicing, and even bitcoin.

2.2 Factors affecting acceptance of online shopping

Some people are wary of internet purchases because of concerns about security, privacy, and service. On the other side, convenience, accessibility, reduced anxiety, and time savings were cited as key drivers of internet buying (Karim 2013, 13-20). Internet shopping's anonymity, safety, product quality, and reliability are the reasons consumers don't make purchases there. These explanations align with those found in research centred on the trust gap. Lee and Turban (2001, 75-91) established a theoretical model to examine the four key antecedent impacts on customer trust in online purchasing: the trustworthiness of the internet merchant, the trustworthiness of the internet as a shopping medium, infrastructure issues, and other variables. Bangladesh's distinct socioeconomic context and technology infrastructure have combined to define the way people there see and use internet shopping. The widespread availability of cell phones and high-speed internet is a major driver of adoption. With the proliferation of internet connectivity, especially via mobile devices, more individuals will be able to enjoy the benefits of online shopping (Avi, Nasrin & Hassan 2021, 81-95).

The level of trust consumers have in online retailers is crucial to the growth of the industry in Bangladesh. Trust in online platforms is essential due to the cultural preference for face-to-face transactions and the presence of conventional brick-and-mortar establishments. Online retailers in the nation have made efforts to win customers' trust by providing safe payment options, prompt shipping, and helpful customer service (Avi, Nasrin & Hassan 2021, 81-95). Trust may also be built via personal connec-

tions, such as through recommendations and recommendations based on pleasant experiences. The social and cultural climate of Bangladesh is also a factor in the country's propensity to embrace internet shopping. Payment method preferences, cultural views on haggling, and the value of human connections in commercial dealings are all factors that might inform how online marketplaces are structured. Successful internet stores in Bangladesh understand and account for these cultural differences (Alam, Anjum, Tasin, Reyad, Sinthee & Hossain 2020, 194-197). The adoption of internet purchasing is also affected by government rules and restrictions. E-commerce may flourish in a climate where policies are transparent and helpful in addressing issues like online transactions, data privacy, and consumer protection. However, internet shopping may not become widely used due to uncertainty or governmental hurdles. Another important consideration is the range and local relevance of the items offered on digital marketplaces. Online customers in Bangladesh might be attracted and kept satisfied by businesses that cater to their specific demands. Products' low prices and competitiveness with conventional retail might also contribute to their widespread use.

E-business operations are broken down into the "Pre," "Online," and "Aftersales" stages by Liu & Arnett (2000, 23-33). Many studies have been conducted using internet shoppers' perspectives as the foundation. Researchers have classified internet buyers based on their behaviour and preferences. There are six distinct types of internet consumers. They switch between online and offline shopping, doing price comparisons, sticking to tried-and-true methods, combining conventional and online methods, and acting as both e-laggards and information surfers. (Keng Kau, Tang, & Ghose 2003, 139-156.)

Consumers' actions might differ depending on whether they are considered "experts" or "novices." "Expert" consumers are individuals who have a thorough understanding of the product. Customers who fall into the "novice" category have little to no experience with the product. Their actions differ depending on their level of product expertise (Jaillet 2003, 369-381). Conceptual models for online shopping's growth, acceptability, and customer happiness have been presented by several studies. Information and service quality, System usage, playfulness, and quality of system design are all listed by Liu and Arnett (2000, 23-33) as crucial to the success of an e-commerce website. Several critical characteristics of business-to-consumer websites include design functionality, security, privacy, and information quality, as stated by Ranganathan and Ganapathy (2002, 457-465). Online purchasing decisions might be affected by four factors, according to research by Pachauri (2002, 269-300). Considerations such as the "economics of information," "cognitive costs," "lifestyle," and "contextual influence" are among the factors. Pachauri (2002, 269-300) discussed the benefits and drawbacks of shopping online.

Online shopping is the way to go because of its many advantages, including its lower costs, more selection, and superior customer service. The drawbacks include privacy/security concerns, unsatisfactory customer service, a lack of product engagement, a high price tag, limited availability, and no opportunity to physically try the item before buying (Alam, Anjum, Tasin, Reyad, Sinthee & Hossain 2020, 194-197).

2.3 Acceptance of online shopping in Bangladesh

Customers in Bangladesh are increasingly turning to the convenience of online purchasing. Many residents of Dhaka are drawn to online retail because it provides them with "convenience, getting an escape from summer temperature during the summer season, evasion of the notorious traffic in the congested city of Dhaka, home delivery, indefinite arrays and categories of goods and products, symmetric information with descriptions on Facebook pages and detailed captions accompanying every offered good," and the possibility of paying for their purchases with their mobile phones. In addition, The Daily Star reports that many Dhaka residents are unable to haggle, have increased fraud and security concerns, excessive "extra hidden expenses," and the financial success of using internet photographs when the product is not comparable are some of the factors that work against online shopping. Other factors that work against online shopping include the inability to bargain, increased fraud and security concerns and excessive "extra hidden expenses". (Alam, Anjum, Tasin, Reyad, Sinthee & Hossain 2020, 194-197.)

The proliferation of smart mobile devices, endless search options, comparative shopping options, home delivery or click-to-brick type shopping, and most importantly, personalization on e-commerce portals with personalized incentives are all factors that are contributing to the growth of online shops in Bangladesh. Click-to-brick shopping is a type of shopping in which customers click on a link that takes them to a physical store to complete their purchase. This is following the findings of the most current investigations.

Consumers' attention has been turned toward business models in the e-space as a result of rapid urbanization, increasing penetration of the internet, and growing usage of mobile devices. Pricing has the biggest influence out of the four elements of convenience, cost, trust, and experience due to the typically thrifty nature of the locals. Experience also plays a significant role. (Farhana, Khan & Noor 2017, 205-215.)

One of the most prevalent explanations provided for why people do not make purchases online is because they do not trust the website (Suhan 2015, 14-24). "Customer satisfaction" is often cited as one of the most important objectives of businesses operating online. On the subject of determining what makes customers happy, several research has been carried out. In these kinds of investigations, academics have presented a variety of models. According to Alam and Yasin (2010), elements such as website design, reliability, product variety, and performance may all play a role in determining a customer's level of happiness.

In their study published in the *International Journal of Economics and Social Science* in 2013, Chowdhury and Hossain (2013, 97-103) proposed a model that was based on the TAM to explain why consumers in Bangladesh feel comfortable with online shopping. There are nine different routes to success for businesses operating online. When trying to make a sale, it is important to have reviews, high-resolution photographs, a simplified checkout process, rapid page loads, a well-organized layout, a variety of relevant things, easy navigation, immaculate language, and great service (Karim 2013, 13-20).

It's possible that establishing Bangladeshi websites for online shopping may help the nation get more acceptability. Three different approaches might be used to improve Bangladesh's online shopping platforms. The inclusion of relevant filters to assist customers in their attempts to select potential vendors; the use of acceptable pictures, written product descriptions, embedded videos where available; and so, on are all factors that lead to a more streamlined design (Alam, Anjum, Tasin, Reyad, Sinthee & Hossain 2020, 194-197). In recent years, there has been an increase in the prevalence of internet shopping in Bangladesh. There seems to always be a new online shop opening somewhere. There are commercials shown on television and published in newspapers. In the course of this research, I will investigate the degree to which people in Bangladesh are amenable to the idea of making purchases online. The information included in this research may be used by future scholars as well as owners of e-commerce websites to solve the issues and challenges associated with online shopping.

3 METHODOLOGY

From choosing a subject to writing up the results, methodology encompasses all the steps that must be taken to ensure accuracy and precision. I used a methodical approach to locating sources, amassing data, sorting it into categories, analysing it for meaning, and presenting the results. There are two main categories of research, one is Qualitative research and another is Quantitative research.

Quantitative studies seek statistical generalizability via the methodical collecting and analysis of numerical data to reveal patterns, correlations, and trends (Malhotra & Dash 2016, 70). In contrast, qualitative research employs non-numerical data like words, pictures, or observations to probe and make sense of deeper meanings, motives, and situations (Malhotra and Dash 2016, 71).

3.1 Research design

Quantitative research has been specifically selected for this study owing to its inherent capabilities in examining and appreciating the various features of the research issue. The adoption of a quantitative research technique derives from a conscious decision to apply a structured and numerical approach in researching the research problems at hand. Quantitative approaches are especially appropriate for this research owing to their capacity to offer accurate measurements, assess statistical correlations, and generate conclusions that may be applied to a larger population. The purpose is to obtain objective, measurable data, allowing for rigorous analysis and the discovery of patterns or trends. This technique guarantees a systematic and reproducible inquiry, boosting the study's credibility and contributing to evidence-based findings. The choice to select a quantitative research approach demonstrates a dedication to empirical rigour and a desire to unearth measurable insights that match the study's aims.

3.2 Data collection method

Data collection methods are the techniques or processes used to gather information or data for research, analysis, or study. These methods can include surveys, interviews, observations, experiments, and the examination of existing records or documents. The goal is to systematically collect relevant

and accurate data that can be analysed and interpreted to draw meaningful conclusions or insights. The choice of a specific data collection method depends on the nature of the study, the type of information needed, and the resources available. Primary and secondary data have been obtained for this research.

3.2.1 Primary data source

Researchers gather primary data from scratch to answer research questions. The questionnaire has been utilized for gathering the main data. A questionnaire is a structured method of gathering information in which a respondent answers a series of written or spoken questions (Malhotra & Dash, 2016, 305). Some Facebook users were selected and sent a questionnaire via email. The information has been gathered via the use of a structured questionnaire. The questionnaire has been provided to respondents electronically to interpret their responses on the internet in addition to gathering information. The purpose of the research and the Facebook behaviours of the participants inform the development of questionnaires. The survey is meant to collect reliable data and statistics from consumers who have access to the internet. The survey was made using Google Docs Forms. Google Docs is used for both form development and data collecting. Free-form text, radio buttons, checkboxes, scales, a grid, and lists are just some of the many forms of responses. A single Excel file will include all of the survey responses. It also includes a link to the paper itself, which may be shared independently. Through Facebook's message and chat functions, a link to the survey was sent to prospective participants. The link was also sent to several Facebook groups to gather more data.

3.2.2 Secondary data

Data that was not originally collected to answer the research question at hand are examples of secondary data (Malhotra & Dash, 2016, 98). You can find these files quickly and affordably. Articles, books, journals, the internet, newspapers, blogs, seminar presentations, and working papers will all be mined for secondary data.

3.3 Sampling

Sampling refers to the process of selecting a subset of individuals or items from a larger population for the purpose of conducting research or gathering data. In various fields such as statistics, market research, and social sciences, sampling is essential for drawing conclusions about the entire population based on the characteristics of the sampled subset. Different sampling techniques exist, including random sampling, stratified sampling, and convenience sampling, each suited to specific research objectives and constraints. (Malhotra & Dash, 2016, 98.)

3.3.1 Sampling frame

The sample population will consist of shoppers between the ages of 18 and 35 who make purchases on the Bangladeshi shopping websites Priyoshop.com, Akhoni.com, Bikroy.com, Rokomari.com, Chaldal.com, and Meenabazar.com. The reason for choosing shoppers between this age limit is because they are the most internet users and there is a growing tendency of shopping online in them.

3.3.2 Sample size and technique

The research data was collected during a very short time. I was only able to collect 53 responses as only 53 people responded to the questionnaire before stopping the data collection period. This is a problem that the research could have. I had a hard time doing probability sampling since I had no idea how large the sample will be. So, the study used a kind of non-probabilistic, judgmental sampling.

3.3.3 Non-probability judgmental sampling

Non-probability sampling relies instead on the judgment of the researcher, rather than random chance. Here, bits of the sample are taken at random or on purpose. Parts of the sample are selected based on the researcher's best judgment. It's similar to a random sample. Implementing a value judgment sample is simple and cheap (Malhotra & Dash 2016, 348).

3.4 Data analysis

An explanation for the data and a transformation into a concept that describes the phenomenon or reflects people's feelings about it are the end goals of data analysis. The data from this research has been analysed in SPSS Software to see whether it helps prove or disprove the hypotheses. Graphs, tables, charts, and other visual displays are often used to present research results.

3.5 The research problems and hypothesis

The first research problem was to study how common is it for Bangladeshi internet users to purchase online. The following set of dependent and independent variables, to be studied using frequency distribution, has been established to shed light on this question:

TABLE 1. Dependent variable and independent variable

Dependent variable	Independent variables
Acceptance of online shopping	Visiting online shop
	Gathering product information
	Time-saving
	A broad selection of goods
	Complication of shopping
	Trustworthiness
	Delivery time
	Delivery cost
	Satisfaction

The second Research problem was to study what extent do people prefer "conventional shopping" to "internet shopping" Based on the question, the hypothesis is:

Null Hypothesis (H₀): People prefer online shopping to conventional shopping.

Alternative Hypothesis (H_A): People prefer conventional shopping to online shopping.

The following dependent variable and independent variables have been developed:

TABLE 2. Dependent and independent variables for preference level

Dependent variable	Independent variables
Preferences	Convenience
	Fun
	Product touching
	Return policy
	Payment system

4 OVERVIEW OF ONLINE SHOPS IN BANGLADESH

As the number of internet users in Bangladesh grows, so does the number of e-commerce sites that cater to them. By enabling consumers to purchase online whenever and wherever it's most convenient for them, these services free them up to engage in other worthwhile activities. In Bangladesh, you may shop online at a variety of different websites. However, the following 6 E-commerce websites are the most popular in Bangladesh, and the report will focus on them here. In this chapter, the state of online retail in Bangladesh right now, before providing a brief overview of a few noteworthy platforms along with info on when they launched and what they sell will be discussed .

Increased internet penetration and a rising middle class have both contributed to the booming online shopping industry in Bangladesh. Market leaders included companies like Daraz, AjkerDeal, and Bagdoom. From food and home goods to gadgets and clothing, you might find anything on these sites. The ease of internet purchasing has contributed to its meteoric rise in popularity. Many people in Bangladesh now do their shopping online because of their hectic schedules and the need to save time. The proliferation of digital payment options like mobile wallets and internet banking has further hastened the shift toward online purchasing (Islam 2015, 65-72).

There has been a consistent rise in the number of online consumers and transactions in Bangladesh, leading analysts to predict that the e-commerce business will expand to new heights shortly. The COVID-19 epidemic also hastened the transition to internet shopping, as consumers looked for less risky options than their local malls. Daraz, sometimes termed the "Amazon of Bangladesh," commanded a large market share. It allowed vendors of all sizes, from start-ups to household names, access to a larger customer base. Large product offerings, low prices, and clever advertising helped propel the platform to prominence. (Aziz 2020, 304-319.)

Another industry powerhouse, AjkerDeal, specialized in a wide range of items beyond only electronics, such as clothing, accessories, and housewares. With its daily bargains and discounts, AjkerDeal was able to attract bargain-hunting shoppers and instil a feeling of urgency in their purchases. Bagdoom is aimed at the younger market because of its reputation for being on the cutting edge of fashion. It stocked fashionable apparel, accessories, and cosmetics for Bangladesh's trendsetting youth.

The platform's accessibility and simplicity made it a favourite among consumers. Beyond these behemoths, specialized firms that catered to subsets of the market also flourished. For instance, grocery delivery apps saw a huge increase in use during the epidemic, as individuals looked for more secure means of obtaining their daily necessities. (Islam 2015, 65-72.)

Online retailers encountered difficulties despite the industry's general expansion. Obstacles included issues with logistics, worries about payment security, and a general lack of computer knowledge. However, businesses and the government were attempting to improve the e-commerce environment and overcome these obstacles (Islam 2015, 65-72). Online commerce would not have grown as rapidly without government programs encouraging digital inclusion and building up necessary infrastructure. To spread the advantages of e-commerce to more people, it was crucial to increase internet access everywhere, notably in rural regions. The future of Bangladesh's e-commerce looked bright, with several growth opportunities. Personalized shopping experiences using technologies like augmented reality for virtual try-ons and artificial intelligence integration were on the horizon. The future growth of e-commerce in Bangladesh is expected to be influenced by the regulatory climate and public-private partnerships that exist now. In recent years, Bangladesh's online marketplace has expanded rapidly. The projected size of the market in 2021, over \$3 billion, is a significant rise from prior years. A larger percentage of the population now has access to the internet; more people are using smartphones; and there is a growing middle class. (Aziz 2020, 304-319.)

The number of Bangladeshi consumers who made purchases online increased year over year. An estimated 40+ million Americans shopped online in 2021, with that figure rising rapidly over the next several years. The demographic analysis showed that those aged 18–34 make up a significant chunk of the user population, suggesting the prominence of the younger generation in the online purchasing sector. Daraz, being one of the most prominent online marketplaces, has a disproportionately large part of the industry. In 2021, Daraz controlled around 60% of Bangladesh's e-commerce market. Both AjkerDeal and Bagdoom enjoyed sizable market shares, with the former accounting for over 25% and the latter for 15%. (Islam 2015, 65-72.)

Online retailers offer a wide selection of goods, including consumer electronics, clothing, cosmetics, food, and more. There were several popular product types, but mobile phones, computers, and clothes stood out among the crowd. In the wake of the COVID-19 outbreak, internet food shopping saw over 150% year-over-year increase. The use of mobile devices was crucial in propelling the growth of e-commerce. As the price of smartphones dropped, more and more people started making purchases

from their phones . E-commerce sites need to be mobile-friendly since more than 80 percent of Bangladeshi online customers use their smartphones to make transactions. It was clear that people were shifting to using digital payment methods, with the rise in the use of mobile wallets and internet banking. By 2021, digital payments for online purchases will account for more than 70% of all such purchases. This change facilitated financial inclusion by decreasing the prevalence of cash transactions and simplifying payment procedures for customers. (Aziz 2020, 304-319.)

While online business was booming overall, problems nevertheless remained. Delivery problems in the last mile were a symptom of a larger logistical problem. To overcome these obstacles, businesses have begun investing in bettering their logistical infrastructure and working more closely with logistics suppliers via e-commerce platforms. The government's Digital Bangladesh project to increase digital literacy and increase internet access helped remove obstacles to online commerce in Bangladesh. Future developments in Bangladesh's e-commerce market seemed promising. It was hoped that by incorporating technologies like AI and AR, the retail experience might be improved. Some estimates put Bangladesh's e-commerce industry at over \$10 billion by 2025, demonstrating the sector's potential for rapid growth.

The E-Commerce Association of Bangladesh (e-CAB) estimates that yearly e-commerce sales in Bangladesh total over Tk. 1,000 crore. About e-commerce-related topics, there are 15,000 Facebook pages and 1,000 websites. There may be as many as 50,000 persons working in this industry. President of e-CAB Razib Ahmed told The Independent that annual transactions amount to between Tk. 1,300 and Tk.1,500 crore (Aziz 2020, 304-319).

4.1 Priyoshop.com

PriyoShop is a Bangladeshi e-commerce website, located in Dhaka, Bangladesh. The company started its process in February 2013. It is a B2C stage following the commercial centre approach (Kasem & Shamima 2014, 11-24). It has been selling a broad extent of technological and way of life things, for example, apparel, footwear, jewels, frills, gadgets, equipment, medicinal services, and magnificence items. PriyoShop was created by Asikul Alam Khan. It was created on the sixth of February 2013. It started its expedition out of a 600 sq. ft. workplace and with a microscopic 3-part crew. It is one of the most punctual internet businesses in big parts of the country to invest resources into home coordina-

tion. Its coordination work now deals with its conveyance in Dhaka and neighbouring places (Chowdhury 2020). For conveyances in further areas, it engages a few of its conveyance administration accomplices. It is engaged with a 3C model (PCs, communication, purchasers), with more than 60 representatives (Islam 2015, 65-72). It has 5 distribution facilities in Dhaka. To drop-off and acquire bundles, the organization employs an arrangement of touch focuses which include mail depots, UDC focuses, and Banglalink Kiosks (Islam 2015, 65-72). The organization employed the mailing station network as a coordination channel, with 8000+ mail depots within a 1-2mile radius of every shopper working down to the UDC levels it offers a webpage and an Android and iOS application where customers may organize stuff (Kasem & Shamima 2014, 11-24). Clients of Priyashop.com may obtain products conveyed from the contact point of Banglalink established in the small spaces of the nation. PriyoShop is a definitive online buying target for Bangladesh delivering a trouble-free purchasing experience via safe and reputable entryways. It provides customers with popular and trusted shopping with all their most cherished brands and then some. Presently purchasing is easier, speedier and continually joyful. It is a drive of the big IT business Splendor IT. Initially, it started with an understudy-based site management studentWish.com. Then, at that moment it transformed into a whole IT corporation. Then, at that point, it established numerous online administrations including corporate planet.com, tech-yard.com, and glocal24.com (Islam 2015, 65-72). PriyoShop is another online administration drive of this organization.

This assistance aims to guarantee the most significant and most current foundation of online companies where web-based buying will be easier, worry-free and thrilling. PriyoShop started its adventure based on the duty to supply a definite buying target in the nation. Whether happens or not PriyoShop will be supportive of customers persistently to guarantee satisfaction at the most extreme degree. There is part of the concerns which were analyzed by the group of PriyoShop in the E-business sector of Bangladesh. So, the important group of this site first determines the answer for work on these concerns (Kasem & Shamima 2014, 11-24). After the commercial delivery of this site, PriyoShop still halted and stringently administrated these carefully so customer loyalty and trust were assured from the beginning (Islam 2015, 65-72). That is the reason the processes are organized highly with expertise and mastery and each method is associated with others because for business PriyoShop should guarantee the benefit of itself, traders and customers. PriyoShop has been financially distributed distinctively for a very long period. Inside this little time frame for an E-trade site, it is ludicrous to anticipate changing every type of strategy. By all accounts, PriyoShop has already implemented all the necessary processes, based on the feedback it has received thus far. In this endeavour section, the general processes of PriyoShop have been talked about in subtleties to associate it with the existing scenario of the E-

trade in Bangladesh (Kasem & Shamima 2014, 11-24). Clothing, shoes, jewellery, accessories, tools, machinery, literature, restaurants, health and beauty, and more are just a few of the categories PriyoShop showcases. Their stock includes both timeless classics and cutting-edge trends (Chowdhury 2020). All of their products are hand-picked with the customer in mind. PriyoShop.com is a one-stop-shop for all your needs. PriyoShop paves the door for anybody to do their shopping online, furthering the goals of Digital Bangladesh. It consistently updates with part of new things, services and unique bargains (Kasem & Shamima 2014, 11-24). They guarantee prompt product delivery and address any issues immediately. They offer their clientele with important online-based buying experience.

Compared with all the other e-commerce enterprises, the distinctive characteristic of PriyoShop Ltd. is the inexpensive delivery cost (Kasem & Shamima 2014, 11-24). Customers will have to fork up the cash in addition to the purchase price. Customers want a reduced shipping fee whenever they make an order. PriyoShop has a 40 tk delivery fee for addresses inside Dhaka (Islam 2015, 65-72). The delivery cost of Daraz.com is tk.45 to tk.60. Bagdoom.com charges a transportation fee of tk.50. Ajkerdeal.com has a shipping department, which allows them to provide very cheap shipping rates. One other thing that sets PriyoShop apart is its partnership with bKash. When making an online purchase of certain items, customers may save up to 20% by using the new bKash Mobile App. In this regard, PriyoShop stands head and shoulders beyond its rivals (Chowdhury 2020). PriyoShop.com displays a wide variety of products including apparel, footwear, jewellery, accessories, electronics, appliances, health and beauty aids, and more. It offers doorstep service at the cheapest possible delivery cost. It uses both external courier services and its delivery staff to handle all shipments (Kasem & Shamima 2014, 11-24). Items sent inside Dhaka often arrive within 2 business days. When travelling to destinations outside of Dhaka, expect the process to take three or four days. Imported products might take up to ten days to arrive.

4.2 Bagdoom.com / Ahoni.com

When it comes to buying online in Bangladesh, one of the most popular places to go is Bagdoom, which is also one of the first alternatives (Amin, Farjana & Bashar 2016, 163-178). Not content to only provide items associated with lifestyles, Bagdoom is actively working toward becoming a lifestyle in and of itself. The expansion of the online market, the enhancement of the sales of the retailers, and the provision of a superb shopping experience for the customers are their primary goals (Rahman 2019).

Bagdoom provides its customers with a diverse selection of alternatives, ranging from the most fundamental to the most luxurious, as well as the most contemporary to the most traditional. Bagdoom takes care of everything, including day-to-day living, events, requirements and necessities, celebrations, desires, and wish lists. They believe that each day is its universe, complete with its hue and a different symbol for Bagdoom and that existence itself is not composed of days (Amin, Farjana & Bashar 2016, 163-178). Young people, who are sometimes referred to as the "Bagdoom generation," are their target market; they aim to become a vital part of their lives by doing more than merely hawking the things that dwell under the hoods of their client's vehicles. In 2010, Akhoni.com, the first Bangladeshi e-commerce site, reinvented itself as Bagdoom to provide Bangladeshi customers with the finest possible experience they can have when shopping online (Amin, Farjana & Bashar 2016, 163-178). Bagdoom is a lifestyle platform that acts as a one-stop shop, bringing together a diverse selection of companies from all over the world. Customers have the opportunity to cut costs and assist company owners in growing their operations by taking advantage of the many and varied deals that are offered throughout the year (Rahman 2019).

Bagdoom.com is quickly becoming one of the most popular websites in Bangladesh for conducting online shopping. It features a website that is both intriguing and easy to use, and it sells a large array of products related to lifestyle choices (Amin, Farjana & Bashar 2016, 163-178). It would appear that young people make up the majority of their target audience. Bagdoom.com is the new address for the website that formerly went by the moniker Akhoni.com. In addition to that, they publish new content on a blog regularly, which covers a wide range of topics linked to lifestyle. More than sixty percent of those who participated in the study said that they thought Daraz was the superior website. Daraz won the election, while Kaymu finished in second place with 29 percent of the vote. Pickaboo and Bagdoom were only chosen as Bangladesh's finest travel destinations by 7% and 5% of respondents, respectively (Rahman 2019). Bagdoom sells things related to our way of life. You may find anything here, from the most fundamental to the most luxurious, as well as the most cutting-edge to the most time-honoured. Bagdoom caters to an individual's day-to-day existence as well as their special occasions, necessities, wants, celebrations, and wish lists (Amin, Farjana & Bashar 2016, 163-178). The e-Store is broken down into sections for different types of customers, including men, women, techies, furniture and decor fans, and online shoppers. Clothing, accessories, shoes, household goods, grooming, watches, sports and fitness equipment, home decor, household electronics, fragrances, gifts, health care products, and items related to beauty and health are just some of the many categories represented on the Bagdoom online shopping site in Bangladesh (Rahman 2019).

4.3 Bikroy.com

When it was originally launched in 2012, Bikroy.com included ads for a wide variety of categories, including autos and other vehicles, real estate and electronic goods, home appliances and personal items, sports and hobbies, as well as employment opportunities. Advertisements that are classified can now be put without cost on Bikroy.com, and they will remain on the site for one month (Alam, Anjum, Tasin, Reyad, Sinthee & Hossain 2020, 194-197). Both Bangla and English versions of Bikroy.com are now available. On October 18, 2012, a news conference was held in Dhaka, and shortly after that, the area started garnering notice in the local media. Bikroy.com was presented to the general public for the first time in October 2012 during a press conference held in Dhaka, Bangladesh (Alam, Anjum, Tasin, Reyad, Sinthee & Hossain 2020, 194-197). Prothom Alo, Kaler Kantho, and The Daily Star, three of the most widely read publications in the country, were among those that reported on the occurrence. The Daily Star lauded Bikroy.com as the "Country's first multilingual classified website" in November 2012. Bikroy.com was named "the most popular classified ad site in Bangladesh" by Prothom Alo and Asia News 24 in December 2012 (Parven 2018, P.181). Bikroy.com is a subsidiary of Saltside technologies. Saltside's major area of operation is the creation and upkeep of online classifieds sites in less developed parts of the world. Currently, Saltside is in charge of running the most popular classifieds website.

The marketplace offers a diverse selection of products for purchase, such as cutting-edge electronics and mobile phones, in addition to desktop computers, portable media players, and even cameras. These are just some of the options. Bikroy.com provides a versatile online market that caters to the requirements of a diverse group of clients. This includes customers who are seeking brand-new products as well as those who are exploring cost-effective alternatives available in the used goods market. (Parven, Hossain & Jamil 2018, P.181.)

Customers can buy and sell automobiles, trucks, motorbikes, and other vehicles on the website Bikroy.com, which primarily caters to the automotive sector. This includes listings for automobiles, motorcycles, bicycles, and the components and accessories that are associated with these types of transportation (Parven, Hossain & Jamil 2018, P.181.) . The website functions as an online car lot, showcasing a diverse selection of new and pre-owned automobiles for customers to browse before making a purchase decision. At the same time, the website provides sellers with a convenient channel through which they can market their wares to a sizable audience.

Bikroy.com is the best website to visit if you want to purchase or sell a house online. Whether they are interested in buying or renting, users may look through classified advertising for apartments, houses, commercial spaces, and land. This real estate section is a crucial resource for individuals and businesses who wish to navigate the property market in Bangladesh. It provides a platform for seamless transactions and interactions between property searchers and sellers, making it easier for both parties to complete their goals. This portion of the website demonstrates the platform's commitment to holistic living by offering a large selection of things that are utilized regularly. The segment is titled "Home and Living." People who want to improve their living spaces may find everything they need to do it in one place at Bikroy.com (Shahriar, Ko & Kumer 2023, 255-280). This includes furniture that caters to a wide range of aesthetic preferences as well as home décor items that provide a sense of individuality. The website also helps address the practical expectations of its user base by offering access to a variety of home essentials, such as appliances (Alam, Anjum, Tasin, Reyad, Sinthee & Hossain 2020, 194-197).

In addition to being a significant participant in the fields of fashion and beauty, Bikroy.com is an online marketplace that sells items such as clothing, shoes, accessories, and cosmetics (Shahriar, Ko & Kumer 2023, 255-280). This section features goods that are either brand new or previously purchased, illustrating how open the platform is to accommodating a diverse variety of user preferences and recognizing its existence. The fashion area is lively and always changing; it reflects the most recent fashion trends and provides a forum for individuals to share their sense of style. (Parven, Hossain & Jamil 2018, P.181.)

In addition to selling goods, Bikroy.com also provides services and opportunities for finding work. The Jobs section serves as a digital marketplace for employment opportunities, connecting job searchers with potential employers in a variety of industries (Shahriar, Ko & Kumer 2023, 255-280). The term "services" refers to a vast range of sectors and goods, including but not limited to home maintenance, event organizing, educational services, and many more. Bikroy.com went beyond only selling products to cater to the preferences of a larger variety of clients and satisfy their requests.

The fact that the website places such a strong focus on bargains and discounts is a big selling element, given that these kinds of promotions are beneficial to buyers and vendors alike (Shahriar, Ko & Kumer 2023, 255-280). Numerous sellers make use of the advertising options provided by the platform to appeal to customers with limited financial resources by promoting price reductions and limited-time spe-

cials. This ever-shifting pricing structure contributes to the growth of a competitive market, which benefits both consumers and sellers by making it easier for them to locate the best offers (Parven, Hossain & Jamil 2018, P.181.)

The user interface of Bikroy.com is designed to be user-friendly, which ensures that first-time users as well as those with prior expertise will have no trouble navigating their way around the site (Shahriar, Ko & Kumer 2023, 255-280). A transparent and well-informed shopping experience is enhanced by listing information that includes detailed product descriptions, high-resolution images, and contact information. Because it fosters trust and confidence among clients, the platform's attention to the safety of its users and the security of their transactions is also of the utmost importance. (Parven, Hossain & Jamil 2018, P.181.)

4.4 Rokomari.com

Rokomari.com is widely regarded as Bangladesh's finest online bookseller. It has a diverse range of titles and keeps adding more products across several categories. Rokomari.com may be found at rokomari.com. Rokomari.com has, as of my most recent information update in January 2022, established itself as a premier destination for avid readers and online shoppers alike (Hassan & Avi 2022, 927-951). It does this by providing a user-friendly platform that deftly merges the realms of reading and online shopping. The vast selection of books that Rokomari.com offers, which caters to customers' varying tastes in literature and hobbies, is the company's most important offering (Gani, Faroque, Manzoor, Shimanto, Mashfee & Sabit 2023). The website offers a vast library that features both domestic and international authors, making it suitable for anybody interested in reading works of fiction, non-fiction, academic works, or even children's literature. Rokomari.com is a haven for people who have a passion for reading as a result of its comprehensive collection of books that span the whole literary spectrum, from well-known classics to lesser-known subgenres (Hassan & Avi 2022, 927-951).

Books were Rokomari.com's primary area of expertise; however, the company has now broadened its product offerings to cover a wider variety of categories, such as electronics, clothes, and home décor. This growth helps the platform get closer to its ultimate aim of being a comprehensive online marketplace that can adjust to the ever-shifting requirements of its user base. Those who are interested in electronics may look at anything from cell phones to laptops, while those who are interested in fashion can shop for clothing, shoes, and cosmetics.

Rokomari.com's electronics area is brimming with cutting-edge gadgets and accessories, so be sure to check it out. Customers have the opportunity to purchase both well-known brands and emerging technical advancements. Examples of these include cutting-edge telephones, trustworthy laptops, and one-of-a-kind audio devices. This extension beyond books exemplifies Rokomari.com's adaptability to the ever-changing world of preferences held by online customers (Hassan & Avi 2022, 927-951).

In their separate divisions, the fashion home and lifestyle categories of the portal also provide for the needs of the portal's users. Rokomari.com is an online shop that caters to the fashion business (Gani, Faroque, Manzoor, Shimanto, Mashfee & Sabit 2023). The company specializes in offering attractive clothing, footwear, and accessories at affordable prices. In contrast, the House & Living category provides a wide selection of items for the house, such as different kinds of furniture and adornment for the walls and floors (Al-Amin, Rahman & Islam 2020, 39-47).

The user-friendly design of Rokomari.com, which was developed to make online purchasing an enjoyable experience that is also fast, is evidence of the company's commitment to its clientele. The site incorporates detailed product descriptions, images, and user reviews to assist customers in making informed acquisitions. Because of the consumer-friendly navigation, the different product categories can be easily explored by customers, and they can easily pick items that are relevant to their interests (Hassan & Avi 2022, 927-951).

Rokomari.com distinguishes among websites of a similar nature since it promotes the works of local authors in an active manner. The website highlights and draws attention to the works of Bangladeshi authors, which in turn helps the literary scene in Bangladesh to thrive and get noticed on a global scale (Al-Amin, Rahman & Islam 2020, 39-47). Contributing to the success of local artists not only raises Rokomari.com's cultural profile but also brings the website's viewers and authors closer together.

The online marketplace Rokomari.com frequently hosts sales, discounts, and other types of special deals in the hopes of luring in new customers and keeping the ones they already have (Gani, Faroque, Manzoor, Shimanto, Mashfee & Sabit 2023). This strategic approach to pricing results in a dynamic and exciting shopping experience, which attracts seasoned consumers as well as new users who are looking for things that are both affordable and of high quality.

Rokomari.com is more than simply a location to buy purchases; it is also a cultural centre that promotes reading and assists its users in discovering new interests that they could be passionate about. It has expanded and evolved alongside the e-commerce business in Bangladesh, and it now provides an

innovative mix of reading and purchasing, which has helped it become a significant player in the market (Al-Amin, Rahman & Islam 2020, 39-47).

4.5 Chaldal.com

Chaldal.com, a pioneer in the emerging e-commerce industry of Bangladesh, has fundamentally altered how people in that country purchase food and other essentials. According to the findings of my most recent investigation, which took place in January 2022, Chaldal.com has established itself as a leading player in the online grocery business (Gani, Faroque, Manzoor, Shimanto, Mashfee & Sabit 2023). The website offers a platform that is both user-friendly and flexible, which satisfies the requirements of customers in the modern era. At its core, Chaldal.com is primarily focused on the retail grocery business. It provides customers with a digital marketplace in which they may purchase a wide variety of food items and other household essentials (Avi, Nasrin & Hassan 2021, 81-95). This includes anything from food that has to be consumed quickly to pantry staples and personal care items. The COVID-19 epidemic made food shopping online even more significant, and the platform's unwavering commitment to maintaining high standards of both quality and freshness has established it as a dependable source for essential items (Al-Amin, Rahman & Islam 2020, 39-47).

The fact that Chaldal.com places such an emphasis on the prompt delivery of fresh veggies and other perishable goods is one of the company's most distinguishing characteristics. The platform makes use of an effective logistics network to deliver goods to customers promptly. Chaldal.com has established itself as the go-to service for consumers who wish to reduce the amount of time and effort spent shopping for food online as a result of its focus on providing reliable and timely delivery. The user interface of Chaldal.com was developed to make it as simple and functional as possible (Avi, Nasrin & Hassan 2021, 81-95). Customers can browse the website or mobile app easily and quickly, view the full variety of products that are offered, and add items from that selection to their virtual shopping carts. The platform often combines user-friendly features, such as tailored suggestions and search filters, to improve the overall shopping experience, assist customers in discovering new items, and make it simple for them to identify the brands that they like.

In addition to the fact that its primary focus is on food, Chaldal.com has broadened the scope of the products it sells to include a variety of items for the house and for personal care. Since the goal of the platform is to become a one-stop shop for all of life's necessities, the strategic diversification that has

been undertaken makes perfect sense (Avi, Nasrin & Hassan 2021, 81-95). Customers have the option of shopping for a wide variety of products, ranging from cosmetics and personal care items to cleaning supplies and other household necessities, without ever having to get up from the convenience of their sofa (Al-Amin, Rahman & Islam 2020, 39-47).

Customer service at Chaldal.com is one illustration of the company's commitment to ensuring that clients are satisfied. The platform often provides rapid customer care to users to fix any concerns, complaints, or criticisms raised by those using the platform. The platform's reputation within its user base is strengthened as a consequence of this dedication to rules and processes that put the user first, which in turn leads to a rise in user loyalty. Chaldal.com can swiftly adjust to meet the shifting expectations of both its customers and the fast-evolving e-commerce sector because it embraces cutting-edge technologies and stays on the leading edge of technology (Al-Amin, Rahman & Islam 2020, 39-47).

In addition to serving as a location from where customers may make purchases, the website Chaldal.com has been a significant factor in the expansion of the e-commerce sector in Bangladesh. The success of the platform can be attributed not only to the fact that it has a user-friendly design and effective logistics but also to the fact that it is cognizant of the cultural and lifestyle nuances that are important to its consumer base (Al-Amin, Rahman & Islam 2020, 39-47). Chaldal.com has become an indispensable component of the routines of its customers since it saves them the time and effort that would otherwise be necessary to go food shopping. Chaldal.com has established itself as a frontrunner in the industry because of the novel method it takes to conduct business in the sector of online grocery shopping in Bangladesh. It has established itself as a leader in the business due to its focus on supplying clients with high-quality, newly created items, as well as its creative use of technology and clear interface (Al-Amin, Rahman & Islam 2020, 39-47).

5 DATA ANALYSIS AND FINDINGS

The study's findings, as determined by respondents' survey responses, are shown below. Here, the informational origins are presented first to clarify who took part in the study. The following are the findings from a statistical analysis of the data and a review of the frequency distribution of responses to important questions.

5.1 Profile of the respondents

To gather primary information, a survey with a predetermined set of questions was carried out. The survey was completed by 53 people. Below is a breakdown of the respondent demographics:

TABLE 3. Profile of the respondents

Statistics				
		AGE	GENDER	EDUCATION LEVEL
N	Valid	53	53	53
	Missing	0	0	0

It is evident from the accompanying profile table that all 53 responders have contributed useful information.

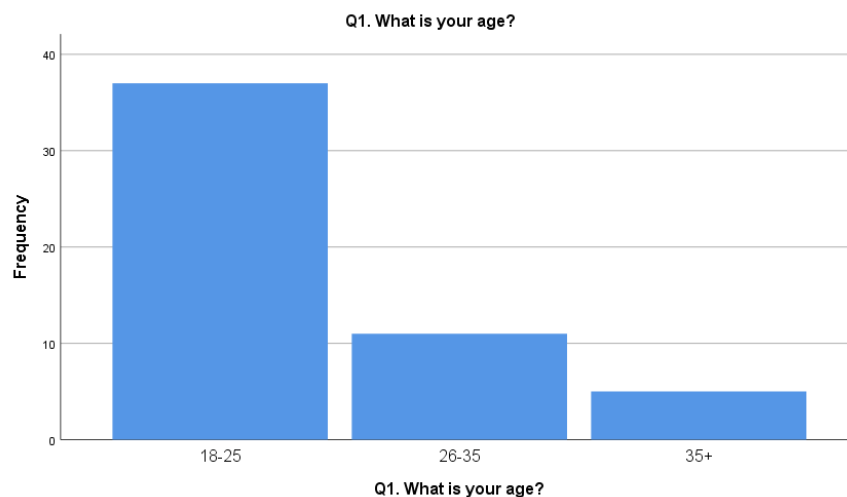


FIGURE 1. Age category of the respondents

Among the respondents 37 people fall in the category of 18-25, 11 people fall in the age group of 26-35 and 5 people fall in the group of 35+. This scenario indicates that the youth are the heavy users of online shopping than the elderly people.

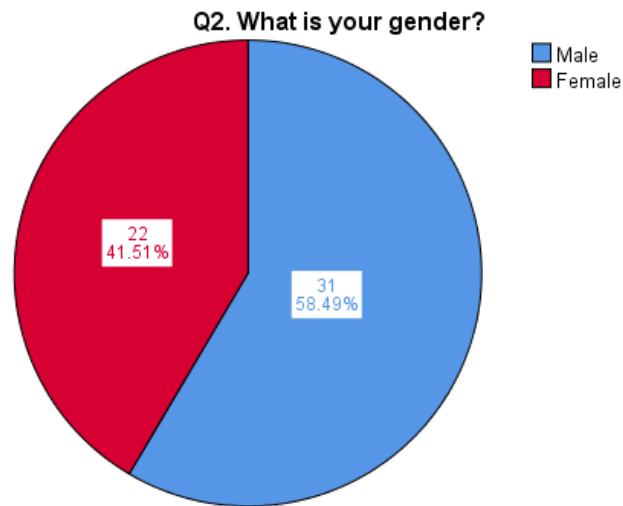


FIGURE 2. Gender Category of the respondents

Among the 53 respondents, 31 people are male which is 58.5% and 22 are female which is 41.50%.

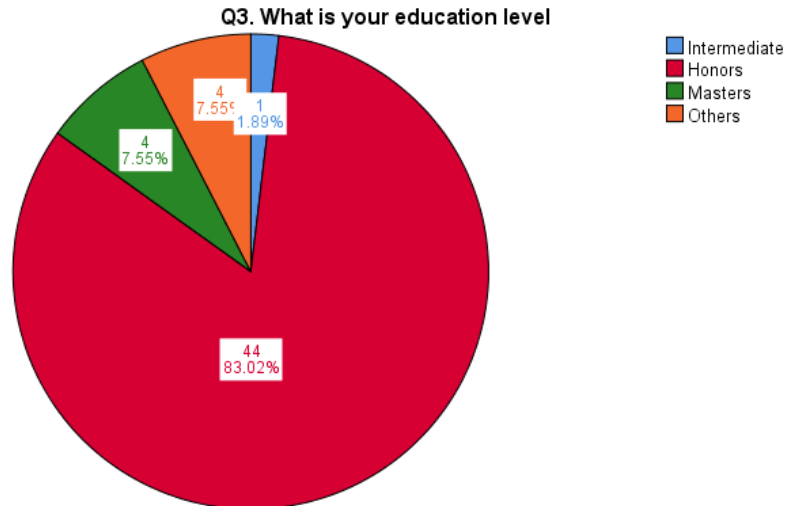


FIGURE 3. Educational level of the respondents

Among the recipients 44 people have completed Honors which is 83.02%, 1 person has completed intermediate which is 1.89%, 4 people have completed masters which is 7.55% and 4 people have completed other degrees which is 7.55%. This graph shows that the major respondents have completed their bachelor's degree.

5.2 Acceptance of online shopping

Using a 5-point Likert scale (1-5), where 1 means "Strongly Disagree," 2 means "Disagree," 3 means "Neutral," 4 means "Agree," and 5 means "Strongly Agree," a structured questionnaire has been developed to determine the degree of acceptability of Online Shopping among internet users in Bangladesh.

TABLE 4. Acceptance of Online Shopping

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Q4. Do you have visited an online shop?	53	3.89	.824	.113
Q.5: Do you have visited an online shop only to get information?	53	3.32	1.105	.152
Q.6: Online shopping saves time.	53	3.98	.665	.091
Q.7: Online shopping is complicated.	53	2.89	.913	.125
Q.8: The selection of goods available on the internet is very broad.	53	3.68	.827	.114
Q.9: Online shopping is not trustworthy.	53	3.23	.933	.128
Q.10: The delivery time of the product is too time-consuming.	53	3.38	.965	.133
Q.11: The delivery cost of the product is too high.	53	3.43	1.083	.149
Q.12: Are you satisfied after purchasing from an online shop?	53	3.42	.770	.106

The question with the highest mean is "Online shopping saves time" with a mean of 3.98. This suggests that, on average, respondents agree that online shopping is a time-saving activity. The question with the lowest mean is "Online shopping is complicated" with a mean of 2.89. This indicates that, on average, respondents tend to disagree that online shopping is complicated.

The high mean for Q.6 suggests that respondents generally find online shopping to be time-efficient, possibly indicating a positive perception of the convenience it offers.

The low mean for Q.7 suggests that respondents, on average, don't find online shopping to be complicated, indicating a positive sentiment towards the ease of the online shopping process.

In summary, respondents seem to have a favorable attitude towards online shopping, particularly in terms of time efficiency and simplicity.

5.2.1 Number of people visiting online shop

TABLE 5. Number of people visiting online shop

Q4. Have you visited an online shop?					
		Fre- quency	Percent	Valid Per- cent	Cumulative Percent
Valid	Strongly Disagree	1	1.9	1.9	1.9
	Disagree	3	5.7	5.7	7.5
	Neutral	6	11.3	11.3	18.9
	Agree	34	64.2	64.2	83.0
	Strongly Agree	9	17.0	17.0	100.0
	Total	53	100.0	100.0	

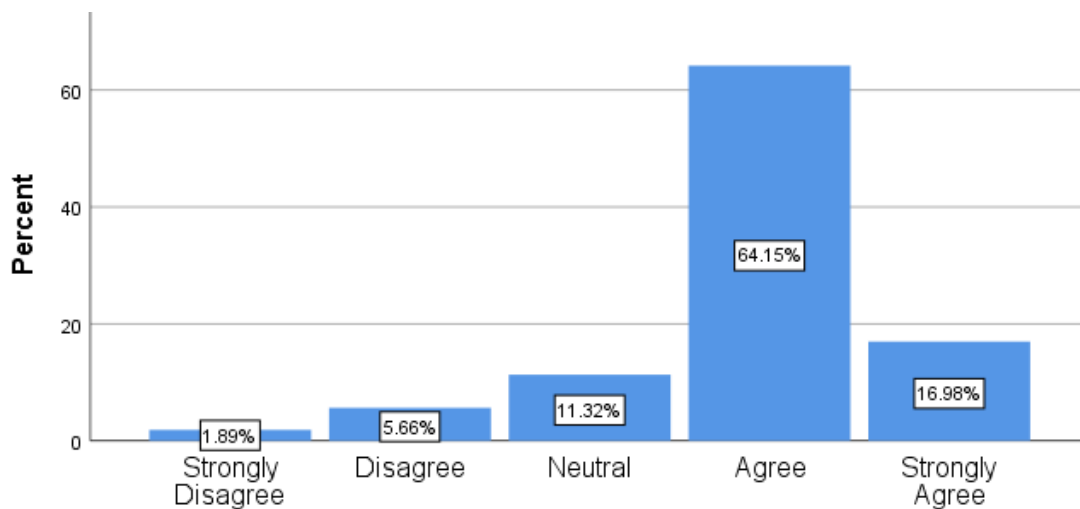


FIGURE 4. Number of people visiting online shop

The analysis for the question "Have you visited online shops?" reveals a predominantly positive inclination among respondents towards online shopping, with 64.2% agreeing and 17.0% strongly agreeing

that they have visited online shops. A noteworthy 11.3% remain neutral on the matter, indicating a subgroup with potentially limited experience or a lack of strong opinions regarding online shopping. The cumulative percentage of those disagreeing or strongly disagreeing is relatively low at 7.6%, implying that a small proportion of respondents do not engage in online shopping. Overall, the findings suggest a generally favourable attitude towards online shopping, with a majority of respondents having had experiences with and expressing positive sentiments about this mode of commerce. A similar situation may be seen in the preceding chart, which displays the frequency and percentage of replies from the respondents. According to this metric, therefore, "online purchasing" among Bangladeshi internet users is not an unusual occurrence. Online shopping is quite popular in Bangladesh.

5.2.2 Online shops are useful for gathering product information

The analysis of data for the question "Have you visited an online shop only to get information?" reveals a diverse range of responses among respondents. A substantial 34.0% agree, and an additional 15.1% strongly agree, indicating that a significant proportion of respondents actively visit online shops solely for information gathering.

TABLE 6. Online shops are useful for gathering product information

Q.5: Have you visited an online shop only to get information?					
		Fre- quency	Percent	Valid Per- cent	Cumulative Percent
Vali d	Strongly Disagree	1	1.9	1.9	1.9
	Disagree	15	28.3	28.3	30.2
	Neutral	11	20.8	20.8	50.9
	Agree	18	34.0	34.0	84.9
	Strongly Agree	8	15.1	15.1	100.0
	Total	53	100.0	100.0	

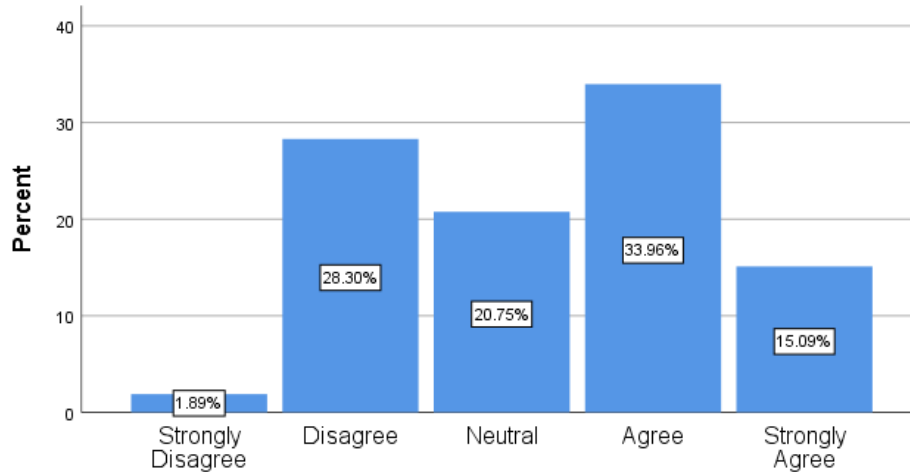


FIGURE 5. Online shops are useful for gathering product information

In contrast, 28.3% disagree and 20.8% remain neutral on the matter, suggesting that a notable portion engages in online shopping for purposes beyond informational seeking. The cumulative percentage highlights that 50.9% either disagree or strongly disagree, indicating a subgroup that utilizes online shops for more than just obtaining information. Overall, the findings underscore varied online shopping behaviors, with a significant segment valuing these platforms for information gathering and another notable group engaging in broader transactional activities.

5.2.3 Online shopping is helpful for saving time

The data analysis for the question "Online shopping saves time" reveals a predominant positive perception among respondents. A significant 62.3% agree, and an additional 18.9% strongly agree, indicating a strong consensus that online shopping is viewed as a time-saving activity. Conversely, only 1.9% disagree, suggesting that a minimal proportion of respondents do not perceive online shopping as efficient in saving time.

TABLE 7. Online shopping is helpful for saving time

Q.6: Online shopping saves time.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	1.9	1.9	1.9
	Neutral	9	17.0	17.0	18.9
	Agree	33	62.3	62.3	81.1
	Strongly Agree	10	18.9	18.9	100.0
	Total	53	100.0	100.0	



FIGURE 6. Online shopping is helpful for saving time

The cumulative percentage of 81.1% either agrees or strongly agrees, emphasizing a prevailing sentiment that online shopping is widely perceived as a convenient and time-efficient way to make purchases. Overall, the findings underscore a positive and unanimous belief among respondents regarding the time-saving benefits of online shopping.

5.2.4 Online shopping is complicated

The analysis of data for the statement "Online shopping is complicated" reveals a diverse range of perspectives among respondents. A notable portion, constituting 34.0%, expresses disagreement with the notion that online shopping is complicated, suggesting a substantial number find the process straightforward. Another 34.0% maintain a neutral stance, indicating a sizeable group with ambivalent views or perhaps varying experiences. However, 26.4% agree that online shopping is complicated, and 3.8% strongly disagree.

TABLE 8. Online shopping is complicated

Q.7: Online shopping is complicated.					
		Fre- quency	Percent	Valid Per- cent	Cumulative Percent
Vali d	Strongly Disagree	2	3.8	3.8	3.8
	Disagree	18	34.0	34.0	37.7
	Neutral	18	34.0	34.0	71.7
	Agree	14	26.4	26.4	98.1
	Strongly Agree	1	1.9	1.9	100.0
	Total	53	100.0	100.0	

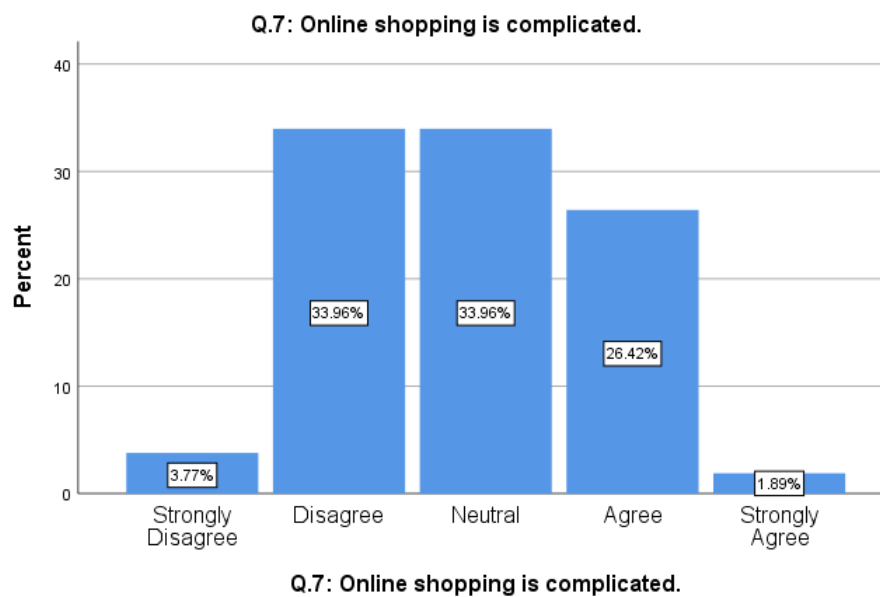


FIGURE 7. Online shopping is complicated

The cumulative percentage of 37.7% either disagrees or strongly disagrees, underscoring that a significant proportion of respondents do not perceive online shopping as a complex activity. Overall, the findings suggest a varied perception of the complexity of online shopping, with a substantial portion finding it to be uncomplicated, but a noteworthy segment agreeing with the statement.

5.2.5 Selection of goods available on the internet

The data analysis for the statement "Selection of goods available on the internet is very broad" indicates a prevalent positive perception among respondents. A significant majority, comprising 56.6%, agrees that the internet offers a wide selection of goods, while an additional 20.8% hold a neutral

stance. This suggests that a considerable portion of respondents perceive the online marketplace as diverse and expansive in terms of product availability. On the contrary, a minority of 11.3% disagrees, and another 11.3% strongly disagrees, indicating a smaller segment that does not share the sentiment of a broad selection.

TABLE 9. Selection of goods available on the internet

		Fre- quency	Percent	Valid Per- cent	Cumulative Percent
Valid	Disagree	6	11.3	11.3	11.3
	Neutral	11	20.8	20.8	32.1
	Agree	30	56.6	56.6	88.7
	Strongly Agree	6	11.3	11.3	100.0
	Total	53	100.0	100.0	

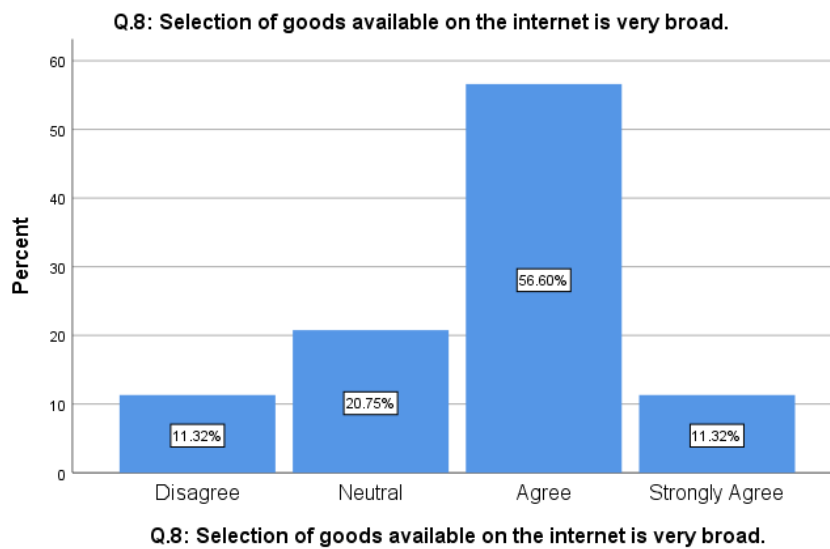


FIGURE 8. Selection of goods available on the internet

The cumulative percentage of 88.7% either agrees or strongly agrees, emphasizing a consensus among the majority regarding the extensive range of goods accessible through online platforms. Overall, the findings suggest a prevailing belief that the internet provides a broad and diverse array of products for consumers.

5.2.6 Trustworthiness of online shop

The analysis of data for the statement "Online shopping is not trustworthy" indicates a generally positive perception among respondents. A substantial 49.1% express a neutral stance, suggesting a significant portion of respondents neither strongly agree nor disagree with the notion of online shopping being untrustworthy. Moreover, 20.8% disagree, and an additional 17.0% agree, indicating that a combined 37.8% hold a view contrary to the statement. Only 13.2% strongly disagree, signifying a minority of respondents who strongly trust online shopping.

TABLE 10. Trustworthiness of the online shop

Q.9: Online shopping is not trustworthy.					
		Fre- quency	Percent	Valid Per- cent	Cumulative Percent
Vali d	Disagree	11	20.8	20.8	20.8
	Neutral	26	49.1	49.1	69.8
	Agree	9	17.0	17.0	86.8
	Strongly Agree	7	13.2	13.2	100.0
	Total	53	100.0	100.0	



FIGURE 9. Trustworthiness of online shop

The cumulative percentage of 86.8% either disagrees or expresses neutrality, highlighting a prevailing sentiment that online shopping is perceived as trustworthy or, at the very least, not inherently untrustworthy. Overall, the findings suggest a moderate level of trust among respondents regarding online shopping, with a notable proportion taking a neutral stance on the matter.

5.2.7 Delivery time of the internet product

The data analysis for the statement "Delivery time of the product is excessively time-consuming" indicates a divided view among respondents. Almost half, or 43.4%, feel that the delivery time is too long, indicating substantial worry among this group. But over a quarter (24%) of respondent's dispute this, so clearly many do not have issues with the delivery delays. Additionally, 22.6% maintain a neutral stance on this matter, reflecting a group with varied opinions or experiences regarding delivery times. Only 9.4% strongly agree that the delivery time is too lengthy.

TABLE 11. Delivery time of the internet product

Q.10: The delivery time of the product is too time-consuming.					
		Fre- quency	Percent	Valid Per- cent	Cumulative Percent
Vali d	Disagree	13	24.5	24.5	24.5
	Neutral	12	22.6	22.6	47.2
	Agree	23	43.4	43.4	90.6
	Strongly Agree	5	9.4	9.4	100.0
	Total	53	100.0	100.0	

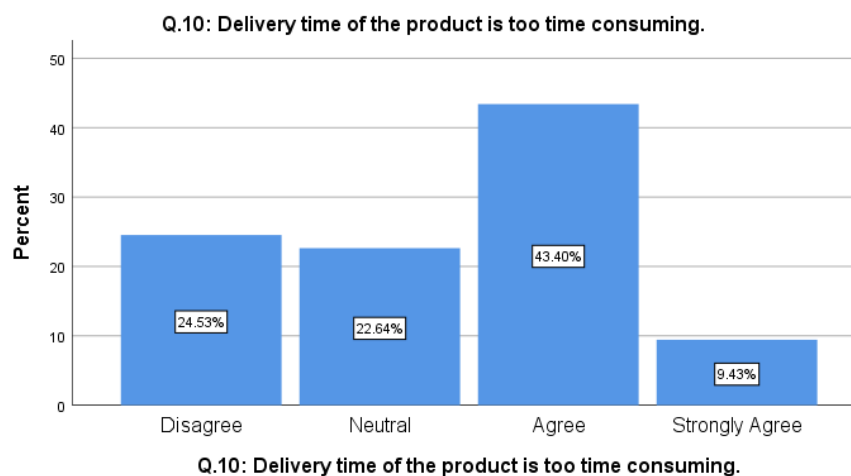


FIGURE 10. Delivery time of the internet product

The cumulative percentage of 90.6% either agrees or expresses neutrality, emphasizing a prevailing sentiment that a significant portion of respondents perceive delivery times as a potential issue in online shopping. Overall, the findings suggest a nuanced perspective, with a notable segment expressing concerns about the timeliness of product deliveries.

5.2.8 Delivery cost of the internet product

The analysis of data for the statement "Delivery cost of the product is too high" indicates a varied perspective among respondents. A substantial 35.8% agree that the delivery cost is indeed too high, suggesting a notable concern among this segment. Additionally, 22.6% disagree, and an equal percentage maintains a neutral stance on this matter, reflecting a group with differing opinions or experiences regarding the perceived high delivery costs. Furthermore, 17.0% strongly agree, while 1.9% strongly disagree.

TABLE 12. Delivery cost of the Internet product

Q.11: The delivery cost of the product is too high.					
		Fre- quency	Percent	Valid Per- cent	Cumulative Percent
Vali d	Strongly Disagree	1	1.9	1.9	1.9
	Disagree	12	22.6	22.6	24.5
	Neutral	12	22.6	22.6	47.2
	Agree	19	35.8	35.8	83.0
	Strongly Agree	9	17.0	17.0	100.0
	Total	53	100.0	100.0	

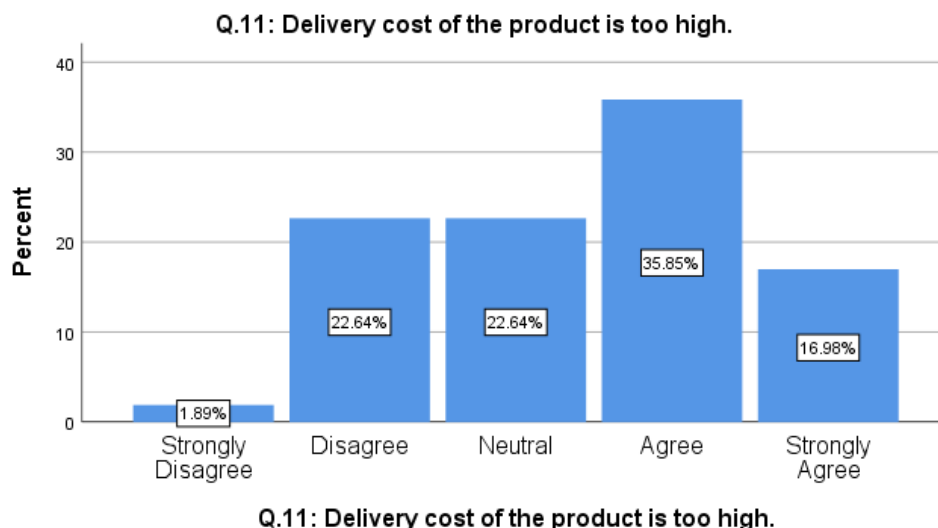


FIGURE 11. Delivery cost of the internet product

The analysis of data for the statement "Delivery cost of the product is too high" indicates a varied perspective among respondents. A substantial 35.8% agree that the delivery cost is indeed too high, suggesting a notable concern among this segment. Additionally, 22.6% disagree, and an equal percentage

maintains a neutral stance on this matter, reflecting a group with differing opinions or experiences regarding the perceived high delivery costs. Furthermore, 17.0% strongly agree, while 1.9% strongly disagree. The cumulative percentage of 83.0% either agrees or expresses neutrality, emphasizing a prevailing sentiment that a significant portion of respondents perceive delivery costs as a potential issue in online shopping. Overall, the findings highlight a diverse range of opinions on the perceived high delivery costs, with a notable segment expressing concerns about the financial aspect of online shopping.

5.2.9 Satisfaction after purchasing from an online shop

The analysis of data for the question "Are you satisfied after purchasing from an online shop?" reveals a generally positive sentiment among respondents. A significant 45.3% agree, and an additional 41.5% express neutrality, indicating that a substantial majority either feels satisfied or remains impartial about their online shopping experiences. Conversely, only 7.5% disagree, with 1.9% strongly disagreeing, suggesting a relatively small proportion of respondents who express dissatisfaction. Additionally, 3.8% strongly agree that they are satisfied with their online purchases.

TABLE 13. Satisfaction after purchasing from an online shop

Q.12: Are you satisfied after purchasing from an online shop?					
		Fre- quency	Percent	Valid Per- cent	Cumulative Percent
Valid	Strongly Disagree	1	1.9	1.9	1.9
	Disagree	4	7.5	7.5	9.4
	Neutral	22	41.5	41.5	50.9
	Agree	24	45.3	45.3	96.2
	Strongly Agree	2	3.8	3.8	100.0
	Total	53	100.0	100.0	

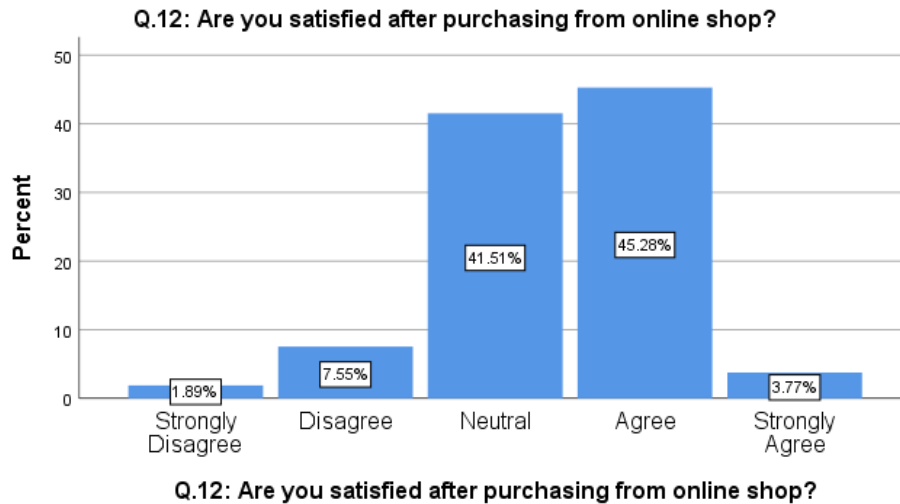


FIGURE 12. Satisfaction after purchasing from an online shop

The analysis of data for the question "Are you satisfied after purchasing from an online shop?" reveals a generally positive sentiment among respondents. A significant 45.3% agree, and an additional 41.5% express neutrality, indicating that a substantial majority either feels satisfied or remains impartial about their online shopping experiences. Conversely, only 7.5% disagree, with 1.9% strongly disagreeing, suggesting a relatively small proportion of respondents who express dissatisfaction. Additionally, 3.8% strongly agree that they are satisfied with their online purchases. The cumulative percentage of 96.2% either agrees or remains neutral, emphasizing a predominant positive sentiment among the respondents regarding their satisfaction after purchasing from online shops. Overall, the findings suggest that the majority of respondents have positive or neutral feelings about their online shopping experiences.

5.3 Preference between online shopping and traditional shopping

Online shopping is a kind of selling that eliminates the need for clients to leave the convenience of their homes to get the products they need. In contrast, "traditional shopping," sometimes known as "brick and mortar" shopping malls, is a kind of retailing in which consumers physically visit businesses to make purchases.

When doing quantitative research, it is common practice to employ significance tests to determine whether or not certain conclusions may be taken regarding any differences or correlations that exist between variables. The SPSS software was utilized in the performance of these important tests. The probability of accepting the null hypothesis (H_0) is represented by the significance or p-value. SPSS can calculate this value automatically. So,

- H0 rejected if the significance level is less than 0.05 ($p < 0.05$)
- H0 accepted if the significance level is greater than 0.05 ($p > 0.05$)

The research question is: To what extent do people prefer "conventional shopping" to "internet shopping?"

Based on the question, the hypothesis is:

- Null Hypothesis (H0): People prefer online shopping to traditional shopping.
- Alternative Hypothesis (HA): People prefer traditional shopping to online shopping.

In this segment, it is assumed that the convenience, fun, price, return policy of the product, and payment system are some of the main determinants of shopping.

The SPSS outputs one sample test for the above hypothesis are shown in table 11 and table 12 respectively. Likert scale was used where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. As 3 (neutral) is the middle point of this scale. So '3' has been accepted as the test value for this one sample t-test.

TABLE 14. Preference level of the consumers when it comes to 'traditional shopping' and 'online shopping (One sample statistics)

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Q.13: Online shopping is more convenient than traditional shopping.	53	3.15	.864	.119
Q.14: Traditional shopping is more fun than online shopping.	53	3.85	.841	.116
Q.15: I prefer traditional shopping as it offers a feel or touch of the product.	53	4.09	.714	.098
Q.16: I will purchase more online if the return policy is there.	53	4.00	.734	.101
Q.17: Online payment system is riskier than traditional shopping.	53	3.79	.885	.122

TABLE 15. Preference level of the consumers when it comes to ‘traditional shopping’ and ‘online shopping (One sample test)

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Q.13: Online shopping is more convenient than traditional shopping.	1.272	52	.209	.151	-.09	.39
Q.14: Traditional shopping is more fun than online shopping.	7.348	52	.000	.849	.62	1.08
Q.15: I prefer traditional shopping as it offers a feel or touch of the product.	11.154	52	.000	1.094	.90	1.29
Q.16: I will purchase more online if the return policy is there.	9.921	52	.000	1.000	.80	1.20
Q.17: Online payment system is riskier than traditional shopping.	6.520	52	.000	.792	.55	1.04

When the study was carried out, the vast majority of respondents believed that buying online is far more convenient than shopping in traditional stores. They believe that it increases their efficiency and saves them time because it enables them to buy anything at any time and from any location with only the click of a mouse.

A majority of respondents concurred with the sentiment that going to physical stores rather than purchasing online is more enjoyable. When they are feeling unhappy, many of them believe that going shopping in a typical setting would help them feel better. Before making a purchase, a lot of individuals need to get their hands on the item. However, this is not possible while purchasing online. More conventional shopping practices provide this possibility. Because of this, most individuals choose to shop at traditional stores rather than online stores.

After experiencing the product, one's opinion may shift in a positive or negative direction. However, in Bangladesh, only a small fraction of online retailers provides a returns policy. Therefore, those who purchase online believe that they require a good return policy on their side. There is a return policy on Amazon.com. Customers have the option to return an item for a full refund if they decide they do not want it after trying it.

Customers in Bangladesh tend to be cautious about taking chances. They would rather not take any chances. They believe that making payments online is riskier than traditional purchasing because of the possibility of being a victim of fraud.

It is clear from looking at tables 14 and 15 that all of the significant results for the five different variables fall below the 0.05 threshold. As a direct consequence of this, the alternative hypothesis (HA) is accepted whereas the null hypothesis (H0) is rejected. However, the remaining four factors suggest that individuals prefer conventional shopping to online buying. This is even though the first variable suggests that people prefer shopping online to traditional shopping. Therefore, it has been demonstrated that consumers still prefer going to physical stores to do their buying rather than purchasing online. According to the findings of the study, customers may not considerably prefer traditional shopping to Internet shopping in terms of convenience; yet, they like traditional shopping more and appreciate the tactile experience it delivers. In addition, there is a clear preference for online shopping, particularly when it comes to aspects such as return policies; yet, worries regarding the safety of online payment systems continue to be an issue.

6 RECOMMENDATION AND CONCLUSION

As a developing nation, Bangladesh is only getting started with online shopping. There is a proliferation of online stores in the United States. It's reasonable to expect Bangladesh to take the lead in this area shortly. But first, the difficulties associated with online shopping must be overcome. Based on secondary data, research results, and analysis, the following suggestions are provided for online merchants to make online purchasing more appealing, simple, reliable, and trustworthy.

6.1 Recommendations for further development of online shopping in Bangladesh

Raising awareness level: Dhaka City's level of awareness is still below par; thus, internet retailers need to make more of an effort to spread the word. Marketers should prioritize promoting their products via social media and digital platforms. In addition, they need to encourage repeat business by rewarding loyal customers and encouraging them to promote the online store to their social networks. They may provide unique incentives such as membership cards and complimentary things for the new customers, and reward points for the current customers for developing new consumers.

Building trust: People in developing countries like Bangladesh are socialized to be cynical. They are very attuned to the overall quality of the item. Internet retailers can only thrive in today's market by offering customers reliable, high-quality products and services. Online shoppers are less brand loyal and more interested in novel approaches to solving their issues. Customers' happiness is proportionate to the value they get from the products sold. Obtaining the finest possible quality of a product is a primary objective for many buyers. That's why online merchants need to show consumers they only deal with reliable suppliers when buying their products. They're not only good at making promises but also in keeping them.

Improving the e-commerce websites: The owners of e-commerce websites owe it to their customers to make their sites as secure as possible for online transactions. should contain relevant photographs and, if at all feasible, videos; offer enough information about the product and its pricing. They must make

their website easily navigable, give useful filters to aid clients in sorting and make suitable use of photos. Naturally, this will increase the number of customers you attract, and it will also help you maintain the ones you already have.

Expanding the customer base: The poll concluded that millennials and Gen Zers make up the bulk of internet companies' core client base. Bangladesh, however, is home to individuals of all ages. The suppliers must represent a wide range of ages. To attract the customers they want, companies need to make an effort to raise awareness among people of all ages and figure out how to make online buying acceptable to them.

Promising competitive price: It's a common misconception among internet shoppers that they can buy the same products at a much cheaper price at a local store. The vast majority of those who participated in the survey thought shipping was too pricey. Online stores in this market must ensure they are providing competitive pricing and that there are no extra costs associated with the goods. If the shop owners are successful in doing so, they will likely attract additional customers.

Secure payment gateway: When it comes to making purchases via the Internet, many people in Bangladesh are hesitant to use their debit or credit cards because of security concerns. However, there are many online stores based in Bangladesh that do not accept any kind of electronic payment. Cash on delivery is their primary payment method. Virtually every online shop in Bangladesh has a "Cash on delivery" option for customers who are hesitant to use their debit or credit cards owing to the frequency of fraudulent activity. This anxiety on the side of the consumers need to be dispelled. Traditional banks in Bangladesh have an equal responsibility to ensure the security of Internet transactions for Bangladeshi customers. The government of Bangladesh should put in place the most stringent security measures possible for the online payment system. For anything to be called "online shopping," it must have a safe method of accepting payments online. That's because when people talk about "online shopping," they mean making purchases and sales using digital currency to make a profit by partnering with an established financial services firm.

Prompt delivery to the consumer: People like to purchase online rather than at traditional stores when they don't have a lot of time or when they want to escape the massive amounts of traffic in Dhaka city. However, the people of Bangladesh prefer to do their buying by walking around the market rather than purchasing online using a computer. (Suhan 2015, 14-24.) As a result, when they have a second or two to spare, they visit various web businesses in search of assistance. Internet stores ought to view this as

an opportunity because it presents them with the possibility of expanding their base of devoted customers. The results of the poll make it abundantly evident that the vast majority of consumers in Bangladesh think that the amount of time it takes to deliver the goods is excessive. In addition to that, they occasionally do not even deliver the merchandise at all. The consumers who buy online need to find a solution to this issue and should do their best to ensure a timely delivery to their clients.

Develop return policy: Sometimes, internet vendors can modify the images of the things they are selling. Customers are enticed to make purchases through online retailers by having the option to view product images. Customers may form specific expectations about the items or services after viewing the accompanying visuals, which they found on the website. However, there are situations when the consumers' expectations and the value that is perceived do not line up. In this scenario, a client could feel the need to return the merchandise to the people who sold it to them. However, the vast majority of internet retailers in Bangladesh do not offer any kind of return policy for their customers. Therefore, consumers who purchase online want to avoid taking the chance of obtaining an item that does not live up to the standards they have set for it. Myntra.com, an online retailer of clothing that operates in India, provides customers with the opportunity to return an item if they decide that they do not like it. The return policy ought to be implemented by any Bangladeshi internet retailers that now do not have it. If they don't change their strategy, a significant portion of the prospective customer base will be lost.

Increasing the buying frequency of the consumers: The frequency of the customers' purchases is something that online marketers should work to boost. They have the option of adopting either a short-term or a long-term plan. A short-term approach is one in which the marketers deliver sales promotional offers on a weekly or sporadic basis to customers who make frequent purchases. To be successful with their long-term strategy, marketers need to instil the notion in the heads of consumers that it is possible to buy consistently with just the click of a mouse on a computer, even though consumers are typically very busy going about their daily lives. If marketers adhere to this plan, they will be able to make sales regularly and in adequate quantities.

6.2 Conclusion

In terms of e-commerce, Bangladesh is still in the learning phase at this stage. By surveying internet users in Dhaka, Bangladesh, this study aims to shed light on the current landscape of online purchasing

in the country. Here, we discuss the effect on the clients' psyches. Several variables may impact a consumer's choice to purchase online. The majority of web shoppers do it because they want to cut down on shopping time. Besides this, individuals are drawn to online shopping for several other reasons, such as convenience, a large selection, easy access to information, a simple purchasing procedure, frequent sales, the fulfilment of hedonistic desires, and the ability to escape heavy traffic. More and more people are starting to shop online as the number of people who have access to the internet increases. For the time being, this pattern seems certain to go on. Additionally, younger individuals in Dhaka who have access to the internet, a graduation degree, a desire to avoid the immense traffic of the city of Dhaka, and who, for the most part, are pushed for time, are discovering that they prefer doing their shopping online. Several obstacles are discouraging customers from making purchases on the web. Disadvantages of Internet shopping include not being able to see or hold the items you're buying, paying for them online, worrying about your privacy or security, waiting for them to arrive, receiving them late, or having to return them. Retailers can increase their online sales by focusing on the following areas: expanding their promotional offerings; working to make their websites trustworthy; cultivating trust among internet users; shortening the delivery time of products; ensuring that customers can afford the cost of product delivery; providing sufficient flexibility in the order processing procedure; and marketing to a wider age range.

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This survey is performed to gather the main data for finishing my MBA thesis at Centria University of Applied Sciences. The purpose of this study is to acquire a better understanding of the acceptability of Internet shopping in Bangladesh. I would greatly appreciate it if you take the time to complete the following survey. The survey will take a maximum of 5 minutes of your time. Please be assured that your replies are optional and will remain private. Responses will not be identifiable as individuals. All replies will be put together and examined as a group. Thank you so much for your time and work!

Section 1:

Q.1: What is your age?

- 18-25
- 26-35
- 35+

Q.2: What is your gender?

- Male
- Female

Q.3: What is your education level?

- HSC
- Honours
- Masters
- Other

Section 2:

Q.4: Have you been to an online store?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Q.5: Have you ever gone to an online store just to get information?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Q.6: It saves time to shop online.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Q.7: It's hard to do shopping online.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Q.8: The range of goods that can be bought on the Internet is very large.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Q.9: Online shopping is not trustworthy.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Q.10: The delivery time for the item takes too long.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Q.11: The cost of shipping the item is too high.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Q.12: Are you happy with what you bought from the online store?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Section 3:

Q.13: Shopping online is easier than going to stores in person.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Q.14: Shopping in stores is more fun than shopping online.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Q.15: I like shopping the old-fashioned way because I can touch the items I'm interested in.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Q.16: If there is a return policy, I will buy more things online.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Q.17: It's riskier to pay for things online than in a store.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree