

E-Commerce Customer Experience and Satisfaction in Bangladesh A Comprehensive Analysis And Evaluation

BY

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This Report is Presented in Partial Fulfillment of the Requirements for the Degree
of MS in Management Information Systems (MIS).

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APPROVAL

This Thesis titled “E-Commerce Customer Experience and Satisfaction in Bangladesh: A Comprehensive Analysis And Evaluation”, submitted by Md. Nafiz to the Department of Computer Science and Engineering, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of Master of Science in Management Information System and approved as to its style and contents. The presentation has been held on 6th July Saturday, 2024.

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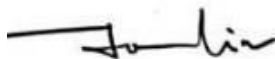
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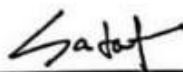
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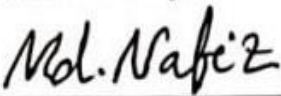
I hereby declare that, this project has been done by us under the supervision of **Abdus Sattar**, **Assistant Professor, Department of CSE** Daffodil International University. I also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

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ABSTRACT

Due to the increasing use of Internet applications and technologies, as well as information technology advancements, the e-commerce sector is expanding at a rate never seen before. These technologies are becoming more and more important to modern civilization. These days, online sales, promotions, and services are the facets of e-commerce that are changing the fastest. Developing nations are still in the early phases of their e-commerce journey, despite the fact that the industry has had many chances due to the globalization of e-commerce. This begs the question of how to improve customer pleasure and loyalty, which in turn improves business performance in the e-commerce space. In order to do this, companies must evaluate their corporate environment and consumption patterns thoroughly, comprehend the variables influencing consumer behaviour, and build a strong system for evaluating customer satisfaction that focuses on network branding attributes. Although there have been many discussions on consumer psychology, motivation, and behavior in local and international networks, there isn't as much research examining how customer satisfaction affects e-commerce environments and how to increase it. By examining how the features of the e-commerce network environment directly affect customer happiness, this essay seeks to close that gap.

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CHAPTER 1

Introduction

1.1 Introduction

The number of people accessing the Internet has rapidly increased recently. It is now available to a wide range of commercial opportunities rather than just computer programmers looking for fun or curiosity.

Whether an online or traditional firm is successful, one of the most important factors is still customer satisfaction. An ecosystem of international trade is flourishing as a result of the integration of science and technology with commerce, which has encouraged ongoing advancement and improvement. Particularly e-commerce has grown at an unprecedented rate, having a significant effect on global trade. We have obtained evidence suggesting that the wave of network innovations is primarily responsible for the acceleration of the worldwide industrial transformation and modernization.

With the development of online information posting, online negotiation, online payments, online memorandums of agreement, and online estimations, e-commerce has emerged as a crucial information technology use at trade shows. Transaction costs have significantly decreased as a result of these breakthroughs that have broken down obstacles related to time, logistics, and organised functioning.

It is clear that e-commerce represents the direction that trade development will take as we move forward. The market is quite promising and has a lot of potential for expansion. E-commerce has enormous potential and a plethora of development options that just need to be explored, making it the ideal candidate to be the engine driving growth in trade.

Consumer buying patterns have significantly changed as living standards have increased and life has accelerated. The network economy is the main force behind this change, with e-commerce having a significant impact on how people live their lives. An increasing number of people these days choose internet shopping as their preferred mode of payment.

Bangladesh a notable example of this tendency, with an astounding increase in the country's internet user base. The Bangladesh Telecommunication Regulatory Commission (BTRC) provided figures indicating that there were roughly 66.623 million customers in 2016. But this number increased dramatically in just nine years, reaching 134.70 million in 2024 (BTRC, 2024). The steady increase in internet users from 2016 to 2024 is visually depicted in Figure 1. The quick increase in internet users is indicative of how widely e-commerce has been adopted and shows how technology has permeated everyday life for consumers.

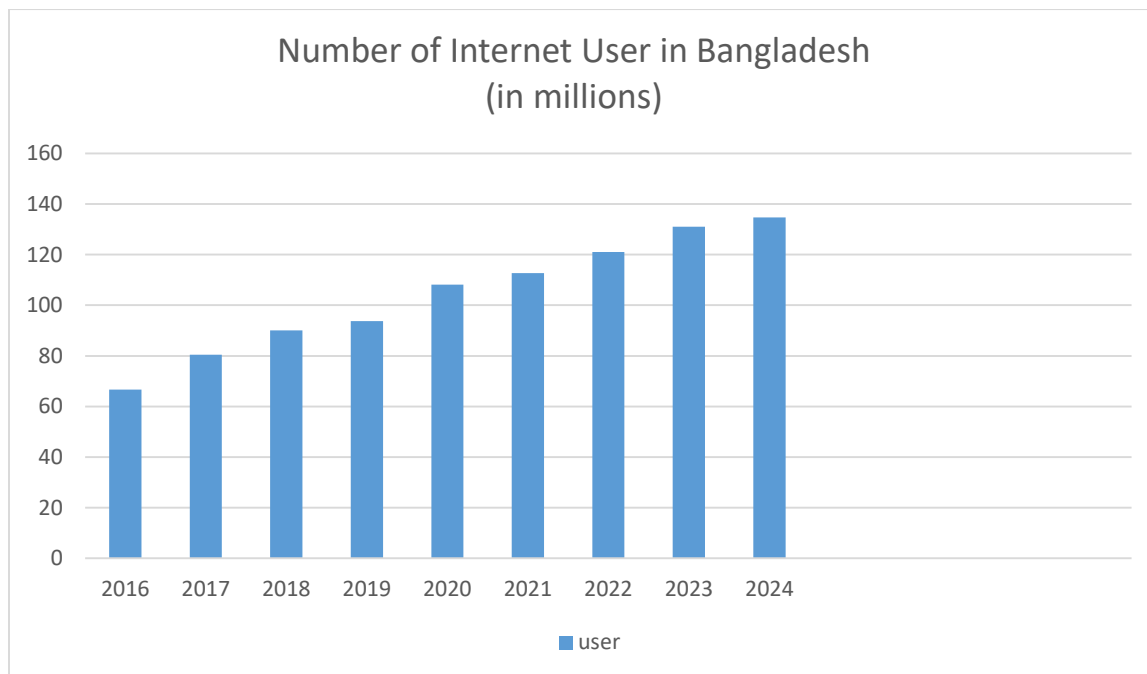


Figure 1: Number of Internet users in Bangladesh

Bangladesh, a South Asian country, has a population of 164.4 million, making it the most densely inhabited nation in the world. The high population density presents a great opportunity for the business sector. The banking industry and financial institutions in the country are actively involved in international trade, utilising the potential of e-commerce. Thanks to the central bank's internet payment system, the banking landscape in Bangladesh has undergone a significant transformation. This system allows for seamless online financial transfers and utility bill payments, making transactions more convenient. In addition, internet purchases within the country can now be made using local currency credit cards, with online services being offered by over forty banks.

The emergence of e-commerce is revolutionising the business landscape in Bangladesh. Companies of all sizes are now embracing the online platform, broadening their range of products and services to connect with new audiences worldwide. This transformation in the business landscape is creating opportunities for increased connectivity and expansion in the country.

1.2 Problem statement

The emergence of e-commerce practices has led to a notable change in the manner in which customers engage with businesses. They have become more engaged in making decisions, thanks to the internet's ability to quickly provide product information and facilitate easy transitions between merchants. In the digital age, it is crucial for e-businesses to prioritise customer satisfaction and loyalty, which is even more important than for traditional businesses.

Still, the situation of consumer trust in online purchase and satisfaction is alarming. According to a January 2006 internet consumer study conducted in North America, 34% of online buyers expressed unhappiness with the most recent customer care provided in online buying. Furthermore, just around one-third (35.1%) of online users believe the Internet to be credible, therefore indicating a lesser degree of trust in its general dependability.

Furthermore, several online tools have been found to be possible causes of damage to the popularity of the internet, even influencing people who are yet to completely embrace it but are interested in investigating online services.

One should understand that customer pleasure is a dynamic and always shifting notion. What makes consumers happy now could not ensure their happiness later. Businesses functioning in the digital sphere must thus constantly improve their offerings to satisfy consumers and loyalty in this dynamic environment.

1.3 Research scope

If you want to know where your e-commerce platform is lacking, go no further than customer happiness. Management can take the required steps to improve the e-commerce platform's product and service quality by closely tracking consumer pleasure. Therefore,

1. This study measures Bangladeshi consumers' level of happiness with e-commerce services using the findings of an online poll.
2. The study gives a full survey report that shows how happy Bangladeshi customers are with e-commerce services.

3. The research effort to identify the most significant deficiencies in the goods and services offered by Bangladesh's e-commerce platforms by analyzing the survey report.
4. Moreover the study not only just identified the problems but also suggest ways to fix service problems that happen on many e-commerce site

These suggested fixes are meant to make the whole experience for customers better and to make e-commerce services in Bangladesh and other places work better.

1.4 Research Goals

The research aims to fulfill the following goals:

1. Figure out what makes people in Bangladesh happy and satisfied with the services of e-commerce platforms.
2. Evaluate Bangladesh's consumers' level of satisfaction with e-commerce platform services.
3. Find out any ongoing issues with e-commerce services in Bangladesh.
4. Give advice on how to fix the problems that have been found so that customers can have a better general e-commerce experience.

1.5 Layout of the report

The research is divided into the following groups:

1. **Introduction:** Gives background information, explanation of the problem, scope, goals, and contribution to the study.
2. **Theoretical Background:** Examines e-commerce ideas, history, forms, advantages, disadvantages, and influence on customer satisfaction theoretically.
3. **Approaches:** Talks about how to use online surveys to find out how happy Bangladeshi customers are with online shopping.
4. **Analysis and Findings:** Analyses survey data, notes problems, suggests ideas for Bangladesh's e-commerce.
5. **Problems and Solutions:** Talks about platform problems and gives ways to deal with them and answers.
6. **Conclusions:** Summarises the results, explains their importance, and suggests areas for future study.

CHAPTER 2

Background

2.1 Background

The idea of customer satisfaction has been the subject of a lot of discussion as businesses try to figure out how to measure how happy their customers are. This feeling can show up in different scenarios and is linked to both goods and services. That's because it's a very subjective assessment that is heavily affected by what customers want. Customer happiness also depends on the person's experience with the company, which is sometimes called the "moment of truth" in business literature, and their own personal outcomes. Within the business world, some experts say that a happy customer is one who gets a lot more value from their purchase. This idea can also be used in public services.

2.2 E-commerce

E-commerce, which stands for "electronic commerce," includes a lot of different kinds of online shopping. There are online platforms where people and companies can buy and sell goods and services. Under the umbrella of ecommerce are other businesses, like online banks, payment platforms, auction sites, and ticketing services. People usually use the word "e-commerce" to mean buying and selling things over the internet, but it actually refers to a wider range of business activities. E-commerce includes both business-to-consumer (B2C) and business-to-business (B2B) transactions, as well as transactions that happen within an organisation to support these two types of transactions.

2.3 Background of E-commerce

Electronic data exchange (EDI) first came out in the early 1960s, it was the start of e-commerce. EDI let companies send and receive business documents electronically, which sped up contact and cut down on the use of paper. EDI, on the other hand, was only available to big businesses because its system was so complicated and expensive.

When the internet became more commercialised in the 1990s, it really changed the way people bought and sold things online. The World Wide Web changed the way people got to and shared knowledge when it opened to the public in 1991. This change made it possible for companies to reach customers all over the world and do business online.

Two big events in 1994 changed the way e-commerce works. First, Netscape, a business that makes web browsers, released a safe and easy-to-use browser that made online shopping safer and easier for people. Second, Jeff Bezos started Amazon as an online shop. It grew into the huge online store we know today. Amazon's growth showed how useful e-commerce could be, which led other companies to look into selling things online. Around the middle of the 1990s, a number of other major players began to appear. These included eBay, which made online sales popular, and PayPal, which changed the way online payments were processed. These platforms made it easier for people to believe online transactions and helped e-commerce grow even more. In the early 2000s, there was a big increase in e-commerce, with companies in all kinds of fields opening online shops. During this time, many e-commerce platforms, content management systems, and payment gateways came online. These made it easy for companies of all sizes to sell online. Another big step forward was when e-commerce was made available on mobile devices. Mobile commerce (m-commerce) is a new way for businesses to connect with customers while they're on the go. It became possible when smartphones and mobile internet access became more common. Technology keeps getting better, like when broadband internet became commonplace, user experiences got better, and safe ways to pay online helped e-commerce grow even more. Social media sites were also very important to e-commerce because they gave businesses new ways to sell and got customers more involved.

E-commerce has evolved into a fundamental component of the global economy, with a digital marketplace that is populated by large corporations, small businesses, and individual entrepreneurs. The COVID-19 pandemic in 2020 hastened the transition to e-commerce, as lockdowns and social distancing measures have caused an increase in the number of consumers shopping online. It is anticipated that e-commerce will continue to evolve in the future, as it integrates emergent technologies such as blockchain, augmented reality, and artificial intelligence.

These developments will further improve the efficiency of the supply chain, resolve security concerns, and enhance the online shopping experience, thereby influencing the future of e-commerce in the years ahead.

2.4 Classification of E-commerce

E-commerce can be categorized into six primary categories, each with its own unique characteristics:

- 1. Business-to-Business (B2B) E-commerce:** In B2B e-commerce, companies buy and sell goods and services online with one another. Both traditional commerce distributors and manufacturers frequently employ this form of electronic commerce.
- 2. Business-to-Consumer (B2C) E-commerce:** This type of internet commerce involves direct connections between companies and consumers. Like traditional retail trading, it stands for the internet retail segment.
- 3. Consumer-to-Consumer (C2C) e-commerce:** This type of e-commerce involves buying and selling goods or services online with other consumers. Many times, these deals happen on a website run by a third party that makes the process easier.
- 4. Consumer-to-Business (C2B) e-commerce:** In C2B e-commerce, goods are bought and sold instead of exchanging them. This type of organization is common in crowdsourcing projects, where lots of people give their goods or services to companies that are looking for them.
- 5. Business to Enterprise (B2E) E-commerce:** All online deals between businesses and government bodies are considered B2A e-commerce. This group includes a lot of different types of services, such as tax preparation, social security, job search assistance, legal paperwork, records, and more. These services have become much more popular since more e-government programs have been put in place.
- 6. Consumer-to-Administration (C2A) E-commerce:** The C2A model encompasses all electronic interactions between government agencies and individuals. These interactions may entail a variety of services that government entities provide to their citizens.

2.5 Advantages of E-Commerce

E-commerce changes the way of businesses and people shop, giving everyone in the world huge benefits. The primary advantages of e-commerce are:

- **Global Presence:** E-commerce eliminates geographical limitations, enabling businesses to reach a global audience and increase their market presence without the need for physical stores.
- **24/7 Accessibility:** Online stores are available at all hours, everyday providing a convenient option for individuals with busy schedules who are located in different time zones.
- **Cost Savings:** E-commerce reduces expenses, including rent and staff, resulting in competitive pricing.
- **Personalisation and Insights:** E-commerce platforms have the ability to collect valuable data on consumer preferences, behaviour, and purchasing habits. This information enables businesses to enhance the overall purchasing experience, recommend relevant products, and personalise marketing efforts, resulting in increased customer satisfaction and loyalty.
- **Increased sales opportunities:** smart suggestions lead to wider sales through effective upselling, cross-selling, and overall improved sales performance.
- **Benefit:** Online shopping is the most convenient way for people to get things. They don't have to deal with crowds, traffic, or long lines because they can shop from anywhere with an internet link. This makes it easier to buy things on the spot and make purchases again and again.
- **Wider Selection of Products:** The ability to display a limitless inventory is made possible by the virtual limitless space.
- **Rapid Transactions:** E-commerce enhances customer satisfaction by speed up the purchasing process, from order placement to delivery.
- **Marketing Opportunities:** E-commerce offers sales-oriented efficient technologies including social media and SEO.
- **Environmental Effects:** E-commerce promotes sustainability by minimizing emissions and infrastructure.

E-commerce has changed how companies work and how people shop. It has many benefits, such as the ability to reach customers all over the world, lower costs, more convenience, and better

customer experiences. E-commerce is likely to become even more important in shaping the future of trade and business as technology keeps getting better.

2.6 Disadvantages of E-commerce

There are advantages and disadvantages to e-commerce. Recognizing these is important for making well-informed decisions. Following are the primary drawbacks of e-commerce:

- **Lack of Communication:** Customers are less satisfied with e-commerce because it lacks the human touch and trust-building of physical stores.
- **Security issues:** Cybercrime and data breaches undermine confidence in online transactions, putting sensitive financial and personal information at danger.
- **Technology Dependency:** When e-commerce operations are disrupted due to technical challenges, it can lead to sales loss and customer displeasure.
- **challenges in Shipping:** Delayed delivery and damage cause unhappy consumers and more support initiatives.
- **Issues with Product Quality:** Not being able to check the goods can make people worry about their authenticity and quality.
- **Complicity in Returns:** The management of returns can be expensive and may discourage consumers if it is considered as inconvenient.
- **Competition:** The accessibility of e-commerce has resulted in intense competition, which has an impact on small businesses.
- **Digital Divide:** Unequal access to the internet makes it harder for businesses to reach potential customers who might buy online.
- **Legal and ethical:** Following rules is ethical and lawful, it helps to prevent legal penalties and damage of reputation.
- **Collapse of Local Businesses:** As e-commerce grows, conventional local businesses may fade, therefore affecting the local economies and communities depending on them.

Although e-commerce presents great chances for companies and customer benefit, it is important to know its possible drawbacks. By means of strong security measures, customer-centric policies, and rule adherence, proactive addressing of these issues helps to reduce risks and guarantee a good online shopping experience for all engaged.

2.7 Concerning Customer Satisfaction

Customer satisfaction is an important way to measure how happy customers are with a business's goods, services, and general abilities. Using surveys and reviews to find out how satisfied customers are can help businesses figure out what they need to change to make their products and services better.

It doesn't matter what kind of organization it is, a manufacturing company, a retail or wholesale business, a government body, a service provider, or a non-profit. Its main goal should always be to serve its customers well. All of the institution's offices and subgroups should work hard to make sure customers are happy. Businesses can improve their reputation, build loyalty, and achieve long-term success in their fields by putting customer wants and preferences first.

2.8 Factors that influence customer satisfaction

When a customer talks about a supplier and the goods and services they offer, they are talking about their general satisfaction. Customer happiness can be influenced by several factors, including:

- **Supplier Ability:** Customer satisfaction is influenced by the efficiency of operations.
- **Scientific advancements:** The implementation of innovative technology enhanced products and services, which in turn enhances customer satisfaction.
- **Communication:** Satisfaction is influenced by the quality and responsiveness of communication.
- **Time limits:** It is essential to adhere to delivery and service deadlines in order to ensure customer satisfaction.
- **Customer support:** Customers Satisfaction is influenced by quality support, even after the purchase.
- **Resolving Complaints:** Perception changes with effective complaint settlement.
- **Product Characteristics:** Product Characteristics affect satisfaction with cost, quality, and performance.
- **Characteristics of Suppliers:** The supplier's manners, friendliness, and other personal traits can leave a lasting effect on customers and affect how satisfied they are with the service as a whole.

2.9 Advantages of Customer Satisfaction

Customer happiness is good for businesses in many ways, and it helps them grow and be successful overall.

Here are some of the most important reasons why keeping customers happy:

- **Loyalty of Customers:** Satisfied customers remain loyal, which generates repeat business and higher values.
- **Positive word-of-mouth:** When customers are happy, they tell others about their good experiences, which raises brand awareness.
- **Increased Profit:** Happy customers spend more, which keeps the business's income steady.
- **Brand Image:** Giving great service builds trust and trustworthiness, which makes the brand look better.
- **Competitive Advantage:** Customers who are happy do better than their competitors, so you get a bigger share of the market.
- **Less Complaints:** Customers who are happy with the service make fewer complaints, which makes help easier.
- **Retained Customers:** Happy customers are more likely to stay with you, which saves you money.
- **Morale of Workers:** When customers are happy, employees are more motivated and work harder.
- **Client feedback:** Happy customers can help you make things better.
- **Lower Marketing Costs:** Happy customers spread the word about your brand, which lowers your marketing needs.
- **Long-Term Sustainability:** Happy and satisfied customers are the key to long-term success for any company.

Customer satisfaction is a key factor in the success of any business. It leads to more sales, loyal customers, and a good image for the brand. In today's tough market, it is a key part of building a business that will last and do well.

CHAPTER 3

Methodology

3.1 Working Procedure

This research employs a quantitative methodology, employing questionnaires and interviews to assess consumer satisfaction with e-commerce services in Bangladesh.

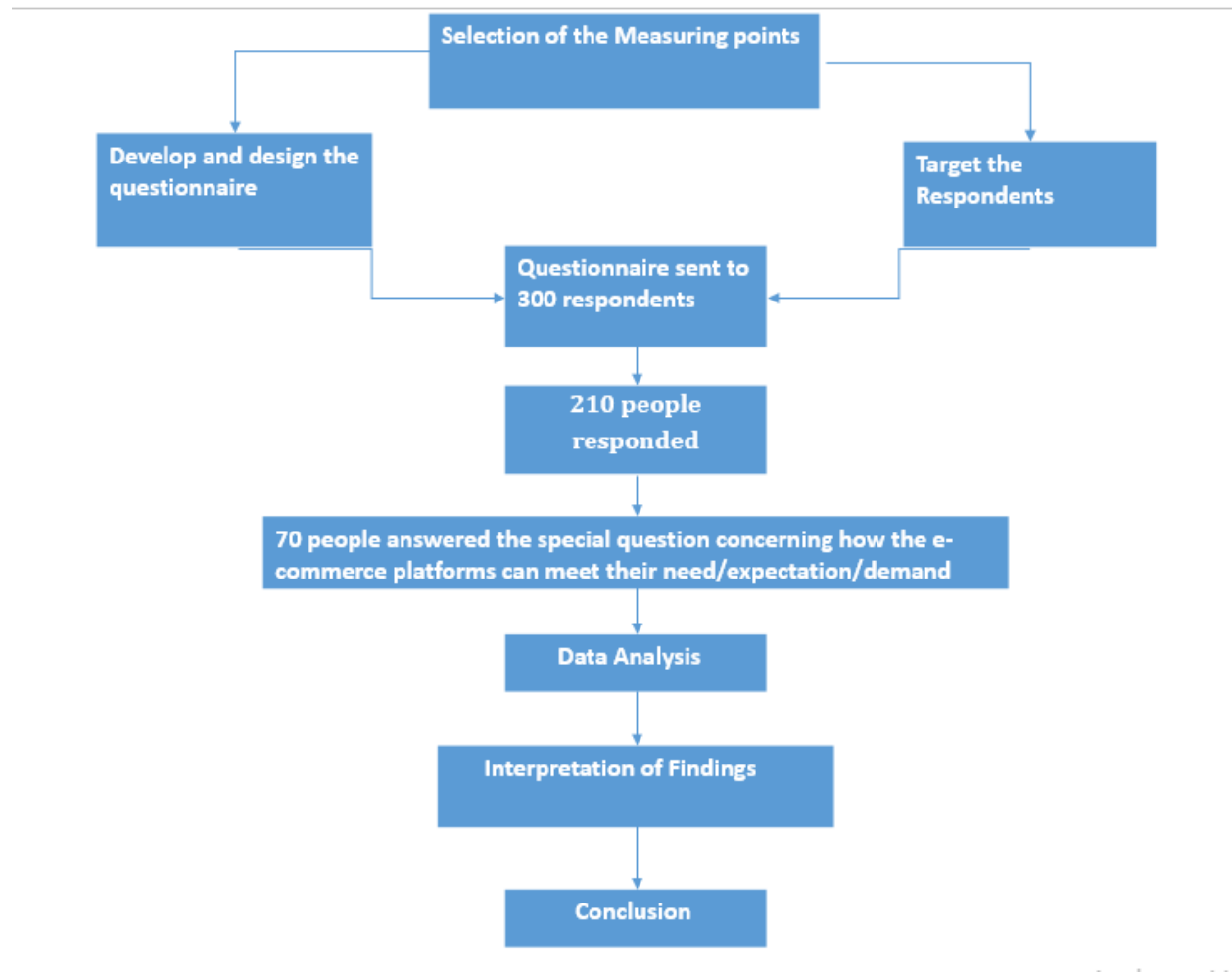


Figure 2: Methodology used in this study.

Initially, the survey carefully selected specific measurement points to assess consumer satisfaction with e-commerce services. These factors encompassed the following: user experience, post purchase experience, contentment with visual representation, product description availability, product quality, delivery time, pricing, shipping fees, demand, and the desire to repurchase from

the same e-commerce site. The questionnaire was composed of two sections and was generated using Google Forms. The initial section gathered standard demographic information from the respondents, including their name, age, gender, employment status, current location, and the most recent online purchase they made. The second section concentrated on the collection of data from the identified measurement points and also included a question regarding the extent to which the e-commerce platform satisfied their demands, requirements, or expectations. The respondents were meticulously chosen to guarantee their consistent participation in online purchases. A total of 210 responses were received and analysed for the study, out of the 300 questionnaires that were distributed. 70 of these respondents provided specific feedback in response to a specific inquiry.

Between May 2024 and June 2024, data was collected and analysed. In consideration of the dimensions and indications of the e-commerce platform, the researchers conducted a comprehensive analysis of the data from a variety of perspectives. Additionally, the responses to the inquiries were meticulously examined to ensure that they were distinctive. The research utilised a variety of credible sources, such as publications, articles, and papers from platforms such as Springer, Science Direct, and Engineering Village. These sources were indispensable for conducting an exhaustive evaluation of the subject matter. The researchers proposed a variety of ideas to improve e-commerce services and increase customer satisfaction, as evidenced by the survey data.

3.2 Limitations of the Study:

This research is based on an online survey, and the study's limitations are as follows:

- **Poor Reaction Rate:** The study encountered difficulty in obtaining a sufficient number of responses, as only 210 participants out of the intended 300 (70 percent) actively participated in the poll.
- **Assessment of Participation Level:** The respondents' level of participation was challenging to accurately quantify.
- **Late Response:** Prior to providing their responses, certain respondents required multiple reminders or prompts.
- **Insufficient Tools for Identity Verification:** The research lacked the necessary tools to evaluate the authenticity of the identities of the respondents.
- **Internet Access and busy Schedules:** Because of their limited internet access and active schedules, certain participants encountered challenges in completing the questionnaire.

CHAPTER 4

Discussion, Analysis and Findings

4.1 Profile of Respondents

A total of 210 people took part in the survey. Their profiles are summarized below.

Table 1: Ages of the participants

Age	Frequency	Percent	Valid Percent	Cumulative Percent
15 to 20	34	16.2	16.2	16.2
21 to 25	57	27.1	27.1	43.3
26 to 30	59	28.1	28.1	71.4
31 to 35	31	14.8	14.8	86.2
36 to 50	24	11.4	11.4	97.6
51 and above	5	2.4	2.4	100

The age distribution of the participants is shown in Table 1. The majority of them, 28.1, were between the ages of 26 and 30. Additionally, 27.1% of the participants were between the ages of 21 and 25. More than 16.2% of the participants were under the age of twenty, 14.8% were between the ages of 31 and 35, and 11.4% were between the ages of 36 and 50. In addition, 2.4% of the participants were over the age of 50 as well.

Table 2: Gender of the participants

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	115	54.8	54.8	55
Female	95	45.2	45.2	100

The gender distribution of the participants is shown in Table 2. Where The percentage of men is 55% and the percentage of females is 45%.

Table 3: Participants' geographical locations

Location	Frequency	Percent	Valid Percent	Cumulative Percent
City	117	55.7	55.7	55.7
Suburb	55	26.2	26.2	81.9
Rural Area	38	18.1	18.1	100

The geographical distribution of the participants shown in table 3, which represents a variety of districts in Bangladesh. It is worth noting that the city of Dhaka is the home of a substantial majority of the participants (55.7%). The survey also included individuals from other regions, with 26.2% hailing from suburbs and 18.1% from rural areas.

Table 4: Frequency of Purchase

Purchase	Frequency	Percent	Valid Percent	Cumulative Percent
Daily	48	23	23	23
Weekly	52	24.9	24.9	47.9
Monthly	45	21.5	21.5	69.4
Occasionally	22	10.5	10.5	79.9
Rarely	42	20.1	20.1	100

The participants' frequency of online purchases is shown in Table 4. The data indicates that the majority of them (24.9%) conducted online shopping on a weekly basis. Within the past few months, 21.5% of respondents employed e-commerce platforms, while a substantial percentage (23%) conducted daily online transactions. Additionally, 20.1% of the participants had utilized e-commerce platforms or conducted purchasing activities on a limited basis, while 10.5% of the participants made purchases on an occasional basis.

4.2 Review of the survey questionnaire

A questionnaire was sent those consumers who have been regularly shopping from internet sites. The surveys' measuring point was taken great care in choosing. User experience; post-purchase experience; satisfaction with the visual presentation; availability of product description; quality of products; delivery time; pricing; shipping cost; etc.

The questionnaire's analysis is explained below:

Statement-1: Overall satisfaction with the e-commerce platforms

The International Organization of Standards (ISO) defines user experience as the perceptions and responses of an individual as a consequence of using or planning the use of a product, system, or service. In order to provide a superior e-commerce service, an e-commerce platform must prioritize user-friendliness. It enhances the platform's identity, which in turn encourages user confidence in the platforms during the purchasing process.

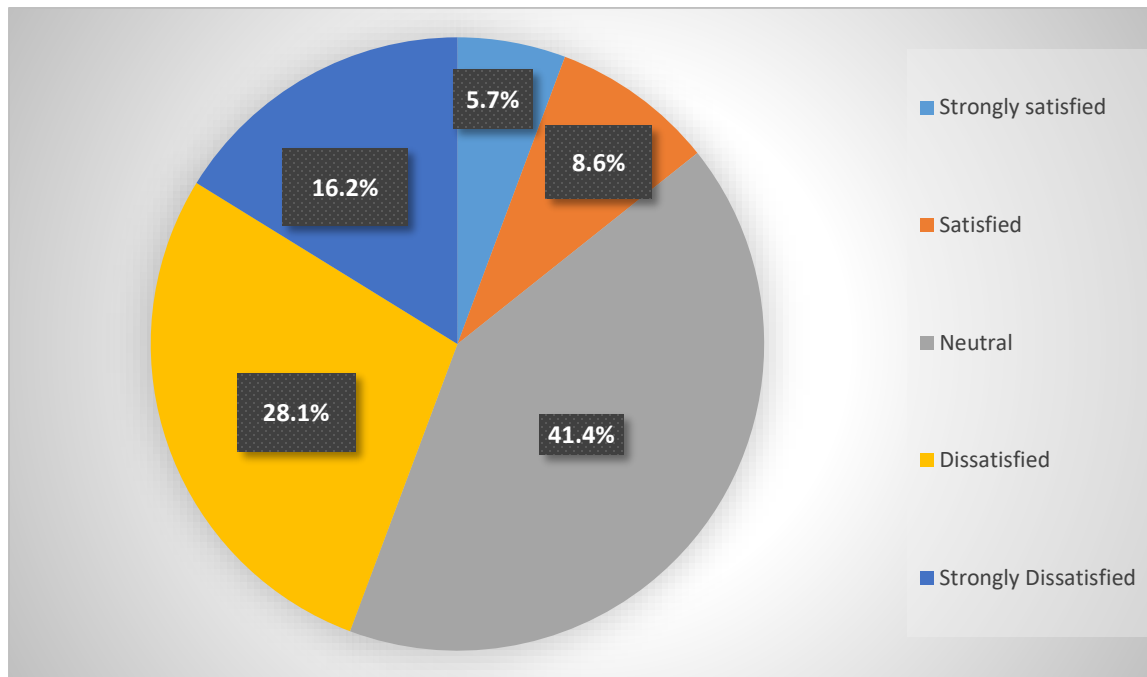


Figure 3: Overall satisfaction with the E-commerce platforms

Figure 3 shows how satisfied customers are with the user experience of different e-commerce sites. The pie chart shows that most of the people who participated (41.4%) were Neutral about how satisfied they were with the e-commerce sites. Also, 28.1% of the people who participated Dissatisfied with this statement. While 16.2% of the participants said they were "strongly Dissatisfied " with the user experience, this is a significant number. Only 8.6% of the people who participated agreed with the idea that they were "Satisfied" with the e-commerce sites. Notably, 5.7% of the people who participated were "Strongly satisfied" with the statement, which is a pretty low number.

Statement 2: The post-purchase experience of customers with e-commerce

The second question on the survey is about what people do after they buy something. Taking care of customers' needs after they've bought something can be a good way to improve service quality in e-commerce sites. This is more important for online stores because customers can't fully connect with and experience a product until they've bought it. Many e-commerce sites focus on getting people to buy things, but some forget about the plan after the sale, which could make customers less likely to buy again. If a customer has a bad experience after making a purchase, they might switch their loyalty from one e-commerce site to another. So, paying attention to the phase after the buy is very important for keeping customers coming back and staying ahead in the market.

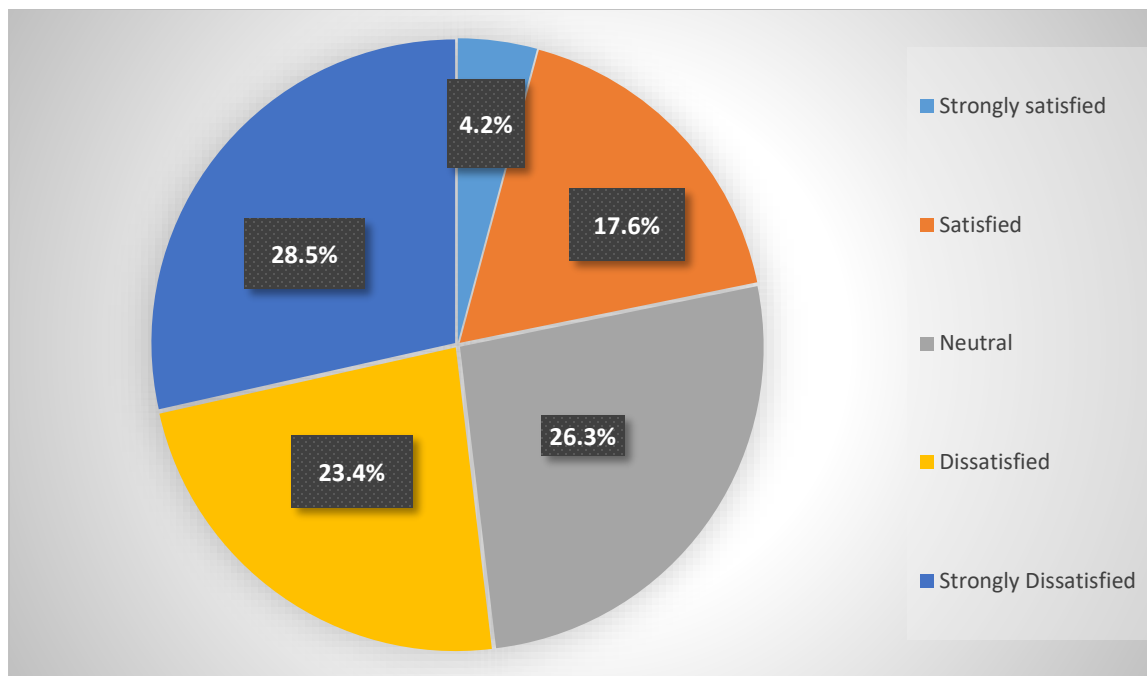


Figure 4: Post-purchase experience of customers with e-commerce

In Figure 4, the pie chart depicts customer satisfaction levels after buying on e-commerce sites. Most participants (28.5%) found the experience unsatisfactory. About 17.6% agreed, and 26.3% remained neutral. In contrast, 23.4% were dissatisfied, while 5% were very satisfied with meeting their expectations.

Statement 3: Customer satisfaction with the visual representation of The products available on the ecommerce platform

The third item on the questionnaire relates to consumers' level of pleasure with the e-commerce platforms' graphic presentation of products. Product visualization which is, pictures or videos of the goods, values highly by consumers while making internet purchases. Sales can be much improved by better product visualization. On the other hand, poor product display on e-commerce systems could cause cart abandonment, in which case consumers drop their shopping carts before making a purchase. Therefore, it is imperative to evaluate if the e-commerce systems provide appropriate and good product presentation to satisfy the expectations of the consumers and enhance their whole buying experience.

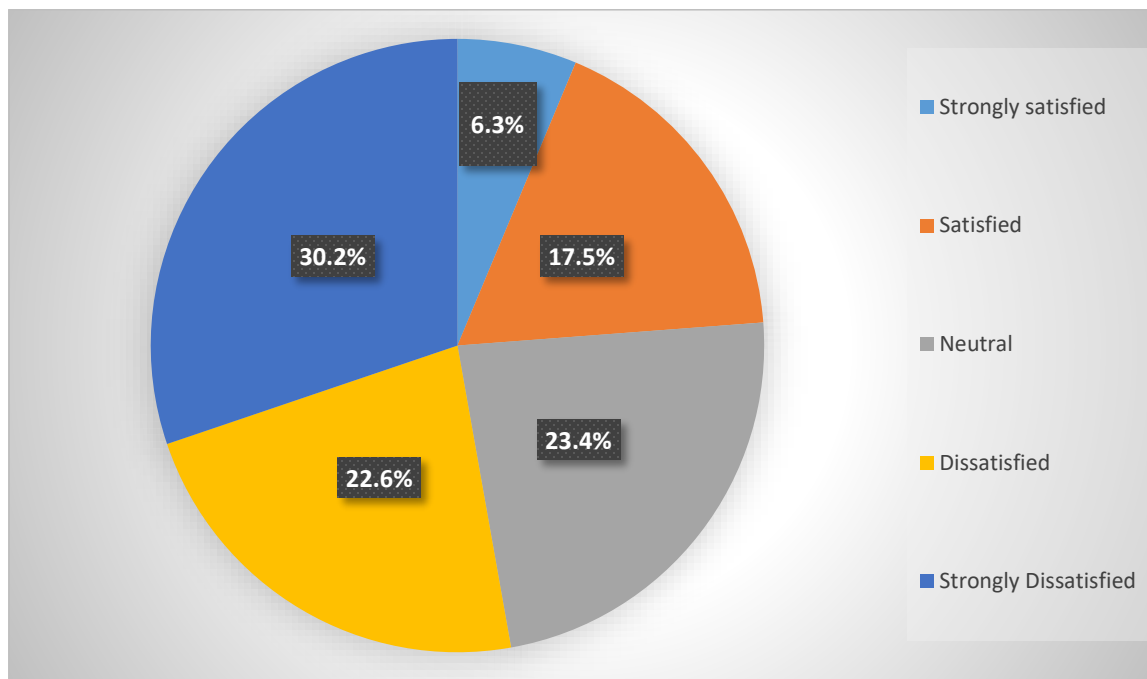


Figure 5: Customer satisfaction with the visual representation of the products available on the e-commerce platform

In Figure 5 The visual satisfaction of e-commerce products is shown in the pie chart. Visuals that were strongly disagreed with by the greatest segment (32.2%). where 23.4 percent of the users were neutral. Only 17.5% of respondents expressed satisfaction, while 22.6% expressed dissatisfaction. A minor percentage of individuals, 6.3%, expressed their satisfaction with the visuals.

Statement 4: Customer satisfaction with the product information provided on the platform

The fourth question on the survey is about how satisfied customers are with the information about products on e-commerce sites. A new study shows that how easy it is to find and understand product information is a big deal in the e-commerce business. It is important to give customers enough knowledge about products so they can make smart buying decisions.

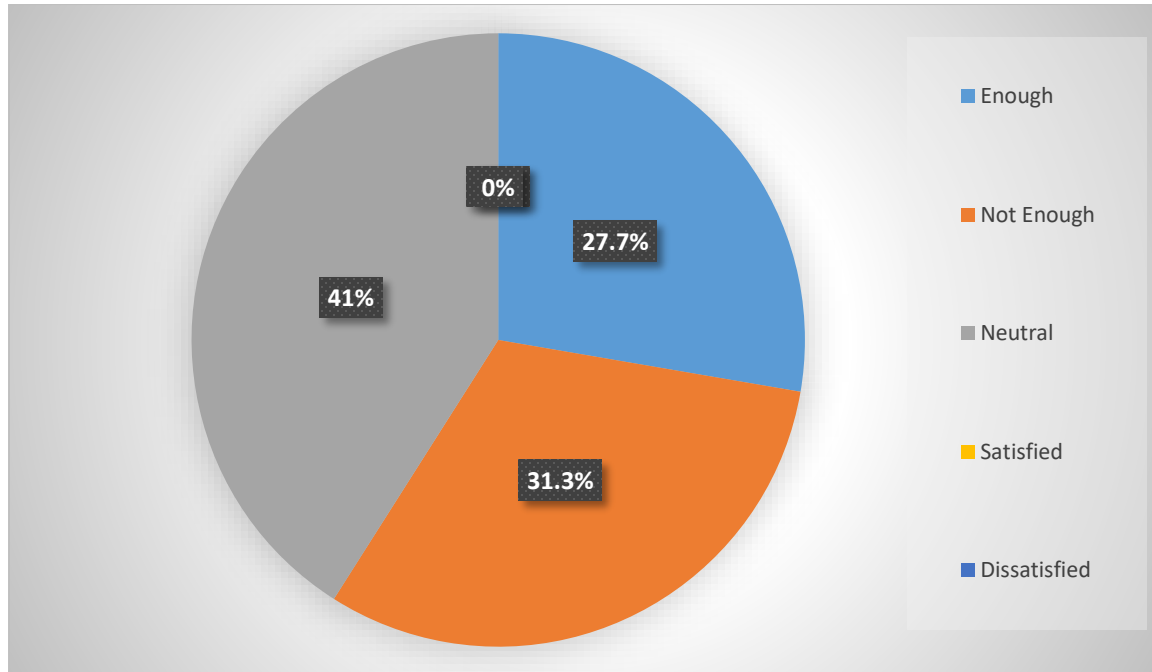


Figure 6: Customer satisfaction with the product information provided on the platform

The pie chart shows how satisfied people are with the details about products on e-commerce sites. More than a quarter of the people who participated (27.7%) agreed that the product information on these sites was well enough for them. A large number of the participants (31.3% of them) strongly disagreed with this statement, and more than half (41% of them) gave a neutral answer.

Statement 5: Customer satisfaction with the product's quality purchased from the e-commerce platform

The fifth statement in the questionnaire relates to the level of contentment that customers experience with the quality of the products they purchase from e-commerce platforms. A brand's reputation is directly correlated with the excellence of its products. The comfort and satisfaction levels of online consumers are significantly influenced by product quality and service guarantees, as per the research conducted by N. Al-Jahwari et al. It is crucial to acknowledge that an e-commerce platform's reputation can be rapidly tarnished by substandard product quality. Therefore, it is imperative to guarantee the production of high-quality products in order to preserve a favourable reputation and satisfy consumers.

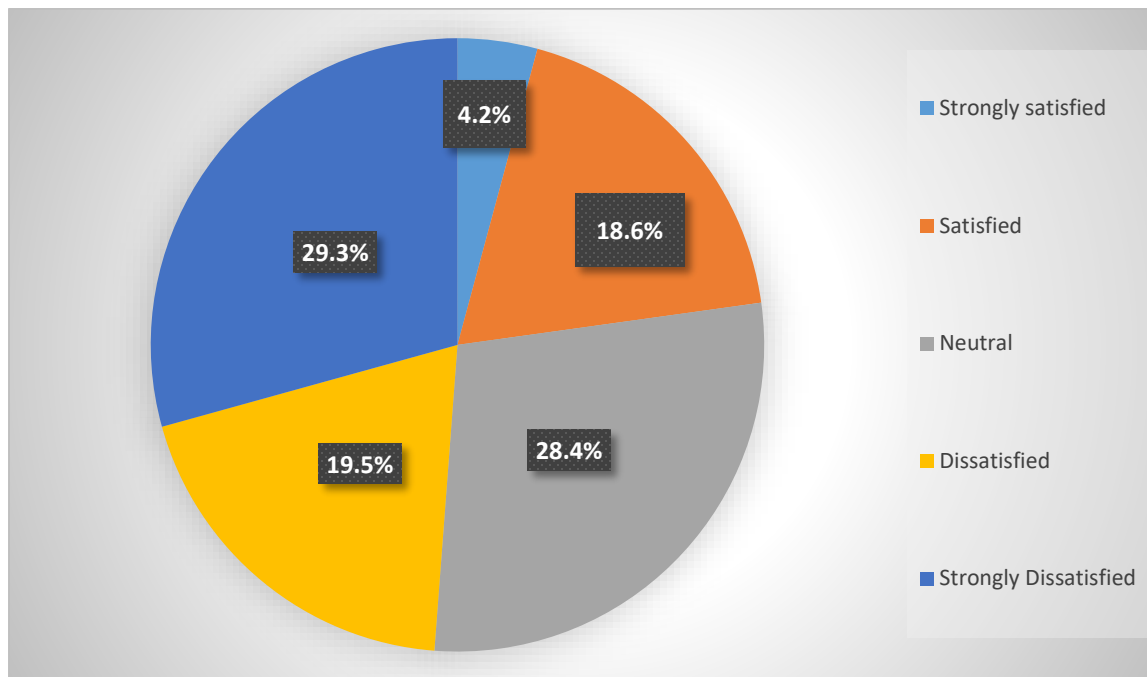


Figure 7: Customer satisfaction with the product quality purchased from e-commerce platforms

Figure 7 shows how happy customers are with the quality of the products on the e-commerce sites. The pie chart shows that most of the people who participated (29.3%) were unhappy with the quality of the products they bought on these platforms, while only 18.6% were very pleased. On the other hand, 28.4% of the people who participated had no opinion about the quality of the goods.

Statement 6: Customer satisfaction with the delivery time of their e-commerce purchase

The sixth question on the survey is about how satisfied customers are with the time it takes to send items they bought online. The online purchase procedure has been significantly impeded by the slow delivery time. According to a study by Zaid Ahmad Ansari and Faran Ahmed Qadri (2018), retailers' image is heavily influenced by how quickly they send goods.

The speed with which an e-commerce platform can send items is very important because it can affect its ability to get and keep customers. People may choose to buy from someone else who can deliver the item faster if the delivery method takes too long. If the delivery service is bad, customers might not be happy, which could hurt the e-commerce platform's image and success as a whole. So, making sure delivery is quick and easy is important for meeting customers' needs and making their shopping experience better overall.

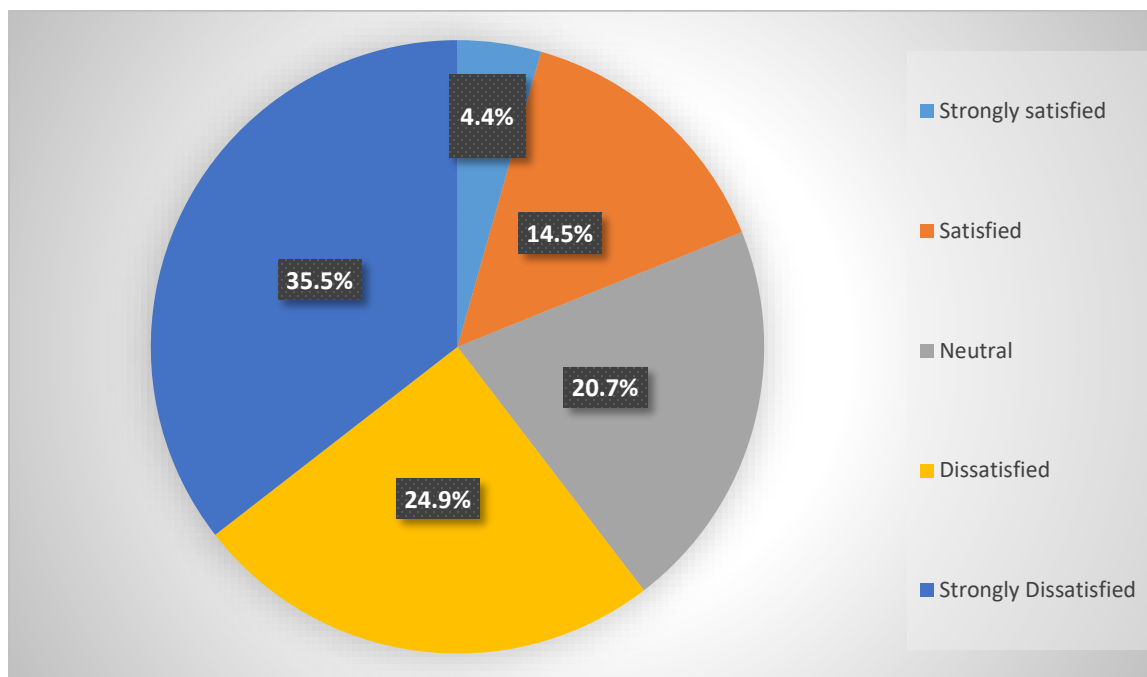


Figure 8: Customer satisfaction with the delivery time of their e-commerce purchase

The satisfaction level with the delivery time of products purchased from e-commerce platforms is shown in the pie chart. Based on the graphic, 14.5% of the participants expressed satisfaction with the delivery time, while an additional 4.4% expressed high satisfaction. The delivery time was met with neutral reactions from approximately 20.7% of the participants, who did not express any satisfaction or dissatisfaction. Nevertheless, 24.9% of the participants opposed this statement,

suggesting that they were dissatisfied with the delivery time of the products and the main segment. 35.5% of the participants strongly disagreed with the statement.

Statement 7: Customer satisfaction with the product's price

In the survey, the seventh question is about how happy customers are with the prices of items they buy on e-commerce sites. It was pointed out by M. Kukar-Kinney and A. Close that a product's price can have a big effect on a customer's choice. If the price is too high, a customer might wait for it to go down or even give up on their shopping cart. Because of this, the price of the product is an important thing to think about when figuring out how happy customers are with their entire shopping experience.

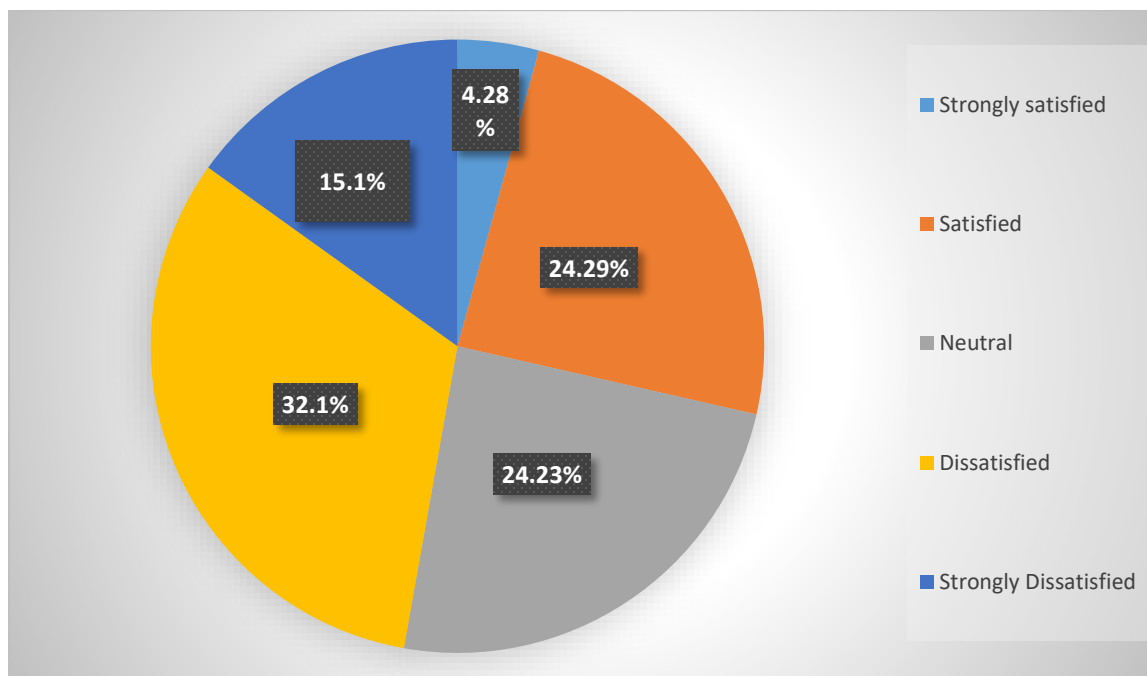


Figure 9: Customer satisfaction with the product's price

Figure 9 shows what the subjects said about the prices of things they bought on e-commerce sites. The chart shows that 4.28 percent of the people who answered said they were very satisfied with the prices of the goods. Twenty-four percent of those who took part agreed that the prices of the goods were fair. About 24.23 percent of the people who answered were neutral, which means they were neither strongly agreeing nor disagreeing with the price. On the other hand, 32.1% of the participants didn't agree with the price, and 15.1% strongly disagreed with it. This shows that people are clearly unhappy with how much things cost on e-commerce platforms.

Statement 8: Satisfaction with the cost of product delivery on e-commerce platform

In the survey, the eighth question asks customers if they are happy with the delivery fee for items bought on e-commerce sites. A relevant study shows that delivery costs are a big worry for most people who buy things online. If a product has a high delivery charge, it may affect people's decisions to buy it, and they may look for other sources that offer much lower or even free delivery choices. Because of this, the delivery fee is an important thing to think about when figuring out how happy customers are with their online shopping experience.

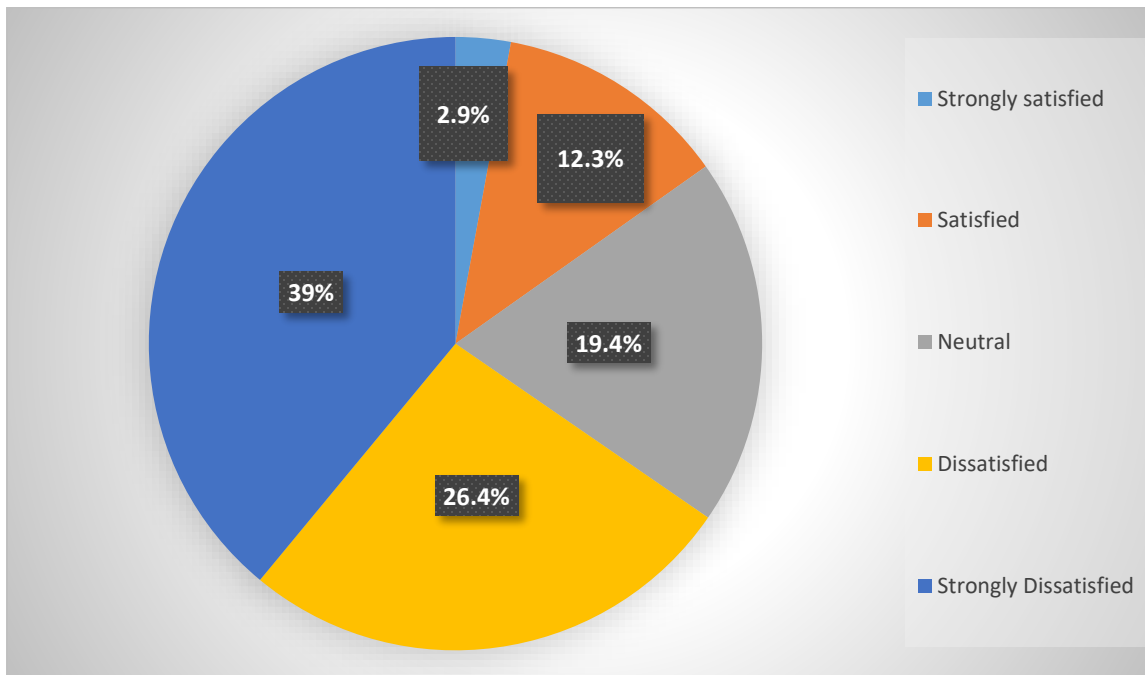


Figure 10: Satisfaction with the cost of product delivery on e-commerce platform

The pie chart in Figure 10 shows how happy the participants were with the delivery charge of the goods. The chart shows that most of the people who answered (39%) strongly disagreed that the delivery charge was too high for them. Also, 26.4% of the people who participated were unhappy with the delivery charge. About 19.4% of the people who answered were neutral, which means they didn't fully agree or disagree with the statement. On the other hand, 12.3% of those who answered agreed that the delivery charge was fair. Only a small percentage of the people who answered (2.9%) were very happy with the delivery charge. This information shows that the people who took part had a range of thoughts and feelings about the delivery fees that e-commerce sites charge.

Statement 9: Does the e-commerce platform successfully fulfill customers demands, needs, and expectations?

The ninth question on the survey talks about how important it is to meet the wants, demands, or expectations of customers. To get high amounts of customer satisfaction, it's important to make sure that customers' needs and expectations are met. When it comes to business, meeting customer standards is very important for its growth and success. Notably, there is a link between meeting customers' expectations about the goods and making them happy with it overall.

In order to establish and sustain a robust and loyal customer base, it is essential to satisfy customer requirements and meet their expectations.

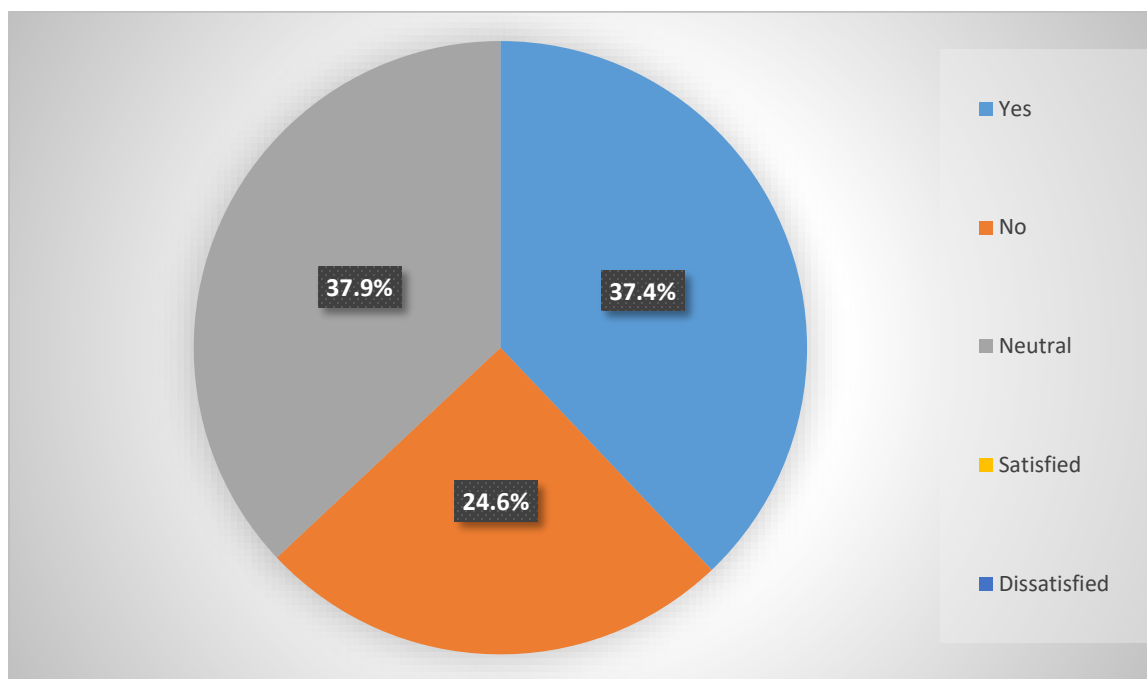


Figure 11: Level of satisfaction in meeting customers' needs, demands, and expectations.

In Figure 11 the pie chart shows the satisfaction of fulfilling customers' needs, demands, or expectations. The chart suggests that the majority of participants accepted that the e-commerce platforms effectively fulfilled their expectations, demands, and requirements. Additionally, 37.4% of the participants expressed agreement with this statement. Similarly, the majority of the participants, 37.9%, provided neutral responses, indicating that they did not entirely agree or disagree with the statement regarding the e-commerce platforms' ability to meet their expectations. Conversely, 24.6% of the participants expressed their disagreement with the statement, indicating that their expectations were not satisfactorily fulfilled.

Statement 10: Desire to repurchase from the platform

The tenth question on the form asks about the customer's plan to buy again. A. Rahmayanti and H. Wandebori's study showed that the quality of e-services offered by e-commerce platforms is closely linked to customers' plans to buy again and their level of happiness. The study also found that a company's image has the biggest effect on both customers' plans to buy again and their happiness with the service they received online.

Customers often want to buy from an e-commerce company again because they were happy with their last purchase. So, finding out how likely customers are to buy from the e-commerce platform again can tell you a lot about the quality of the platform's products and services. E-commerce companies can improve their products and the general customer experience to build loyalty and encourage repeat purchases by finding out what customers want to buy again.

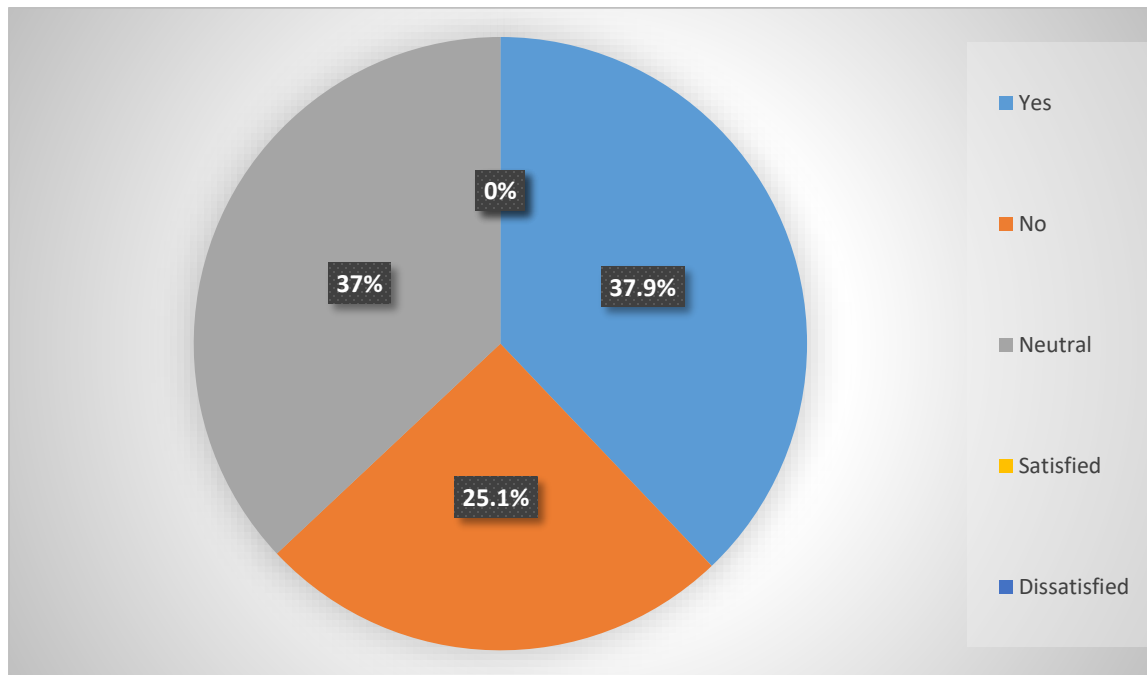


Figure 12: The responses regarding customers' intentions to re-purchase from the e-commerce platforms

Figure 12 presents e-commerce re-purchase intent via a pie chart. 25.1% disagreed; 37.9% agreed. And over 37% of the participants responded neutrally to this information, neither totally agreeing nor disagreeing with the aim to re-buy. This information emphasises the different points of view and goals of the participants about their next purchases on online markets.

4.3 Decision Based on Observed Analysis:

The researchers determined the mean value for each statement by analysing the survey responses. Positive connotations are associated with each statement in the survey. Specific points were allocated to each level of agreement in order to calculate the mean for each statement: Strongly Satisfied = 5, Satisfied = 4, Neutral = 3, Dissatisfied = 2, Strongly Dissatisfied = 1. The neutral point or middle value was set at 2.50.

Table 5: Mean Value of the Statements

Statement No.	Strongly Satisfied	Satisfied	Neutral	Dissatisfied	Strongly Dissatisfied	Mean
1	12	18	87	59	34	2.6
2	9	37	55	49	60	2.5
3	13	37	49	48	63	2.5
4	58	0	86	0	66	2.9
5	9	39	60	41	61	2.5
6	9	30	44	52	75	2.3
7	9	51	51	67	32	2.7
8	6	26	41	55	82	2.1
9	78	0	80	0	52	3.2
10	79	0	78	0	53	3.2

It is clear that the mean values of all the statements are in close proximity to the neutral point, as indicated by the data in the table. However, none of them have attained the maximum value of 5 or the minimum value of 1. It also means that consumers generally disagree with the statements, and there is a significant amount of scope for improvement in terms of satisfaction.

The mean values suggest that the majority of customers disagree with the statements, which is not a favorable indication for e-commerce platforms as it indicates that they are not progressing in the correct direction. Nevertheless, it also underscores the existence of some level of customer satisfaction, as no statement has received the highest possible rating.

These findings indicate that there are opportunities for e-commerce platforms to improve the quality of their products and services in order to more effectively satisfy the expectations of their customers. They can further improve customer satisfaction and secure their market position by fixing these areas of improvement.

4.4 Analysis of the special query and related suggestions

There was an special question at the end of the survey that asked how e-commerce platforms can improve their services to better meet the needs, wants, and expectations of their customers. Respondents were given a text field where they could write what they thought. Out of the 210 people who took part, 70 answered the special question. These answers give us useful information about possible service gaps in the e-commerce sites. Here is a list of some of the most interesting responses:

‘I have observed that the lack of trust that most e-commerce platforms create among people is a significant issue. The platforms' responses are frequently poor following the delivery of the product. To resolve this issue, I suggest that all platforms implement a post-purchase assistance line. This helpline would not only offer assistance to customers in the event of defective products, but it would also offer supplementary support and counsel for their purchased items. E-commerce platforms can cultivate a more devoted customer base by establishing a helpline that fosters trust and loyalty among their customers.’

‘Online shopping has become very popular in Bangladesh, and I personally really enjoy it." But sometimes I'm hesitant to buy things because I'm worried about how much they will cost all together and how much the shipping will cost. If these factors are considered and improvements are implemented by e-commerce platforms, I am confident that the online shopping experience for customers will be significantly improved.’

‘Businesses should focus on consumer satisfaction by providing the products they require.’

‘E-commerce platforms should promote genuine products and provide them to consumers. By doing so, the consumer will be satisfied and their rating will be favourable. It is frequently observed that the online product is advertised in one manner, but it is delivered in another. Quality is of tremendous significance. Quality requires enhancement.’

‘I don't have to go somewhere or buy something in person." Online shopping makes it easy for me to get what I need from home, where I can also do other things. That's why I can say that e-commerce helps me a lot.’

‘I believe it makes our daily lives easier. Everyone will be use this platform if all of the products sold online are good. My opinion is e-commerce sites should prioritise their own products if they want their platform to be trusted by all customers.’

‘Nowadays we can purchase everything we want, whenever we want it, thanks to the variety of products offered by online marketplaces.’

‘In addition to thorough descriptions, they can provide extensive visual content.’

‘The product and images must be genuine, and the delivery charge must be less than 60 taka. Furthermore, the delivery time should be within 24 hours of the customer's confirmation of their order.

The answers to the particular question clearly show that consumers appreciate e-commerce systems; nonetheless, they also have different and common expectations. The knowledge acquired from the responses also offers insightful analysis of the difficulties and problems with e-commerce systems in Bangladesh.

CHAPTER 5

Problems and Feedback

The researchers gathered information to identify the issues related to e-commerce services in Bangladesh by analysing the responses to the special query and survey.

The following issues have been identified:

5.1 Identified Problems

- **Insufficient Post-Purchase Follow-up:** The e-commerce platform fails to provide any follow-up after a purchase has been made.
- **Delivery Time Issue:** Customers suffer delays in getting their products because of delayed delivery policies.
- **Excessive pricing:** Some items are priced too high, which makes buyers nervous.
- **Insufficient Visual Representation:** Customers think that the way goods are shown visually is not enough or is misleading.
- **Inadequate Information:** The e-commerce site fails to provide customers with the necessary product descriptions and details, leaving customers with unanswered queries.
- **Insufficient Inventory:** There is a problem with not having enough stock, which makes customers unhappy.
- **Poor Delivery Service:** The delivery service fails to meet the expectations of the client.
- **Excessive Shipping Charges:** Shipping costs are expensive, which is a major issue for customers.
- **Inaccurate Product Delivery:** Customers are frustrated and inconvenienced when they get the incorrect products.
- **Absence of Business Ethics:** Some online sellers don't follow business ethics when they do their jobs.
- **Fake retailers:** Customers could face merchants who are involved in fraudulent activities on the platform.
- **Difficult Return Policy:** The return policy is complicated for buyers to understand.
- **Problems of Unfriendly Trust:** Unfriendly behaviours of the e-commerce platform make consumers afraid to trust it.

- **Delayed Customer Support or Social Media Responses:** Customers encounter delays in receiving support or responses from the company's customer service team or social media channels.
- **Inadequate Progress:** The e-commerce platform isn't creative enough to keep up with changes in technology and customer needs.

5.2 Feedback

The information collected from the responses is used to identify the issues and potential solutions that can be implemented to improve the service quality of e-commerce platforms. The following are the recommended measures to solve these issues:

- **Ensure the quality of the product:** It is crucial to evaluate the product's quality.
- **Cost-effective and Productive Delivery:** Provide reliable and timely delivery options at a reasonable price.
- **Quick Shipping and Helpful Customer Service:** Establish a delivery system that is both efficient and friendly in order to improve customer satisfaction.
- **Improve the quality and performance of the product:** Work continuously to raise the general quality of the product and its features.
- **Easily reachable helpline:** Provide easily accessible helpline for consumer questions and support.
- **Active communication via social media and telephone:** Engage in active communication with clients via phone and social media platforms.
- **Effective Warranty Management:** Optimize the process of quickly and effectively managing warranty issues.
- **Quick implementation of the return policy:** Assure the immediate implementation of a return policy that is customer-friendly.
- **Reasonable prices:** Ensure that products are priced at a level that is affordable for customers.
- **Set up an orderly display of products:** Ensure that products are arranged in a systematic manner by name and date to facilitate navigation and selection.
- **Maintain business ethics:** Maintain the highest standards of business ethics in all facets of the e-commerce operations.

CHAPTER 6

Conclusion

6.1 Conclusion

The goal of this thesis is closely linked to the chapter that ends it. The argument is mostly about two things: making online customers happier and making e-commerce better. Many people are hesitant to buy things online because some companies' websites are hard to navigate and technology isn't always reliable. People are more likely to buy things online using new methods if they trust the company and think their goods are better than those from traditional suppliers. Also, customers need to feel safe and comfortable during the whole buying process and when using technology.

Businesses spend a lot of time and money getting to know their customers' tastes so they can meet their needs effectively. To build trust with customers, businesses must make sure their websites are easy to use and their processes are reliable. E-commerce services can be improved in a number of ways, such as by finding out what technologies and internet habits average consumers have, staying away from technologies that are too complicated, getting customer feedback on web design, and putting together development teams with a wide range of skills.

It is also important to rebuild websites to make them more reliable, secure, and easy for everyone to use. Using new multimedia technologies can get people interested, make conversation better, and make product models more realistic. Also, web development, code, and integrating new technologies should always get better, and any new technologies or changes to the website should be tested by users first.

When looking at customer happiness surveys, they need to be analyzed in a fair, consistent way that is linked to past results. Consumer-to-business products and services, as well as customer satisfaction with the company, are always changing because of things like new technologies and changes in what customers want. This means that businesses have to keep coming up with new ways to get people to buy.

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Appendices

Survey Questionnaire

Interviewee Data

Please provide the required information. The information will be used only for research purposes and will not be exposed anywhere.

1. Name
2. Age: 15 to 20 / 21 to 25 / 26 to 30 / 30 to 35 / 35 to 50 /Above 50
3. Gender: Male / Female / Prefer not to say
4. Current location: City/Suburb/Rural Area
5. How frequently do you make purchases through e-commerce platforms?
Daily/Weekly/Monthly/Occasionally/Rarely
6. Which e-commerce platform(s) do you prefer most for purchasing a product?

Interview Questions

1. How would you rate your overall satisfaction with the e-commerce platforms you have used?
 - ☐ Strongly Satisfied
 - ☐ Satisfied
 - ☐ Neutral
 - ☐ Dissatisfied
 - ☐ Strongly Dissatisfied
2. Is your post-purchase experience satisfactory?
 - ☐ Strongly Satisfied
 - ☐ Satisfied
 - ☐ Neutral
 - ☐ Dissatisfied
 - ☐ Strongly Dissatisfied
3. Are you satisfied with the virtual presentation of the products from the e-commerce platform?
 - ☐ Strongly Satisfied
 - ☐ Satisfied
 - ☐ Neutral

- ☐ Dissatisfied
 - ☐ Strongly Dissatisfied
- 4. Was the information of the product in the platform enough for you?
 - ☐ Enough
 - ☐ Not Enough
 - ☐ Neutral
- 5. Are you satisfied with the quality of the product of the e-commerce platform?
 - ☐ Strongly Satisfied
 - ☐ Satisfied
 - ☐ Neutral
 - ☐ Dissatisfied
 - ☐ Strongly Dissatisfied
- 6. Are you satisfied with the delivery time?
 - ☐ Strongly Satisfied
 - ☐ Satisfied
 - ☐ Neutral
 - ☐ Dissatisfied
 - ☐ Strongly Dissatisfied
- 7. Are you satisfied with the price of the product?
 - ☐ Strongly Satisfied
 - ☐ Satisfied
 - ☐ Neutral
 - ☐ Dissatisfied
 - ☐ Strongly Dissatisfied
- 8. Are you satisfying with the delivery charge of the product?
 - ☐ Strongly Satisfied
 - ☐ Satisfied
 - ☐ Neutral
 - ☐ Dissatisfied
 - ☐ Strongly Dissatisfied

9. Does the e-commerce platform meet your demand/needs/expectation?

☐ Yes

☐ No

☐ Neutral

10. Do you want to re-purchase from the platform?

☐ Yes

☐ NO

☐ Neutral

11. Kindly explain how the e-commerce platform(s) can improve their services to meet your needs/demands/expectations.

Answer: _____

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E-Commerce Customer Satisfaction in Bangladesh

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