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Report on

Factor influencing customer satisfaction of Daraz , Bangladesh

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Chapter 1

1.0 Introduction

In traditional view we identify consumer behavior as actions undertaken by people that involve the satisfaction of wants and needs focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items that includes what they buy, why they buy, when they buy it, where they buy it, how often they buy it, how often they use it, how they assess it after the purchase and the impact of such evaluations on future purchases. (Schiffman & Kanuk, 2004). Electronic commerce can be used as the sharing of business information, maintaining business relationships and performing business transactions throughout the internet (Zwass, 1996; Barnes et al., 2003).

Online consumer buying behavior refers to the process of buy products or services by the Internet (Liang and Lai 2000). In the online shopping process, when potential consumers identify a need for some merchandise or service, they go to the Internet and search for need-related information. However, rather than searching actively, at times potential consumers are attracted by information about products or services associated with the felt need. They then evaluate alternatives and choose the one that best fits their criteria for meeting the felt need. Finally, a transaction is conducted and post-sales services provided. Becker (1965) noted that the efficient use of time was a critical issue for the modern time-scarce consumer. The online purchasing system helps them to choose the best one from different alternatives. People who have a more restless lifestyle and who are more time controlled tend to buy online more often. Young people are the major customers of online shopping. (Swinyard & Smith, 2003) Several facilitating conditions were also significant for on line shopping such as site accessibility, reasonable web site loading speed, good product description, transaction efficiency and navigation efficiency (Limayem et al., 2000). Park and Kim (2003) showed that consumers' commitment to an online store is highly related to information satisfaction and relational benefits. The consumer factor was suggested as important to online shopping and items included were privacy, security, time saving, ease of use, convenience, enjoyment, previous experience, company reputation and tactility (Udo, 2001).

In the world wide, customers are rapidly adopting online shopping day by day due to busy and complex lifestyle. The number of online shoppers is increasing day by day. An estimated 1.61 billion people worldwide purchase goods online in 2016 and the global e-retail sales amounted to 1.9 trillion U.S. dollars and projections show a growth of up to 4.06 trillion U.S. dollars by 2020. In Asia Pacific, e-retail sales accounted for 12.1 percent of retail sales in 2016 but only for 1.8 percent of retail sales in the Middle East and Africa. Global online retail sales have been growing and it is estimated to reach 8.8% of total retail spending in 2018 as compared to 7.4% in 2016. It is becoming more and more popular worldwide. UK has the highest retail Ecommerce sales as percentage of total retail sales 15.6%, followed by China 13.8%, Norway 11.5%, Finland 10.8% and South Korea 10.5% (Statista, 2017). Undoubtedly, as a developing country, Bangladesh has huge potential customers for online business. Online shopping is now popular in Bangladesh and since the e-commerce practice by the government of Bangladesh it has become much easier for people to do online shopping over the last several years.

Currently, Bangladesh is experiencing a significant rise in e-commerce and related sectors on trade fronts. Changing thought and introducing technology has changed the scenario of the average citizen's general economy and lifestyle. People will now find a lack of time, the rush of trafficking companies, the rise of urban development, frequent closure in Bangladesh due to political turmoil, and a desire for more (Sheth, Eshghi, and Krishnan, 2009). This prompted people to take shortcuts in their everyday lives and help from new communications technology. Smart mobile devices have all carried user tips and mouse tips, so online shopping is becoming trendy in Bangladesh. People like endless search options, comparative shopping choices, home delivery or click-to-purchase bricks and customized rewards, and most importantly e-commerce portals. Daraz is an online ecommerce website based in Bangladesh and Pakistan. Daraz has an immense opportunity and is confident this is a fast-growing global market over the coming years (Daraz, 2020). Therefore, the research intends to investigate various internet-based advertisement policies and other relevant internet marketing policies of Daraz to determine its impact on this promising business. This investigation follows the qualitative approach by which the second researcher Imran does interviews with the marketing staff of Daraz. This population group knows how internet marketing impacts Daraz since they are engaged in various policymaking.

Besides, online shopping's fundamental feature is the ease of this shopping, which is related to customer satisfaction. Without cost, including time and transport, the transaction between seller and buyer is smooth and efficient. However, customer concerns are the lack of physical contact and the inability to inspect the product (Hanson and Kalyanam, 2010). Not just a popular webshop that features dynamic technical features in many search engines is a good-looking website. It is also about building a relationship with clients and making money, in addition to disseminating knowledge. Companies need to use considerable time and money to decide, plan, create, evaluate, introduce and hold the retail site to increase online purchasing and increase customer satisfaction (Sheth, Eshghi, and Krishnan, 2009). Currently, losing a buyer is easier than winning one. And one of the reasons behind it is that many online shoppers cannot ensure sustained customer satisfaction. If the organization fails to follow a standard etiquette, such as reactive email, reporting issues to customers, being fair, and being good stewards of customers' details, even a "top-rated" website would not thrive. From this perspective, the research also intends to conduct a quantitative survey on Daraz's customers to determine the impacts of internet marketing on customer satisfaction. This investigation takes the form of quantitative research. The first researcher Hasan, co-author of the thesis, will collect data from Daraz's customers so that impact of internet marketing on customer satisfaction could be understood better.

With online shopping gaining momentum, online shoppers are searching for more personalized shopping experiences (Hanson and Kalyanam, 2010). Marketers can customize these experiences for particular target markets by knowing the shopping personalities and consumers' behaviour. The approach is suitable to ensure the satisfaction of every individual customer. Moreover, it drives business success and supports a business to reach more customers. It is very important to determine the impacts of internet marketing on customer satisfaction and how businesses devise policies to satisfy various customers. Therefore, the thesis aims at investigating the impacts of internet marketing on customer satisfaction. The probable outcomes of the thesis will hopefully provide important suggestions that support Daraz to devise internet marketing policies more appropriately to ensure customer satisfaction.

This research paper aims to find out the impact of internet marketing on the customer. The aim can be divided into two subparts that will be the objectives to be solved to meet up the aim of the proposed topic. The objectives are to understand does Daraz utilizes internet marketing in its

process of ensuring customer satisfaction and what could be improved (Qualitative research, 6 person channels, relations between customer satisfaction etc). And the current situation in customer satisfaction in Daraz and what could be improved (quantitative) Survey

Qualitative and quantitative research methods will be used to find out the answers to both objectives. The qualitative research part will be conducted by the second researcher Imran and the first researcher Hasan will be in charge of conducting the quantitative research part. To answer the first objective Daraz's various internet marketing such as advertisement policies, e-mail marketing, etc. will be examined. More specifically, this research will examine Daraz's various internet marketing policies by employing a qualitative method. To collect qualitative data, the authors will undertake an interview with the marketing staff of Daraz. From those interviews, the researcher will analyse Daraz's internet marketing policies and compare them with other competitors' policies. As a result, the researcher will get what kind of strategic internet marketing policies (if any) Daraz applies to ensure customer satisfaction. Therefore, such an investigation could reveal the crucial factors of internet marketing that support Daraz to ensure customer satisfaction. Another objective is about Daraz being the customers' first choice. The investigation will be conducted from the customers' perspective. That means the process of investigation focuses on customers' perception about how internet marketing ensures 10 customer satisfaction makes Daraz different from its competitors. The researcher will analyse several features of customer satisfaction to determine the impact of internet marketing on customer satisfaction. This part of the investigation will be conducted by employing quantitative research. Randomly selected respondents (from customers of Daraz) will be asked 30 questions. The questions will be about internet marketing, customer experience about internet marketing, and customer satisfaction. By analyzing their responses, the researcher will then finalize whether Daraz's internet marketing ensures customer satisfaction or not.

However, few studies have examined the relation among different dimensions of e-service quality in predicting overall service quality, customer satisfaction, and purchase intentions for online shopping. This study attempts to derive the dimensions of e-service quality for the online shopping service in the country as well as assessing the impact of service quality factors on customer satisfaction in Bangladesh. By searching the literature, a striking imbalance is found where relative

little attention has given to identify the determinants of service quality dimensions and the customer satisfaction of the online shopping in Bangladesh. Therefore, it is important to the e-tailers to identify and realize the key service quality factors influencing the customers' satisfaction towards e-shopping in Bangladesh and to assess the influence of service quality to customer satisfaction.

Bangladesh is progressing in developing the internet and information communication technology. The Demographical characteristic in Bangladesh has mix of positive and negative feelings. In total it indicates the rising sun perspective showing the bright future prospective in online shopping (Parvin, et al 2007). In Bangladesh public awareness about the benefits of information communication technology and its multiple uses is limited among the people (Parvin, et al 2007). Environment context such as education, culture and other social aspects directly or indirectly mediate the online shopping behavior of customers (Parvin et al., 2007) From this various researches it is clear that, there are scopes in online business in Bangladesh and consumers are willing to purchase online. So there are some underlying factors behind this online consumer buying behavior. This article' main focus is to identify these factors and analyze the reasons behind the consumer satisfaction in online shopping.

1.1 Covid-19 Pandemic Effect

The Covid-19 Pandemic has altered our social interactions. In many nations, individuals were advised to maintain social distance, which translates to physical separation while meeting in person or staying at home. Globally, people have facilitated the transition to social separation by increasing their online time, including in Bangladesh. Social media platforms have been increasingly utilized by people who use the platforms to keep in touch with family, friends and colleagues. Online shopping during this Covid 19 in Bangladesh would gain extra attention from clients. If elements that influence on-line buying behavior during this Covid-19 epidemic in Bangladesh are overlooked or misinterpreted, a critical comprehension of consumer behavior in the online environment cannot be realized. Several researchers proposed that online shopping is significantly different from the traditional shopping environment. It is essential to know the key factors influencing customers' shopping behavior during Covid-19 in Bangladesh. In this study, the researchers have tried to sort out different factors that influence the customers' internet

shopping behavior in his pandemic in Bangladesh. Bangladesh is a small country with its high population. But as a developing country, a remarkable change has been noticed in GDP with an average 6% growth for the last decade, and above 7% in the recent two years.

However, the coronavirus situation remains unresolved, and the shutdown lift remains a pipe dream. However, during Covid-19, the existing business environment will undergo dramatic changes, and each function of a corporation will undergo a paradigm shift. Online marketing is an integral part of every business's marketing strategy. Despite the country's exceptional popularity of digital agencies, a firm grasp on how this epidemic will impact the landscape of digital marketing is critical for planning and strategizing for the future of the online company. The internet, together with the rapid development of computer and internet infrastructure, has ushered in a new age that includes, along with many other things, the growth of business over the online or via e-commerce.

All we know that customers are the lifeblood of all organization. But now, many companies have failed to match with customers' need and perceived performance. Gilbert et al (2011) found that people are more concerned about how third-party applications may misuse or improperly handles users' privacy-sensitive data and recommended centralized automation to secure applications. Thus, customer satisfaction should measure different factors like product features, price, safety and security, privacy, e-service quality post services, etc. Such evaluation of service quality is essential in today's competitive, cost-conscious service market (Anderson, 1996). To reinforce customer orientation, a growing number of companies choose these factors as their leading performance indicators. Measuring customer perceptions of service quality is necessary to evaluate the impact of quality improvement activities through different strategies.

1.2 Theoretical Aspects on Online Buying Behavior

To analyze the online consumer buying behavior in Bangladesh, at first we need to know, who the consumers are, how we can term the consumer buying behavior and what is meant by online consumer buying behavior.

1.3 Consumer

Simply we can term consumer as a person who uses products or services. In economic term, consumers are a group of people who uses commodity or service.

1.4 Consumer Buying Behavior

According to Kuester, Sabine (2012), Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. In 1991, Armstrong in his research termed consumer behavior as a study based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Research has shown that consumer behavior is difficult to predict, even for experts in the field.

1.5 Online Consumer Buying Behavior

Online buying behavior refers to the process of buying commodity or service via the internet. In 2000; Liang & Lai, Identified five steps of online buying behavior similar to traditional buying behavior. At first the consumers felt a need for a certain merchandise or service. Then they go to the internet for that needs related information. After that they collect information, evaluate the alternatives and choose the best ones from the online vendors to satisfy their needs. Finally, a transaction is conducted. This buying decision process is influenced by various attitudes, motives and social influences on the purchaser. While analyzing the existing literatures, we have found that; online shopping attitudes and behavior is covered by many researchers. Some of those articles covered/ examined the relationship between demographics, personal characteristics and attitude towards online shopping (Bellman et al, 1999). Bellman et al (1999) explores and identified that; busy life styled people tends to shop online more frequently. Other researcher trio, Bhatnagar, Misra & Rao (2000); reported that the convenience the internet affords & the risk perceived by the

consumers are related to the two dependent variables (attitudes and behavior) positive and negatively, respectively. From the various research regarding online shopping, it is found that online consumers are wealthier, having high computer literacy, spending more time on their computers and internet, find online shopping much easier and entertaining (Swinyard and Smith; 2003). Hansen (2005) and Kayuncu & Bhattacharya (2004) have also researched on online shopping attitude and found that education level and household income are positively related to online purchase. Another research made Limayem et al. (2000) revealed that innovative consumers prefer online shopping. To analyze online consumer's perspective in Bangladesh we need to focus on the internet availability and infrastructure of Bangladesh. In 2002 Kirkman et al., analyzed the world internet availability and infrastructural situation. In that research Bangladesh was ranked 73 in the world as commercial use of internet is limited. It is clear that Bangladesh is lagging behind to adopt the main stream of e-commerce application (Laisuzzaman et al., 2010).

In another research Jamil & Ahmed (2009) found that business to commerce (B2C) services are less practiced in Bangladesh, while limited use of business to business (B2B) and business to Government (B2G) is exists in Bangladesh. The reasons behind the ill growth in e-commerce sector was identifies in the research of Dey et al. (2009).

The above mentioned graph explore the customers' dependency of online purchasing behaviors on some variable such as Demographic characteristics of consumer, Inventory management system of the online retailer, Transportation facilities provided by the online retailer, pricing factors of the online retailer, Quality of the website. The demographics characteristic of the consumer is creating a sequential process to make online purchase. It shows how consumers build their attitude and intention to take decision about online purchase. The customers are influenced by inventory management system of various product lines. If the online companies have good collection of different products it can create positive image on customers mind. The delivery system or transportation facility or capacity of the online companies are also influenced the online consumer behavior. The design and layout of the website, quality of it are also influencing customers' online buying behavior. The attitude toward online shopping of the customers is creating significant impact on online purchasing. If the customers have positive inspiration about online shopping then they are encouraged to use it and vice versa. The intention to shop online is another dependent variable which is relates with consumer online activities. The customers who are interested in

internet can take a step to purchase through online. The decision making ability of the customers also play an important role to purchase through online. Our article focuses on these factors and analyzes the how they influences consumer satisfaction. From this perspective we have developed the following model:

1.6 Research Questions

Since number of internet users are growing rapidly in the country and online technologies are improving and more companies are offering their products through internet there is a question coming up:

- 1 What variables determine the service quality dimensions of shopping in Daraz, Bangladesh?
- 2 How does service quality influence customer satisfaction of online shopping in Daraz Bangladesh?

1.7 Research Objectives

Basically we focus on online users who have to lead their shopping by online. As part of their life style most of people prefers online shopping but kinds of product, geographic area, device use for online shopping, etc are a major determiner of their behavior toward online shopping.

The purpose of this research is to identify the factors that influence the satisfaction rate of the online consumers. General objective of the study is to find out the attitudes towards online shopping behavior of the peoples of Bangladesh. The specific objective of the study is to find out the answers of our questionnaire and giving clear recommendation about online shopping behavior of Bangladeshi people. It lists the following specific objectives:

- The demographic aspect of the online consumer
- How they measure their online shopping experience?
- To have an idea about which type of companies are using online marketing in Bangladesh;• To recommend certain measures to help the online marketers to evaluate the online consumers.

Chapter 2

2.0 Literature Review

Online shopping is the way of shopping where the buyer can order a product or service by using internet. As this article is about identifying the service quality factors of online shopping, some prior researches done on the subject of online shopping will be discussed in this segment. Moreover, this study draws from the previous theories to develop hypothesis with regard to the impact of service quality factors on customer satisfaction towards online shopping. The Hypothesized relationship is discussed in the consecutive sections.

2.1 E-service Quality

According to Zeithaml et. Al. (2002) e-service quality is defined as the extent to which website facilitates efficient and effective shopping, purchasing and delivery of products and services and Website's quality plays a key role in determining the web experience of the customers. Again E-service quality can be defined as overall customer evaluations and judgments regarding the excellence and quality of eservice delivery in the virtual marketplace (Santos 2003). Service quality measures have been applied to assess the quality of virtual community web sites (Kuo 2003), satisfaction with e-commerce channels (Devaraj et. Al.2002), and determinants of web site success (Liu and Arnett 2000). For online customers, high standard eservice quality is the means by which the potential benefits of the internet can be realized (Yang 2001). As it is much easier to compare product technical features and prices online than through traditional channels, e-service quality becomes a key factor for customers (Santos 2003). Generally online customers expect equal or higher level of service quality than traditional channels customers (Lee and Lin 2005). Fassnacht and Koese (2006) recommend that service providers should provide quality service because it is a source of competitive advantage. The success or failure of online business therefore depends the extent to which service providers provide quality service (Yang and Jun 2002). Many studies suggest that the eservice quality is an important dimension and most valuable determinant of e-tailers business like Anderson and Srinivasan (2003); Lee and Lin (2005); Eid (2011); Li et. Al. (2009); Kassim and Ismail (2009); Shaikh and Khan (2011); Turk et. Al. (2012) and Pratminingsih (2013).

2.2 E-Satisfaction

Customer satisfaction is crucial for creating long-term relationships with clients and in sustaining profitability of online retailers. E-Satisfaction is a critical component in determining the success of online shopping, especially in B2C market. Anderson and Srinivasan (2003) defined e-satisfaction as the content of the customer with respect to their prior purchasing experience with a given electronic commerce firm. Zeithaml (2002) claimed that removal of electronics' service quality gaps lead to customer satisfaction which increases the value e-SQ, purchase and repurchase received. It is very important that consumers are content with the products and services provided by the particular website as satisfied customers are likely to be loyal and make repetitive purchase which will increase profitability of that particular e-commerce company (Reibstein 2002). A satisfactory purchase experience would appear to be one requirement for the type of continued interest in a product that might lead to repeat purchasing (DeLone and McLean 2003). Many scholars found that satisfaction is one of critical factors influencing the continued purchase intentions (Cenfetelli et. Al. 2008; Devaraj et. Al. 2002; Holloway et. Al. 2005; Molinari et. Al. 2008; Zboja and Voorhees 2002). In e-commerce context, DeLone and McLone (2003) identified "User Satisfaction" as an important means of measuring our customers' opinions of an e-commerce system.

2.3 E-commerce service factors

E-commerce holds great opportunity for attracting customers all over Bangladesh, yet it can also be a challenging task to ensure and create a great place for addressing different customer needs. As e-commerce is still a growing industry, there are many factors that need improvement. New methods according to this country's special needs have to be addressed. For this reason, huge amount of attention is needed to find the factors that the customers are looking for and through this research the following points have been found.

Promise fulfillment

Organizations should always give highest priority to make sure they can fulfill the services they have promised. They also must provide the correct outcomes in time and guarantee that afterward purchasing customers don't have any complains. In the survey, there were mentions of how customers wanted to see the delivered products matching the product description on the website.

Efficiency and Effectiveness

Online shopping organizations requirement includes a chance to be productive on using their assets. So as to giving better services and taking it to a great caliber benefits they require to make the whole organization more proficient. They have to bring effective manpower, proficient conveyance framework etc. to ensure the best service to the customers.

Security

One of the most prominent fears regarding online shopping is the privacy of information. People do not feel comfortable when they are asked to provide their personal information in the website, especially when its payment related information. Thus, it is very important that the websites can provide and let customers know that their security will always be prioritized.

Reliability and Responsiveness

For any organization, it is necessary to make sure people perceive them as reliable and for an ecommerce company this can prove to be very challenging. As most of the actions of an online shopping business are non-physical, it's hard for people to trust on these sites. Thus, creating a good face value and a responsible image to customers should be the company's first priority.

Aftersales and compensation

Assuming that customers are faced with any administrative slips or mistakes, at that point organizations must offer choices for recovery. This will create trust towards the organization. Daraz Bangladesh has a good policy in this case as for any returns with valid reasons; customers can get their money back.

Customer service

As online shopping is only the way to communicate through a virtual medium, it is necessary to have customer care service nearby. If customers face any kind of difficulties, customer service can help fix that and this gives the company a higher score in reliability factor. Thus, Daraz must make sure that the customer care service is well trained and can fix customer issues in a short time.

2.4 E-service Quality factors on E-Satisfaction

Service quality of e-tailers influences the e-Satisfaction of online shoppers. Previous study had indicated that there was strong and significant effect between e-SQ and satisfaction in e-commerce. E-service Quality is strongly associated to online customer satisfaction, and many studies had indicated that there was strong positive relationship between e-SQ and e-Satisfaction of online shoppers in B2C website (Minzoon et. Al. 2004; Lee and Lin 2005; Zha et. Al. 2006; Yang and Tsai 2007; Grace and Chia 2009; Lam 2011). Many researchers have tried to identify the factors that lead to customer satisfaction towards online shopping. Factors like site design and content, trust, empathy, and security (Liljander et. Al. 2002); website design and e-information (wolfinbarger and Gilly 2003); efficiency, fulfillment, system availability, privacy, responsiveness, compensation and contact (Parasuraman, et. Al. 2005); web site design, reliability, responsiveness, and trust (Lee and Lin 2005); privacy, merchandising, convenience, trust, delivery, usability, product customization, product quality and security (Chrastian and France 2005); website design, reliability, customer service and trust (Alam et al. 2008); quality of the user interface and Website user interface design (Park and Kim (2003); website design, reliability, product variety and performance (Alam and Yasin 2010); information quality, system quality, service quality, product quality, delivery quality, and perceived price (Lin et. Al. 2010); performance of the website and the product provided by the website (Mustafa 2011); Reliability, ease of navigation, assurance/trust and site aesthetics (Dolatabadi and Pool 2012); ease of use, responsiveness, information quality, environmental quality, outcome quality, utilitarian value, hedonic value (Chen et. Al. 2013); product quality and delivery services (Ziaullah et. Al. 2014); time saving, cash on delivery, pricing, responsibility, website information quality and reliability (Gupta and Khincha 2015), Responsiveness, Privacy & trust, Efficiency, Contact, Fulfillment and Website Design (Ting et Al. 2016) responsiveness and trust (Sundaram et. Al. 2017) influenced the customer satisfaction in online business. Some research work has been done on online shopping in Bangladesh. Chowdhury and Hossain (2013) proposed a model derived from technology Acceptance Model (TAM) to explain consumer acceptance of e-shopping in Bangladesh. Howladar et. Al. (2012) also showed how to develop online shopping intension among Bangladeshi people. They showed that online purchase intension and its continuity depend on attitude of consumer that ultimately influenced by trust or belief on online shopping, subjective norms that depend on social and media role, control variables and some support activities. Suhan

(2015) found out the acceptance level of online shopping in the country, preference level over traditional shopping, adopters & nonadopters for online shopping and recommend some steps to make online shopping more acceptable to consumers. He argued that building trust, securing payment gateway, prompt delivery to the consumer and developing return policy should be fulfilled to achieve the satisfaction of consumers. Karim (2013) found the motivating factors to purchase products through online like opinions, time saving, information availability, open 24/7, huge range of products/brands, reasonable price, various offers for online products, easy ordering system and shopping fun. But reference to service quality dimensions and customer satisfaction of online shopping in Bangladesh is scarce in literature.

One study by Akter (2016) indicated that ease of use, assurance, performance and information significantly correlated with satisfaction. By searching the literature, a striking imbalance is found where relative little attention has given to identify the determinants of service quality dimensions and impact of the of service quality on customer satisfaction towards online shopping in Bangladesh. As we noticed that one of the fastest growing industry in Bangladesh is e-commerce industry therefore, it is important to the online retailers to analyze the variables that determine the service quality of online shopping in Bangladesh and to assess the influence of service quality to customer satisfaction. Moreover, the research tries to quantitatively evaluate the determinants of user satisfaction and provide policy implications for further promoting online business. In this context the present study is an endeavor to fill the above-mentioned gaps and analyze the prevailing service quality and customer satisfaction problems of the online shoppers of Bangladesh.

Chapter 3

3. Company Overview

3.1 Company Profile

Daraz Bangladesh is a piece of Rocket Internet, a worldwide and driving incubator of new startups working specifically in web based business. Daraz Bangladesh began operations in 2015 in Bangladesh. It has been quickly developing and gripping the number one position in this business sectors. Daraz Bangladesh has a youthful, energetic and entrepreneurial group of employees. They are eager to convey creative web ideas to the fast changing Bangladeshi market. Presently Daraz is focused in growing its business exercises in Bangladesh.

Bangladesh is a growing nation with huge prospects of development. It is an excellent place to invest assets into. Regardless, the world is propelling but Bangladesh seems to be tolerating its conditions for what it has. However, a change seems to be coming our way as businesses are planning to go the online world and this is increasing productivity. Most of the business divisions are being benefitted by this. Moreover, in perspective of the changes and development which the websites offer, another portion has created, "online business". Online business or electronic exchange isn't just another thought as it has been with us for the last few decades. It was quite recently the beginning of e-trade and now it has become available everywhere in the world. With the help of globalization and increasing development in our country, e-commerce is getting a whole new market to operate on.

Daraz Bangladesh is an online business which operates as a marketplace. It is a shopping center which provides people with various options, for example: fashion items for man-ladies and children, sports and gaming items, home and lining products etc. Daraz allows its customer to welcome amazing shopping experiences with their demand sent directly to their doorstep. They are persistently stretching out their extent to consolidate the latest gadgets, styles and products. Bangladesh has enormous number of people who pull in a considerable measure of vendors to offer their things. However, still a large part of our population is unaware of the online shopping options and need to be trained on using it. A gigantic section of people have no idea with respect to the utilization of web and this has become a challenge for the online businesses. Although the government is trying to ensure internet access all though out Bangladesh, there is still a long way to go. However, the best part is with this access the online community is also growing bit by bit.

Daraz is a medium for sellers and buyers where the vendors get to display their products and buyers get the opportunity to get everything at once. It is an online B2C kind of offering and this business model seems to have taken a positive view from the customers" side. By adding more sellers to the website, Daraz is focused to increase its customer range even more. It is a place where the buyers can find vendors easily and choose from a large selection of products. There are eleven broad categories of products available at Daraz now and these are:

1. Fashion products
2. Phones & Tablets
3. Sports & Travel
4. TV, Audio & Camera
5. Computing and Gaming
6. Home & Living
7. Baby, Kids and Toys
8. Beauty & Health
9. Appliances
10. Grocer's shop

These categories are constantly being modified to meet the customer demand. Moreover, the grocery items have been added very recently in the mid of 2017 and has seen a big success in the Bangladeshi market. Daraz always tries to make the buyers feel as comfortable as possible and tries to make the system as convenient as they can. For example, there are many payment options from which buyers can choose their preferred method such as, Bkash payment, card payment etc. Daraz also have a 7 days product return policy from which customers can even get cash back offers.

3.2 Parent organization – Rocket Internet

Started in 2007, Rocket Internet is a company based on Germany which has expanded its businesses all around the world. This organization is known for investing in business ideas and most of these plans come from developed countries and the company then explores those designs by implementing them in developing countries. Rocket Internet takes after the technique of building organizations on the premise of demonstrated internet based plans of action. As indicated by Rocket Internet's budgetary articulations the organization particularly focuses on some known categories such as, groceries, fashion, food, travel and general merchandising. Notwithstanding the organizations in the five business divisions, Rocket Internet claims stakes in firms at different development stages, running from as of late propelled models to organizations that are building up authority positions or as yet extending their own reach. Some of the famous companies of Rocket Internet are:

- Delivery Hero
- Easy Taxi
- Jumia

- Lazada
- Hellofresh
- Lamoda

With the slogan “We build companies” this organization has parented over hundreds of companies. In just the 10 years this company has ventures in over 50 nations. Rocket Internet is a venture capital and e-commerce retailing company. As Bangladesh is a developing nation it is also an interest for this company to explore and some businesses has already been established by Rocket Internet here as well. Our country has caught on to the online trend pretty quickly and the market has been growing ever since, so this organization has invested in many ventures here. Some examples of that can be:

- Food Panda – E-commerce Food Store
- Carmudi – E-commerce Car Store
- Daraz – E-commerce Marketplace
- Lamudi – E-commerce Real State
- Jovago – E-commerce Hotel Booking
- Everjobs – E-commerce Job Site

3.3 Vision

For Daraz Bangladesh the vision is- “To be the number one marketplace by offering top quality services to all of our sellers and customers”

3.4 Mission

The mission of Daraz is: To spread all over Bangladesh and gain highest market share in the ecommerce sector, make all the necessities available to customers and find the best sellers around the country to showcase their products in the Daraz website. 3.5 Objective There are some objectives which need to be followed in order to achieve the mission and vision. Daraz Bangladesh also focuses on many goals to achieve its full potential and these objectives are:

- Ensure a great experience for the buyers while flourishing our business by working closely with the sellers
- Daraz will focus on gaining the market by creating loyal customers by providing the biggest selection of different items in lowest price
- By fulfilling the orders effectively and efficiently, customer experience will be improved
- Different support services will be designed to help the sellers grow with Daraz

- Effective recruitment, training, retention and coaching will be done to achieve the mission of Daraz and create valuable resources for the company
- Building an effective culture for the company where the employees get the opportunity to grow and contribute to the company
- Along with the company, helping the growth to the e-commerce industry of Bangladesh by setting the trend for the market

3.6 Daraz Bangladesh Hierarchy Organogram

From the beginning of the journey on 2015, Daraz Bangladesh has grown a lot since then. For the last two years, the company has expended a lot. Recently 19 hubs outside of Dhaka city have been established as well as increasing the number of offices inside Dhaka city. Daraz also welcomed a lot of sellers onboard since they came to Bangladesh. As the operations are growing, the organogram is also becoming complex. A simple hierarchy description is shown in the figure below:

Outline of operations department

The operations team of Daraz Bangladesh is the biggest department of the company which consists of many departments within it. A brief idea of the organogram is given below but the full outline is mentioned in the appendix section.

- Head of Operations
- Operation Manager (Inbound)-
 - o Inventory
 - o Inbound
 - o Aftersales
 - o Shipping
- Operation Manager (Outbound)-
 - o Network
 - o Own fleet

Chapter 4

4.0 Methodology of the Study

This study obtains primary data by conducting a survey towards consumers who are using the Internet in their purchasing. Secondary data is obtained from articles, brochures, journals, researches, some foreign and local websites on online shopping and literature published nationally and internationally. The sample size is 75. The study is limited by the small sample size, which may not be enough to fully represent the actual population. Also, non-probability sampling technique was used, and the research was done on a short period of time. Most of the data required for the study were collected from primary source through structured questionnaire & the questionnaire contains twenty five questions. In the questionnaire we use Likert scale questions. This is fulfilled by seventy five respondents. The entire respondent from the geographic area Dhaka, Bangladesh & all are experienced with online shopping. We are using some diagram for displaying the finding of each question. And the diagram is draw by excel, MS word.

This research has done to link between theoretical knowledge and its practical implementation. We have tried to give our maximum afford to complete this task. We have created some questionnaire about the preference and factors related to the online shopping and do the field survey selecting the defined respondent.

4.1 Limitation of the Study

This research has some limitations. Firstly this research was limited to only some customers, while other stakeholders of the company (i.e. website visitors, general people, employees) were not taken as samples. Secondly this research only employed some developed questions which were created after analyzing other papers before conducting the survey. The third limitation is that the evaluation of all the e-commerce stores was not undertaken, so comparison could not be made. Moreover, some issues were not considered while developing the criteria, which might influence the results, such as: number of visits before purchasing. Lastly, the administration of the company was not willing to unveil some data due to privacy reasons which could have been useful in this research. For example, data from company analytics could have given a better insight about the customer traffic of the organization. However, for this report, even though some restrictions were faced, the personal survey conducted on the customers gave it a great understanding about the experience factors.

Chapter 5

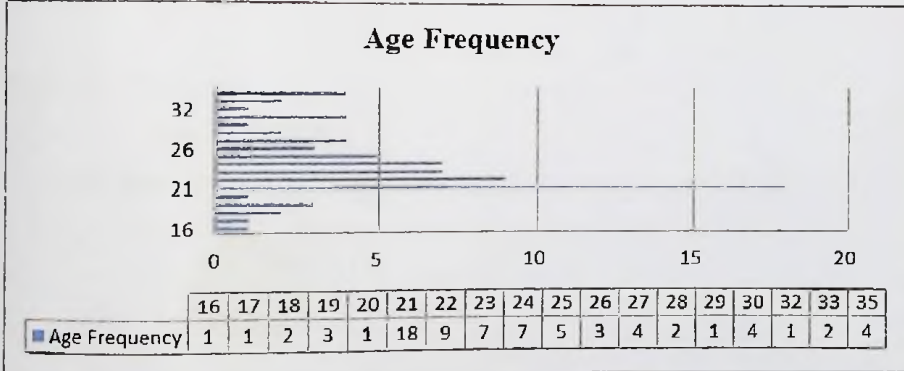
5.0 Findings of the study

We have surveyed 75 respondents who have experience on online shopping. The following findings are related with the demographic aspects of the total respondents

5.1 Age of the Respondents

For our research we have surveyed total 75 respondents who uses internet for shopping purpose. From the chart we came to know that the respondents are from the age of 16 to 33. And the maximum 18 of the respondents are 21 year old which the 34% of the total respondents are

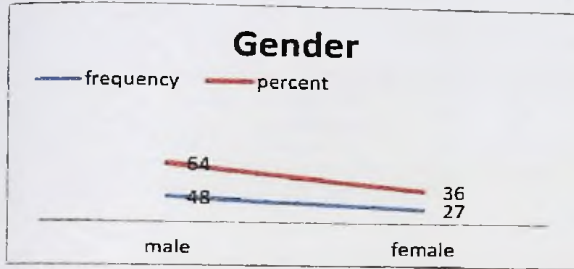
Graph 1: Respondents' Age



5.2 Gender

From the total 75 respondents, there are 48 male and 27 female. The percentages are 64% and 36% for the male and female respectively. It means the majority of the respondents are male who are made their online purchase.

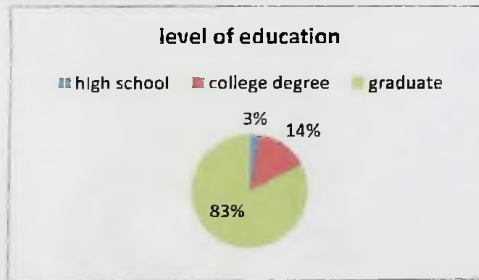
Graph 2: Gender



5.3 Level of Education

The 62 respondents are completed their graduation and the percentage is 82.7%. The number of respondents who have college degree are 11 and the percentage is 14.7%.

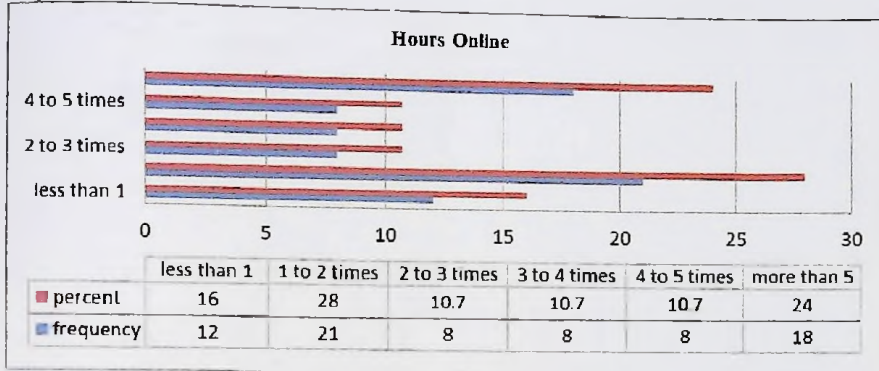
Graph 3: Level of Education



5.4 Hours Online/ Day

In our research, we have found that total 18 respondents are online for more than 5 hours a day and the percentage is 24%. The number of respondents who are online for 4 to 5 hours a day is 8.

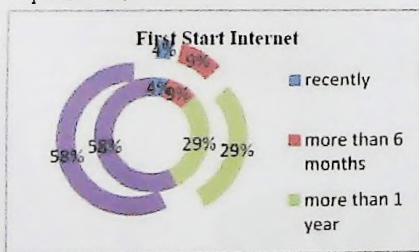
Graph 4. Hours Online



5.5 First Start Internet

In our survey we have found that total 43 respondents out of 75 are first started using internet for more than 3 years and the percentage is 57.3%. The numbers of respondents who are using internet for more than one year is 22 and the percentage is 29.3%.

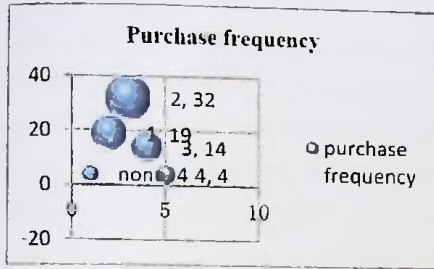
Graph 5. First Start Internet



5.6 Purchase Frequency in a Year

The purchasing frequency is 2 by 32 respondents and the percentage is 42.7% in a year. The 14 respondents are purchased 3 times in a year and the percentage is 18.7%. The number of respondents who are purchased 4 products through online is 6 and their percentage is 8%.

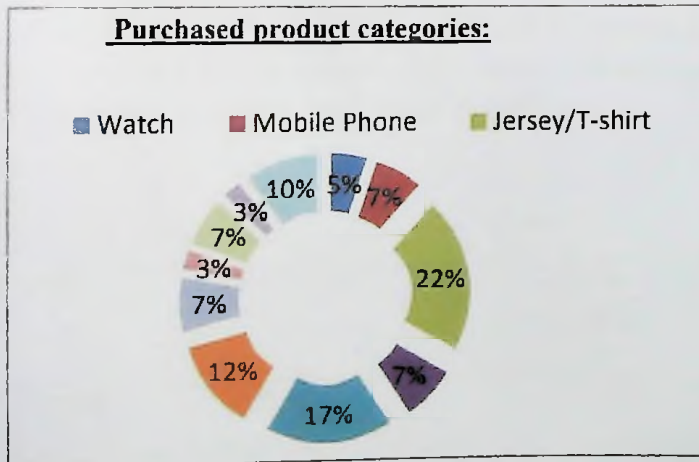
Graph 6: Purchase Frequency in A Year



5.7 Purchased Product Categories

Here, we have found that the total 06 times respondents are making their online shopping to buy watch and the percentage is 7%. The number of purchasing mobile phone is 8 times and the percentage is 7%. The respondents are purchasing dress through online 21 times and the percentage is 17%. The respondents are purchased book 9 times by online and its percentage is 7%. The ornaments purchasing frequency is 15 and its percentage is 12%. The customers are purchased handbags 9 times through online and the percentage is 7%.

Graph 8: Purchased product categories



5.8 Consumer Satisfaction Analysis

To know whether the consumers are satisfied with the selected online organization we have done regression analysis. For that we have defined our dependent variable as "satisfied with online organization" and the independent variables are "required information is available, free home delivery, order large amount of product, provides discounts, satisfied with price and product quality, variation in pricing, websites are lucrative, fulfill demand in emergency". 5.10.1

Model Summary In here, The R Square value of .850 and adjusted R Square value of .831 means that, there are correlation between , required information is available, free home delivery, order large amount of product, provides discounts, satisfied with price and product quality, variation in pricing, websites are lucrative, fulfill demand in emergency.

Model Summary

Model	R	R Square	Adjusted R Square	Error of the Estimate
1	.922	.850	.831	.337

a. Predictors: (Constant), required information is available, free home delivery, order large amount of product, provides discounts, satisfied with price and product quality, variation in pricing, websites are lucrative, fulfill demand in emergency

ANOVA

Model	Sum of Squares	Df	Mean square	F	Sig.
Regression	41.220	8	5.153	45.340	.000
Residual	7.273	64	.114		

Total	48.493	72			
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a. **Predictors:** (Constant), required information is available, free home delivery, order large amount of product, provides discounts, satisfied with price and product quality, variation in pricing, websites are lucrative, fulfill demand in emergency

b. **Dependent Variable:** satisfied with online organization

Coefficient of the Variables

a. **Dependent Variable:** satisfied with online organization

In here the significance level is .000. And there are three independent variables which results in significance level. That means independent variable, satisfied with price and product quality, fulfill demand in emergency, websites are lucrative has a significant impact on the dependent variable satisfied with online organization.

From this analysis we have come with a regression model:

Satisfied with Daraz = -0.120+0.387(satisfied with price and quality) +0.315(fulfill demand in emergency) +0.205 (websites are lucrative).

5.9 Result Analysis

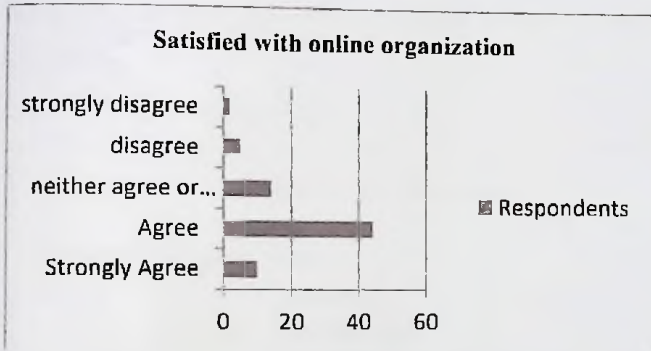
To understand the effect of independent variable “satisfied with price and product quality, fulfill demand in emergency, websites are lucrative” on dependent variable “satisfied with online organization”, we have analyze the following findings

5.10 Satisfied with Daraz

The numbers of satisfied customers with online organizations are 44 and they agree with it Strongly agree about the satisfied customers with online organization are 10. There are 14

respondents who are impartial about the satisfaction with the online organization. The online organization does not provide satisfactory service is feeling by 5 respondents and they are agreeing with it.

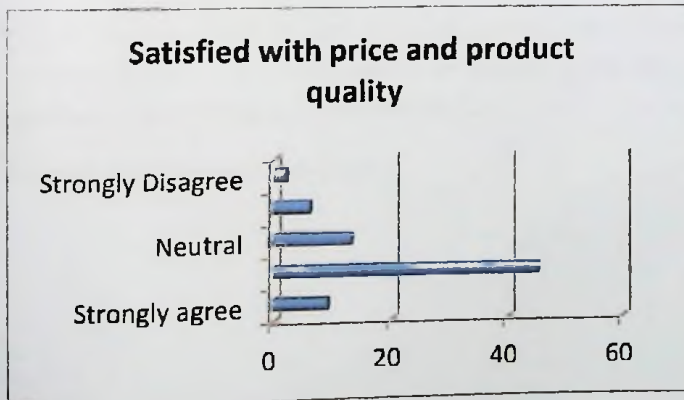
Graph 9: Satisfied With Online Organization



5.11 Satisfied with Price and Product Quality

There are 45 respondents who are satisfied with price and product quality. The number of strongly satisfied customers about product quality and price are 9. There are 6 customers who believe that price and product quality are not satisfactory.

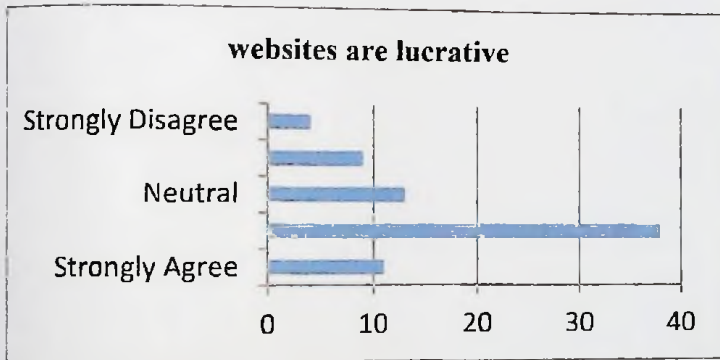
Graph 10: Satisfied With Price and Product Quality



5.12 Websites Are Lucrative

In our research we have found that the total 38 respondents are agreeing with the statement that websites are lucrative. There are 11 respondents who are strongly opposed the statement that websites look lucrative. The neutral respondents' number is 13 about the lucrative view of the websites.

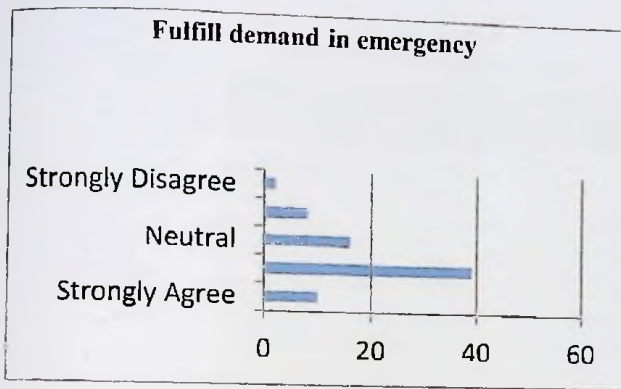
Graph 11: Websites Are Lucrative



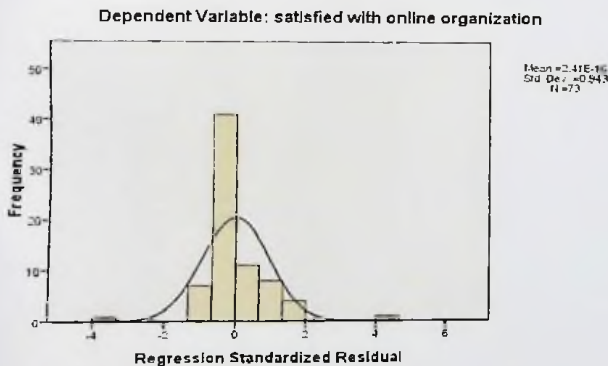
5.13 Fulfill Demand in Emergency

Here, we have found that 39 respondents are agreeing that online organizations are fulfilling emergency demand. The 10 respondents are strongly agreed with the statement that online organizations are fulfilling their emergency demand.

Graph 12: Fulfill Demand in Emergency



To measure whether the results fully represents the data set we have done the residual testing and found the data are representative.



Graph 13: Residual

A residual is the difference between the actual value of Y and the predicted value of Y^o. Since the standardized residual histogram is bell shaped, it supports the assumption that the disturbances are normally distributed.

Table 2: Purchased product categories:

Serial no.	Products Name	Product purchasing Frequency
1	Watch	06
2	Mobile Phone	08
3	Jersey t-shirt	26
4	Book	09
5	Dress	21
6	Ornaments	15
7	handbag	09
8	Shoe	03
9	Cosmetics	05
10	Food	03
11	Others	12
	Total	117

Chapter 6

6.0 Major findings

From our research of 75 respondents we have analyzed some crucial aspects regarding online consumer buying behavior.

- The respondents are mainly male and their number is 48. The total numbers of female respondents are 27.
- Online purchasers are mainly from young age group. Maximum 18 respondents out of 75 were from age of 21.
- The number of respondents who have completed their graduation degree is 62.
- The respondents are purchasing 17 times through Akhoni.com and the number of purchasing frequency is 12 by the respondents who have used Priyoshop.com.
- In our research we have found that the customers are mainly purchased Jersey/T-shirt from Daraz and the purchasing frequency is 26. The second item of online purchasing is Dress and its purchasing frequency are 21.
- The 18 respondents are using internet for more than 5 hours to buy any products. The respondents who are online for 1-2 hours are 21.
- The number of respondents who are using internet for more than three years is 43 and the number of customers who are using more than one year is 22.
- The respondents' number is 32 who are purchased 2 times through online last year. The total 6 respondents are purchased 4 times by using online last year.
- The satisfied customers' number is 44 who believe that online organizations provide satisfactory service. The strongly agreed numbers of respondents are 10.
- In our research we have found that out of 75 total 45 respondents are agreed that price and product quality are satisfactory.
- The 38 respondents are agreed that website is lucrative.

- The total 39 respondents out of 75 are believed that Daraz are meeting their emergency demand.

6.1 Recommendations

In this developing and competitive world, it's extremely essential for all the companies to establish a stable relationship in the marketplace through increasing overall sales by means of pleasing their customers as much as possible. As an e-commerce firm, it's very essential to preserve pace with the modern structures. Some factors that Daraz Bangladesh needs to look over are mentioned below:

- Plans need to be developed to find how the factors that affect customers should be ensured better to increase sales
- More promotional activities need to be done to increase public awareness
- There should always be double checking to ensure error free products go to customers
- Daraz should focus on individual customer needs more and provide solutions instantly
- More big brands need to join as Daraz vendors and the company should work on making sure that the big companies come to Daraz in future
- More preference to website content should be given so that customers have a clear idea of the product they will be getting
- Large market analysis should be done to find specifically for each factors what steps should be taken
- Customer review should be gathered to understand which elements are missing from the service provided The e-commerce industry is a very fast moving development sector and as a lot of new competitors are emerging day by day, Daraz needs to make sure they secure their customer loyalty at this moment. By providing better service and focusing on improving customer experience this can easily be done.

Conclusion

Bangladesh online business can be a boost if all the participants take internet based business at its heart and that for digital transactions to be widely adopted. The organizations put partiality to make the customers purchase intentions through online and focusing target customers who are young, educated, earn sufficient, interest in use of computers and internet and give more time online and then motivating them to online shopping. Our research indicates that satisfied with online organization is significantly affected by satisfied with price and product quality, fulfill demand in emergency, and lucrative presentation of websites. At the same time, order large amount of product is not a significant factor for satisfied with online organization. There are various independent factors such as free home delivery, variation in pricing, required information is available etc are not significant factors for satisfied online organization. Based on the findings such as the relationship between total time spent online and online purchasing frequency in a year suggestions were offered to online organizations interested in selling via the Internet. Also, the maximum respondents of the study were completed their graduation degree. So it is clear that there are potentials for online businesses in Dhaka city of Bangladesh and the organizations needs to focus on the criteria's stated in our article to maximize the consumer satisfaction.

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