

GENERAL CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING IN BANGLADESH

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ABSTRACT

As the global market size is growing, both manufacturing and service oriented firms are now becoming more agile in introducing innovative marketing mixes, strategies and orientations to place their product in higher places against their competitors. The overall expansion of the scope in marketing a product is making the conventional marketing approaches more ordinary. As a result, the online marketplace is booming and consumers are now showing a differential of behavior towards their nature of placing orders online and buying online. The study is designed to explore the demographic factors influencing consumer's behavior towards online shopping and factors behind consumer's satisfaction from online buying. To conduct the research a total of 301 respondents were selected using judgmental sampling method and they were given a semi structured questionnaire. According to the response, majority of the consumers (46.33%) fall in the age group between 20 to 25. Gender and educational qualification don't have any impact on the expenditure of customers. However, there is a significant difference in mean expenditure on online shopping based on age. Most respondents are indifferent about satisfaction level towards online shopping. The study shows that, there exists no strong relationship between customer satisfaction and their educational qualification, preferred mode of payment while quality of internet connection is highly tied to customer satisfaction. Satisfaction is also influenced by the type of problems they face while shopping online (delay in delivery, damaged product, receiving low quality product). The reason for preferring online shopping (price, convenience, time saving, variety etc.) has a strong relationship with satisfaction. The study also reveals that there is a significant relationship between recommending online shopping to others and feeling of being overcharged. In this study, based on the findings, some recommendations have also been made on how the online platform can be utilized to develop the marketing of a product in diversified market scenario.

Key words: Consumer Behavior, Online Shopping, Bangladesh

1. INTRODUCTION

The inception of online marketing strategy and the current advancement of this particular marketing approach have brought about many changes in the way of offering a product or service. Online marketing has created a greater scope to attract more customers in a wide demographic arena. However, it has somehow scattered the market and brought about changes in taste of the customers. Online marketplace is both a marketplace and a source of showcasing products which allows consumers to get more options to make their choice from. Success in this strategy of marketing is dependent more on the building and managing of a strong customer database and the regular communication with them regarding offers and new products. Online shopping is grossly accepted and preferred as a cost-effective, profitable and accessible medium of shopping. So, it has become very important for online retailers to survey online consumerism and the way it is taking shape in today's era of rapid globalization.

As found in 'The Financial Express', a newspaper, specialized in reports on businesses in Bangladesh; the potential of online shopping is very high considering the changing taste of the consumers in Bangladesh and the current growth is quite phenomenal compared to where it started from. The report also said within next 5 years the overall population who do their shopping online may go up rapidly to as much as 40 percent of the total customer pool. Currently, numerous online shopping platforms, marketplaces and websites are in the service and the sphere is booming increasingly. Although the appeal of the physical stores is still quite apparent and according to market specialists this will last for an even longer period, the option of shopping online will become more convenient and handy as people are becoming busier with day to day activities and everyone wants to avoid hassle of tolerating time-losses on the way to the market. Ordering from home with a preferable payment method and get them at hand at prefixed time is becoming a major reason to lean on to the online shopping approach.

1.1 Statement of the Problem

Online shopping is quite familiar in the developed countries. But in developing countries like Bangladesh, though the buying pattern of the consumer is changing, its growth is still not aligned with the global market. Moreover, the online marketers don't always follow the best practices. The potential of the online marketplace and the gaps prevalent in the industry in Bangladesh have inspired us to conduct a study on online shopping in Bangladesh. The impact of different factors on consumer's behavior and satisfaction on online shopping on a demographic profile is focused on this study.

1.2 Objectives of the STUDY

The primary objective of this study is to identify the factors affecting online shopping behavior with emphasis on satisfaction with online shopping. This broad objective is broken down to the following specific ones:

1. To explore the demographic profile of the customers who shop online.
2. To identify the demographic factors that influence consumer's expenditure on online platform.

3. To depict the factors those, motivate the customers for online shopping by establishing statistical relationships between those factors and their satisfaction level.

2. LITERATURE REVIEW

As the access to the internet has been increasing in Bangladesh, especially among the younger generation, the popularity of online shopping has also been increasing (Haque, 2019). It is now easier for the consumers to access the internet and order their needs easily. Also, as the payment system is becoming more convenient, the appeal of online shopping is increasing. As a result, the online marketing approach is more available nowadays. It ranges from grocery items (i.e. Gowala, Chaladal.com) to food delivery service (i.e. Pathao food, Shohoz food, Foodpanda) to fashion items (i.e. Daraz, Bagdoom, Priyoshop) to electronic gadget items (i.e. Daraz, Pickaboo).

A research showed that the demographic profile of Bangladesh is quite balanced in term of the orientation of the male and female consumers (Hossain, 2019). Another research suggested that people show different choices and even sometimes go against their usual choice, to shop from online, to just give it a taste, as more and more the online shopping experience is becoming handy (Islam, 2018). Karmoker and Haque (2018) portrayed a statistical view on the change of choice and buying behavior of the female consumers over the last 20 years in term of jewellery products. They discussed the effect of online marketplaces in making and shaping their choices while buying a jewellery product. They found that the presence of online market is making it easier for female consumers to shape their taste with the modern trend. In another research, Shohel (2013) discussed about the brand loyalty of the consumers on online marketplaces using a very crucial product like OTC (over the counter) drugs. It was found that people tend to believe less in online shopping in case of healthcare products like OTC drugs. As found in an article on Prothom Alo, a leading daily newspaper in Bangladesh, in the year 2014 the total order placed online was near about 1.5-2 million whereas in 2018 the number reached near about 15-16 million. According to a research conducted by the E-Commerce Association of Bangladesh (e-CAB) the total transactions that took place in the year 2017 was worth BDT 1000 crore which was ordered through e-commerce portals. According to their findings, the number of total daily delivery of orders in Bangladesh in that year was about 30,000 parcels and the number of overall orders that were placed daily was about 200,000. They also reported that the worth of these overall orders was nearly BDT 3-4 crore. They predicted a 10%-15% growth in this orders. The preferred mood of payment was COD (cash on delivery) according to their findings. Some key points regarding online shopping and literature review on these factors are given below:

2.1 Customer Satisfaction

Customer satisfaction, customer retention and ultimately the profit making of a business is quite linear in their mode of mutual relation (Blackstone, 2010). The rationale behind the statement is that satisfied customers will be loyal to the product or brand or service and this will soar up the profitability of that entity. This satisfaction is, on the other hand, the end result of the proper alignment between the customer's expectation from a particular product and the performance of that product (Datta & Acharjee, 2018). This particular statement is also supported by Kotler (2015) as the writer said, "Customer satisfaction can be defined by the level a product can perform to meet a particular customer's implicit and explicit perception and expectation". According to a study, reliability and comfort in case of online shopping are the main considering factors. (Datta & Acharjee, 2018). Online shopping sustains for various reasons such as convenience, security, internet availability and trust over sellers. (Liu & Forsythe, 2010). To ensure customer satisfaction, predicting online shopping orientation of buyers is a must for all the providers (Sambargi & Gopal, 2016).

The overall appeal of online marketplace can solely be ascribed by the experience the customers are going to have throughout their shopping online, as suggested by a study (Belk, 2010). When the customers are satisfied with their experience, it can easily be said the other variables regarding online shopping are quite in line with the market demand (Shohel, 2013). This outcome which can be generalized as the positive result in customer satisfaction can ensure the trend in consumer behaviour, their needs and the supply for that need in the market (Bowman and Gatignon, 2010). This can also show the effectiveness of the pricing and can help in making adjustments in the pricing (Darbyshire, 2005). Also, it can tell whether the product variety is satisfactory or not (Gage, 1999). Thus examining this factor can be the key to unlock many further queries in shaping the online marketing structure (Gerson, 1993).

There are a number of issues in ensuring satisfaction towards online shopping (Hachette UK, 2001). The dexterity of the online shoppers on internet and the understanding of the discounts available have impact on the satisfaction (Lowenstein, 2012).

2.2 Online Consumer Behaviour

According to a study by J. Johnson, people having less time to do shopping from physical markets often prefer to do shopping from online marketplaces. They are allured by the presentation of the websites and tend to have 60% of their trust and satisfaction level from such presentation. According to a study, Consumer innovativeness has a positive influence on future online shopping intention. (Bigné et al., 2008). A particular study observed the impact of age difference in the satisfaction level of the customers. They found that the younger people have more attraction to the online shopping environment where the elder people have less interest in that system due to their lack in convenience in handling online orders and payment systems. Their traditional mentality about the untrustworthiness of the online transaction causes their lack in participating in this online shopping system (Chowdhury & Chowdhury, 2017). Proper channeling of technology to the rural parts of the country to ease the online shopping process and increasing the reliability of this process can help to improve more participation of people in online marketing. (Mozaheret al., 2017).

2.3 Price of the Product

Price of a product has a greater impact to ensure customer satisfaction, be it in online marketing or physical. As people in Bangladesh are quite sensitive to the pricing of products, they even sometimes sacrifice quality to avail a price reduction. In case of online shopping this also plays the same role. According to a study, price of the product in online store also plays an important role in online shopping due to the lack of opportunity in price negotiation, (Mohammed, 2014)

2.4 Product Variety

Options to choose from a wide array of products can be a factor that determines customer satisfaction. Traditional physical marketplaces are so vast that it is quite impossible to try every single product in that market. But people prefer to observe and know about the overall available products in the market. Online marketing can arrange a huge chunk of products and customers have more options to choose from. Lack of variance in products offered can cause dissatisfaction to the customers. Product variety has a correlation with shopping frequency of buyers. (Zhou & Ali, 2012). So product variety can be impactful thoroughly in determining the customer satisfaction.

2.5 Travel Necessity

The overall time taken to order and get a product at hand can be reduced extremely through online shopping process and the travelling is unnecessary in this process of online ordering. As a result, it can be considered as a big determinant for customer satisfaction and adds an extra value for online shopping. This is even truer in the context of Bangladesh, where traffic jam has been a huge clog in people's lifestyle.

3. METHODOLOGY

The sampling technique used in the study was judgmental sampling. For primary data, active internet users of different age groups were surveyed. A semi structured questionnaire was chalked out and data were collected through online questionnaire survey. To reach the optimum number of active internet users the survey link was shared online on different online social media pages and groups (Desperately Seeking Dhaka, Uber Bangladesh, Netflix Bangladesh, BDSHOP.com, Priyoshop, Banglashoppers, Backpack Users BD etc.). The survey was conducted through the Google Forms' online survey tools.

3.1 Sample size:

For this study, confidence level was set at 95 percent with a 6 percent level of precision or maximum allowable error margin (e). At 95% confidence level, $z = 1.96$ (from normal distribution table). We assumed the sample proportion to be 0.5 (p). We used the following formula to calculate the sample size:

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1.96)^2 \times (0.5)^2}{(0.06)^2} = 266.77$$

$$\therefore n \cong 267$$

The survey was run for 10 days and 394 people responded to this survey. However, we were able to sort 301 valid responses. So our sample size was 301. Data were analyzed using SPSS. Both descriptive and inferential statistics have been done to analyze the data. Statistical techniques such as chi-square tests, independent sample T-test and ANOVA tests have been conducted with the help of SPSS.

3.2 Research Hypotheses:

For analysing the primary data collected for this report, several hypotheses have been developed.

- H1: There is a difference in mean expenditure on online shopping based on gender.
- H2: There is a difference in mean expenditure on online shopping based on age.
- H3: There is a difference in mean expenditure on online shopping based on educational qualification.
- H4: There is a relationship between consumer satisfaction and educational qualification.
- H5: There is a relationship between consumer satisfaction and service of internet connection.
- H6: There is a relationship between consumer satisfaction and kinds of problem faced.
- H7: There is a relationship between consumer satisfaction and reason for preferring shopping online.
- H8: There is a relationship between consumer satisfaction and preferred mode of payment.
- H9: There is a relationship between recommending online shopping to others (users) and feeling of being overcharged.

4. ANALYSIS AND INTERPRETATION OF DATA

4.1 Descriptive Statistics

4.1.1 Frequency distributions of different attributes of survey respondents

The following table shows the frequency of online shopping of the participants of the survey along with their percentage of participation.

Table 1: frequency distribution of respondent's online shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	42	14.0	14.0	14.0
	Yes	259	86.0	86.0	100.0
	Total	301	100.0	100.0	

Among the respondents 86% have done online shopping before and only 14% have never done it.

4.1.2. Basic Demography

Gender

From the following table, it is seen that among the respondents who had done online shopping before, 76.8% are male and 23.2% are female.

Table 2: frequency distribution of respondent's gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	199	76.8	76.8	76.8
	Female	60	23.2	23.2	100.0
	Total	259	100.0	100.0	

Age

The following table shows the frequency distribution of age of all the participants of the survey.

Table 3: frequency distribution of age of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20	6	2.3	2.3	2.3
	20 to 25	120	46.3	46.3	48.6
	26 to 30	101	39.0	39.0	87.6
	31 to 35	25	9.7	9.7	97.3
	Above 35	7	2.7	2.7	100.0
	Total	259	100	100	

The majority of the respondents (46.3%) under the study fall in the age group of 20-25.

Educational Qualification

From the frequency table it can be seen that most of the people who have done online shopping are graduates or above (48.7%) in education level. So it can be assumed that most of the people who have done online shopping are quite educated.

Table 4: frequency distribution of educational qualification of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Higher secondary	20	7.7	7.7	7.6
	Undergraduate	113	43.6	43.6	51.3
	Graduate and above	126	48.7	48.7	100.0
	Total	259	100.0	100.0	

Income

The following table shows the frequency of income of all the participants of this survey within certain income range along with the percentage of participants within each income range.

Table 5: frequency distribution of income of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 4000	53	17.6	17.6	17.6
	4001 to 9000	51	16.9	16.9	34.6
	9001 to 17000	42	14.0	14.0	48.5
	17001 to 25000	26	8.6	8.6	57.1
	25001 to 36000	33	11.0	11.0	68.1
	36001 to 47000	24	8.0	8.0	76.1
	47001 to 59000	19	6.3	6.3	82.4
	59001 to 66000	12	4.0	4.0	86.4
	66001 to 85000	12	4.0	4.0	90.4
	Above 85000	29	9.6	9.6	100.0
	Total	301	100.0	100.0	

From the analysis, it is clear that major chunk of respondents have low amount of allowance or income. One of the possible reasons may be that, most of the respondents were young.

4.1.3. Frequency Distribution of Satisfaction Level of Online Shopping

The following table shows the frequency of level of satisfaction in shopping online of the participants of the survey.

Table 6: frequency distribution of satisfaction level of online shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	9	3.5	3.5	3.5
	Somewhat Dissatisfied	31	12.0	12.0	15.4
	Indifferent	115	44.4	44.4	59.8
	Somewhat Satisfied	86	33.2	33.2	93.1
	Very Satisfied	18	6.9	6.9	100.0
	Total	259	100.0	100.0	

From the analysis, it is seen that most of the respondents are indifferent (44.4%) in terms of satisfaction towards online shopping.

4.1.4. Preferred Mode of Payment for Online Shopping

As seen from the following table, people consider cash on delivery (57.92%) as the most preferred mode of payment in case of online shopping.

Table 7: frequency distribution of preferred mode of payment for online shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Credit card/ Debit card	67	25.9	3.5	25.9
	Mobile Banking (bKash, Rocket, UCash, mCash etc.)	41	15.8	12.0	41.7
	Cash on delivery	150	57.9	44.4	99.6
	All three	1	0.4	33.2	100.0
	Total	259	100.0	100.0	

4.1.5. Recommendation to Others

The following table shows the frequency by which users of online shopping recommend others to shop online.

Table 8: frequency distribution of recommendation to others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	25	9.7	9.7	9.7
	Yes	99	38.2	38.2	47.9
	Maybe	135	52.1	52.1	100.0
	Total	259	100.0	100.0	

4.2 Hypothesis Testing

4.2.1. Independent Sample T-test

Hypothesis 1: Relation between Mean Expenditure of People of Different Genders

H₀: There is no difference between mean expenditure on online shopping of male and female customers.

H_A: There is difference between mean expenditure on online shopping of male and female customers.

Testing variable: Money spent on online shopping in last 12 months (Expenditure)

Grouping Variable: Respondent's gender (Male and Female)

Table 9: group statistics for hypothesis 1

	Respondent's gender	N	Mean	Std. Deviation	Std. Error Mean
Money spent on online shopping in last 12 months	Male	199	4137.76	7136.558	505.897
	Female	60	5140.98	8482.402	1095.073

Table 10: independent samples test for hypothesis 1

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Money spent on online shopping in last 12 months	Equal Variances assumed	2.32	0.12	-0.912	257	0.363	-1003.23	1099.751	-3168896	1162447
	Equal Variances not assumed			-0.832	8571	0.408	-1003.23	1206.283	-3401352	1394903

Finding: Since the p-value is .128 for Levene's test which is greater than .05 (level of significance), equal variances are assumed. So, we will use the t-statistics -.912 and corresponding p-value .363, which is greater than .05 (level of significance). Thus we can conclude that the null hypothesis cannot be rejected. That is, there is no significant difference between the expenditure of male and female customers.

4.2.2. ANOVA test

Hypothesis 2: Relation between Mean Expenditures of People of Different Age Groups

H₀: There is no difference in mean expenditure among customers of different age groups

H_A: At least one age group's expenditure is different

Dependent variable: Money spent on online shopping in last 12 months (Expenditure)

Factor: Respondent's age group:

- Below 20 : μ_1
- 20-25 : μ_2
- 26-30 : μ_3
- 31-35 : μ_4
- Above 35 : μ_5
- μ is the mean expenditure

Table 11: ANOVA test for hypothesis 2

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.253E9	4	5.632E8	5.751	.000
Within Groups	2.487E10	254	9.793E7		
Total	2.713E10	258			

Finding: As the significance level from ANOVA is almost zero for F value 5.751 and for 5% significance level we reject the null hypothesis. Therefore, at least one of the age groups has different online expenditure from the rest.

Hypothesis 3: Relation between Mean Expenditures of People Having Different Highest levels of education

H₀: There is no difference between mean expenditure of people of different levels of education

H_A: At least one group's expenditure is different

Dependent variable: Money spent on online shopping in last 12 months (Expenditure)

Factor: Respondent's highest level of education:

- Higher secondary: μ_1
- Undergraduate: μ_2
- Graduate and above: μ_3
- μ is the mean expenditure

Table 12: ANOVA test for hypothesis 3

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.823E8	2	1.911E8	1.830	.163
Within Groups	2.675E10	256	1.045E8		
Total	2.713E10	258			

Finding: As the significance from ANOVA is 16.3% For F value 1.830 and for 5% significance level we do not reject the null hypothesis. So, people of different educational level have had the same mean expenditure in the last 12 months.

4.2.3 Chi-Square Tests

We used chi-square tests to assess various relationships among different data sets collected through the survey.

Hypothesis 4: Relation between Customer Satisfaction and Educational Qualification

H₀: There is no relationship between consumer satisfaction and educational qualification.

H_A: There is a significant relationship between consumer satisfaction and educational qualification.

Table 13: chi-square test output for hypothesis 4

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.170 ^a	8	.841
Likelihood Ratio	4.316	8	.828
Linear-by-Linear Association	.461	1	.497
N of Valid Cases	259		

Finding: From the chi-square table it is seen that p-value is .841 which is greater than 0.05 (level of significance) and that implies the null hypothesis cannot be rejected. We can conclude that there exists no relationship between customer satisfaction and their educational qualification.

Hypothesis 5: Relation between Customer Satisfaction and Quality of Internet Connection

H₀: There is no relationship between customer satisfaction and quality of internet connection.

H_A: There is a significant relationship between customer satisfaction and quality of internet connection.

Table 14: chi-square test output for hypothesis 5

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	49.927 ^a	16	.000
Likelihood Ratio	39.571	16	.001
Linear-by-Linear Association	16.364	1	.000
N of Valid Cases	259		

Finding: From the chi-square table, the p-value is .000 which is less than .05 (level of significance), so we can reject the null hypothesis and conclude that there exists a significant relationship between customer satisfaction and quality of internet connection.

Hypothesis 6: Relation between Customer Satisfaction and Kinds of Problems Faced

Here the hypothesis test was done to explore if there is any relationship between customer satisfaction and kinds of problem they faced like delay in delivery, product damage etc.

H₀: There is no relationship between customer satisfaction and kinds of problem faced.

H_A: There is a significant relationship between customer satisfaction and kinds of problem faced.

Table 15: chi-square test output for hypothesis 6

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	75.820 ^a	12	.000
Likelihood Ratio	73.087	12	.000
Linear-by-Linear Association	36.319	1	.000
N of Valid Cases	259		

Finding: From the Chi-square table, the Pearson Chi-square p-value is .000 which is less than 0.05 (level of significance). So we can reject the null hypothesis and conclude that there is a significant relationship between customer satisfaction and kinds of problem faced.

Hypothesis 7: Relation between Customer Satisfaction and Reason for Preferring Online Shopping

H₀: There is no relationship between customer satisfaction and reason for preferring shopping online.

H_A: There is a significant relationship between customer satisfaction and reason for preferring shopping online.

Table 16: chi-square test output for hypothesis 7

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.603 ^a	4	.000
Likelihood Ratio	10.380	4	.034
Linear-by-Linear Association	.120	1	.729
N of Valid Cases	259		

Finding: From the chi-square table, the p-value from Pearson chi-square is .000 which is less than .05 (level of significance). So we can reject the null hypothesis and conclude that there is a significant relationship between customer satisfaction and their reason for preferring to shop online.

Hypothesis 8: Relation between Customer Satisfaction and Preferred Mode of Payment

H₀: There is no relationship between customer satisfaction and preferred mode of payment.

H_A: There is a significant relationship between customer satisfaction and preferred mode of payment.

Table 17: chi-square test output for hypothesis 8

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.908 ^a	8	.084
Likelihood Ratio	12.892	8	.116
Linear-by-Linear Association	.964	1	.326
N of Valid Cases	259		

Finding: From the table, we can see that the Pearson Chi-square p-value is .084 which is greater than .05 (level of significance). So we cannot reject the null hypothesis and conclude that there is a no significant relationship between customer satisfaction and preferred mode of payment.

Hypothesis 9: Relation between Recommending Online Shopping to Others and Feeling of Being Overcharged

H₀: There is no relationship between recommending online shopping to others and feeling of being overcharged.

H_A: There is a significant relationship between recommending online shopping to others and feeling of being overcharged.

Table 18: chi-square test output for hypothesis 9

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.906 ^a	8	.003
Likelihood Ratio	20.574	8	.008
Linear-by-Linear Association	4.406	1	.036
N of Valid Cases	259		

Finding: From the chi-square table we see that p-value is .003 which is less than 0.05 (level of significance) and that implies the null hypothesis is rejected. We can conclude that there exists significant relationship between recommending online shopping to others (users) and feeling of being overcharged.

5. CONCLUSION

From this study on general consumer behaviour focusing on satisfaction towards online shopping, it was found that, respondent's ratio for male and female was male dominated, majoring an age quota of 20-25. However, the expenditure on online shopping isn't gender biased i.e. there is no remarkable difference of expenditure between male and female customers. Most respondents are graduates or above in qualification. Customers, regardless of their demographic differences across the country, prefer cash on delivery as the preferred mode of payment in case of online shopping. Different age groups generally spend differently while shopping online. Education level does not have any impact on how much people spend on online shopping. They are mostly confused about recommending online shopping to someone else and they usually don't recommend others to buy online if they themselves feel overcharged. Most respondents are indifferent in satisfaction level towards online shopping. However, there are several factors which influence the satisfaction level among consumers. For example, quality of internet connection is highly tied to customer satisfaction. There is a significant relationship between satisfaction and the type of problems they face while shopping online (delay in delivery, damaged product, receiving low quality product). Satisfaction is also influenced by the reason for preferring online shopping (price, convenience, time saving, variety etc.). On the other hand, there is no significant relationship between customer satisfaction and their education level. And preferred mode of payment does not have any impact over customer satisfaction. However, despite the different advantages and challenges of online shopping, the sector is having a phenomenal growth since customers are gradually realizing the usefulness and convenience of online shopping and getting involved in shopping through online, from books to day to day grocery items. Thus, online business sector is emerging in Bangladesh. Also it can be said further that, this study can be a guideline for people trying to enter into the online marketplace in the Indian-subcontinent region as the demographic profile is quite alike across the region. While entering in this market one should ensure the quality of the product along with the competitive price structure.

6. RECOMMENDATIONS

To increase and improve the buyer involvement in online shopping, the following recommendations are given using the study findings:

To make the buyers regular shoppers of online, problems faced by them while online shopping such as delay on delivery, damaged products or any other trust issues should be resolved. Also the purchase process should be user friendly to reach maximum level of customers. Since the findings indicate that most of the customers do online shopping due to its advantages over traditional shopping, vast and effective advertisements highlighting the convenience, product quality and other positive features should be done to create interest among customers. Encouraging customers who shops online to recommend it to others can be a good marketing technique. One of our study findings indicates that the feeling of being overcharged can be a reason for not recommending online shopping to others. So, the price and commodity quality should keep complimenting each other to increase more involvement of customers. Therefore, by attaining the credibility about the brand and product quality and taking care of the problems customers face during receiving the products, the companies who provide online products and services can make the customers satisfied and loyal.

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