

CONSUMER PERCEPTION AND PURCHASE DECISIONS ON ONLINE PRODUCT PRESENTATION AND DESCRIPTIONS IN E-COMMERCE

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This Report Presented in Partial Fulfillment of the Requirements for the Degree of
Masters of Science in Management Information System

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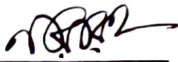
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APPROVAL

This Thesis titled “**Consumer Perception and Purchase Decisions on Online Product Presentation and Descriptions in E-commerce**”, submitted by **Monowarul Islam** 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 2024

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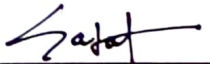
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We hereby declare that, this project has been done by us under the supervision of **Dr. Md. Zahid Hasan, Associate Professor, Department of CSE** Daffodil International University. We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

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ABSTRACT

This study explores the impact of online product presentations on consumer perceptions and purchase decisions in the Bangladeshi e-commerce sector. With the rapid growth of e-commerce driven by increased internet penetration and a tech-savvy population, understanding how product presentation influences consumer behavior is crucial for businesses aiming to optimize their online strategies. This research examines key elements such as high-quality images, detailed product descriptions, and engaging multimedia content to determine their effects on consumer trust and satisfaction. Through a comprehensive literature review, data collection, and analysis, the study identifies critical factors that shape consumer behavior. The findings indicate that well-crafted product presentations significantly enhance consumer trust and satisfaction, leading to higher purchase intentions. Conversely, inadequate product presentations result in consumer skepticism and lower sales. The insights gained from this study provide valuable guidance for e-commerce businesses seeking to improve their product presentations and enhance the overall consumer experience in Bangladesh's dynamic digital marketplace. By addressing the gap in the literature concerning Bangladeshi consumers, this research contributes to the academic discourse on online consumer behavior and offers actionable recommendations for practitioners

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CHAPTER 1

INTRODUCTION

1.1 Introduction

The evolution of e-commerce has fundamentally transformed global retail, offering consumers unprecedented convenience and access to a diverse array of products. This transformation is particularly significant in Bangladesh, where the e-commerce sector has experienced remarkable growth. Factors such as increasing internet penetration, a young and tech-savvy population, and the widespread use of smartphones have collectively created a robust foundation for e-commerce businesses to flourish. As a result, the landscape of consumer behavior and market dynamics in Bangladesh is undergoing a significant shift.

In Bangladesh, e-commerce is not merely an alternative to traditional retail; it is a rapidly expanding sector that is reshaping how consumers shop and interact with products. The rise of e-commerce platforms has empowered consumers to shop from the comfort of their homes, access a broader range of products, compare prices effortlessly, and enjoy the convenience of home delivery services. One of the critical aspects of e-commerce that significantly influences consumer behavior is the presentation of products online. Unlike physical stores, where consumers can physically examine products, online shopping relies heavily on visual and descriptive content to convey product information. Consequently, the way products are presented online—through images, descriptions, videos, and user reviews plays a pivotal role in shaping consumer perceptions and driving purchase decisions. Effective product presentation in e-commerce extends beyond aesthetics; it involves a strategic approach to building trust and credibility. High-quality images, detailed and accurate product descriptions, engaging multimedia content, and authentic user reviews can significantly enhance the perceived value of a product [4]. These elements help bridge the gap between the virtual and physical shopping experiences, making consumers feel more confident in their purchase decisions [7].

The rationale for this study recognizes that effective product presentation is vital for success in the competitive e-commerce landscape. Unlike traditional retail, which offers sensory experiences, e-commerce relies on visual and descriptive cues [6]. This study examines the specific elements of online product presentations that influence Bangladeshi consumers, such as image quality, product

descriptions, multimedia content, and user reviews. The goal is to identify best practices to help e-commerce platforms enhance user experience and drive purchase decisions in the growing Bangladeshi market [8], [9].

1.2 Motivation

In the context of e-commerce, understanding consumer behavior is crucial for businesses aiming to optimize their product presentations and boost sales. Effective product presentation is not merely about displaying items attractively; it involves understanding how visual and descriptive elements impact consumer trust, credibility, and decision-making processes. This research is motivated by the need to delve deeper into these aspects. The insights gained from this study can help businesses develop strategies that align more closely with consumer preferences, thereby improving engagement and conversion rates.

1.3 Rationale of the Study

Despite the significant growth in Bangladesh's e-commerce sector, there is a gap in the literature concerning the specific impacts of online product presentations on Bangladeshi consumers. This study aims to fill this gap by investigating how different elements of product presentation—such as images, descriptions, and user reviews—influence consumer perceptions and purchasing behavior in Bangladesh. By identifying key factors and effective strategies, this research will provide valuable insights that can help e-commerce platforms enhance user experience, build stronger consumer relationships, and increase conversion rates.

1.4 Research Questions

The study seeks to answer the following research questions:

1. How do online product presentations (including images, descriptions, and multimedia content) impact consumer perceptions in e-commerce?
2. What are the key factors that contribute to effective online product presentations in influencing consumer behavior?
3. What factors lead consumers to avoid online purchases?

1.5 Expected Output

The primary outputs of this study will include:

1. Insights into how Bangladeshi consumers perceive various elements of online product presentations.
2. Identification of key factors that influence consumer purchase decisions.
3. Practical recommendations for e-commerce businesses to optimize their product presentations, enhance user experience, and increase sales.

1.6 Report Layout

The structure of the report is as follows:

- **Chapter 1: Introduction** - Provides an overview of the study including the introduction, motivation, rationale, research questions, expected output, project management, and report layout.
- **Chapter 2: Background** - Discusses preliminaries, reviews related works, offers a comparative analysis and summary, defines the scope of the problem, and outlines challenges.
- **Chapter 3: Research Methodology** - Describes the research subject and instrumentation, data collection procedures, statistical analysis methods, and implementation requirements.
- **Chapter 4: Experimental Results and Discussion** - Details the experimental setup, presents and analyzes the experimental results, and discusses the findings.
- **Chapter 5: Impact on Society, Environment, and Sustainability** - Explores the impact of e-commerce on society and the environment, addresses ethical aspects, and proposes a sustainability plan.
- **Chapter 6: Summary, Conclusion, Recommendation, and Implication for Future Research** - Summarizes the study, draws conclusions, makes recommendations, and suggests areas for future research.
- **Appendix** - Includes supplementary materials such as survey questionnaires and detailed statistical analyses.
- **References** - Lists all sources cited in the study using the IEEE citation format.

CHAPTER 2

BACKGROUND

2.1 Preliminaries

Understanding the Preliminaries used in this study is essential for comprehending the scope and objectives of the research. The key terms include:

- **E-commerce:** Refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. E-commerce often includes online marketplaces such as Amazon, eBay, and local platforms like Daraz, Evaly etc. in Bangladesh.
- **Online Product Presentation:** This involves how products are displayed online, including images, descriptions, videos, and other multimedia elements. Effective product presentation aims to replicate the physical shopping experience and provide consumers with comprehensive product information.
- **Consumer Perception:** Refers to how consumers view and interpret the product information presented to them online. This includes their attitudes, beliefs, and impressions about the product based on the online presentation.
- **Purchase Decision:** This is the outcome of a consumer's decision-making process, culminating in the decision to buy or not buy a product. Various factors influence this process, including product presentation, price, reviews, and perceived value.
- **User-Generated Content (UGC):** Content created by consumers about a product, such as reviews, ratings, and social media posts. UGC is often considered more authentic and trustworthy by other consumers compared to company-generated content.

2.2 Related Works

Research on online shopping and consumer behavior has been extensive, with several key studies providing valuable insights into how product presentation influences purchasing decisions. Ahmed and Hossain explored the impact of multimedia content on consumer perception in online shopping in Bangladesh, concluding that rich multimedia elements significantly enhance consumer engagement and perceived product value, thereby increasing purchase likelihood [1]. Park and Lennon highlighted the importance of visual and verbal persuasive messages in online shopping

websites, demonstrating that high-quality product images and compelling descriptions boost consumer confidence and engagement, ultimately leading to higher purchase intentions [2].

Islam and Rahman investigated the impact of online product presentation on consumer behavior in Bangladesh, finding that detailed product presentations, including high-resolution images and thorough descriptions, significantly influence consumer trust and reduce uncertainty, which are critical for fostering purchase decisions [3]. Wang et al. provided a comparative analysis on the role of product images and descriptions in shaping consumer perceptions, revealing that a balanced combination of attractive visuals and informative text is most effective in driving purchase decisions [4].

Ali et al. explored consumer trust and credibility in online product presentations through a survey in Bangladesh, emphasizing the importance of transparent and credible product information in building consumer trust [5]. Khan and Akhtar examined the impact of augmented reality on consumer purchase intentions in emerging markets, highlighting how AR technologies can enhance product presentation and provide a more immersive shopping experience, thereby increasing purchase intentions [6]. Das et al. investigated the influence of user-generated content, such as consumer reviews, on online shopping behavior in Bangladesh, finding that positive reviews significantly enhance consumer trust and purchase likelihood, while negative reviews can deter potential buyers [7]. Chowdhury and Ahmed discussed ethical considerations in online marketing, stressing the importance of ensuring consumer privacy and transparency in product presentations to build long-term consumer trust [8].

Rahman and Islam examined sustainability practices in e-commerce, advocating for eco-friendly initiatives in online product presentations to appeal to environmentally conscious consumers [9]. Akter and Hasan reviewed emerging trends in online consumer behavior, identifying technological advancements, such as AI and VR, as key factors in enhancing e-commerce experiences and influencing consumer purchase decisions [10]. It was found that the type of product presentation videos significantly influences consumers' intent to purchase. Specifically, videos demonstrating product usage were found to enhance purchase intention more effectively than videos focusing solely on product appearance, regardless of whether the products were search-oriented or experiential [11].

2.3 Comparative Analysis and Summary

A comparative analysis of the existing literature reveals that although there has been significant research on global e-commerce trends, there is a paucity of studies specifically addressing the Bangladeshi market. For instance:

- **Global Studies:** Research in developed markets has extensively covered how visual elements, product descriptions, and user reviews influence consumer behavior. These studies generally conclude that high-quality visuals and detailed descriptions enhance consumer trust and increase purchase intentions.
- **Bangladesh Context:** Limited research exists on how these factors play out in the Bangladeshi e-commerce sector. Bangladesh's unique cultural context, varying levels of digital literacy, and economic factors necessitate a localized study to understand consumer preferences and behaviors accurately.

This study seeks to fill this gap by focusing on how Bangladeshi consumers interact with online product presentations, how they perceive these presentations, and how these perceptions influence their purchase decisions.

2.4 Scope of the Problem

The scope of this study includes:

- **Consumer Perceptions:** Investigating how different elements of online product presentations, such as images, descriptions, and user-generated content, influence consumer perceptions in Bangladesh.
- **Purchase Decisions:** Analyzing the factors that drive consumers to make purchase decisions based on online product presentations. This includes examining the role of trust, perceived value, and satisfaction.
- **Local Context:** Understanding the unique characteristics of the Bangladeshi e-commerce market, including cultural preferences, economic conditions, and technological infrastructure, to provide tailored recommendations for local e-commerce platforms.

2.5 Challenges

Conducting this study involves several challenges:

- **Data Collection:** Gathering reliable data from a diverse sample of online shoppers in Bangladesh can be challenging. The study needs to ensure that the sample represents various demographics, including different age groups, income levels, and geographic locations.
- **Representativeness:** Ensuring that the findings are representative of the broader population is crucial. This requires a well-designed survey and robust sampling techniques to avoid biases.
- **Technological Barriers:** The varying levels of internet accessibility and digital literacy among Bangladeshi consumers may affect their interaction with online product presentations. Understanding these barriers is essential for accurately interpreting the data.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Subject and Instrumentation

This demographic is particularly relevant due to the rapid growth of e-commerce in the region, fueled by increasing internet penetration and the proliferation of smartphones. The study aims to understand how these consumers perceive online product presentations and how these perceptions influence their purchase decisions.

To collect data, a structured survey was developed using Google Forms. The survey was designed to capture a wide range of information related to consumer perceptions and behaviors. Key areas of focus include:

- **Product Image Quality:** Questions assessing how the quality and clarity of product images affect consumer trust and interest.
- **Description Clarity:** Items evaluating the impact of detailed and informative product descriptions on consumer decision-making.
- **Influence of Reviews:** Sections exploring the role of user-generated reviews and ratings in shaping consumer perceptions and purchase intentions.

The survey incorporates closed-ended questions, which facilitate quantitative analysis, and open-ended questions, which provide qualitative insights. This dual approach ensures a comprehensive understanding of the factors influencing online shopping behavior in Bangladesh.

3.2 Data Collection Procedure

The data collection process involved distributing the Google Form survey through various channels to reach a broad and diverse demographic of online shoppers. The primary distribution methods included:

- **Social media:** Platforms like Facebook, and WhatsApp were used to share the survey link, leveraging their wide reach and user engagement to attract respondents.
- **Email:** The survey link was also sent to potential participants via email, targeting individuals known to frequently engage in online shopping.

To ensure the dataset's diversity and representativeness, efforts were made to include participants from different age groups, income levels, and educational backgrounds within Bangladesh. This diverse sampling strategy helps to capture a comprehensive view of consumer behavior across various segments of the population.

The dataset collected includes responses to various survey items, such as:

- **Demographic Information:** Age, sex, income level, and education.
- **Online Shopping Habits:** Frequency of online shopping, preferred e-commerce platforms, and types of products commonly purchased.
- **Perceptions of Product Presentations:** Ratings and opinions on the quality of product images, descriptions, and user reviews.
- **Purchase Decisions:** Factors influencing purchase decisions, including trust in product presentations and perceived value. Also focuses on why the consumers avoid online shopping platforms.

3.3 Statistical Analysis

The collected data was analyzed using Microsoft Excel, a powerful tool for performing statistical analyses and visualizing data. The analysis involved following key steps:

- **Descriptive Statistics:** Basic descriptive statistics will be used to summarize the data.
- **Qualitative and Quantitate Analysis:** The qualitative and quantitative data from spreadsheet analyzed using excel formula, pivot table to identify insights related to social media marketing practices and their impacts.

3.4 Proposed Methodology

The study employs a mixed-methods approach, integrating both quantitative and qualitative data to offer a view of consumer behavior. The methodology can be broken down as follows:

- **Quantitative Approach:** The primary data collection method involves structured surveys with closed-ended questions. This approach allows for the collection of large-scale data that can be quantitatively analyzed to identify trends and correlations.
- **Qualitative Approach:** Open-ended questions within the survey provide qualitative data that offers deeper insights into consumer attitudes and motivations. This qualitative data

helps to contextualize and explain the quantitative findings, offering a more nuanced understanding of consumer perceptions.

- **Survey Design:** The survey questions will be designed based on Bangladeshi context. This will ensure that the questions are relevant and capture the unique aspects of social media marketing in Bangladesh.
- **Pilot Testing:** The survey instruments will be pilot-tested with a small group of respondents to identify any issues and make necessary adjustments before the full-scale data collection.

3.5 Implementation Requirements

Successful implementation of the research methodology requires several resources and conditions:

- **Data Collection Tools:** Access to Google Forms for creating and distributing the survey. Google Forms is chosen for its user-friendly interface, customization options, and ease of data export.
- **Data Analysis Software:** Microsoft Excel is used for data analysis. Excel is selected for its powerful statistical analysis capabilities and ability to handle large datasets efficiently by using pivot option.

CHAPTER 4

EXPERIMENTAL RESULTS AND DISCUSSION

4.1 Experimental Setup

The experimental setup for this study was designed to gather comprehensive data on consumer perceptions of online product presentations in Bangladesh. The process began with the development of a detailed survey instrument using Google Forms, which included both quantitative and qualitative questions. These questions aimed to capture various aspects of consumer behavior, such as the importance of product image quality, description clarity, and the influence of user reviews.

4.2 Experimental Results & Analysis

The data collected from the surveys were systematically analyzed using Microsoft Excel, employing various statistical techniques to uncover insights using graph, chart, pivot table and formula/functions to find out the consumer perceptions and behaviors.

4.2.1 Descriptive Statistics

Descriptive statistics provided a summary of the central tendencies and variability within the dataset. Key findings included:

4.2.1.1 Product Image Quality:

Maximum participants rated that high quality image (scale 4-22% and scale 5-22%) and 25% participants rated high-resolution images are very important or essential for making a purchase decision.

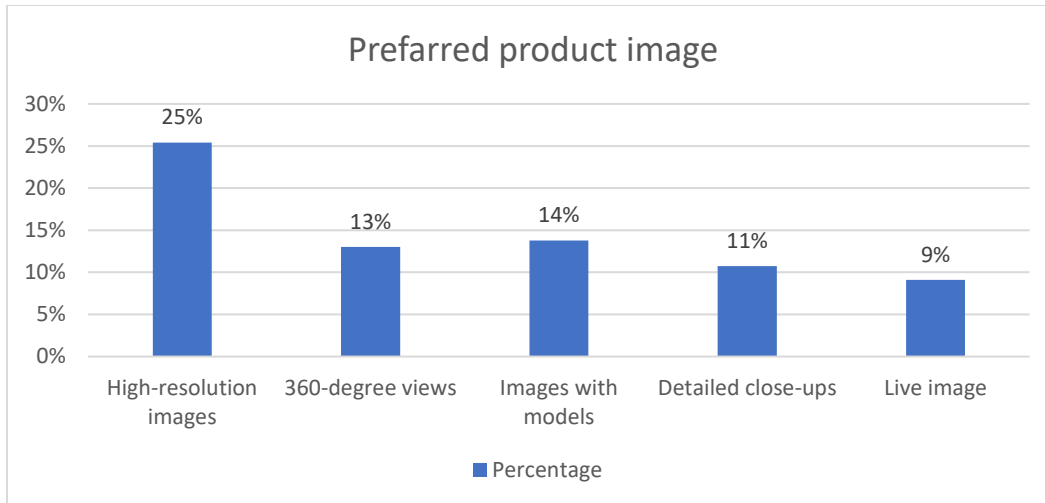


Figure 4.2.1.1: Preferred product image for making purchase decision

4.2.1.2 Description Clarity:

Detailed and clear product descriptions were rated as very important (Detailed specifications- 18%, Key description of a product in a short summary- 19%, Usage instructions-19%, Product rating and review-18%, Benefits and features-15%, Comparative analysis-8%, Comparison with similar product-3%) to highlighting their role in reducing uncertainty and building trust.

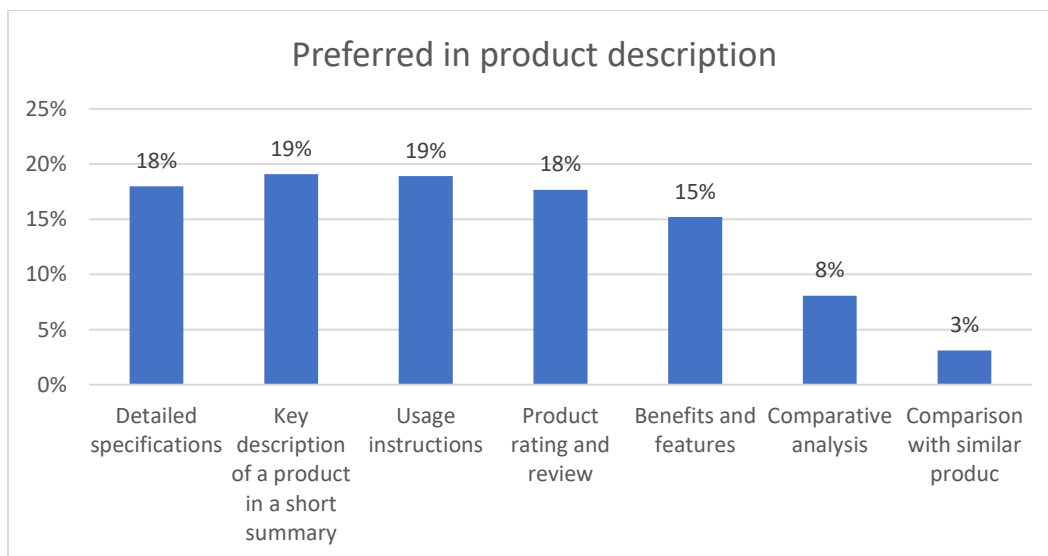


Figure 4.2.1.2: Preferred in product description

4.2.1.3 Influence of Reviews:

29% rated “a lot” in scale 1, 21% rated scale in scale 4 that the consumer review is impact their purchase decision. Also product rating and review also considered crucial by 18% of respondents, indicating their significant impact on perceived product credibility.

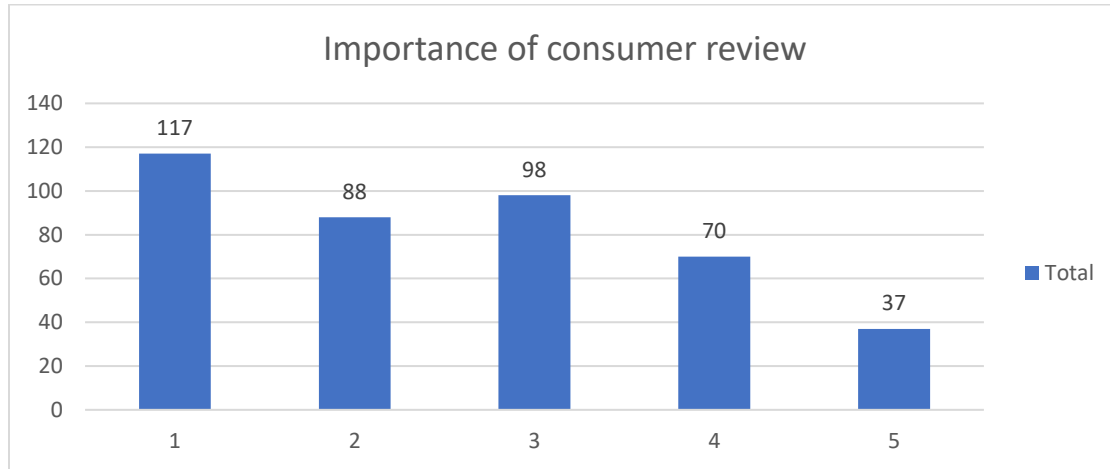


Figure 4.2.1.3: Importance of consumer review to make purchase decision

4.2.1.4 Most used e-commerce platforms:

Based on the survey data provided, it's clear that Daraz is the most frequently used e-commerce platform among respondents, with 21% of the responses. This is followed by Evaly at 14% and Rokomari at 13%, indicating a strong preference for local Bangladeshi platforms. Ajkerdeal and Facebook marketplace also show significant usage at 11% and 10% respectively. Interestingly, international platforms like Ali Express, eBay, and Walmart have lower usage rates, suggesting that Bangladeshi consumers prefer domestic e-commerce options. The data also reveals a diverse e-commerce landscape in Bangladesh, with several platforms competing for market share. This variety of options indicates a mature and competitive e-commerce ecosystem, providing consumers with multiple choices for their online shopping needs.

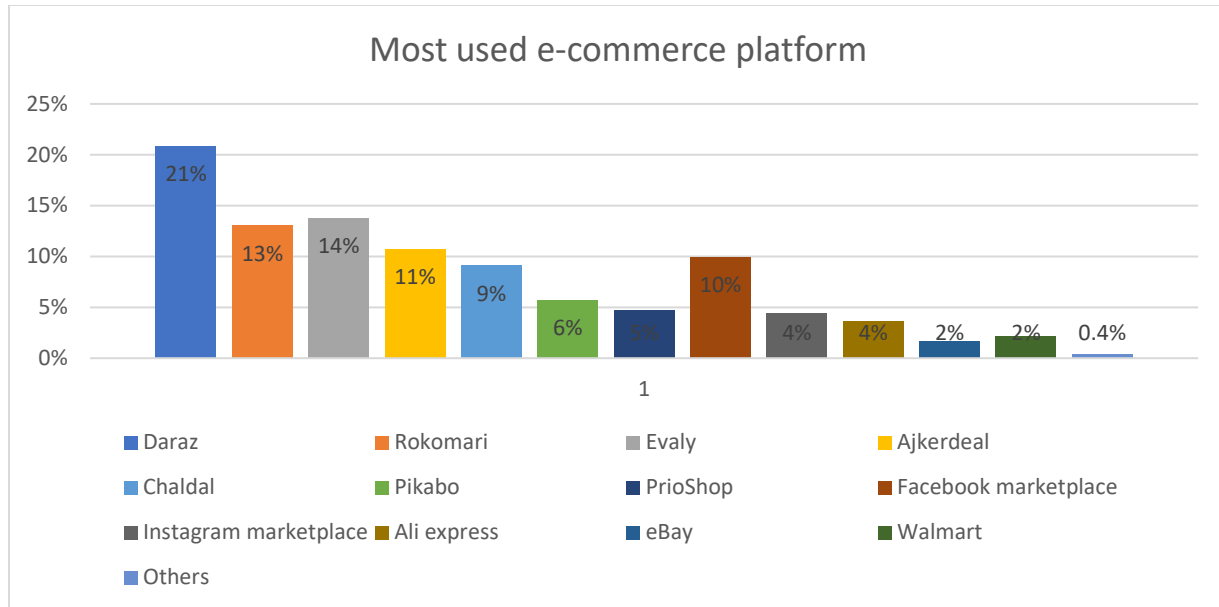


Figure 4.2.1.4: Most used e-commerce platform in Bangladesh

4.2.2 Detailed Analysis

The study involved a survey with a total of 410 participants, where 65% are male, 33% are female and 2% are other.

4.2.2.1 Preference for Products with More Images and Videos:

44% of respondents indicated a preference for products with more images and videos, while 36% did not, and 20% were neutral.

Table 4.2.2.1: Preferred product with more image and videos when visiting the e-commerce platform

Prefer products with more images and videos over those with just a few	Response	Percentage or response
Maybe	81	20%
No	148	36%
Yes	181	44%

4.2.2.2 Importance of Product Pricing:

32% of respondents would search another site to find the same product at a lower price, 27% considered product pricing important in decision-making, 24% stated price was not a concern if the product fulfilled their requirements, and 17% waited for discounts or offers.

Table 4.2.2.2: Importance of product pricing

Importance of product pricing	Response	Percentage or response
Price is not matter if it fulfill my requirement	98	24%
Product price is important to decide and buy	109	27%
Search another site to find the same product in less price	133	32%
Wait for the discount or offers	70	17%

4.2.2.3 Frequency of Online Shopping:

34% shopped online based on need, 24% shopped monthly, 22% shopped regularly, 15% shopped rarely, and 4% never shopped online.

Table 4.2.2.3: Online shopping frequency

Frequency of online shopping	Response	Percentage or response
Monthly	98	24%
Need based	141	34%
Never	16	4%
Rarely	63	15%
Regularly	92	22%

4.2.2.4 Importance of High-Quality Images:

On a scale of 1 to 5, 22% rated the importance of high-quality images as 1, 22% rated it as 2, 23% rated it as 3, 20% rated it as 4, and 14% rated it as 5.

Table 4.2.2.4: Importance of high-quality image

Importance of high quality image	Response	Percentage or response
1	91	22%
2	90	22%
3	93	23%
4	80	20%
5	56	14%

4.2.2.5 Influence of Multimedia Content:

On a scale of 1 to 5, 17% rated the influence of multimedia content as 1, 22% rated it as 2, 30% rated it as 3, 22% rated it as 4, and 8% rated it as 5.

Table 4.2.2.5: Influence of multimedia content on purchase decision

Influence of multimedia content (videos, interactive demos) on your purchase decision	Response	Percentage or response
1	70	17%
2	91	22%
3	123	30%
4	92	22%
5	34	8%

4.2.2.6 Avoiding Purchases Due to Poor Presentation:

60% of respondents had decided against purchasing a product because of poor online presentation.

Table 4.2.2.6: Avoid purchase because of poor presentation

Against purchasing a product because the online presentation was poor	Response	Percentage or response
No	165	40%
Yes	245	60%

The research findings reveal significant reasons for avoiding online purchases, including concerns about product quality, fraud, security, replica etc. with customer service experiences. These factors can impact the decision-making process in e-commerce transactions.:



Figure 4.2.2.6: Other reason of avoid online purchase

4.2.2.7 Impact of Consumer Reviews:

On a scale of 1 (A lot) to 5 (Not a lot), 29% rated the impact of customer reviews as 1, 21% rated it as 2, 24% rated it as 3, 17% rated it as 4, and 9% rated it as 5.

Table 4.2.2.7: Impact of consumer reviews on purchase decision

Importance of consumer review	Response	Percentage or response
1	117	29%
2	88	21%
3	98	24%
4	70	17%
5	37	9%

4.2.2.8 Importance of Brand Name:

30% of respondents found brand name likely to influence their purchase decision, 28% were neutral, 18% were unlikely, 17% were very likely, and 7% were very unlikely.

Table 4.2.2.8: Importance of brand name

Importance of brand name	Response	Percentage or response
Likely	123	30%
Neutral	115	28%
Unlikely	73	18%
Very likely	71	17%
Very unlikely	28	7%

4.2.2.9 Purchasing Based on Online Presentation:

34% of respondents were likely to purchase based solely on online presentation, 30% were neutral, 10% were unlikely, 20% were very likely, and 6% were very unlikely. Also 47% consumers make their purchase decision by reading the consumer review of a product.

Table 4.2.2.9: Avoid purchase because of poor presentation

Purchase a product based solely on its online presentation (images, videos, descriptions) without reading customer reviews	Response	Percentage or response
Likely	138	34%
Neutral	123	30%
Unlikely	41	10%
Very likely	82	20%
Very unlikely	26	6%

4.2.3.1 Relation between Occupation and Shopping Time:

The relationship between occupation and shopping time was analyzed, revealing the following patterns:

Table 4.2.3.1: Shopping frequency vs occupation

Relation between occupation vs shopping time	Business	Job	Other	Student
Monthly	20	43	8	27
Need based	25	61	12	43
Never	4	7	3	2
Rarely	19	21	8	15
Regularly	22	26	5	39

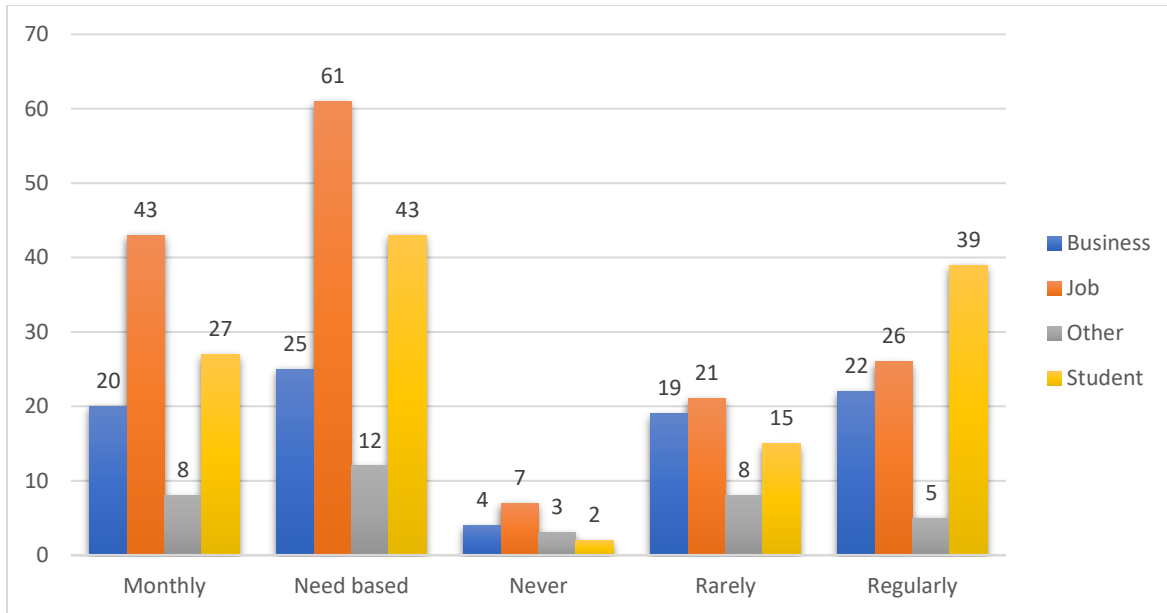


Figure 4.2.3.1: Bar chart of shopping frequency vs occupation

4.2.3.2 Relation between age vs social media/e-commerce recommendations:

The relationship between age and social media/e-commerce was analyzed, revealing the following bars:

Table 4.2.3.2: Age vs purchase based on social media recommendation

Relation between age vs social media/e-commerce recommendations	No	Yes
18-24	32	69
25-30	33	70
31-35	23	40
36-40	10	19
41 or older	11	15
Under 18	18	70

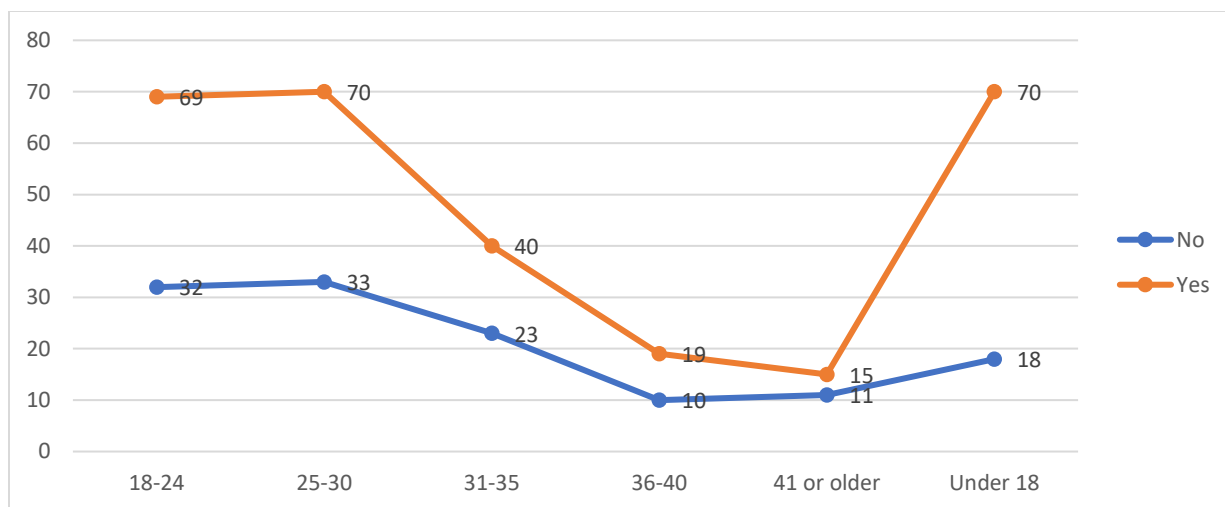


Figure 4.2.3.2: Line chart for age vs purchase based on social media recommendation

4.3 Discussion

4.3.1 Interpretation of Results

The results underscore the critical role of product presentation in influencing consumer behavior in Bangladesh's e-commerce sector. High-quality images, detailed descriptions, and positive user reviews are pivotal in building consumer trust and facilitating purchase decisions. Based on the survey result consumers prefer detailed specification, key description, usages instruction for product description. Sometimes consumers watch multimedia content before making purchase. Consumers likely to purchase on its online presentation and also some consumers purchase product only based on consumer review. 53.7% of consumers purchase based solely on a product's online presentation, and 47.3% buy based only on customer reviews. For businesses, both effective product showcasing and managing reviews are crucial for driving e-commerce sales.

- **Invest in High-Quality Images:** E-commerce platforms should prioritize high-quality product images to enhance consumer trust and engagement. Investing in professional photography and ensuring that images accurately depict the product can significantly boost consumer confidence.
- **Provide Detailed Descriptions:** Comprehensive and clear product descriptions are essential for facilitating informed decision-making. E-commerce platforms should ensure that descriptions are thorough, highlighting key features, benefits, and usage instructions.

- **Encourage User Reviews:** Platforms should actively encourage customers to leave reviews and ratings. Implementing features that make it easy for consumers to provide feedback can enhance the quantity and quality of user-generated content, influencing other shoppers.

4.3.2 Challenges and Opportunities

Findings from the study highlight important challenges and opportunities for businesses to navigate Bangladesh's dynamic e-commerce environment. Key challenges include the need for advanced analytics to measure the impact of online product launches and manage consistent content across platforms and devices. User-generated content's authenticity and moderation are essential components of its powerful role. However, there are many opportunities for businesses to increase consumer engagement by investing in high-quality visual content and interactive features such as 360-degree views and video presentations. Personalized marketing strategies based on data analysis provide opportunities to respond to individual preferences, while transparent communication and solid customer support can strengthen consumer trust and satisfaction. By taking advantage of the evolving e-commerce landscape, Bangladesh can achieve sustainable growth and remain competitive in the market.

CHAPTER 5

IMPACT ON SOCIETY, ENVIRONMENT, AND SUSTAINABILITY

5.1 Impact on Society

E-commerce has significantly reshaped consumer behavior and societal norms, bringing about convenience and accessibility that were previously unimaginable. In Bangladesh, the rise of e-commerce platforms has democratized shopping, allowing consumers from various regions, including remote areas, to access a wide range of products.

5.1.1 Transformation of Shopping Behaviors

The shift from traditional brick-and-mortar stores to online shopping has been profound. Consumers can now shop at any time from the comfort of their homes, leading to a more convenient and flexible shopping experience. This transformation is particularly beneficial in urban areas where traffic congestion and long commutes can make physical shopping trips cumbersome. By facilitating easier access to products, e-commerce platforms contribute to improving the overall quality of life for consumers.

5.1.2 Enhanced Consumer Satisfaction

Improved online product presentations play a crucial role in enhancing consumer satisfaction. High-quality images, detailed descriptions, and reliable user reviews help consumers make informed decisions, reducing the likelihood of post-purchase dissonance. This satisfaction not only encourages repeat purchases but also fosters trust and loyalty towards e-commerce platforms. According to Ahmed and Hossain [1], a positive shopping experience can lead to increased consumer confidence in online transactions, further promoting the growth of the digital economy in Bangladesh.

5.1.3 Economic Growth and Employment

The growth of e-commerce in Bangladesh has also contributed to economic development. The sector has created numerous job opportunities, ranging from IT and logistics to customer service and digital marketing. Small and medium-sized enterprises (SMEs) have particularly benefited by

gaining access to a larger customer base through online platforms, thereby driving economic inclusivity and fostering entrepreneurship.

5.2 Impact on Environment

E-commerce has the potential to mitigate environmental impacts traditionally associated with retail, provided that sustainable practices are adopted.

5.2.1 Reduction in Carbon Footprint

One of the most significant environmental benefits of e-commerce is the reduction in carbon emissions. The traditional retail model involves consumers traveling to physical stores, which contributes to transportation-related emissions. E-commerce, on the other hand, consolidates deliveries, leading to more efficient logistics and a lower overall carbon footprint. According to Park and Lennon [2], optimized delivery systems can significantly reduce the number of vehicle trips, contributing to environmental sustainability.

5.2.1 Minimization of Physical Stores

The decline in the need for physical retail spaces can lead to reduced energy consumption. Physical stores require substantial energy for lighting, heating, and cooling. By shifting to online platforms, businesses can minimize these energy requirements. Additionally, reduced demand for physical retail spaces can lessen the urban heat island effect, contributing to improved urban environmental conditions.

5.2.3 Sustainable Packaging and Waste Reduction

E-commerce platforms have the opportunity to promote sustainable packaging solutions. By using recyclable and biodegradable materials, e-commerce businesses can significantly reduce packaging waste. Encouraging customers to opt for digital receipts instead of printed ones can further minimize paper waste, contributing to environmental conservation efforts.

5.3 Ethical Aspects

Ethical considerations in e-commerce are paramount to maintaining consumer trust and ensuring sustainable business practices.

5.3.1 Data Privacy and Security

Ensuring the privacy and security of consumer data is a critical ethical concern. E-commerce platforms must implement robust security measures to protect sensitive information from breaches and unauthorized access. This includes encrypting data, using secure payment gateways, and adhering to data protection regulations. According to Islam and Rahman [3], maintaining high standards of data security can significantly enhance consumer trust in online platforms.

5.3.2 Honest and Accurate Product Presentations

Ethical e-commerce practices also involve honest and transparent product presentations. Misleading descriptions or manipulated images can lead to consumer dissatisfaction and distrust. E-commerce platforms should strive to provide accurate and detailed information about products to help consumers make well-informed decisions. This transparency is crucial in building long-term relationships with customers and fostering a trustworthy online marketplace.

5.4 Sustainability Plan

A comprehensive sustainability plan is essential for e-commerce platforms to contribute positively to environmental and societal well-being.

5.4.1 Promoting Eco-friendly Packaging

E-commerce platforms should prioritize eco-friendly packaging options. This includes using materials that are recyclable, biodegradable, or made from recycled content. Platforms can also implement initiatives to reduce packaging waste, such as offering customers the option to choose minimal packaging for their orders.

5.4.2 Encouraging Digital Receipts

Encouraging the use of digital receipts over printed ones can significantly reduce paper waste. E-commerce platforms can offer incentives for customers who opt for digital receipts, thereby promoting environmentally friendly practices.

5.4.3 Supporting Sustainable Business Practices

E-commerce platforms should support and promote sustainable business practices among their sellers. This can include providing guidelines on sustainable sourcing, promoting products that are environmentally friendly, and encouraging sellers to adopt eco-conscious practices. By fostering a culture of sustainability, e-commerce platforms can contribute to broader environmental and societal goals.

5.5.4 Long-term Environmental Goals

Setting long-term environmental goals, such as achieving carbon neutrality, can further demonstrate a commitment to sustainability. E-commerce platforms can invest in renewable energy sources, carbon offset programs, and initiatives aimed at reducing their overall environmental impact.

CHAPTER 6

SUMMARY, CONCLUSION, RECOMMENDATION, AND IMPLICATION FOR FUTURE RESEARCH

6.1 Summary of the Study

This study investigated how online product presentations influence consumer perceptions and purchase decisions within Bangladesh's growing e-commerce sector. It focused on key elements such as high-quality images, detailed descriptions, and user-generated content like reviews. The research aimed to provide insights into how these factors shape consumer behavior and impact e-commerce success in Bangladesh.

6.2 Conclusions

The findings underscore the critical role of effective online product presentations in shaping consumer perceptions and purchase decisions within Bangladesh's e-commerce sector. A significant portion of consumers (44%) prefer products with more images and videos, highlighting the importance of rich visual content. Product pricing is a crucial factor for many shoppers, with 32% searching other sites for better prices and 27% considering it important in their decision-making process. Online shopping frequency varies, with 34% shopping based on need and 22% shopping regularly. High-quality images are important, with 23% rating their significance at 3 out of 5 and 22% each rating it at 1 and 2, indicating a diverse range of opinions on visual content's impact.

Multimedia content, such as videos and interactive demos, influences 30% of consumers in their purchasing decisions. Poor online presentations deter 60% of shoppers from making purchases, emphasizing the need for quality and detailed product displays. Customer reviews play a substantial role, with 29% of respondents indicating that reviews significantly impact their purchase decisions. Brand name is also a factor, with 30% likely to consider it in their decision-making process.

Among e-commerce platforms, Daraz is the most frequently used (21%), followed by Rokomari (13%) and Evaly (14%). Consumers prefer product descriptions that include key descriptions (19%), usage instructions (19%), and detailed specifications (18%). High-resolution images (25%)

and 360-degree views (13%) are favored for product visuals. Common reasons for avoiding online purchases include concerns about product quality (20%), not receiving the same product as shown online (19%), and fraud (12%).

6.3 Implications for Further Study

Future research in this area could explore the following avenues to deepen understanding and provide actionable insights for e-commerce platforms:

- **Impact of Emerging Technologies:** Investigate the impact of augmented reality (AR) and virtual try-ons on consumer perceptions and purchase decisions. These technologies offer immersive shopping experiences that may enhance consumer engagement and decision-making processes. Research could assess how AR applications influence perceived product quality, reduce uncertainties, and increase purchase likelihood in the context of Bangladesh's cultural and technological landscape.
- **Longitudinal Studies:** Conduct longitudinal studies to track changes in consumer behavior over time, providing insights into evolving trends and preferences. Understanding how consumer attitudes towards online product presentations evolve can help e-commerce platforms adapt their strategies accordingly. Long-term studies can also capture shifts in technology adoption and market dynamics that influence consumer decision-making processes.
- **Cross-Demographic Studies:** Explore variations in consumer perceptions and behaviors across different geographic location to reveal nuanced insights. Comparative studies can identify specific preferences and barriers to online shopping among diverse consumer groups in Bangladesh. Tailoring product presentation strategies to meet the unique needs of various demographics can enhance inclusivity and broaden market reach for e-commerce platforms.

6.4 Recommendations

Based on the study's findings, the following recommendations are proposed for e-commerce platforms operating in Bangladesh:

- Allow customers to view product ratings without requiring them to log into the site.

- Enable customer reviews with video and photo uploads to enhance transparency and feedback.
- Implement measures to reduce fraud to improve authenticity and trust.
- Integrate AR/VR technology to enhance the shopping experience and provide a realistic view of products.
- Provide detailed product specifications, 360-degree views, real-time inventory updates, and comparison tools for informed decision-making.
- Ensure mobile-friendly navigation and accessibility features to make the shopping experience inclusive and convenient.

APPENDIX

APPENDIX A

Consumer Perception and Purchase Decisions on Online Product Presentation and Descriptions in E-commerce

Thank you for participating in this survey. This study aims to understand how the presentation and descriptions of products on e-commerce platforms affect consumer perceptions, and purchase decisions. Your responses are anonymous and will be used solely for research purposes.

* Indicates required question

1. Email *

Demographic Information

Tell us a bit about yourself. This information will help us understand the background of our respondents.

2. What is your age? *

Mark only one

- ☐ Under 18
- ☐ 18-24
- ☐ 25-30
- ☐ 31-35
- ☐ 36-40
- ☐ 41 or older

3. Sex: *

Mark only one

- ☐ Male
- ☐ Female
- ☐ Prefer not to say
- ☐ Non-binary/Third gender

4. What is your highest level of education? *

Mark only one

- ☐ Under SSC
- ☐ SSC or Equivalent
- ☐ HSC or Equivalent
- ☐ Bachelor's or Equivalent
- ☐ Master's or Equivalent
- ☐ Doctorate
- ☐ Other:

5. What is your occupation? *

Mark only one

- ☐ Student
- ☐ Job
- ☐ Business
- ☐ Other

6. Monthly income: *

Mark only one

- ☐ Under 20000 (tk)
- ☐ 20000-30000 (tk)
- ☐ 40000-50000 (tk)
- ☐ 50000-60000 (tk)
- ☐ Above 60000 (tk)
- ☐ No income
- ☐ Prefer not to say

Online Shopping Behavior

This will help us to know about your online shopping habits and preferences.

7. Why you Visit in e-Commerce and what you do? *

Mark only one

- ☐ Visit e-commerce platform to buy goods or product
- ☐ Visit e-commerce platform to get idea on goods or products
- ☐ Visit e-commerce platform when accidentally click on the link
- ☐ Visit e-commerce platform just for fun/surfing/timepass
- ☐ Other: _____

8. How often do you shop online? *

Mark only one

- ☐ Regularly
- ☐ Need based
- ☐ Monthly
- ☐ Rarely
- ☐ Never

9. Which of the following e-commerce platforms do you use most frequently? *

Check all that apply.

- ☐ Daraz
- ☐ Rokomari
- ☐ Evaly
- ☐ Ajkerdeal
- ☐ Chaldal
- ☐ Pikaboo
- ☐ PrioShop
- ☐ Facebook marketplace

- ☐ Instagram marketplace
- ☐ Ali expresses
- ☐ eBay
- ☐ Walmart
- ☐ Other: _____

10. What type of products do you usually buy online? *

Check all that apply.

- ☐ Clothing
- ☐ Home Goods
- ☐ Groceries
- ☐ Beauty and Personal Care
- ☐ Accessories
- ☐ Electronics
- ☐ Books and Media Service
- ☐ Other: _____

11. When shopping online, which of the following factors most influence your purchase decision? *

Check all that apply.

- ☐ Product images
- ☐ Product descriptions
- ☐ Customer reviews
- ☐ Brand name
- ☐ Price
- ☐ Recommendations
- ☐ Other: _____

Product Presentation and Descriptions

This section focuses on how different aspects of product presentation and descriptions affect your purchase decisions.

12. What type of product images do you prefer? (Select all that apply) *

Check all that apply.

- ☐ High-resolution images
- ☐ 360-degree views
- ☐ Images with models
- ☐ Detailed close-ups
- ☐ Live image
- ☐ Other: _____

13. On a scale of 1 to 5, how important are high-quality images to your* purchase decision?

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

Not important

Very important

14. What elements do you prefer in product descriptions? (Select all that * apply)

Check all that apply.

- ☐ Detailed specifications
- ☐ Key description of a product in a short summary
- ☐ Usage instructions
- ☐ Product rating and review
- ☐ Benefits and features
- ☐ Comparative analysis
- ☐ Comparison with similar product

15. On a scale of 1 to 5, how important is the product description to your * purchase decision?

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐
Not important			Very important	

16. How often do you watch product videos or other multimedia content * before making a purchase?

Mark only one oval.

☐ Always

☐ Often

☐ Sometimes

☐ Rarely

☐ Never

17. On a scale of 1 to 5, how influential is multimedia content (videos, * interactive demos) on your purchase decision?

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐
Not important			Very important	

Consumer Perception and Purchase Decisions

We are interested in how online product presentation influences your perceptions and final purchase decisions.

18. How likely are you to purchase a product based solely on its online * presentation (images, videos, descriptions) without reading customer reviews?

Mark only one oval.

- ☐ Very likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very unlikely

19. How likely are you to purchase a product based solely on its customer reviews and rating without judging the picture or video or description? *

Mark only one oval.

- ☐ Very likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very unlikely

20. Have you ever decided against purchasing a product because the online presentation was poor? *

Mark only one oval.

- ☐ Yes
- ☐ No

21. Do you avoid online purchase? If yes then select the reasons. *

Check all that apply.

- ☐ Fraud
- ☐ Products quality
- ☐ Not delivered the same product
- ☐ Replica products received
- ☐ Color variance
- ☐ Delay delivery
- ☐ Security concern

- ☐ Over price
- ☐ Other: _____

22. On a scale of 1 (A lot) to 5 (Not a lot), how much do customer reviews impact your purchase decision? *

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

Not important Very important

23. Do you prefer products with more images and videos over those with just a few? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

24. On a scale of 1 to 5, how important is the brand name to your purchase decision? *

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

Not important Very important

25. Is product pricing important to you? *

Mark only one oval.

- ☐ Product price is important to decide and buy
- ☐ Price is not matter if it fulfills my requirement
- ☐ Search another site to find the same product in less price
- ☐ Wait for the discount or offers
- ☐ Other: _____

26. Do you buy product based on social media/e-commerce recommendations (adds)? *
Mark only one

☐ Yes

☐ No

Additional Comments

Thank you for your time and valuable input. If you have any further comments or suggestions regarding online product presentation and descriptions, please feel free to share them below.

27. What improvements would you like to see in online product presentations and descriptions?

Hint: Please write it in number wise improvement areas, like-

1. Customer can see the rating without log in the site, 2. Customer can post a review with video and photo, 3. Should take step to reduce fraud, 4. Include AR/VR technology in e-commerce sites, etc.

GoogleForms

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