Thesis Report
on

"The Role of Digital Marketing: A Study on Online Platform Based Companies in Bangladesh"

Submitted to:

Department of Business Administration
Sonargaon University (SU)

Submitted By:

Noor Anam Dipu
ID: RMBA2201025003
Program: RMBA
Major: Marketing
Semester: Summer, 2023

Submitted for the partial fulfilment of the degree of RMBA



Sonargaon University (SU)
Dhaka- 1215

Date of Submission: 9th September 2023

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"The Role of Digital Marketing: A Study on Online Platform Based Companies in Bangladesh"

Prepared for:

Md. Shahbub Alam
Lecturer

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Letter of Transmittal

9th September 2023

Md. Shahbub Alam ,
Lecturer
Department of Business Administration
Sonargaon University (SU)
147/I Green Road, Dhaka-1215

Subject: Submission of Thesis Report.

Dear Sir,

This is my pleasure to present my thesis report entitled- "The Role of Digital Marketing: A Study on Online Platform Based Companies in Bangladesh" as requirement for completing my Master of business Administration. In enjoyed preparing the report trough it was challenging to finish within the given time. In preparing this report, I have tried my best to include all the relevant information related to online business. I have strong belief the report will fulfill your expectation and I have tried to give my best effort so that I can prepare a solid report as per your instruction.I believe that the knowledge and experience I gathered during the internship period will be helpful in my future professional life. I will be grateful to you if you kindly accept this report.

Thanking you for your time and kind supervision.

Sincerely yours,

Noor Anam Dipu
ID: RMBA2201025003
Program: RMBA
Major: Marketing
Semester: Summer, 2023
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Student's Declaration

I, the undersigned, a student of Business Administration, Department of MBA program, Major in Marketing of Sonargaon University do hereby declare that the Thesis report on *"***The Role of Digital Marketing: A Study on Online Platform Based Companies in Bangladesh***"* is the original one and has been prepared by myself and has not been submitted anywhere for any degree, diploma, title or recognition.

The report was prepared under the supervision of Md. Shahbub Alam, Lecturer, Department of Business Administration, Sonargaon University.

Yours Sincerely

……..
Noor Anam Dipu
ID: RMBA2201025003
Program: RMBA
Major: Marketing
Semester: Summer, 2023
Department of Business Administration
Sonargaon University (SU)

Letter of Authorization

Certified that this thesis report titled "**The Role of Digital Marketing: A Study on Online Platform Based Companies in Bangladesh**" is the bona fide work of Noor Anam Dipu, who carried out the study under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

……

Md. Shahbub Alam
Lecturer
Department of Business Administration
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Acknowledgement

At first, I want to express my deep gratitude to the Almighty, the most merciful for his kindness to give me the ability to complete this thesis report successfully. I extend my deep gratitude to my supervisor Md. Shahbub Alam, Lecturer, Sonargaon University for his guidance, suggestions, and encouragement for the preparation of this report. Without his guidance i could not have finished this work on time. He provided me the full support and ideas necessary in analyzing the industry and thus to accomplish my goal. To conclude, I am also grateful to all of the respected teachers of the department of Business Administration for their continuous inspiration, assistance throughout these years.

Executive Summary

E-commerce has ushered in a new era of shopping trends in Bangladesh. This has opened up new trends for customers as well as many business opportunities. In this report, I have tried to bring some information about digital marketing in Bangladesh and a brief description of the company of Daraz Bangladesh Limited and Chaldal.Com .At the beginning of the report in Chapter 1, I gave a brief description of the e-commerce and online shopping trends in Bangladesh. In the second chapter I put the literature review of e-commerce and digital marketing. In the next part of the third chapter, I have added the summary of the company of Daraz Bangladesh Limited and Chaldal.com have added the type of their product, payment method, website summary. In Chapter 4, I described my theoretical framework for my thesis period. In Chapter 5, this report contains the methodology, limitations, and research objectives. Chapter 6 contains the results and explanations of the study. Moreover, recommendations have been added in this chapter. Conclusion. Throughout the Through report, I have tried to find out what kind of service customers expect from e-commerce and what the terms of service are in this sector. It is so important to develop a service-oriented business to satisfy customers to meet their needs and wants.

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List of Acronyms

SEO SEARCH ENGINE OPTIMIZATION PPC PAY PER CLICK
FB FACEBOOK

Chapter One

Introduction

1.1 Background of the study

In our country, like 10 years ago, we never thought we would buy something by ordering online. However, the landscape has changed dramatically in recent times. This is a new thinking along with the advancement of technology, e-commerce is due to e-commerce to meet customer demand expectations 40 years ago and e-commerce reached a whole new level in the 1970s to achieve more customer satisfaction.

At Year 2019 when world stuck for COVID-19 then online become bless for Human being. Governments restricts all type of movements and order to shutdown all types of shops, hotel, restaurants for long time. Only grocery and medicine shops are open for shot times. People become afraid to go out of homes. In this period On-line shops and services provide all daily and basic need to the people.

Now

- Digital Marketing
- Internet banking
- Online office suites
- Shopping cart software
- Teleconferencing
- Electronic tickets
- Social networking
- Instant messaging

- Digital Wallet
- Supply chain and logistics
- Payment system
- Print on demand
- Automated online assistant

E-commerce was launched in Bangladesh a few years ago and it became popular around 2013, so many e-commerce companies started their journey. Most of them started as online shops. At present there are approximately 2,000 e-commerce sites and 50,000 Facebook-based outlets delivering almost 30,000 products a day. Currently, 80 per cent of the online sales are taking place in Dhaka, Chattogram and Gazipur. Online transactions in Bangladesh have been increasing over the years. There were both domestic and foreign companies. Now there is a good environment for e-commerce in Bangladesh and even the government of Bangladesh is pushing for its growth. There were 66.94 million internet users in Bangladesh in January 2023. Bangladesh's internet penetration rate stood at 38.9 percent of the total population at the start of 2023. Kepios analysis indicates that internet users in Bangladesh increased by 691 thousand (+1.0 percent) between 2022 and 2023. So there is a huge potential market for e-commerce growth. Market male customers search for "clothing and footwear" online and female customers search for "jewelry and watches". Reducing Internet spending is driving the growth of e-commerce. The success stories of e-commerce growth support, reliable cash-on-delivery options, the addition of Messenger and WhatsApp to customer service and the success of Facebook stores have been published for consideration of existing and future market entry. (Rahman, 2015)

Daraz Bangladesh Ltd a venture of Rocket data started its journey in Bangladesh in August 2013.It is a common online marketplace for sellers and buyers. It promotes branded products to customers. It basically plays the role of both B2B and B2C. Kemu Bangladesh Limited is another initiative of Rocket Internet. . It is also a digital marketing media. One big difference, however, is that anyone at Kemu can use the Kemur platform and sell their products, but at Daraz it encourages new brands and sells products that already have brand value in the market. In recent times, Daraz and Qaimu have consolidated their business to capture more market share. Now they are called Daraz Group.

In this research paper I have tried to come up with the business policy of Daraz BD and how they try to attract its customers using several online media. I also did an online survey about what customer expectations and perceptions are about digital marketing. Since ensuring good quality service is the most important thing nowadays, I have tried to figure out what can be ensured in this regard.

Chapter Two

Literature Review

2.1 Literature

Necessary variables, which may affect the objectives of the consumer: (a) the convenience of the shopping channel, (b) the characteristics of the product type and (c) the value of the product. The results indicate that customers want to engage in digital marketing, depending on the benefits and the type of product. When consumers feel that offline shopping is inconvenient, their purpose of shopping online is even greater. Also, the intent of digital marketing is greater when consumers see the product as a search product rather than an experienced content (Chiang, 2003).

Customers also expected that digital marketing would deliver products faster than offline stores and deliver them on time at their convenience; Reasons to keep customers satisfied using the Internet as a shopping tool are time and reliable delivery (Ahn, Ryu and Han, 2004)
. Brookegen and Huijing (2009) hoped that the relationship between the time and effort savings and the purchasing objectives would become stronger; Customers will focus more on saving time and effort once they realize how less time and effort it takes to shop online.

Liu, He, Gao, and Jae (2006) suggested that in order to save customers time and fully reflect the benefits of digital marketing, e-marketers need to further strengthen their website transaction capacity and ensure that all activities can be done online.
(Source: http://www.ukessays.co.uk/essays/marketing/online-shopping.php)

E-commerce is generally considered to be an e-commerce business between individuals and organizations that use the support of digital technologies. Starting in 1995, e-commerce, also known as electronic commerce, has been growing at more than 100% a year since the early days of Amazon.com (Loden & Traver, 2007). To this day, Amazon.com serves as one of the top and most successful online retail stores that has had a transformative impact on e-commerce worldwide, acting as a genius. The announcement of a 2 2 billion investment in neighboring India has boosted opportunities or online business in the South Asian region. (Forbes, 2014).

In 2005, the overall Internet and e-commerce adoption rate in South Asia was lower than in other parts of the world (Kshetri and Dholakia, 2005). However, this user change has taken place over the last 10 years with the number of Internet users and thus, the number of people involved in various types of e-business has increased rapidly (Abbasi, Chandio, Somo, and Shah, 2011). A recent McKinsey report (2014) estimates that the number of global Internet users will be between 500-900 million between 2017 and 2017, and includes a number of South Asian countries, particularly Bangladesh. These results echo the KPMG (2012) report on the growth of the IT sector in Bangladesh, especially since 2010 when its freelancer community contributed about ○○ 600 million to exports. It has significantly aligned the names of some of the site's top freelance workplaces, such as Odesk, Elance

.

The use of mobile internet plays an important role in the spread of e-commerce in Bangladesh. Tables 1, 2 and 3 then show Bangladesh's declining bandwidth costs, mobile data costs for major mobile operators in Bangladesh and a comparison of mobile data prices with developed e-commerce market countries. Although the percentage of total internet users in Bangladesh is considered to be lower than some other countries (Khan, Hossain, Hasan, and Clement, 2012), the online population is growing due to the reduction in the cost of internet bandwidth.

In early 2015, BTCL Bangladesh Telecommunications Steering Committee decided to reduce the price of bandwidth by another 33% next year. In addition, Bangladesh has an estimated 3 M..50 million Internet users (M. Z. Islam, 2014) with high mobile penetration due to low cost and low calling charges.

Chapter Three

Profile of the Organization

Company Overview

Daraz is a logistics company and online store in South Asia and South East Asia . Daraz was founded in Pakistan in 2012. Munib Mayur (Founder) and Fares Shah (Co-Founder) founded Daraj as an online e-commerce fashion venture at Rocket Internet. They provide their services in Bangladesh , Myanmar , Sri Lanka , Pakistan and Nepal . Bujarki Mikkilsen is the current CEO of Daraj . Rocket Internet in 2018 by China's Alibaba Group Closely sold to e-commerce company Daraj Group.

In 2015, Daraz started operations in Bangladesh under the name 'Daraz Bangladesh'.

Mushfiqur Rahim , the then captain of the Bangladesh national cricket team, became its goodwill ambassador after the start of the program. In 2015, they launched mobile applications for customers on Android and iPhone users. Keimu, an e-commerce company operating in Bangladesh, merged with Daraj in early 2017. Daraj is often accused of providing incorrect and substandard products.

On May 9, 2018, the international Daraz Group was acquired by Chinese multinational company and e-commerce giant Alibaba Group . Daraz, under the control of Alibaba Group, currently provides e-commerce services under the name of Daraz, Shop and Lazada in various Asian countries including Pakistan, Sri Lanka, Nepal, Myanmar, Thailand, Singapore, Philippines , Vietnam , Hong Kong , in addition to Bangladesh.

Daraz Digital Marketing is a marketplace where buyers and sellers meet. Daraz offers its customers a wider selection of products. Everything from fashion to general merchandising is available on the Daraz website. Customers can visit their website www.daraz.com.bd and choose the products of their choice without any hassle and the products will be delivered in a few days. Daraz arranges their products under 2 main categories Fashion and GM (General Merchandising). Customers can search for the desired products under the following categories

1. Computing
2. Beauty & Health
3. Home & Living
4. Sports & Fitness
5. Men's Fashion
6. Women's Fashion
7. Mobiles & Tablets
8. TV, Audio & Gaming Appliances

Daraz constantly modifies their departments and product lines to meet customer needs. Daraz provides cash to customers in the delivery system. In addition, customers can use their cards to make payments to their drivers when goods are delivered. If customers want to pay by card, they will have a rider's card swiping machine with them. Daraz does not offer online purchases for some problems. For this reason Daraz is missing some orders. Daraz also provides a 7 day return policy. Under certain conditions, customers will be able to return the product and get a refund.

Company Overview

Chaldal.com (Bengali: চালডাল.কম), founded in 2013, is a grocery e-commerce platform in Bangladesh. The company offers its services via a website and mobile apps for Android and iOS. “Chaldal” is a Bengali word colloquially used to refer to "groceries" (Chal means Rice, and Dal means Pulses). Chaldal started as an online grocery service provider and has since gone on to redefine supply chains, ease commodity trade, support refugee camps, and reduce food wastage by building technology into the supply chain, all the way back to the farms.

Chaldal was founded by Waseem Alim (Founder and CEO), Zia Ashraf (Founder and COO), and Tejas Viswanath (Founder and CTO).The company initially started with one warehouse/ office in Gulshan, Dhaka while offering next day delivery.

In 2017, Chaldal received financing from IFC (International Finance Corporation), World Bank. The company has also received funding from other private, national and international venture capitalists through different series of investments.

Chaldal has a website and Android and iOS app for smartphone users where users can order products. Orders can also be phoned in. Customers can choose their preferred time slots for delivery.

1. Food
2. Cooking
3. Souses and Pickels
4. Dairy & Eggs
5. Candy and Chocolates
6. Baking and Frozen, Canned
7. Cleaning supply
8. Baby and Personal care

.

Daraz Group Hierarchy

In July 2016, Daraz and Qaymu came together to strengthen their position in the growing Bangladesh market. These two companies are working together to capture more market share. Now they are called Daraz Group. This integration has also taken place in Pakistan and Myanmar.
“Both Daraz and Qaymu have built successful operations in their respective markets,” said Bajrek Mikkelsen, co-CEO of Daraz Group. The addition is now the next step in providing our vendors with the best possible solutions for developing their online business and capitalizing on the integration across platforms.



Figure 1- Group Organogram

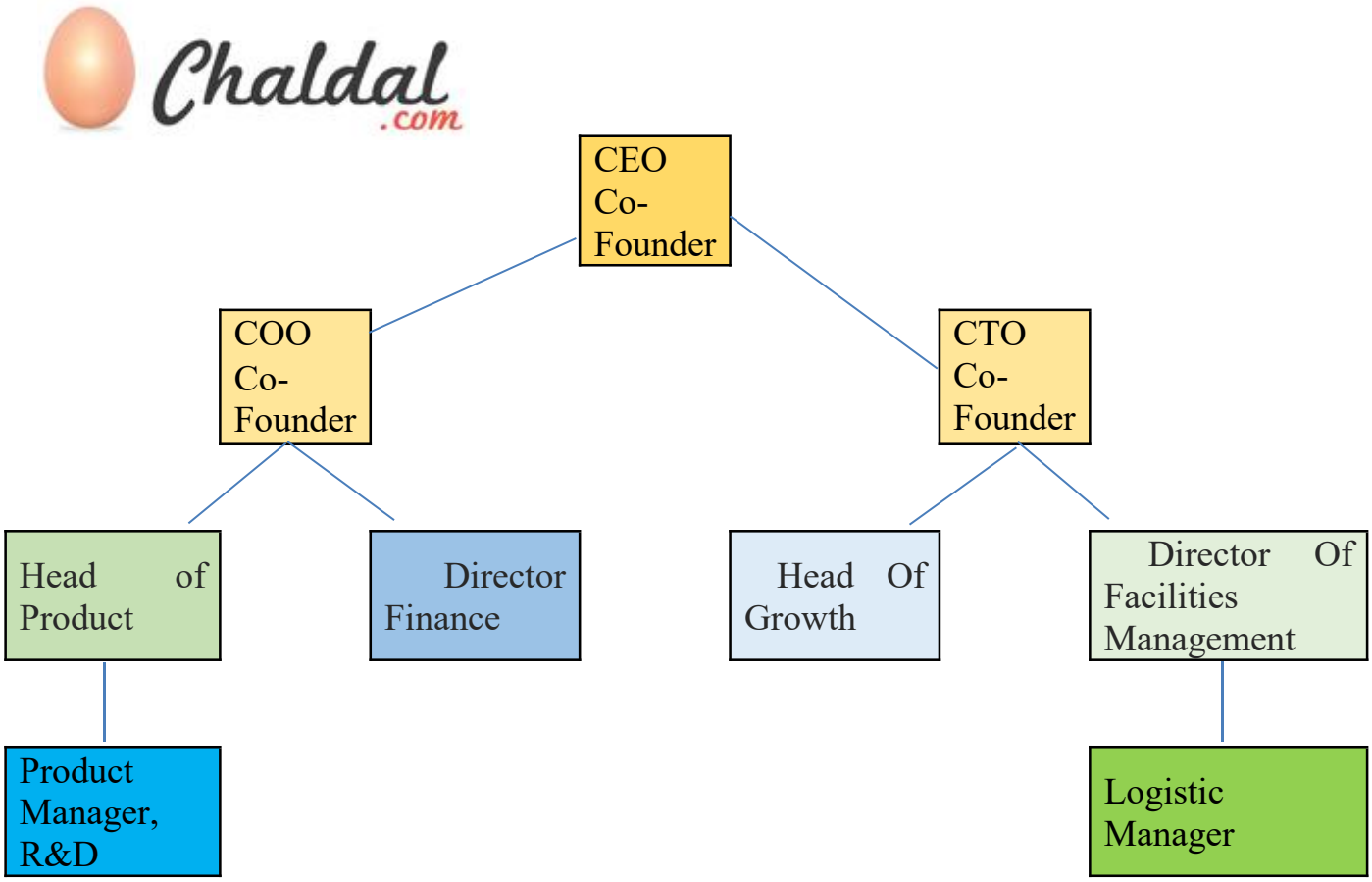


Figure 1- Group Organogram

Chaldal.com is a Bangladeshi online grocery and food products provider, founded in 2013. Chaldal was founded by Waseem Alim, Zia Ashraf, and Tejas Viswanath. It sells fresh fruits and vegetables, meat and dairy, groceries, and personal care and household items via its website and mobile apps. It is currently serving all of Dhaka City, except certain parts of Old Town. To ensure one-hour delivery, Chaldal maintains 14 different micro warehouses across Dhaka city. They have warehouses in Hajaribag, Banani, Rajarbag, Mirpur, Uttara, Dhalibari and Kallyanpur, Rampura,

Departments of Daraz and Chaldal

Human Resources
Administration
Marketing
Onsite & Content
Sales & Account Management
Business Development (GM & Fashion)
Category Management
Content Graphic & Design
Customer Service
Issue & Resolution
IT

Marketing Mix of Daraz Bangladesh Ltd and Chaldal

It refers to 4 important factors of a company that companies can analyze the competitive advantage in the market. These factors are called 4ps

1.Product

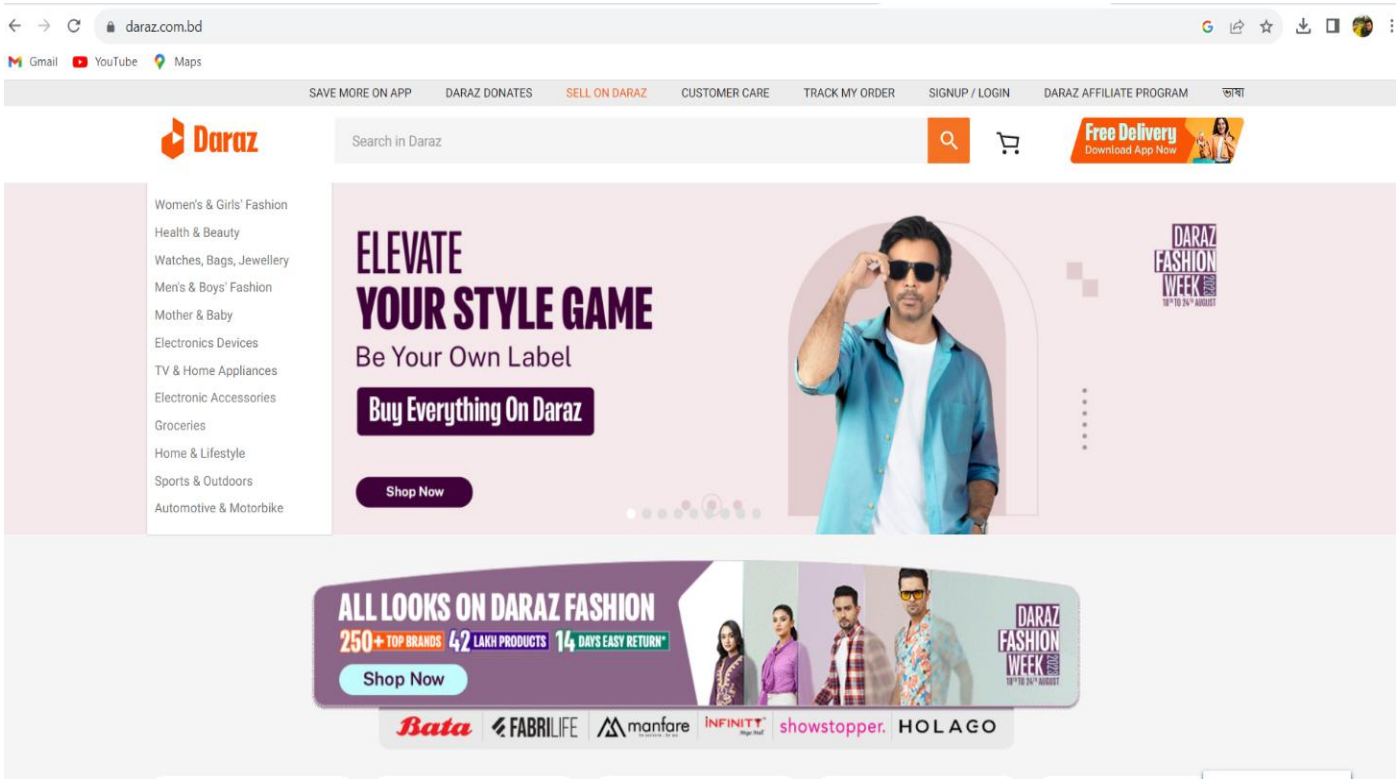
2.Price

3.Place

4.Promotion

Product of Daraz

Daraz does not produce any products. Daraz is an online market place where different sellers can put their products on Daraz website. Vendors need to register to keep their products. These vendors are called vendors. Daraz and the sellers come to a mutual agreement about the commission. There are about 1000 vendors in Daraz who sell various products like fashion items, mobiles, appliances. Customers can view the Daraz website and choose products.


daraz.com.bd
Gmail
YouTube
Maps
SAVE MORE ON APP
DARAZ DONATES
SELL ON DARAZ
CUSTOMER CARE
TRACK MY ORDER
SIGNUP / LOGIN
DARAZ AFFILIATE PROGRAM
Daraz
Search in Daraz
Free Delivery
Download App Now
Women's & Girls' Fashion
Health & Beauty
Watches, Bags, Jewellery
Men's & Boys' Fashion
Mother & Baby
Electronics Devices
TV & Home Appliances
Electronic Accessories
Groceries
Home & Lifestyle
Sports & Outdoors
Automotive & Motorbike
ELEVATE
YOUR STYLE GAME
Be Your Own Label
Buy Everything On Daraz
Shop Now
DARAZ FASHION WEEK
ALL LOOKS ON DARAZ FASHION
250+ TOP BRANDS
42 LAKH PRODUCTS
14 DAYS EASY RETURN*
Shop Now
Bata
FABRILIFE
manfare
INFINITY
showstopper.
HOLAGO




08:16

Daraz Products

There are several product categories available on the Daraz website such as men's and women's fashion, mobiles and tablets, equipment, health and beauty etc. There are about 52000 products available on the Daraz website.

Price

Daraz sets competitive prices based on customer expectations. But due to the volatile and under-monitored market, most companies set prices to maintain and increase their sales. In fact it comes up as a bad habit. Low-investment firms cannot survive in this market. So the significance of the price is noticeable in the current market. Basically the sellers have set the price. Daraz product sales commission earned. The prices of the products change during any promotion. Customers have complained that Daraz offers higher prices than offline stores. This is simply due to Daraz adding commission to the price.

Place

Daraz is an online marketplace so it has no physical store. Daraz sells products through its website www.daraz.com.bd, sellers upload their products to the website and buyers buy from the website. Dara Z launched a Bangla website a few months ago. So, Daraz has mobile applications that customers can install on their mobile phones and make purchases at any time.

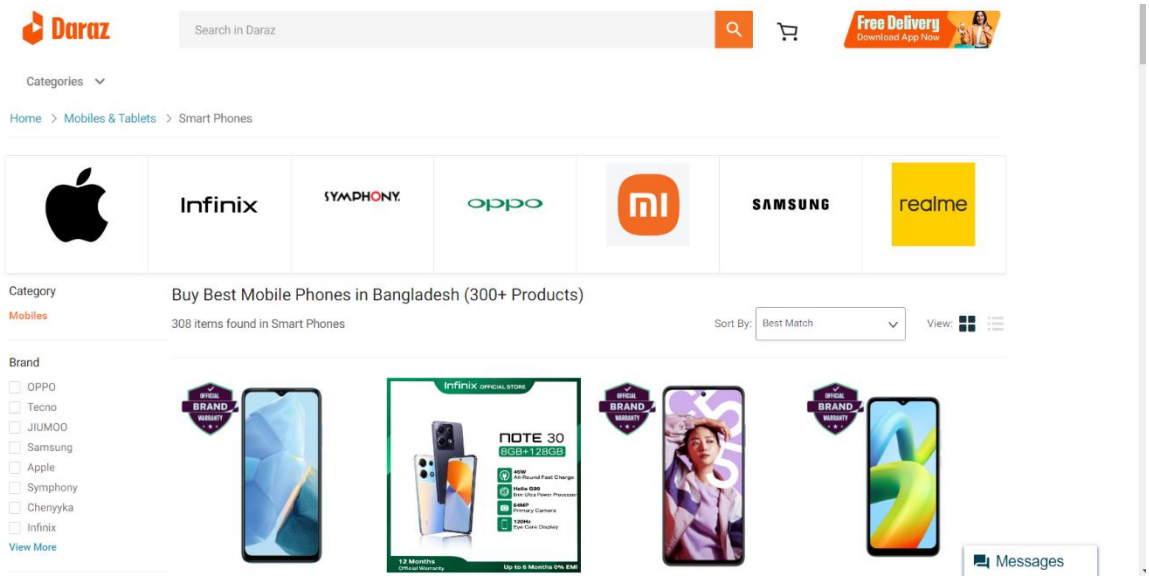


Mobile version Promotion



Daraz mainly focused on online marketing rather than offline marketing. Facebook, Google AdWords are the main promotions of Daraz. It has set target groups to prevent promotional activities. In addition, Daraz has also carried out activation projects at several universities





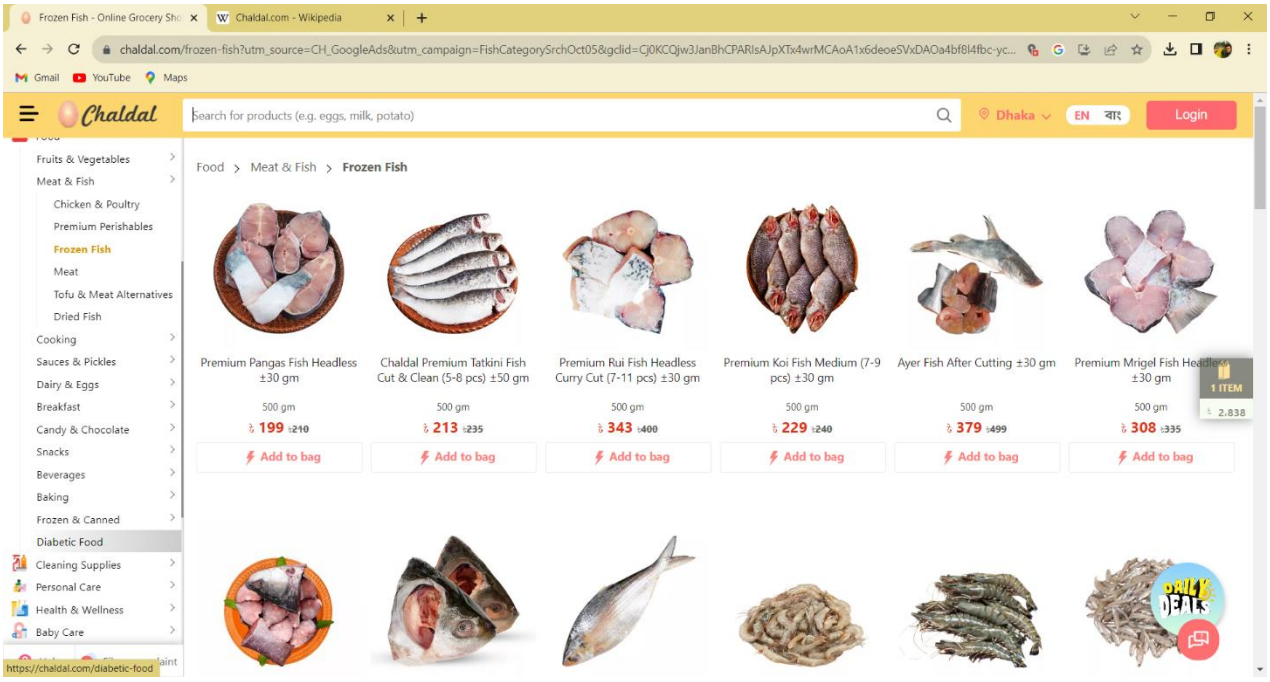
Daraz is also affiliated with Mushfiqur Rahim (Captain Bangladesh Cricket Team)

Daraz uses push notification to users email address to acknowledge them of any campaign or sells
Sends SMS to users mobile about the promotional offer

Daraz has brought a new era in the e-commerce sector of Bangladesh. It has brought the concept of "Black Friday" to Bangladesh "Fata Fati Friday". Last year it was a great success. In this promotion Daraz gives the biggest discount with great business. Daraz has succeeded in setting new shopping trends

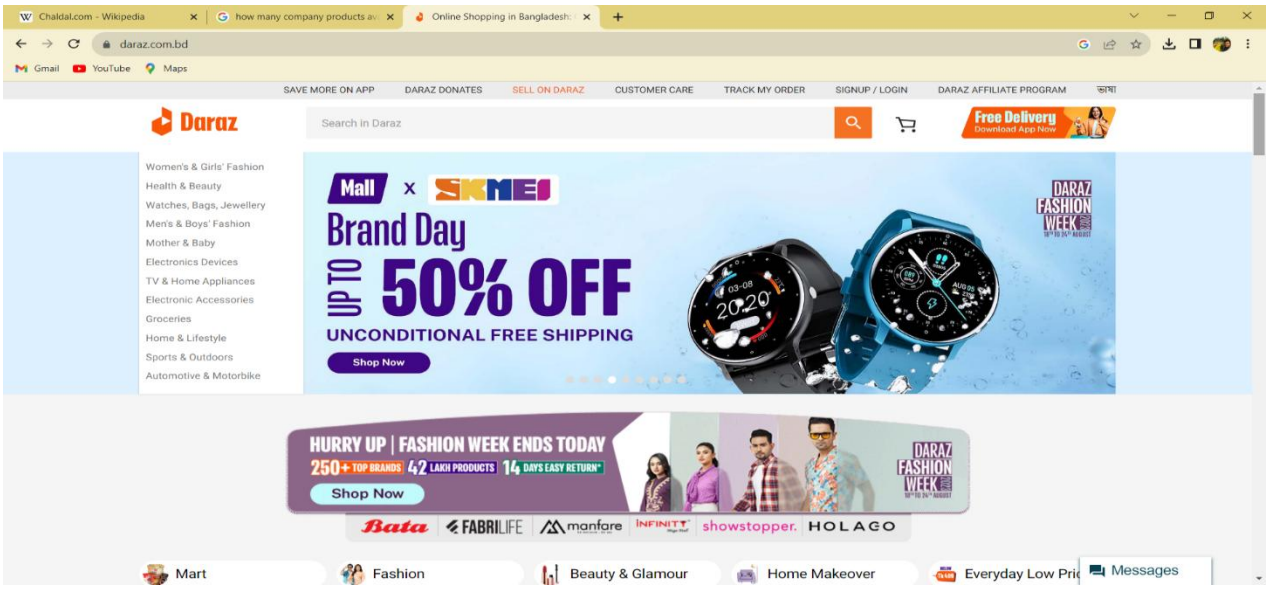
Product of Chaldal

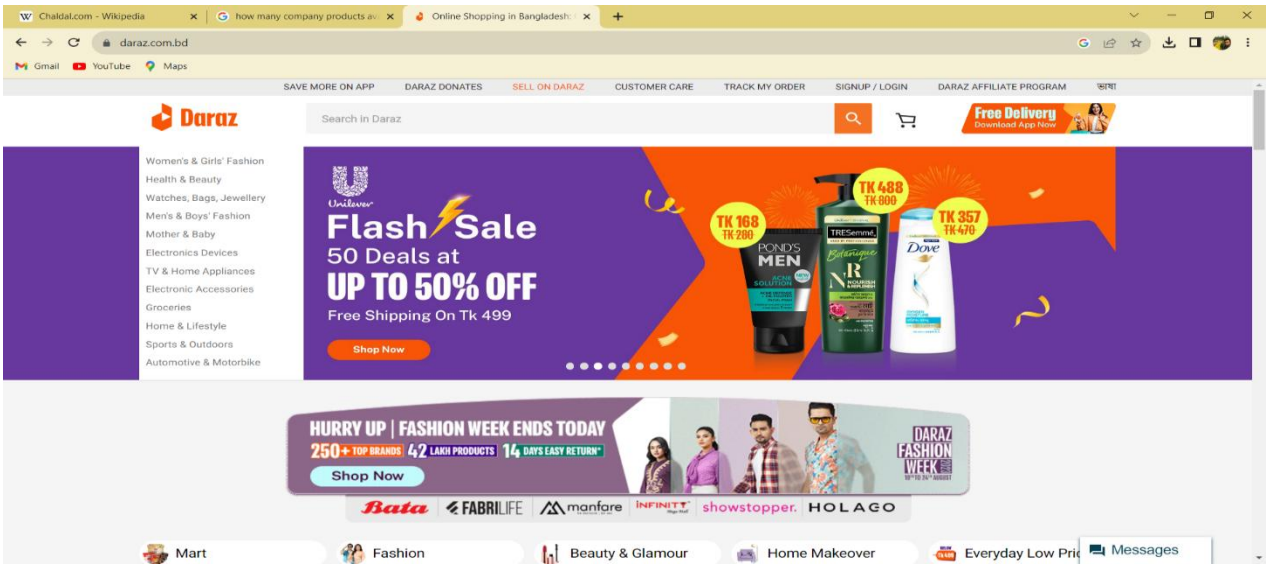
Chaldal started as an online grocery service provider and has since gone on to redefine supply chains, ease commodity trade, support refugee camps, and reduce food wastage by building technology into the supply chain, all the way back to the farms.
More than 15000 products and 100 top brands are available at chaldal.


Frozen Fish - Online Grocery Sho
Chaldal.com - Wikipedia
chaldal.com/frozen-fish?utm_source=CH_GoogleAds&utm_campaign=FishCategorySrchOct05&gclid=Cj0KCQjw3JanBhCPARIsAJpXTx4wrMCAoA1x6deoeSVxDAOa4bf8l4fbc-yc...
Gmail
YouTube
Maps
Chaldal
Search for products (e.g. eggs, milk, potato)
Dhaka
EN
বাং
Login
Fruits & Vegetables
Meat & Fish
Chicken & Poultry
Premium Perishables
Frozen Fish
Meat
Tofu & Meat Alternatives
Dried Fish
Cooking
Sauces & Pickles
Dairy & Eggs
Breakfast
Candy & Chocolate
Snacks
Beverages
Baking
Frozen & Canned
Diabetic Food
Cleaning Supplies
Personal Care
Health & Wellness
Baby Care
https://chaldal.com/diabetic-food
Food > Meat & Fish > Frozen Fish
Premium Pangas Fish Headless ±30 gm
500 gm
৳ 199 ৳210
Add to bag
Chaldal Premium Tatkini Fish Cut & Clean (5-8 pcs) ±50 gm
500 gm
৳ 213 ৳235
Add to bag
Premium Rui Fish Headless Curry Cut (7-11 pcs) ±30 gm
500 gm
৳ 343 ৳400
Add to bag
Premium Koi Fish Medium (7-9 pcs) ±30 gm
500 gm
৳ 229 ৳240
Add to bag
Ayer Fish After Cutting ±30 gm
500 gm
৳ 379 ৳499
Add to bag
Premium Mrigel Fish Headless ±30 gm
500 gm
৳ 308 ৳335
Add to bag
1 ITEM
৳ 2,838

promotion

Another successful promotion of Daraz is Mobile Week. In this campaign, Daraz brings about the great bus





Perceived pricing

The perceived value can be defined as the genetic perception of what the product produced is or has been dedicated to (Jaithamal, 1988). According to Zaithamal (1988), consumers do not always remember or know the actual price of a product, but rather they encode the subject as "expensive" or "cheap". Thus, it suggests that the customer's perception of price may differ from the price point of view. The classical economic definition of the price paid for a product is often limited to financial units (Corda and Snooze, 2007; Agarwal & Tees, 2001; Oh, 1999). However, this notion of price is very simple because the overall assessment of customer sacrifice may be influenced by many other factors (Corda and Snooze, 2007). Thus, it is important to investigate other factors that may cause the customer to give up some of the products. Scholars have argued that the sacrifices made by consumers include not only nominal monetary value, but also all other financial costs incurred during product acquisition and use (Zaithamal, 1988; Snooze, Pisnik and Mummel, 2004). Non-financial sacrifices include the cost of research, physical effort or learning, and the cost of learning (Zaithamal, 1988; Riviar, 2014).

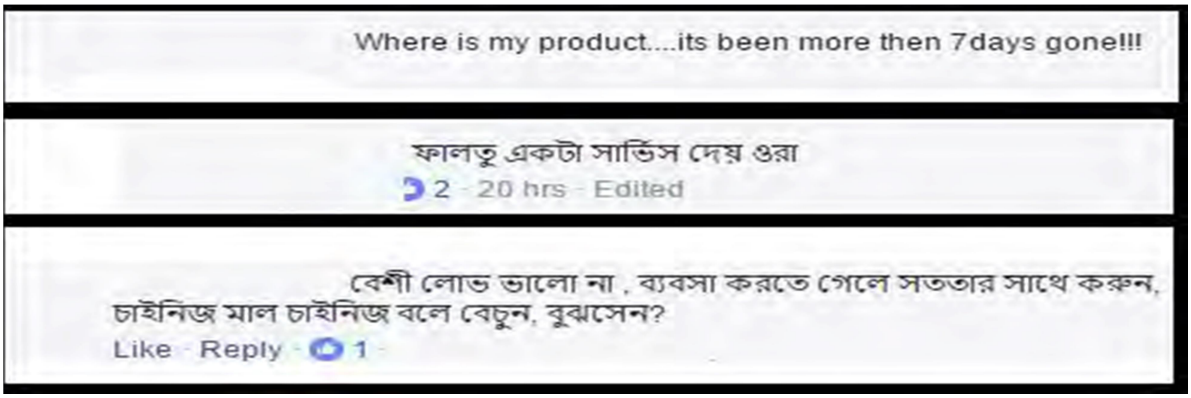
When customers can't find the product on the shelf, travel to get the product, try to assemble the durable product and spend a time preparing the packaged well, the sacrifice is acknowledged. Non-financial sacrifices are crucial because they enhance personal valuation in price perception (Jaithamal, 1988). Non-financial sacrifices may play a more important role than financial sacrifices (Wang, Lo, Chi, and Young, 2004). Thus, this study will include the non-financial aspect of abandonment in the investigation of the estimated value.

Chapter Four

Methodology

Research Objective

The primary purpose of this paper is to find out the quality of service of e-commerce companies in Bangladesh. It is clear from the Facebook pages of several companies that customers are not satisfied with the quality of service of online shops or e-commerce companies.



Customer Responses on Facebook

There are several issues. For example:

Poor quality products
More price than offline shop etc
Late delivery
Poor customer service
Poor after sales service

In this paper I have tried to sort out the issues behind this issue and how to address these issues. There were some limitations because I do not have access to all the data of the companies. So from customer feedback, from surveys I tried to merge all things. For this research I had to work on market behavior, market competition, market growth, etc.

4.1 Methodology

Sampling method & sample size
In this paper I have applied the non-probability sampling method. The total sample size was 30 samples.

Data type & Data sources:

Primary Data (Survey data)

Secondary Data (Article, Journal, Websites etc.)

The Google form is used to survey and interpret data. The survey questionnaire was prepared based on the variables of digital marketing service expectations
Limitations

The company could not provide all the information of the companies due to the constraint in the company policy
Unable to do in-depth research due to time constraints
Analyzing 30 people doesn't just come with a real view of the market. However, due to lack of time and opportunity it was not possible to work with a larger sample size
All those offers were book based and I have experience working in the company.
There may be other ways to do better service-oriented digital marketing or e-commerce business.
Moreover the survey was conducted in that part of the people who have access to high technology and high speed internet but I could not reach other people who do not have this facility. So their choices can be very different and this could turn this report into another point.

Chapter Five

Findings, Interpretation & Recommendations

By analyzing survey data and secondary data I have tried to relate them to the objectives of my research. In addition I have tried to find out the expectations and perceptions of customers about digital marketing services.
In the survey I chose 30 random people. They put their opinions on the survey questioners. They have measured the quality of digital marketing services in Bangladesh. The results and explanations are given below:
Age Group

Most of the ages in the study were between the ages of 20-25. This age group has the highest number of internet users. Users have several choices for their digital marketing. But usually their main priority is the quality of the product

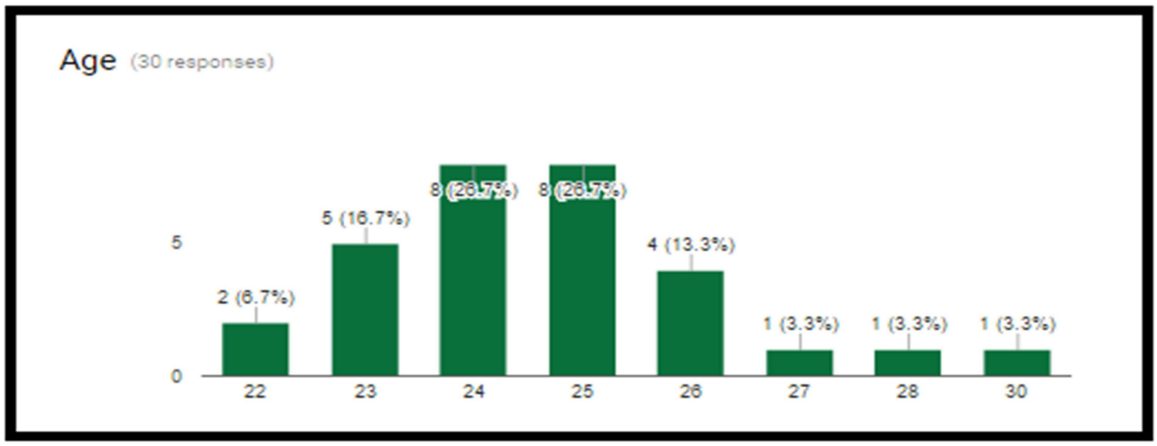


Figure : Survey Result: Age Group

This age group is a huge potential market for e-commerce. So companies need to focus on them and provide good quality service.
Digital Marketing priority factors

This refers to what is the most important factor of Digital Marketing. Most of them marked on time product quality.



Figure : Survey Result: Service Factors

Product quality is a burning issue for digital marketing. Companies need to ensure product quality in order to gain the trust of customers. Furthermore, 30% have identified digital marketing as their main priority in the time delivery factor. So not only good quality products, companies also need to provide on time delivery service as promised.

Product scheduling time

Companies should produce its response identification. Timely action should not be taken on new advertisements but should not be answered by its customer. Some unfortunate customer can communicate with some grief even if it is not in 2-3 days. Report is followed as 2-3 years, schedule 7 time benefit. This is a vital factor for communication and customer trust.

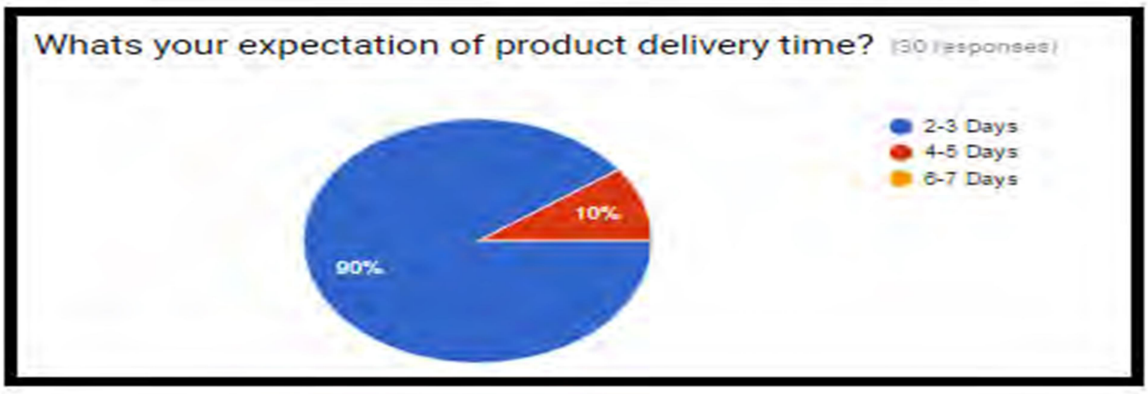


Figure : Survey Result: Expected Product Delivery Time

Preference of Digital Marketing

Most consumers prefer digital marketing to save time. You have to go to one store after another instead of going to offline stores and traffic jams. Shopping online is easy. .7 66..7% of people prefer digital marketing to save time.



Figure : Survey Result: Digital Marketing Reason

So 23.3% of people think that shopping online is easy and 10% think that they can see a large collection of products from online stores and choose the products of their choice.

Payment method

Most people think that their cash should be disbursed in order to make payments. This is the easiest way. Additionally, they may not feel secure when making payments online. 80.2% of people referred for cash on delivery.

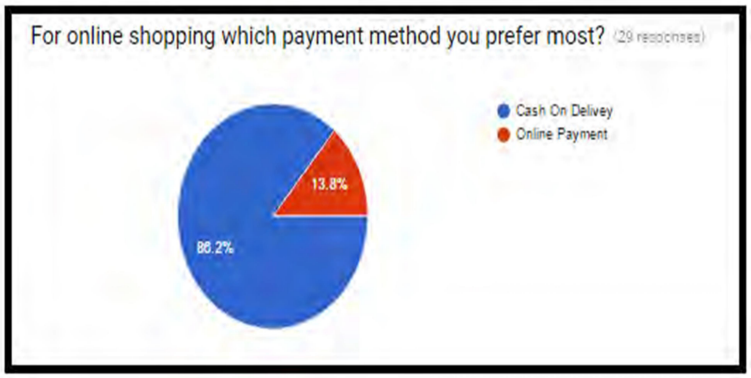


Figure : Survey Result: Payment Method

Service recovery

Because of any service failure like poor product quality, failure etc companies need to offer several service recovery options to the customers.

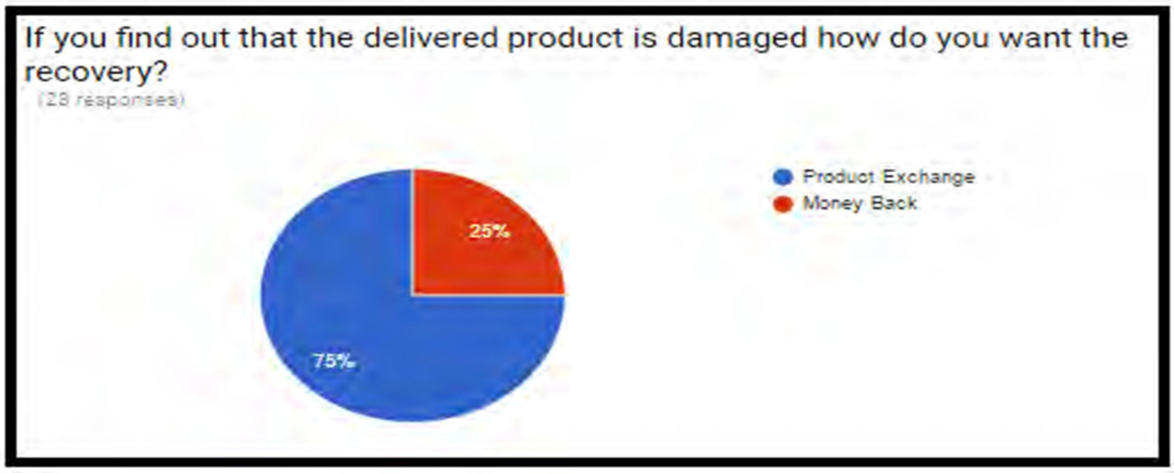


Figure : Survey Result: Service Recovery

75% of people want a product exchange policy to restore service. This can happen when the product is damaged or inferior or damaged during use before the warranty date. Companies need to work smart to restore customer confidence in this position. They need to make 100% effort to ensure service recovery. In addition, 25% of customers want a money back policy as a service recovery.

Digital Marketing perception.

Most people have identified the neutral position of the digital marketing experience in Bangladesh.

46.7% of people are not satisfied with digital marketing services. Delivery on time, such as the quality of service of the companies they may be missing key issues. Only 3.5% think that all companies are providing good quality services.



Figure : Survey Result: Perception of Digital Marketing

Digital marketing companies offer higher prices than offline stores. So customers have a bad idea about this. Sometimes it's more than an offline store. Moreover, e- commerce companies have a lot of price variations such as if the price of a smartphone is 17000tk on one website then the price of the right device can be 20000tk on another website.
This is mainly due to the seller's choice and the amount of commission. However, this practice needs to be stopped. Companies and vendors need to come to a mutual understanding to offer better prices for custome



Figure : Survey Result: Pricing

Security

Most people don't think shopping online is safe. This is why most customers prefer a cash- on-delivery system. Online payments mostly came with sales and customers. In fact it could bring in more customers from abroad. Shopping 3.3% of customers do not rely on online shopping.

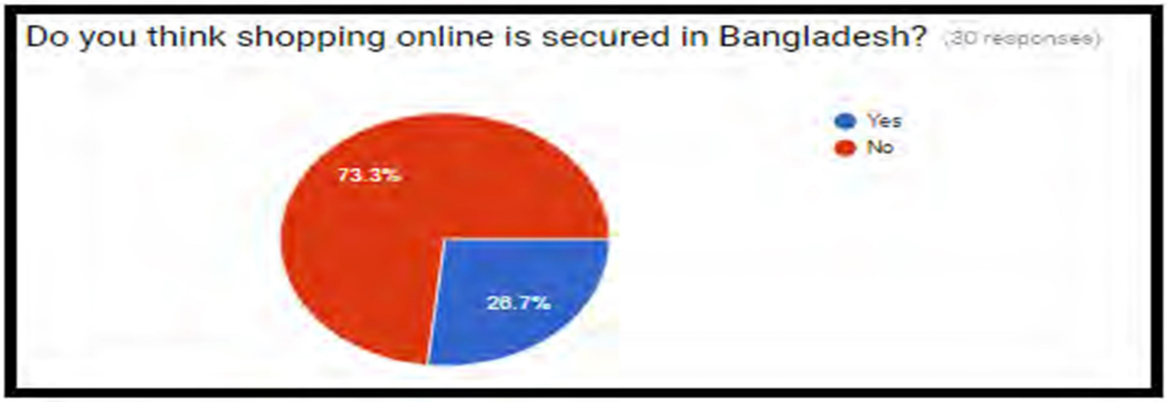


Figure : Survey Result: Digital Marketing Security

Shopping options

There are several big players in the market. Of these, 41.4% chose Daraz for their digital marketing. Kemu has 31%, Azcardial and Pikabu 13.8% digital marketing priorities. All these companies need to ensure good service quality for their customers.

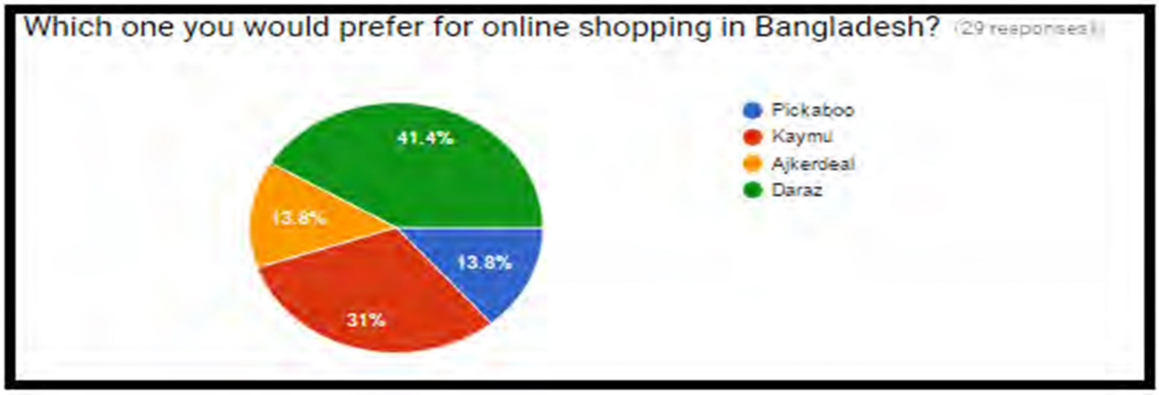


Figure :Survey Result: Digital Marketing Options

Digital Marketing service factors

Digital marketing companies have a great potential to attract more customers, but there are a few reasons to make sure that it is a good place for customers.

Efficiency

E-commerce companies need to be proficient in their resources. They need to be skilled to provide good quality service. They need to have skilled manpower, efficient delivery system.

Fulfillment

Companies need to make sure they can meet customer needs. Hey we need to ensure good quality products on time and after sales service.

Reliability

Companies need to make sure they are offering the right after sales service to the customer. They need to be followed up.

Privacy

Customer privacy needs to be ensured. In most cases, customer information needs to be protected when it comes to online payments.

Response

Companies need to make sure that customers can reach them at any time. Customers may encounter any service error so companies hire people to provide appropriate service recovery.

Communication

Companies need to hire people with whom customers can communicate. Customers should easily communicate with the responsible person without any difficulty.

Adaptability

Companies need to learn from mistakes. They need to respond quickly to any service loss.

Chapter Six

Concluding Remark, References

Conclusion

Since I came from an e-commerce and marketing major I have always wanted to work in an e-commerce company where I can use my little knowledge about marketing and e-commerce. Luckily I was selected to work with Daraz Bangladesh Limited which is well known for promoting e-commerce. Moreover, it is an initiative of Rocket Internet that develops new business ideas. There are a lot of talented people working around me. Every day I am learning new things about how to make decisions, how to work in a team, how to recover from a mistake, how to bring the best from one. They offered me a job after finishing my thesis period and I accepted it and I want to bring a successful career from this opportunity. In this research paper I have tried to merge my knowledge, people's opinions, scholarly articles, what I have learned from my university. In fact, no matter what business e- commerce or digital marketing is, it should be more service-oriented. Companies need to make sure they provide the best service to the customer. There are a number of companies that have anticipated customer demand. There are huge opportunities in e-commerce in Bangladesh. Just need to work properly and ensure customer satisfaction. Which seems to be the e-commerce revolution in Bangladesh.

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Remarks: