



American International University-Bangladesh

A RESEARCH REPORT ON

“Factors Affecting Customer’s Intention of Purchasing Products from E-Commerce Platform”

A Research Report Presented to the Faculty of Business Administration in Partial Fulfillment of the Requirements for the Degree of Master of Business Administration

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Letter of Transmittal

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To

Mr. Roomee Tareque Moudud, FCMA

Director, Office of Placement and Alumni (OPA)

American International University

Bangladesh

Subject: Submission of Internship Research Report.

Dear Sir,

With due respect, I would like to submit the research report on “Factors affecting customer’s intention of purchasing products from E-Commerce platform,” which was the topic for my internship program for Fall 2022-2023. I would like to express that I prepared the report under the supervision of my internship supervisor.

I strongly believe that the internship research program has given me a vast opportunity to enrich my knowledge and experience, which will significantly impact my future career. I did my best to fulfill the objectives of the study, and it will meet your expectations.

In preparing this report, I have tried to include all the relevant information and analysis to make this study comprehensive and useful for further study.

I, therefore, pray and hope that you shall enjoy reviewing this research report.

Thank you

Niaz Ahmed

ID: 18-90686-1

MBA

Major in Marketing

American International University Bangladesh

Letter of Endorsement

The research report entitled (**Factors Affecting Customer's Intention of Purchasing Products from E- Commerce Platform**) has been submitted to the Office of Placement & Alumni, in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA), Major in Marketing, and Faculty of Business Administration by Niaz Ahmed (18-90686-1). The report has been accepted and may be presented to the Internship Defense Committee for Evaluation.

(Any opinion, suggestions made in this report are entirely that of the author of the report. The University does not condone nor reject any of these opinions or suggestions).

Dr. Farheen Hassan

Internship Supervisor

Acknowledgment

It is a great privilege to express gratitude to my creator Almighty Allah (SWT) for such a great opportunity to keep be alive and well despite of all the obstacles in life. Without Allah's blessings, this research wouldn't be completed.

I express my heartfelt gratitude to my honorable supervisor Dr.Farheen Hassan,Professor, Additional Director, AIUB-IQAC and Director of BBA Program of Faculty of Business Administration, American International University Bangladesh. Ma'am's constant support and motivation helped me conduct the study effectively and efficiently.

I would like to thank all my faculty members who guided me and made me a better student throughout my academic journey in AIUB.

Last but not least, I would like to thank my family members to keep me motivated all the time and helped me to finish my academic journey.

Executive summary

The report consists of six chapters. The first chapter is the title of the study, introduction of the topic includes the background, rationale, and statement of the problems, scope and delamination of the study, the objectives.

The second chapter includes the analysis of the overall E-Commerce Industry in Bangladesh. Some key factors have been identified

The Third Chapter Includes the literature review, research question, theoretical framework Research Methodology, sampling method & data collection, data analysis and questionnaire design, and reporting. 60 samples were collected from different respondents throughout the city, and SPSS tools were used to analyze the data.

The fourth chapter includes the results and analysis of the study which includes the demographic analysis and regression analysis.

The fifth chapter contains the recommendations from both demographic analysis and regression analysis conducted by the researcher.

The sixth chapter is the conclusion of the report

The references and appendices including the CV of the author.

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Chapter 1

Introduction

Science and technological advancements have made our lives easier. In the era of 21st century, the innovation of E-Commerce has transformed the business and economics sector to a new level. Although the first E-Commerce firm was Boston Computer Exchange which was introduced in 1982 but in today's market the rise of E-Commerce is incomparable. Bangladesh has started its first E-commerce back in 2011 which was initiated by akhoni.com. The E-Commerce industry is booming especially after the emergence of COVID-19. Starting from the availability of wide range products to attractive consumer centric advertisements, the brands like Daraz, Chaldal, Pickaboo, Ajkerdeal, Rokomari and many others are satisfying the consumers without them visiting the physical store. Lifestyle products, men's and women's fashion items, luxury items, electronic devices, home appliances, sport items, automotive, medicines, groceries and even the products for elderly people and infants are easily available online. The brands can scale their businesses and supply chain activities accordingly. Acceptance as well as the awareness of the consumers are crucial for the marketing specialists to plan and execute the strategies for branding, marketing communication and sales promotional tools (Kotler & Keller, 2016).

Due to the increase number of competition and customer's constant demands and needs for the products, many brands are like shifting their business models from physical store selling to online businesses and even conducting both of the activities for marketing growth expansion of the entire business. The consumers on the other hand are tend to pass a very busy life and get a little bit of time to go to the market and stores now a days especially in the urban areas. Just by clicking on the applications from the smartphone, the consumers are acquiring their desired products rapidly.

Thus the development and expansion of E- Commerce has lead by the introduction and growth of wireless technology and mobile application development (Salami, 2014).

1.1 The rationale of the study: Due to ease of usage especially during and after the Covid-19 lockdown, many consumers started to prefer shopping via online platforms rather than going to the store physically. Many firms have pivoted their business from physical store to online and increased the chance of competition among the relevant business in the market. Even after uplifting the lockdown, the online businesses have been competing hardly by satisfying the needs of the customers. Many consumers tend to be agoraphobic and experience a hard time in crowded places. Online shopping eases the symptoms of agoraphobia among few consumers as well. More importantly consumers find relevant products from online platform with huge selection and varieties. The E-Commerce applications are very easy to use especially those who use a smartphone (Wan, 2015).

Understanding the psychology of the consumers will help the brands to conduct their business and marketing activities accordingly.

As the consumer's mind is always changing, it is quite difficult for the brands to determine a long term goal for their business. But there is always a pattern. As we are living in a technological era, the consumers are most likely to purchase their goods and services from online platforms. The researcher has chosen this project to understand the consumer behavior and their impact on the current and potential business and the trend in the online market. The study will eventually going to help the E-Commerce firms to adjust their marketing activities accordingly by understanding the behavior of the consumers towards their brands (Lai et al. 2014).

1.2.Statement of the Problems: As the rapid change in the economics and the shape of the modern world business, reading consumer's mind and understanding their demands time to time is very difficult for the entrepreneurs and these factors massively create impact on the E-Commerce businesses. However, little empirical research has been conducted on the factors affecting customer's intention of purchasing products from E-Commerce platform. Few previous studies from other researchers have indicated factors like availability, relevance, ease of use, promotion and price are crucial for consumer's mind while purchasing from E-Commerce platform. As most of the studies are from different countries, there is no concrete evidence that the previously mentioned factors have the same effect on the mind of consumers of Bangladesh.

1.2.1 Scope and delamination of the study: The research requires extensive amount of data collection with appropriate timeframe. One of the major constraints of the study is lack of time. Another major limitation is there are limited relevant journals especially from the Bangladesh's consumer and business's perspective as the researcher had to rely mostly on the secondary data from journals.

1.3.The Objective of the Study:

1.3.1. Broad Objective: The broad objective of the study is to find out the factors affecting customer's intention of purchasing products from E-Commerce platform.

1.3.2. Specific Objectives:

- To find out **availability** as a factor that affects customer's intention of purchasing products from E-Commerce platform
- To find out **relevance** as a factor that affects customer's intention of purchasing products from E-Commerce platform

- To find out **ease of use** as a factor that affects customer's intention of purchasing products from E-Commerce platform
- To find out **promotion** as a factor that affects customer's intention of purchasing products from E-Commerce platform
- To find out **price** as a factor that affects customer's intention of purchasing products from E-Commerce platform

Chapter 2

Industry overview

The E-Commerce sector of Bangladesh is booming on a regular basis. Especially after the approval of the transaction in the online platform by the Bangladesh Bank in 2009. On the other hand, the accessibility and permission of purchasing and selling of products and services by using International Credit Cards in 2013 by Bangladesh Bank has been one of the key factors of the rise of E-Commerce in Bangladesh. As there are four types of E-Commerce businesses being popular in the market, namely, Business-to-Consumer (B2C), Business- to-Business (B2B), Consumer- to- Consumer (C2C) and Business-to- Employees (B2E), these are considered as the key market demographics of E-Commerce industry. According to the data from the E-Commerce Association of Bangladesh, there are more than 2, 500 E-Commerce platforms operating by serving the consumers throughout the country where 95% of them are being run by small businesses, 4% are being run by medium organizations and only 1% is being run by large firm (Karmakar et al., 2023). There are more than 1600 E-Commerce entrepreneurs affiliated with e-Cab. Currently E- Commerce occupies only 1-2 % retail market share of our country. Approximately 7000 core worth of product and services are being sold to the consumers via E-Commerce platforms in Bangladesh (Trade.gov, 2022).

- a. **Business-to-Business E-Commerce:** Business-to- Business E-Commerce is a type of E-Commerce business where the transaction occurs between two businesses. The business parties are manufacturer, wholesaler or a retailer.

Bangladesh Garment Manufacturers and Exporters Association: BGMEA is being considered as country's one of the largest trade association which deals with woven garments, knitwear, sweater and overall readymade garment industry. They create a huge impact for Bangladesh's economic growth. BGMEA has both local and international stakeholders to ensure the development of the apparel industry of Bangladesh. More than four thousand garments factories are being registered under BGMEA

Bizbangladesh.com: Bizbangladesh.com is a global E- Commerce development and web design firm. They are basically formed to create E-Commerce solution for business to business type of E-Commerce. Many brands store their desired products and services on their webpage and they promote those products and services to other businesses. They also offer website hosting, website maintenance, software development, CMS development, SEO branding, SAAS development Online Marketing as a total web E-Commerce solution mainly for B2B firms.

AddressBazar.com:AddressBazar.com is a B2B online platform where the firm offers other businesses services such as professional cleaning services, professional pest control services, professional security services, professional office shifting services, agricultural services, books & stationaries, automotive solutions, chemical papers, construction equipment and many more.

- b. Business to Consumer E-Commerce:** B2C E- Commerce business refers to selling products and services directly to the consumers by the business firms via E-Commerce platforms. It involves trade of commodities, software, electronic goods, home appliances, games, books, and many more.

Daraz: Daraz is currently Bangladesh's largest E-Commerce site and it is one of the pioneers of E-Commerce companies. It has grown significantly by gaining massive popularity throughout the years. The firm was established in 2012 by Rocket Internet. In May 2018, Chinese E-Commerce magnet Alibaba Group has acquired Daraz. The firm is now currently operating in Bangladesh, Sri Lanka, Myanmar, Nepal and Pakistan. Many renowned brands and offering their goods and services via Daraz to their consumers. Products varies from women's fashion, health & beauty, watches, bags, jewelry, men's fashion, baby's toy, electronic devices, TV & home appliances, electronic accessories, groceries, pet foods, home & lifestyle products, indoor and outdoor sport products, automotive, motorbike and many more.

Key facts:

- Establishment in Bangladesh: 2014
- Revenue: 1.22 billion USD
- Consumers: approximately 7 million
- Sellers/partners: 50000

Chaldal: Chaldal is one of the most popular E- Commerce business firms of our country especially B2C E-Commerce. The firm is popular for selling fresh fruits and vegetables, daily groceries, meat, fish, cooking essentials, spices, beverages, health products, stationary items, kitchen appliances, pet and baby care. Their push marketing strategy is noticeable as they often send SMS for offers and gives call to their consumers for promotion.

Key facts:

- Establishment: 2013
- Revenue: 12 million USD (2019)
- Number of employees: more than 2800
- Average delivery per day: 10000 orders per day

Shajgoj: Shajgoj is the top E-Commerce site for women's fashion, lifestyle, skincare, beauty and makeup products. The site offers quality branded makeup, skincare, hair-care, personal hygiene, fragrance and many other products especially for women. They also post relevant wellbeing articles and posts videos via influencers to educate women. Their focus is to inspire women to be beautiful and feel confident and empowered.

Key Facts:

- Establishment: 2013
- Avg. estimated visitor: 2,200,000 monthly
- Offered brands: Over 400
- Products: Over 15000

Rokomari: Arguably the most trusted online book purchasing platform for Bangladeshi users is Rokomari.com. It is the largest online bookstore of our country and it offers wide range of books from different genres both fictional and non-fictional local and international. Starting from novels, short stories, poetry books, religious books, lifestyle, business, history, politics, self-help, autobiography to stationary items even spices, nuts, computer accessories, calculator, watches etc. are being sold to the readers and consumers.

Key Facts:

- Establishment: 2012
- Capacity: 0.2 million books (2020)
- Average sales: 1.5-2 thousand books per day (2020).
- Books in site: 2,00,000
- Publishers: 1000

Apart from the above mentioned E- Commerce sites, there are other major E- Commerce firms such as, Ajkerdeal, Pickaboo, Bagdoom, Othoba, Priyoshop, Shwapno, Banglashoppers, Sindabad and many more operating successfully throughout the country as Business-to-Consumer E- Commerce firms.

- c. Consumer-to Consumer E-Commerce:** C2C is an E- Commerce platform where consumers trade products and services among themselves. A third party may provide an online platform for trade and transaction.

Bikroy.com: Bikroy.com is one of the most famous C2C E-Commerce platforms of Bangladesh. It is a platform where the consumers can trade almost anything. It is considered as the largest marketplace in Bangladesh. Consumers can buy or sell mobile phones, electronic items, vehicles, home & living appliances, properties, animals & pets, sports items, fashion and lifestyle items and many more. The firm is a subsidiary of Salside Technologies which also operates in the largest marketplace in Ghana as well as in Sri Lanka.

Key Facts:

- Establishment: 2012
- Revenue: 26 million USD

ClickBd: It is the oldest and the first E-Commerce portal in Bangladesh. Just like Bikroy.com, ClickBd is also an online marketplace where the consumers can buy and sell anything. Electronics, Cameras, Computers, Mobile phones, Fashion accessories, gaming accessories and many other things are being traded here.

Key Facts:

- Establishment: Established on 2005 but successful online business store in 2011
- Revenue : 2 million to 5 million USD
- d. Business-to- Employees E- Commerce: Although B2E refers selling products or services to the employees by the business firms. In context of Bangladesh, we have Bdjobs as they provide information about jobs for the candidates

Bdjobs: Bdjobs.com Ltd is the first leading career management B2E E-Commerce site of Bangladesh. Their vision is to bring IT in the mainstream business. The site attract jobs by posting advertisement from different sectors. Apart from posting job advertisement they offer career guidance, interview tips, resume writing tips, cover letter, articles and career counselling as well.

Key Facts:

- Av. Visitors on their page: 2,00,000 daily
- Monthly page views: approximately 40 million
- No of resumes: more than 40 lacs

According to a recent market research conducted by the experts, the annual growth of E-Commerce in Bangladesh will going to be reached to taka 65,955 core in 2022 whereas it was 56, 870 core taka of market size in 2021 (ResearchAndMarkets.com, 2022).

On the other hand, stasita.com provide some key factors of E-Commerce Industry in Bangladesh. Such as;

- The E-Commerce market revenue is being projected to reach USD 8.03 billion in 2022
- Annual growth rate of the revenue is expected to show 22.27% of CAGR 2022-2025 which results in an estimated market volume of USD 14.68 billion by 2025

Chapter 3

Literature Review

As we are now living in the fourth industrial revolution, the development of modern technology has created significant impacts on business growth and consumers' lives. Consumers' minds are unpredictable as they are not just minds they are different sets of emotions. Consumers are now conducting their desired purchase decision through online platforms due to the accelerated growth of ICT (Rodrick et al., 2022). In 1971, Bangladesh, a densely populated country with a populace of 165 million, attained independence. Presently, the nation in question is classified as a less developed country; however, it is gradually progressing towards the category of developing nations (Emon et al., 2023). The booming aspect of E-Commerce throughout the country especially during and post Covid-19 era is remarkable. For purchasing products and services by the consumers, traditional retail outlets as well as the online platforms are the top sources (Sarker, Rodrick & Islam, 2018)

Factors that affects customer's intention of purchasing products from E-Commerce:

Availability:

According to Sam, Sharma (2015), the availability of the product and their related information on the E-Commerce sites is one of the major factors for the consumers to engage in online purchase. According to a previous research article, few factors that influence consumers to purchase products from online. These are product availability, promotions, customer service as well as price and varieties of products from alternative preferences (Jadhav and Khanna, 2016). Consumers prefer not only purchasing goods from the online stores due to the quick access but also they want the products available and service availability from the websites as well (Martin et al., 2015). According to Balasubramanian (2005), the information about the products should be available on the website for consumers' usage. Consumers may increase the rate of purchasing if the business owners offer the products on a reasonable rate via a sophisticated search engine.

H1: Higher the availability, greater the consumer's intention of purchasing products from E-Commerce platform

Relevance:

According to Satria & Trinanda, (2019), the product relevance in the mind of consumer can create a positive impulse on purchase decision. Whenever a customer can related their the product, he or she tend to have an urge sensation or purchasing it whether it could be produced via movies, music videos, games or any other source (Benalian et al, 2012). Any sort of promotional activities can create relevance in the mind of a customer and then he can prefer the desired product from online (Marola and Delgado, 2009).

H2: Higher the relevance, greater the consumer's intention of purchasing products from E-Commerce platform**Ease of use:**

The convenience of shopping, the process, comparison, website usage, user friendliness, visual appeal, are all part of ease of use (Panda, 2014). Ease of use as well as risk and perceived usefulness have a major influence on the attitude of the consumers towards E-Commerce shopping (Juniwati, 2014). The level of mental and physical efforts that a consumer is expecting to utilize during purchase is called perceived ease of use (Davis, 1989). Attractive website and ease of usage will urge the customers to engage with the site and purchase their desired products. The websites that product shopping guidance will absolutely going to recommended by the users (Chen et al, 2020).

H3: Higher the ease of use, greater the consumer's intention of purchasing products from E-Commerce platform**Promotion:**

Offers and discounts are the top variants of attractiveness towards a product by the consumers. The offers and discounts dramatically enhances the sales volume the products. Many business are using social media as a platform to promote their brand to reach the consumers. Promotional activities such as discounts, vouchers, flash sales, buy 1 get 1 are popular which create a significant impact on the mind of the consumers (Baghdadi, 2016). Promotional strategies create an impact on the sales of the E- Commerce platform (Lui et al., 2013).

One of the crucial promotional activities is discount on the product price and it creates significant impact on the consumer's mindset and the consumer tend to be repetitive (Nisar and Prabhakar, 2017). By the extent of the price concessions, the consumers tend to create measurement the depth of promotional information (Zhao, 2015)

H4: Higher the promotion, greater the consumer's intention of purchasing products from E-Commerce platform

Price:

Along with the product feature, safety, security, privacy, promotion, the price is the most crucial factor that attract the consumers and it is extremely essential for today's service market (Anderson, 1996). According to Dimiyati and Sibagio (2016), fair price is the key reason for a consumer to select a product and many other variables are also be focused such as responsiveness, safety & security, ease of use and trust as well. A reasonable price along with a good service is better for both the buyer and seller. When the price is fair, the customers are highly satisfied when purchased via online (Liu et al, 2008). According to Kotler (2012), the money which is charged for a product or a service which creates value and that consumers receives benefits by it is called price. Price fairness is related to consumer satisfaction which is shown in the marketing literature (Herrmann et al., 2007). Price is more relevant as well as critical to consumer's purchasing attitude (Huo et al., 2021). Packaging is important but product pricing is more important for a consumer in terms of purchasing behavior according to market observation (Pratama et al., 2017).

H5: Lower the price, greater the consumer's intention of purchasing products from E-Commerce platform

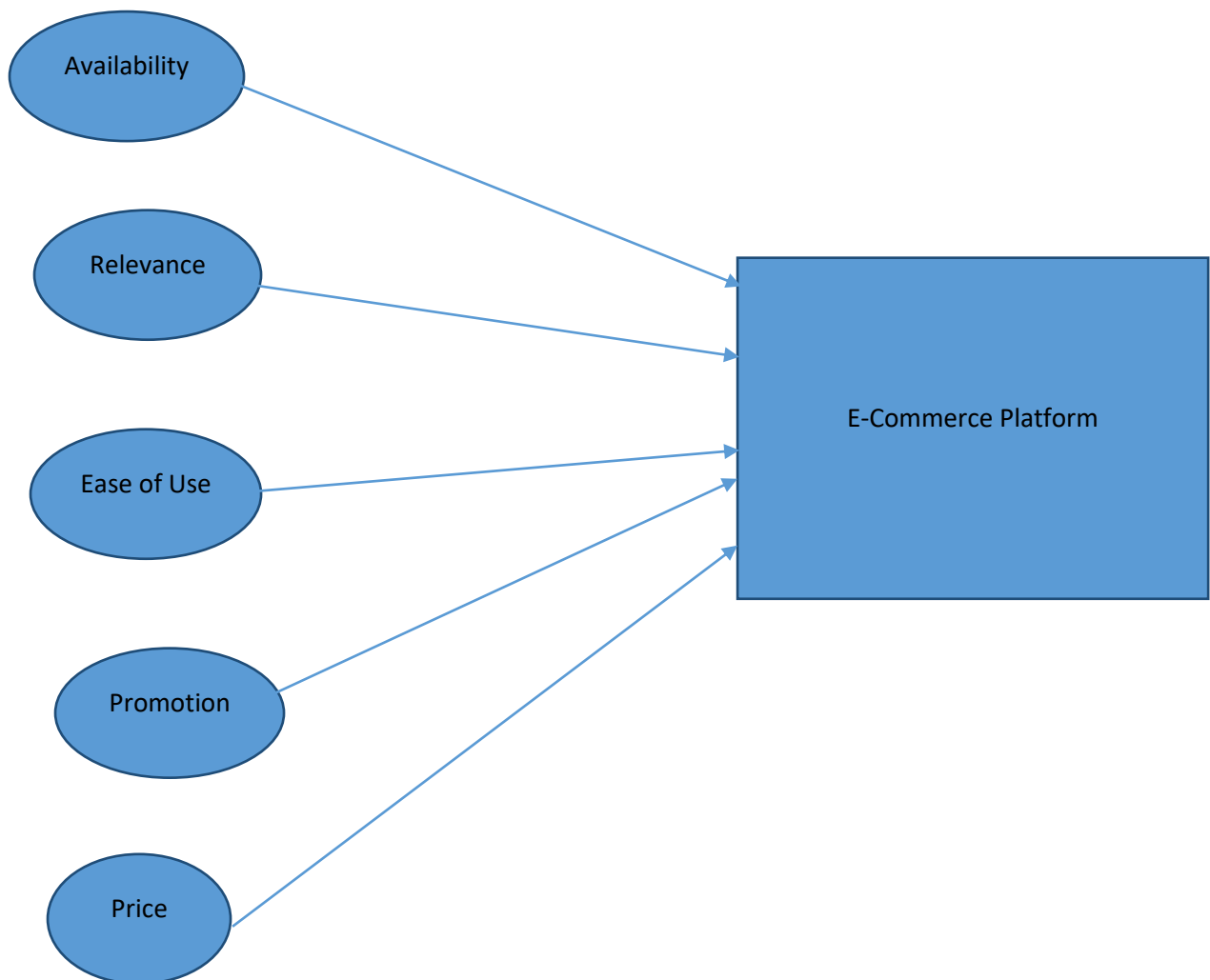
3.1. Research Question:

The objective of the research was to find out the factors that influence consumer's to purchase products from E-Commerce platform. Therefore the researcher has developed the following question based on the objective and the literature review.

What factors influence customer's intention of purchasing products from E-Commerce?

3.2. Conceptual Framework:

The relationship between the six factors, namely availability, relevance, ease of use, promotion, price and the consumer's intention of purchasing products from E-Commerce platform are shown in the figure 1.1. All the variables on the left are independent factors and on the right is dependent factor.



3.2.1. Figure: Conceptual Framework

3.3. Methodology:

3.3.1. Type of research:

The core purpose of the research is to identify the factors affecting customer's intention of purchasing products from E-Commerce. As there were five independent factors and one dependent factor, causal research has been conducted to obtain the evidence of cause and effect relationship among the variables. In order to conduct the research the following purposes had to be fulfilled;

- To test the hypotheses
- To identify the nature of the relationship and the effect that can be predicted between the causal variables
- Which variables are independent (cause) and which is dependent (effect).

3.4. Sampling Method:

Non probability sampling technique was used because of the time limitation and the wide target of population. It was very difficult to gather information from all the people. Another reason to choose this method due to the fact that, there were no credible list of online purchasing consumers on in Bangladesh. The researcher has chosen snowball sampling approach where the respondents aided him to answer the questionnaire. He has chosen the sampling method due to validity and accessibility.

3.5 Sample Size:

Due to the limited time, the researcher has chosen 60 respondents as samples to conduct the research.

3.6. Questionnaire design:

The Likert Scale type of questionnaire has been designed to identify the factors of the study where

1. Indicates “Strongly Disagree”,
2. Indicates “Disagree”,
3. Indicates “Neutral”,
4. Indicates “Agree” and the number
5. Indicates “Strongly Agree” had been used in the questionnaire

Six questions were designed as five of them were independent and one of them was dependent variable. The questionnaire was mainly used to identify the consumer’s intention of purchasing products from E- Commerce platform.

3.7. Data Analysis:

After gathering the data, the data analysis was conducted via SPSS 22 software. Demographic analysis and regression analysis were conducted to identify whether the hypothesized values created impacts consumer’s intention to purchase products from E-Commerce platform.

Chapter 4

Results and data analysis

4.1 Demographic analysis:

Usage of E-Commerce:

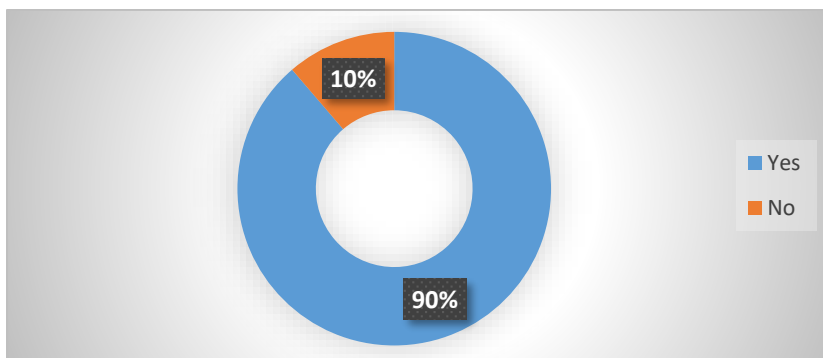


Figure 4.1.1: Usage of E-Commerce platform by the consumers

Interpretation: From the above chart, the researcher found out that, among the 60 respondents, 50 of them (90%) use E-Commerce platform for product purchase and the rest of the 10 (10%) did not use E- Commerce platform.

Frequency of usage:

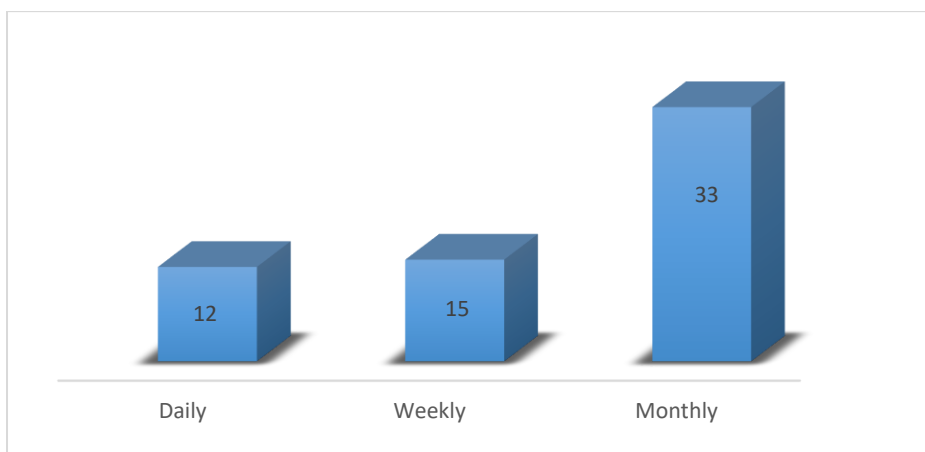


Figure: 4.1.2: Frequency of usage of E-Commerce platform

Interpretation: From the above bar chart, among 60 respondents, 33 of them use E-Commerce monthly, 15 of them weekly and 12 of them on a regular basis.

Gender:

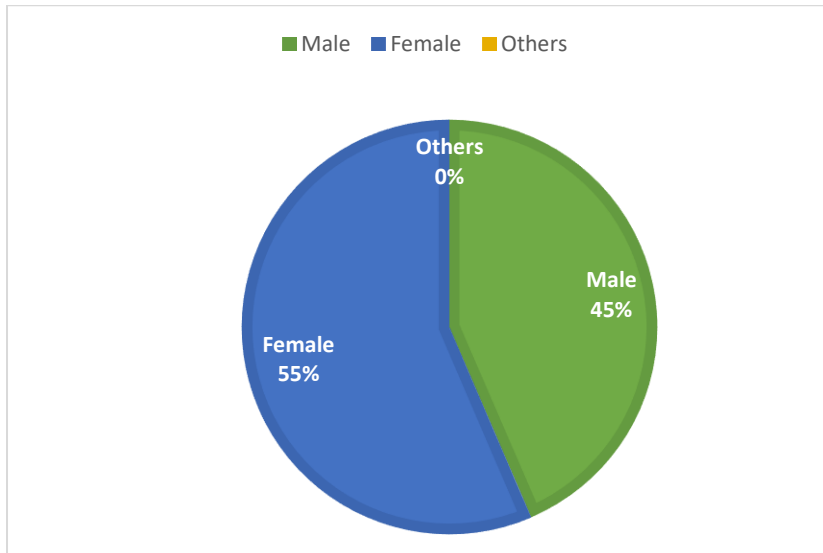


Figure 4.1.3: Gender of the respondents

Interpretation: From the above pie chart, it has been identified that those who uses E-Commerce, among the 60 respondents, 55% of them are female and 45 % of them are male.

Age:

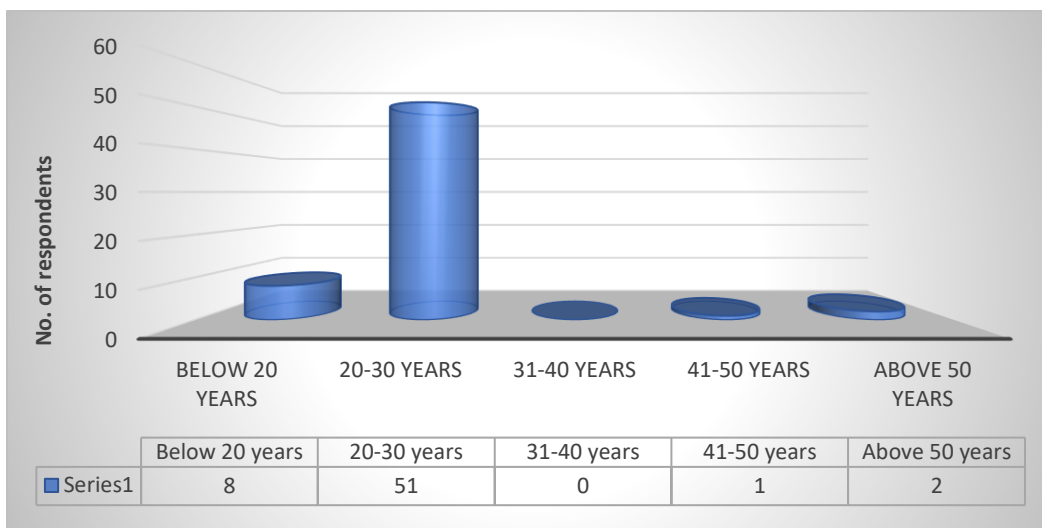


Figure 4.1.4: Age of the respondents

Interpretation: Among the 60 respondents, 51 of them belong to the group of 20-30 years, 8 of them are below 20 years, 2 of them are above 50 years and one of them are 41-50 years.

Marital Status:

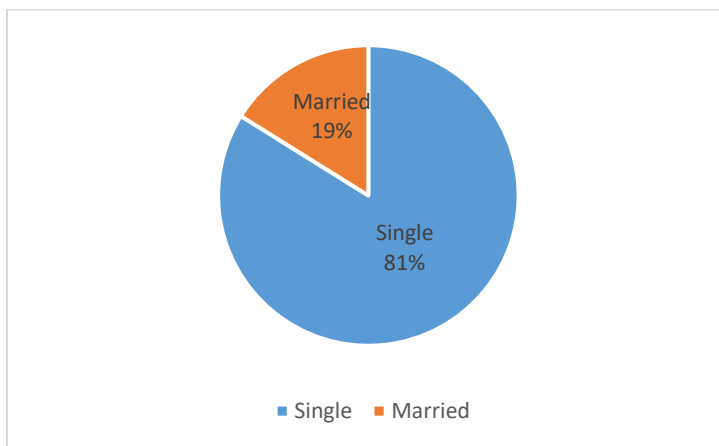
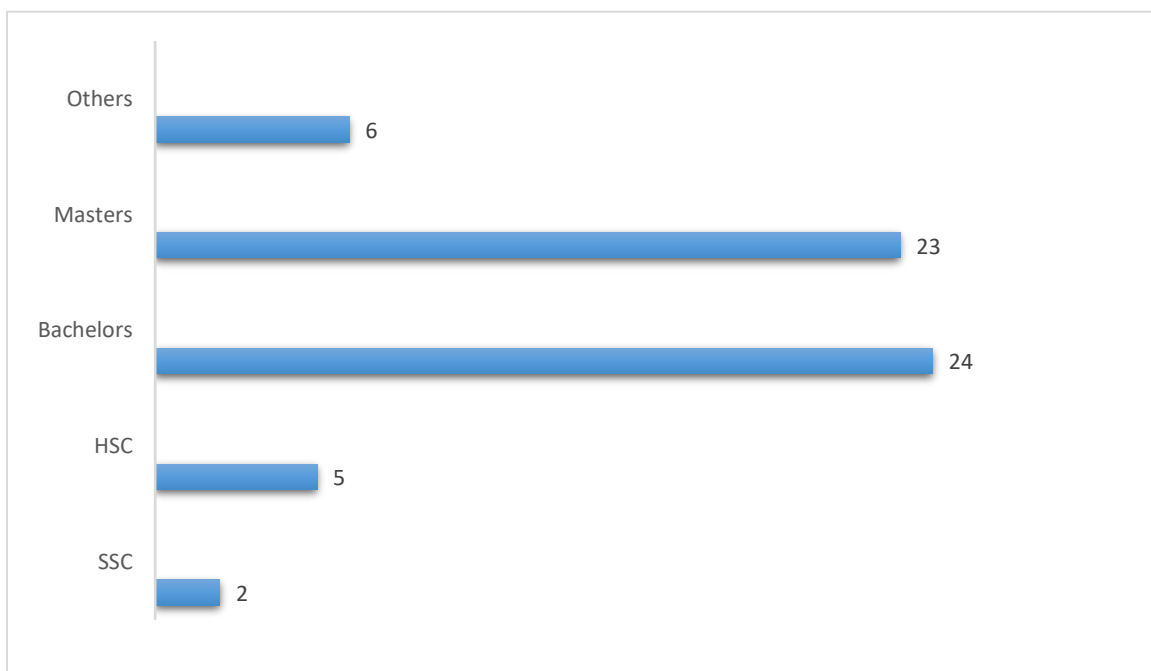


Figure 4.1.5: Martial Status of the respondents

Interpretation: Out of the 60 Respondents, 81% of them are single, and 19% of them are married.

Level of Education:



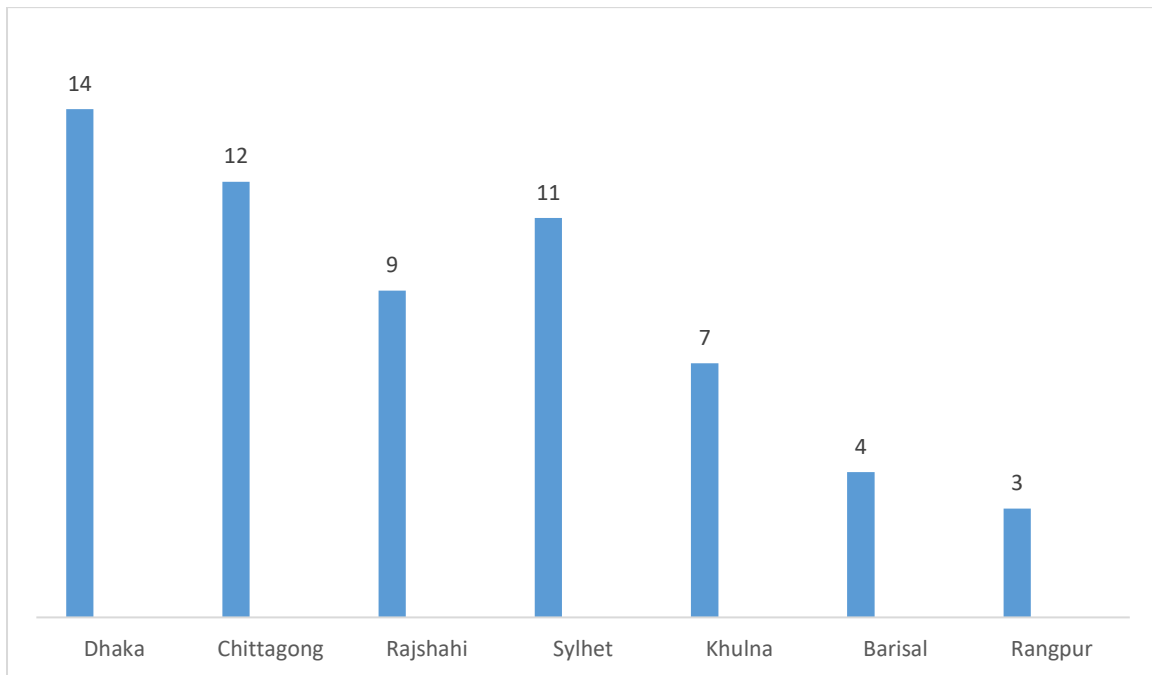


Figure: 4.1.7: Division of Origins of the respondents

Interpretation: The highest number of the respondents which is 14 belong from Dhaka Division. On the other hand, 12 of them belong from Chittagong, 11 from Sylhet, 9 from Rajshahi, 7 from Khulna, 4 from Barisal and 2 from Rampur.

Monthly Level of Income:

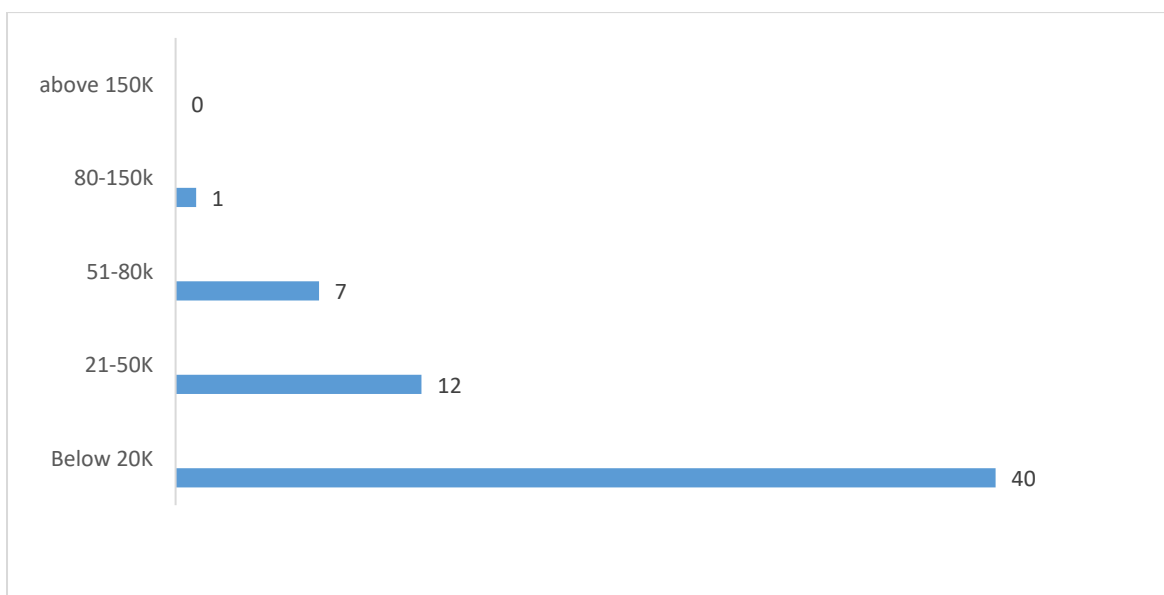


Figure 4.1.8: Monthly Income Level of the respondents

Interpretation: Among the 60 respondents, 40 of them earn less than 20 thousand taka, 12 of them earn 21-50 thousand taka, 7 of them earn 51-80 thousand taka and 1 of them earns 81-150 thousand taka monthly.

Occupation:

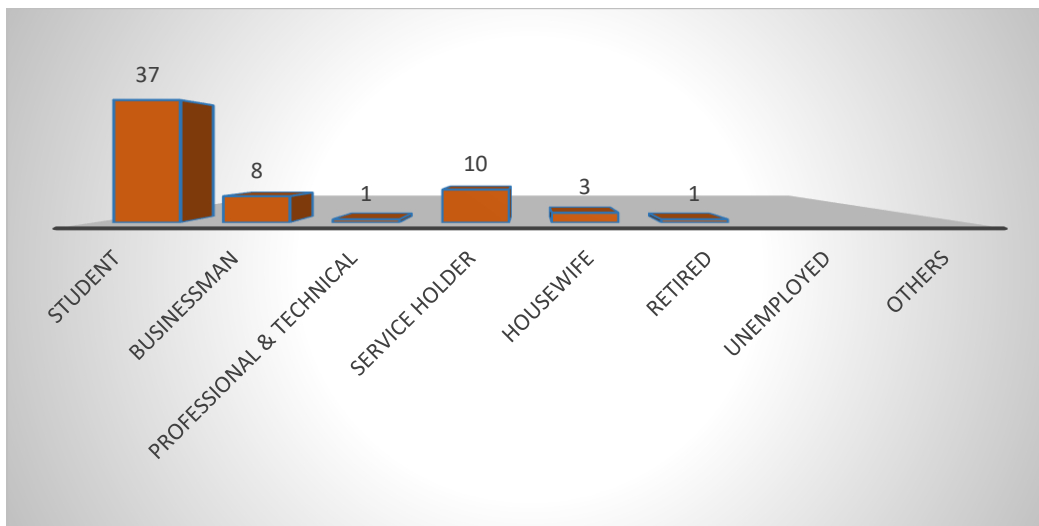


Figure 4.1.9: Occupation of the respondents

Interpretation: Out of 60 respondents, 37 of them are students, 10 of them are service holders, 8 of them are businessmen, 3 of them are housewives, 1 of them is professional or technical and 1 of them is retired.

4.2. Regression Analysis:

In order to find out the strength and weakness of the relationship between the dependent and independent variables, the researcher used the Cohen's criteria which is less than .01 = trivial; .01 up to 0.30 = weak; .30 up to .50 = moderately strong; .50 or greater = strong. The relationship in this study was correctly characterized as strong (Multiple R = .386). On the other hand, the t statistics can help the researcher to determine the relative significance of each variable in the model. If the significance value is less than 0.05 then the coefficient is entitled to be significant.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.584 ^a	.440	.379	.989

a. Predictors: (Constant), Platform, Availability, Relevance, Ease of use, Promotion, Price

Interpretation:

The multiple regression analysis of research models were run to test the expected relationship for predicting newspaper reading. The regression model was run by simultaneously forcing all the independent variables in the model.

From the above model summary, it has been identified by the researcher that R value is 0.584. Therefore, R value (.584) for the overall factors influencing consumer's intention of purchasing products from E-Commerce platforms, suggested that there is a strong effect of these five independent variables on factors consumer's intention of purchasing products from E-Commerce platforms. It also can be shown that the coefficient of determination i.e. the R square (R^2) value is 0.440 which representation that 44.0% variation of the dependent variable is being affected by the independent variable which is strong explanatory power of regression. The proportion of variance in the dependent variable is being explained by the independent variables (R^2) was 44.0%.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.511	10	7.076	9.473	.000 ^b
	Residual	76.345	99	.949		
	Total	128.856	109			

a. Dependent Variable: E-Commerce Platform

b. Predictors: (Constant), Availability, Relevance, Ease of use, Promotion, Price

Interpretation:

From the Table-2, it has pointed out the value of F-stat is 9.473 and is significant as the level of significance is more than 5% ($p < 0.05$). This indicates that the overall model was not reasonably fit and there was no statistically significant association between influential factors and the purchasing products from E-Commerce platform. So this further indicated that **the alternative hypothesis is rejected and the null hypothesis is accepted**. Hence it can be signified that the influencing factors have a positive impact on purchasing products on E-Commerce by the consumers.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.260	.700		.550	.664
Availability	.243	.100	.224	2.191	.026
Relevance	.259	.138	.171	1.584	.086
Ease of Use	.139	.116	.120	1.029	.207
Promotion	.052	.093	.059	.516	.640
Price	.156	.092	.153	1.642	.102
E-Commerce Platform	.069	.108	.069	.643	.530

a. Dependent Variable: E-Commerce Platform

In table 3, the standardized coefficients (the betas), t-value for the significance test and significance value are being reported. The absolute value of beta reflects the relative importance of a variable, thus the characteristic with the highest absolute beta is the most crucial variable in explaining the variance of the dependent variable. The findings indicate that among six variables that were expected to be related to E-Commerce preference to be significantly related to this dependent variable: Availability = .224, $p < 0.005$).

Summary of the hypothesis:

Relationship	Status
Availability → E-Commerce Platform	Supported
Relevance → E-Commerce Platform	Not supported
Ease of Use → E-Commerce Platform	Not supported
Promotion → E-Commerce Platform	Not supported
Price → E-Commerce Platform	Not supported

Therefore, availability of the products in the E-Commerce sites is the most important factor among all other factors.

Major findings:

Relationship	Status
Availability → E-Commerce Platform	Supported
Relevance → E-Commerce Platform	Not supported
Ease of Use → E-Commerce Platform	Not supported
Promotion → E-Commerce Platform	Not supported
Price → E-Commerce Platform	Not supported

Chapter 5

Recommendation

After a thorough research, the researcher has found out that availability of the products is the major factor for the consumer's to get influenced to purchase products from E- Commerce sites. The researcher suggests the following things;

Recommendations from demographic analysis:

- The entrepreneurs should make the products available for the female consumers more than the male consumers
- The products should be promoted especially for the consumers who belong from 20-30 age group
- Emphasize on making available the products for non-married people
- Store products which are heavily focused on Bachelor Degree holders
- Make available of the products especially for the consumers who live in Dhaka District
- Arrange and store products which are affordable for the consumers whose income is below 20000 taka monthly
- Offer student friendly products occasionally.

Recommendations from regression analysis:

- Emphasize on getting the products available 24/7 and conduct marketing activities accordingly
- Set up a product listing in Seller Central and add more alternative suppliers
- Conduct market research for product demands, stock and restock timely
- Remove the out of stock product photos and reassure the stock
- If the product is not available then reassure the consumer for providing the product on a different time and date upon restock.

Chapter 6

Conclusion

We have long hoped for the day when the concept of Digital Bangladesh would become a reality. As of 2022, that dream appears to be closer to realization than it has ever been. One of the most prominent industries in Bangladesh that is playing a critical role in the country's digitization is the e-commerce industry. Since the early 2000s, when Bangladesh lacked widespread internet access and a dependable online transaction system, the e-commerce sector has grown.

Most of the companies in Bangladesh are investing in e-commerce as the number of mobile internet subscribers grows and digital infrastructure expands. While traditional media remains popular among older people, digital media is more popular among younger people. According to The Daily Star, the total market size of e-commerce in Bangladesh was estimated by the German research firm Statista in 2019 to be around \$1.6 billion. Furthermore, the firm predicted that the value would double to \$3 billion by 2023.

E-Commerce business has become a blessing for the consumers. The daily workload, tight schedule, heavy internet usage and for other reasons, consumers tend to click on various websites to fulfill their desires. When the consumers want to purchase a product or service he or she tends to visit a website or an E-Commerce site to find out about the desired product and purchase it by having price, promotion, and ease of usage, relevance and especially availability on their minds. The more available the products are on the websites, the more the purchase rate will increase and more the profits will be ensured for the business owners.

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Appendices:

QUESTIONNAIRE

American International University of Bangladesh (AIUB)

Faculty of Business Administration

Factors Affecting Customer's Intention of Purchasing Products from E-Commerce Platform-A Descriptive Study from Bangladesh' Perspective

Dear Sir/Madam, Brother/Sister,

Greetings and Good day! I am an MBA student enrolled in the Internship (MBA6216) program at the American International University of Bangladesh's Department of Business Administration (AIUB). I am surveying "Factors Affecting Customer's propensity of purchasing products from E-Commerce platform-A descriptive study from Bangladesh's perspective as part of the course research requirement.

We have the privilege of requesting your participation in this survey. Your response to this questionnaire has the potential to improve the service quality of Bangladesh's E-Commerce companies and help us better understand consumer behavior. We can offer a critical contribution based on your response by making a pertinent recommendation regarding the research.

Please answer all questions truthfully since the integrity and accuracy of this research are contingent upon your responses. You can be assured that every piece of information obtained from this questionnaire will be used only for academic purposes. Additionally, because there is no correct or incorrect answer, we would be thankful if you could answer all the questions.

We appreciate your time and cooperation. We are appreciative of your assistance in expediting this research.

Endorsed by,

Kind regards,

Niaz Ahmed,

ID: 18-90686-1

Email: shuvo.niaz89@gmail.com

Dr. Farheen Hassan
Professor, Additional Director, AIUB IQAC
Director BBA program
Faculty of Business Administration
American International University of Bangladesh

1. Do you buy products from online?
 - Yes
 - No
 - Sometimes
2. How often do you order products from online?
 - Daily
 - Weekly
 - Monthly
3. From which E- Commerce service providers, you often do purchase:
 - Daraz
 - Ajkerdeal
 - Chaldal
 - Rokomari
 - Other, please mention_____

PART A: DEMOGRAPHIC INFORMATION

1. **Gender:**
 - Male
 - Female
2. **Age:**
 - Below 18 years
 - 18-34 years
 - 35-49 years
 - 50-64 years
 - 65 years and above
3. **Marital Status:**
 - Single
 - Married
 - Others
4. **Level of Education:**
 - Primary School
 - Secondary School
 - Diploma
 - Bachelor
 - Master's Degree

Others (please specify) _____

5. Division of Origin: Dhaka Chittagong Rajshahi
 Sylhet Khulna Barisal Rangpur

6. Level of Income (Monthly): Below Tk. 20,000 Tk. 20,001-50,000
 Tk. 50,001- 80,000 Tk. 80,001- 200,000
 Tk. 200,001 & above

7. Occupation: Student Businessman
 Professional & technical Service holder
 Housewife Retired
 Unemployed Others (please specify)_____

PART B: EXPERIENTIAL INFORMATION

Please circle to indicate how much you agree with the following statements by choosing the appropriate number based on the scale shown below)

<i>Scale:</i>					
1= Strongly Disagree	2= Disagree	3= Neutral	4 = Agree	5 = Strongly agree	
Availability					
1	I choose E- Commerce service for the Availability	1	2	3	4 5
Relevance					
2	I prefer purchasing products from E-Commerce due to relevance	1	2	3	4 5
Ease of Use					
3	E- Commerce is easy to use for purchasing products	1	2	3	4 5
Promotion					
4	I get influenced to purchase products from E-Commerce due to promotion	1	2	3	4 5
Price					
5	I select E-Commerce because of price	1	2	3	4 5
E-Commerce Preference					
6	I will recommend E- Commerce to others	1	2	3	4 5

