

THE IMPACT OF E-COMMERCE IN BANGLADESH

BY

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APPROVAL

This Project titled **The Impact of E-commerce in Bangladesh**, submitted by Md. Nazmus Sayadat Tomal, ID No: 201-15-3341 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 B.Sc. in Computer Science and Engineering and approved as to its style and contents. The presentation has been held on 19/01/2023.

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ABSTRACT

This paper examines the impact of e-commerce in Bangladesh. It tries to depict the current scenario, facilities and impact of e-commerce in Bangladesh. This research paper has been prepared by analyzing various research studies done on e-commerce. The internet has opened a new window of business platform, commonly known as e-commerce. The term e-commerce or electronic commerce includes online transactions. Not only large enterprises but also small and medium enterprises have adopted e-business platforms in Bangladesh. Bangladesh has great potential to develop e-commerce. To expand e-commerce, the government has taken various measures to provide various facilities. The opportunity to improve business structure and increase productivity using e-commerce in developing countries is huge. Compared to developed countries, the productivity of e-commerce is stronger in developing countries. The simultaneous movement of many sectors towards e-commerce can increase the influence of e-commerce. E-commerce impacts on business costs and productivity. E-commerce has an opportunity for mass adoption due to its simple applications. So, it has a huge financial impact. It offers the opportunity to "cross borders" as new entrants, business models, and technological changes break down the barriers that separate one industry from another. It increases competition and innovation, which increase overall economic efficiency.

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CHAPTER 1

INTRODUCTION

1.1 Background of the research

E-commerce refers to the practice of transacting business online. Despite being a relatively new idea, this one has the power to alter the way that business is often conducted. Large industries like communications, finance, and retail commerce are already being impacted, and it has potential for the future of government, health, and education. Many of the effects that receive the most attention may not have the greatest effects rather, less obvious but potentially more ubiquitous ordinary business operations may have the greatest effects. While many Bangladeshi businesses today offer their images to clients online, money transactions still take place in the old manners. A credit card submission form is never included in the advertisements that some businesses put on message boards, "Internet Yellow Sites," email links, and occasionally web pages. This is due to the government's existing ban on online credit card purchases. However, Bangladeshi ISPs have the necessary technology and are awaiting government certification within the coming year. Linked merchant bank accounts are also required for e-commerce websites. The business can take credit card payments and process them with the help of a merchant bank account. Merchant accounts for all companies accepting credit cards online must be connected.

1.2 Motivation

E-commerce has a significant impact on our daily lives in the current era. Modern nations' economic progress is greatly aided by their use of e-commerce. The garment business, agricultural sector, health sector, educational sector, etc. all greatly benefit from e-commerce. In a country like Bangladesh with a lower middle class, e-commerce has not yet had the same effect in outlying areas. E-commerce can simplify our day-to-day lives. We have a short time to meet our needs. We shall attempt to emphasize how e-commerce may affect Bangladesh in this essay.

1.3 Problem Statement

E-commerce is playing a significant part in the growth of every nation, in keeping with the current era. Several internet service platforms, including Bangladesh, have been introduced in developing nations. It continually benefits people. In this study paper, I'll try to demonstrate the potential effects of e-commerce on Bangladesh.

- What kind of impact e-commerce can have Bangladesh.
- Why people are not getting the benefits from e-commerce platform.
- How the benefits of e-commerce platforms can reach people.

1.4 Objective of the study

Although the report explores several segments of the e-commerce industry in our country. And many issues also came up but here are some major objectives that were considered and mainly focused in preparing this report, they are:

- To know about how e-commerce actually works
- To the customer being handle
- For problems faced by customers
- Key issues that business owners are facing

1.5 Research Methodology

No quantitative tool has been employed to examine the data in this study, which is purely descriptive in nature. The study's foundation mostly consists of secondary data and e-commerce-related information that has been gathered from numerous sources.

1.6 Expected Outcome

- To evaluate the present condition of e-commerce.
- To learn about the services provided by e-commerce platforms.
- To understand which e-commerce industry is crucial to the growth of our economy.
- How e-commerce improves our quality of life

1.7 Report Layout

The chapters that make up this thesis are as follows:

Chapter 1: Background, Motivation, Objective of the study, Research Methodology, Problem statement, Expected Outcome, Conclusion & Report Layout.

Chapter 2: Introduction, Review of literature, Challenges of E-commerce, Limitations of E-commerce & Conclusion.

Chapter 3: Introduction, Method of the research, Data Collection, Statical Analysis, Reliability & Validity, Research Design, Population & Sampling, Conclusion.

Chapter 4: Introduction, Impact of e-commerce, requirements of e-commerce for Bangladesh & Conclusion.

Chapter 5: Introduction, Experimental Results, Descriptive analysis & Conclusion

Chapter 6: Introduction, Summary of the study & Benefits of e-commerce for Bangladesh.

Chapter 7: Conclusion and future suggested work.

1.8 Conclusion

This chapter covers about the general introduction of e-commerce, project motivation, problems of the research, about the research methodology and problem statement.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

I'll talk about the literature review and relevant works for the research in this chapter.

2.2 Review of literature

The "vast planet" that existed before the Internet's invention is now a "little planet." Both globalization and the Internet are likely to have a positive impact on people and organizations in both developed and developing nations. E-commerce and the internet are heavily correlated with industrialized nations. But if it is used as a perfect commercial goal, underdeveloped countries can greatly benefit from it [1].

A revolution in company procedures is e-commerce. The business sector determines the potential economy globally. Online marketplaces are where they do business in first-world nations. It is a transportation alternative used in the business sector to save time, do away with middlemen in the market, lower necessary production costs, allow people to visit markets, ensure product quality, provide people with the chance to check product prices, as well as reduce transportation costs for customer mobility [2]. Bangladesh is an agricultural nation in terms of geography. But there are now 161 million people living there. Depending on the location, there is a fairly high population density. Although this is an agricultural nation, we all understand that agriculture is the foundation of industry. Every nation has an industry and sector that produces goods [3].

However, BDs can utilize their large population in potential business sectors including agriculture. There is no other country in the world which has the same population density as Bangladesh. There is a fair distribution of all different kinds of institutions, businesses, industries, and organizations in every first-world nation [4].

The capital (Dhaka) or urban area of Bangladesh is where all forms of population demand are located. As a result, the online market is successful in this nation. Market intermediaries operate in all commercial areas in this nation, as has been mentioned. They artificially raise the cost of production. As a developing nation, it has poor communication infrastructure [5].

Consumers must therefore spend time engaging in physical activity to make a purchase. The need for a legitimate internet market is generated by this conversation. Globally recognized e-commerce sites like Amazon, eBay, Walmart.com, LLBean.com, Sony.com, and others are successfully run in developing nations [6]. There are also several businesses from developing nations, including South Korea, Taiwan, Israel, Brazil, and India, that have already established themselves as leaders in their respective fields on a worldwide scale. Policymakers in both developing and industrialized nations are putting up efforts to create a Global Information Infrastructure (GII) and connect it to their National Infrastructure (NII) in order to fully realize the promise of the Internet and e-commerce [7].

According to the OECD (2001), global e-commerce had a value of US\$ 26 billion in 1997 and was projected to reach US\$ 5 trillion in 2001. About \$225 billion in B2C revenue was generated in 2007 [8]. The largest e-commerce market, the USA, transacted \$3.6 trillion worth of goods and services in 2007, but Bangladesh is a relative newbie to the e-commerce industry. BD currently uses fourth generation (4g) internet services, although the sites are not well managed and cannot support online business operations. Future chances for this emerging nation could arise from the right use of online business strategy in all e-commerce business aspects, including B2B, B2C, C2C, and M commerce [9].

2.3 Bangladesh's E-Commerce Challenges

- ✓ Access to a network that allows remote populations to connect to the internet.
- ✓ Insufficiently knowledgeable IT personnel.
- ✓ A lack of trustworthiness in the IT infrastructure.
- ✓ Weak connections and little bandwidth.
- ✓ A lack of suitable online payment options.
- ✓ Expensive and unreliable internet access.
- ✓ Customer unhappiness brought on by a delay in receiving the correct product.
- ✓ Uncertainty regarding services offered online.
- ✓ An innate propensity for classic transactional systems.
- ✓ Regular adjustments to government ICT and eCommerce policies.
- ✓ Inadequate laws against internet transaction fraud.
- ✓ The capacity to identify e-culture

2.4 Limitations of e-commerce

There are some limitations of e-commerce. This kind of limitations of e-commerce given below here.

- ✓ Security.
- ✓ Insufficient privacy.
- ✓ Tax Problem.
- ✓ Fear.
- ✓ Good product fit.
- ✓ Cultural Barriers.
- ✓ High cost of the labor.
- ✓ Legal matters.

2.5 Conclusion

This chapter covers about the review of literature, limitations and challenges of e-commerce in Bangladesh.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

The approach used to study the effects of e-commerce on Bangladesh is presented in this chapter. It starts Subject of the study, tools used, method of gathering data, statistical analysis, and reliability and validity, how people are not getting facilities from e-commerce platform & e-commerce makes our life easier.

3.2 Research Methodology

No quantitative tool has been utilized to examine the data in this descriptive study. The study primarily draws its data and information from secondary sources, including e-commerce-related publications, journals, newspapers, research papers, and a sizable number of other sources.

3.3 Data Collection

The gathering of data is a crucial component of any research projects. The erroneous data can be collected, which can have an unfavorable impact on the study's findings. Primary data collection and secondary data collection are the two data collection techniques used in this study. While primary data collecting is carried out via questionnaires, secondary data gathering is the process of analyzing prior research.

3.4 Statistical Analysis

Data analysis was done using SPSS. The Pearson correlation tool was used to build useful correlations between the variables that were detected.

3.5 Reliability and Validity

The validity and reliability of the instrument used to gather data are two of the most crucial factors to take into account in research. The phrase "validity" relates to the degree to which a measure measures the construct being studied, and the term "validity" refers to whether a measure is accurate in measuring what it purports to measure. A need or gap that has been

identified before to the actual study must be related to the content chosen and included for the data collection technique to be judged genuine. How reliable your methods for gathering data or conducting analyses will be is referred to as reliability. In order for a study to be considered reliable, it must have been given to some respondents outside of the study's focus region, and those respondents must have agreed with the study's findings.

3.6 Research design

When conducting an experimental analysis, a research design refers to the way subjects' information is gathered and, in the case of a controlled treatment, how the investigator controls the therapy. The data collection method used in this study is quantitative. Quantitative measurements are the foundation of quantitative research. It is relevant that may be described in terms of dimensions and can be defined as an area of study that can adopt positivity of knowing that emphasizes objectivity and scale of progress. It furthers this objective by using numbers, statistics, design and experimental management. This research paper will show how e-commerce plays a role in the economic development of Bangladesh, advantages and disadvantages of using e-commerce, why people in Bangladesh are not getting the benefits of e-commerce and how they can get the benefits.

3.7 Population and sampling

Quantitative researchers who intend to generalize their findings to a specific population must choose a sample at random from that community in order to attain acceptable population validity. It was employed for this research because the target population, which was 200 accessible persons, was designated as being for the people of Bangladesh.

3.8 Conclusion

This chapter covers the data method, statical analysis, Reliability and validity, population and sampling of the research.

CHAPTER 4

THE IMPACT OF E-COMMERCE IN BANGLADESH

4.1 Introduction

This chapter will focus on the effects of e-commerce. Also discuss why e-commerce needed for Bangladesh.

4.2 The e-commerce impact in Bangladesh

Although the idea of e-commerce is not very new and Bangladesh is a country that is trying to adopt it. It has a significant impact on business in the nation that is readily apparent and which are as follows:

4.2.1 Manufacturing Impact

Demand-driven, tailored production, such as just-in-time manufacturing, has replaced mass production in the manufacturing industry. Additionally, the manufacturing processes are integrated with other functional systems such as finance, marketing, and others as well as with clients and business partners [10]. Using web-based enterprise resource planning tools, orders received from customers may be immediately directed to designers and the production line. Cycle times can sometimes be reduced by 50% or more when production is done in a country other than where the designers and engineers are situated [11].

4.2.2 Marketing Impact

Versus non-electronic dissemination in Bangladesh, the price of providing information to client that online leads in significant cost savings for senders. Delivering digital items rather than physical results in significant cost savings as well [12]. Customer service could be greatly enhanced by enabling customers to obtain comprehensive information online. Help desk software can speed up the services of human specialists and intelligent agents can quickly respond to routine e-mail questions [13].

4.2.3 Organization Impact

Internet commerce is pressuring Bangladeshi corporate organizations to use advanced technologies and seize possibilities to try out new, high-quality goods and services. For new technologies, different organizational tactics are required. As an illustration, the organizational unit in charge of e-commerce might require a different setup than the conventional sales and marketing divisions [14]. In this digital age, work and employment have changed significantly. Due to rising competition brought on by e-commerce, businesses are cutting back on the number of employees they have in order to cut expenses and outsourcing their job to nations with lower wage costs. People are being forced to adopt new perspectives on work, professions, and pay as a result of this transition, which also brings with it new opportunities and threats [15].

4.2.4 Finance Impact

Bangladesh's personal financial system has been significantly impacted by e-commerce. Nearly all bank branches accept deposits, and customers can withdraw cash from whichever one that suits their needs best. The ability to do banking at any time and from any location using an ATM has altered both people's financial lives and the functioning of financial systems [16].

4.2.5 Business Impact

A businessman must open his business concern in order to conduct business in traditional commerce. When the business establishment's door is closed, such as at night or on weekends, business operations halt. However, due to the benefits of e-commerce, many company organizations are now open or essential operations are ongoing constantly in Bangladesh [17].

4.2.6 Transportation Impact

Bangladesh's transportation industry has embraced e-commerce to a large extent. Many transportation businesses allow clients to plan trips directly on their websites, which simplifies the procedure [18].

4.3 Classification and detail analysis of e-commerce

The people of Bangladesh may now easily use the internet, and the internet connects the entire world. Our lives have been more simpler as a result of the internet, especially since sophisticated search engines emerged. And at that time, e-commerce began. No one actually leaves their homes to buy or sell goods. With the aid of Grameenphone, Cellbazaar, the country of Bangladesh's first e-commerce website, was established in 2006. It was so simple and lucrative that I used it to buy and sell mobile phones for myself [19].

With more spending power than ever before and a desire for foreign goods, people would struggle greatly without e-commerce. Additionally, the government can profit from this by collecting import taxes. because Bangladesh's economy is growing as a result of exports. To compete with the rest of the world, domestic businesses should launch an online presence as it will enable them to access foreign goods [20]. Another justification for Bangladesh's adoption of e-commerce is the prevalence of specialized and distinctive industry in several of the country's regions. And although though many people are aware of this, it is not possible to purchase from other districts. only as a result of distance [21].

Therefore, the standard of life will rise if such commodities are combined through e-commerce, increasing the disposable income of producers in underdeveloped and outlying areas. For Bangladeshi export industries, two issues are becoming increasingly crucial: first, whether businesses are using ICT to automate their internal processes in order to increase their productivity and competitiveness globally; and second, whether businesses have a strong online presence and are actively engaged in the digital world. Over the years, international organizations like the World UNCTAD and the World Trade Organization have stressed the significance of e-commerce for developing countries. To assist poor nations in making the switch to e-commerce, UNCTAD offers particular programs [22].

E-commerce, also known as electronic commerce, is a modern business strategy that satisfies all of the demands placed on it by sellers, buyers, and corporate organizations in order to lower costs, enhance product and service quality, and accelerate and improve a variety of company operations. Utilizing the following channels, e-commerce enables the interchange of commercial information without using paper [23].

Other network-based technologies include electronic data exchange, electronic mail, electronic funds transfer, electronic bulletin boards, and more. It should be highlighted that this excludes

phone and fax transactions as well as any other payments whose terms were negotiated in person or through other tangible means. E-commerce comprises the following: All electronic commerce of physical goods as well as intangible goods such as information, all internet based activities involved in trade and commerce, such as online ordering for goods, online payment, online marketing or online business support. All electronic provision of services such as after sales support, online medical advice or legal advice. All electronic support for collaboration within or between business organizations [24].

4.3.1 B2B E-Commerce

Business-to-enterprise (B2B) commerce is the largest category among the numerous types of web-based business. These include setting up collaborations, purchasing broadcast organizations, gathering board networks, organizing purchase exchanges online, etc. Cost savings is one of the key justifications for why businesses use the internet [25]. For example, DIU provides DCL laptop to their student. DIU getting this from China and provides it. It's one kind of B2B e-commerce.

4.3.2 B2C E-Commerce

The second-largest category is "web-based businesses," which includes companies that use Web technologies to market products and services to consumers. This comprises businesses that conduct online sales of software and hardware, taking orders from customers to have their purchases delivered, and offering computerized management of, for instance, online periodicals and Web indexes [26].

4.3.3 C2C E-Commerce

The latter is the consumer-to-consumer online business trend, which most frequently calls for a business to act as a middleman. C2C is becoming more and more well-liked because to companies like eBay and Amazon. Organizations that offer goods for sale appear through an external website, which is how it works. Customers who want to buy something go to the website to look at what's offered. The dealer agrees to deliver the products after the buyer makes the purchase. Exchange fees are often not required from the merchant or buyer who acts as a business agent [27].

4.3.4 B2G E-Commerce

Online companies that offer B2G services are concerned about the requirement to promote services or administrations to governments or government offices for businesses. These procedures include giving supplies and management to the military, police, hospitals, and educational institutions. Additionally, institutions will frequently argue online for a deal to provide the public governance in the interests of the legislators [14].

Online Payment: An essential component of e-commerce is online payment. Therefore, e-commerce includes digital and online payments, and PayPal created this technique. Later, numerous additional techniques from using debit/credit cards to mobile banking were developed. Online payment is therefore a requirement for each e-commerce website. SSLZ Commerce links payment gateways in Bangladesh with more banks and mobile payments. For most people, the primary means of budgetary exchange continues to be money trade.

Business Process: It is the term used to describe the use of web-based corporate to optimize internal business operations and boost productivity and efficiency. Organizations can modify their supply chains and benefit from additional advantages by using internet business. To be specific, business forms are broadly separated into five principles classifications:

- ✓ Market goods and administration,
- ✓ Selling and delivering goods and administration,
- ✓ Process installments
- ✓ Manage relationships
- ✓ Manage work.

4.4 Conclusion

This chapter covers about the impact and detail classification analysis of e-commerce in Bangladesh. Here I discuss the major impactful sector of e-commerce.

CHAPTER 5

EXPERIMENTAL RESULTS AND DISCUSSION

4.1 Introduction

This chapter addresses both the presentation of data analysis and the interpretation of survey results. The research objectives served as the foundation for the data analysis. Utilizing frequency and percentage, the acquired data was presented and analysis.

4.2 Experimental Results

In order to display the respondents' distribution across the various question items. The data was presented using tables and graphs. The same questionnaire was given to the respondents. However, the target population was 200, whereas the sample size for the research population was 188.

4.3 Descriptive analysis

Descriptive statistics are used to characterize the basic properties of the data in a study. There are brief summaries of the sample and the measurements. Together with basic graphical analysis, they form the basis for practically all quantitative data studies. The data collected for this study was done using Google Forms. Among these data I have collected data from people above 20 years of age. Most of them have completed bachelor's and master's graduation.

4.3.1 Sex responses

Table 4.1 Sex responses

valid	Frequency	Percent	Authentic Percent	Combined Percent
Male	31	74.6	74.6	74.6
Female	91	25.4	25.4	100%
Total	122	100%	100%	

The gender breakdown shown in table 4.1 above was 91 (74.6%) men and 31 (25.4%) women, indicating that men made up the bulk of the respondents. The graph is shown in picture 4.1 below.

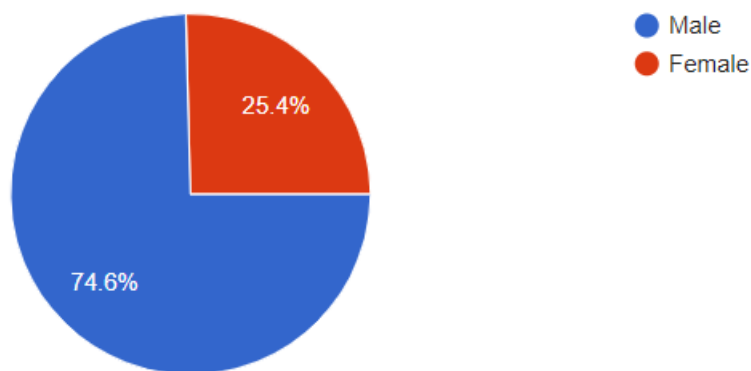


Figure 4.1 Sex responses

4.3.2 Maturity level responses

Table 4.2 Maturity level responses

valid	Frequency	Percent	Authentic Percent	Combined Percent
18-20	88	72.1	72.1	72.10
21-25	17	13.9	13.9	100%
Above 25	17	13.9	13.9	
Total	122	100%	100%	

According to Table 4.2 above, 88 (72.1%) of the respondents are between the ages of 18 and 20, followed by 17 (13.9%) respondents who are between the ages of 21 and 25, and finally 17 (13.9%) respondents who are over the age of 25. The figure from table 4.2 is shown in below.

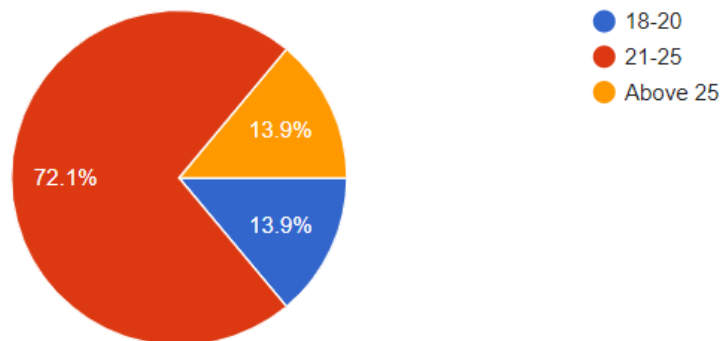


Figure 4.2: Maturity level responses.

4.3.3 Education level of responses

Table 4.3 Educational Level of respondents

valid	Frequency	Percent	Authentic Percent	Combined Percent
Bachelor	108	88.50	88.5	88.5
Masters	12	9.80	9.8	100%
PHD	2	1.60	1.6	
Total	122	100%	100%	

According to table 4.3 above, 108 responses (88.5%) are a bachelor's degree, 12 respondents (9.8%) have a master's degree, and 2 respondents (1.6% have a PHD). Most people have the following level of education Table 4.3's graph is shown in below.

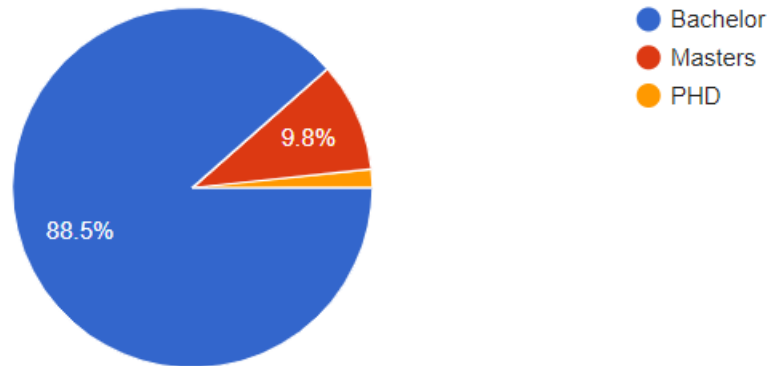


Figure 4.3: Educational Level responses.

4.3.4 E-commerce attention level responses

Table 4.4 E-commerce platform attention level

valid	Frequency	Percent	Authentic Percent	Combined Percent
Daraz	77	63.10	63.10	63.10 100%
Chaldal	26	21.30	21.30	
Rokomari	24	19.70	19.70	
Othoba	7	5.70	5.70	
Others	22	18	18	
Total	122	100%	100%	

Table 4.4 above reveals that 77 (63.1%) receives attention from Daraz, 26 (21.3%) from Chaldal, 24 (19.7%) from Rokomari, 7 (5.7%) from Othoba, and 22 (18%) from other e-commerce platforms. The following graph depicts the level of general attention. Table 4.4's graph is shown in below.

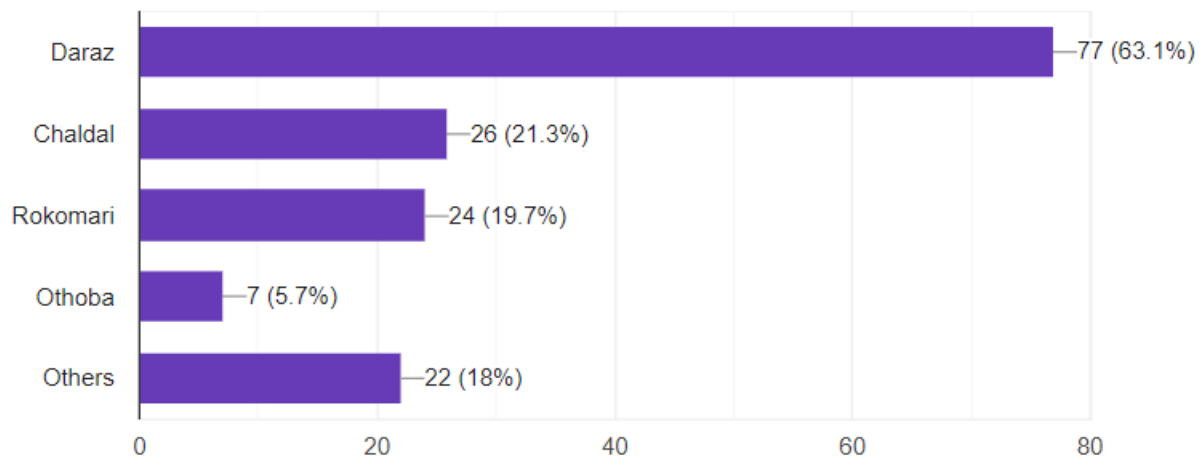


Figure 4.4: Attention level e-commerce platform.

4.3.5 Satisfaction level of consumers

Table 4.5 Satisfaction level of consumers

valid	Frequency	Percent	Authentic Percent	Combined Percent
Pleased	79	62.7	62.7	62.70
Displeased	8	6.3	6.30	
Impartial	34	27	27	100%
Very Sated	5	4	4	
Total	122	100%	100%	

According to table 4.5 above, 79 people (62.7%) are content with the product they purchased, 8 people (6.3%), 34 people (27%) are neutral, 7 people (5.7%), and 5 people (4%) are very satisfied. The majority displays the next graph. Table 4.5's graph is shown in figure 4.5.

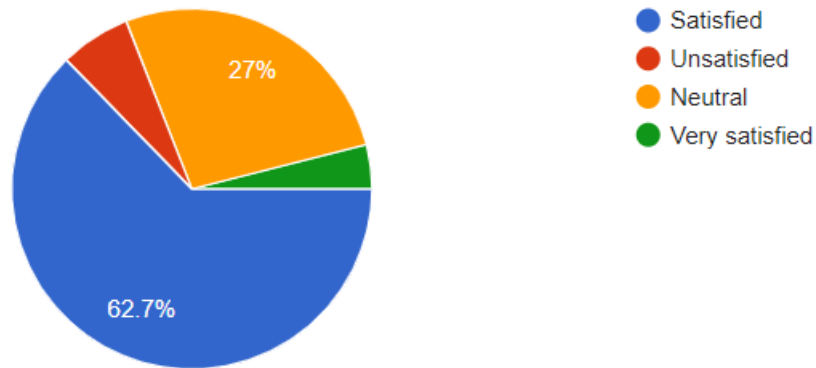


Figure 4.5: Customer satisfaction level

4.3.6 Losing time when making a purchase

Table 4.6 Losing time when making a purchase

valid	Frequency	Percent	Authentic Percent	Combined Percent
Morning	30	23.80	23.8	30.20
Afternoon	28	22.20	22.2	
Evening	38	30.20	30.2	100%
Late Night	30	23.80	23.8	
Total	122	100%	100%	

According to table 4.6 above, 30 people (or 23.8%) frequently fail to buy a product in the morning, 28 people (or 22.2%) frequently fail to buy a product in the afternoon, 38 people (or 30.2%) frequently fail to buy a product in the evening, and 30 people (or 23.8%) frequently fail to buy a product in the late night. The majority displays the next graph. Table 4.6's graph is shown in Figure 4.6.

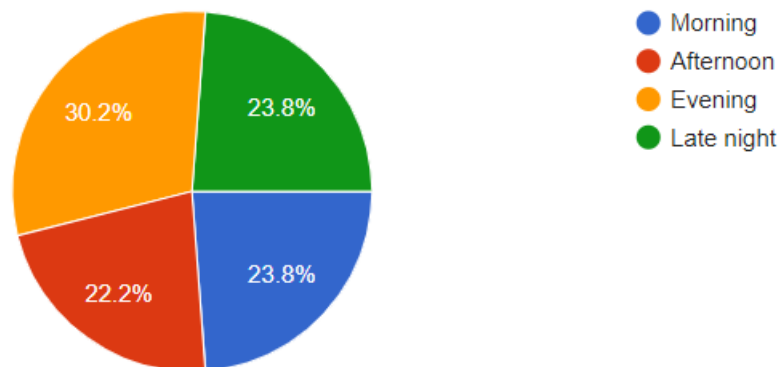


Figure 4.6: losing time when making a purchase

4.3.7 Influences level on responses to e-commerce platforms

Table 4.7 Influences level on responses to e-commerce platforms

valid	Frequency	Percent	Authentic Percent	Combined Percent
Self	60	45.50	45.50	
Friends	48	36.40	36.40	45.50
Parents	9	6.80	6.80	100%
Others	15	11.40	11.40	
Total	122	100%	100.0	

Table 4.7 above lists 60 (45.5%) of his influences, followed by 48 (36.4%) of his friends, 9 (6.8%) of his parents, and 15 (11.4%) of others. The majority displays the graph below. The graph from Table 4.7 is seen in Figure 4.7.

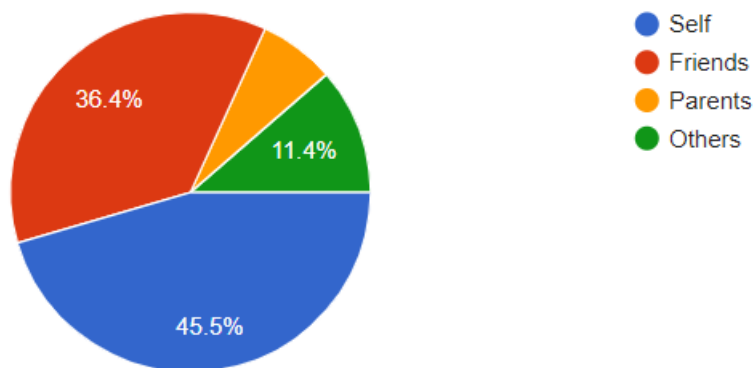


Figure 4.7: Influences level on responses to e-commerce platforms

4.3.8 The economy impact of e-commerce responses

Table 4.8 The economy impact of e-commerce

valid	Frequency	Percent	Authentic Percent	Combined Percent
Too much	57	45.20	45.20	
Too little	15	11.90	11.90	45.20
Average	53	42.10	42.10	100%
Null	1	0.8	0.8	
Total	122	100%	100%	

According to table 4.8 above, 57 people (45.2%) strongly believe that e-commerce has an impact on how our economy is developing, 15 people (11.9%) disagree, 53 people (42.8%) slightly agree, and 1 person (0.8%) has no opinion. The majority displays the next graph. Figure 4.8 contains below.

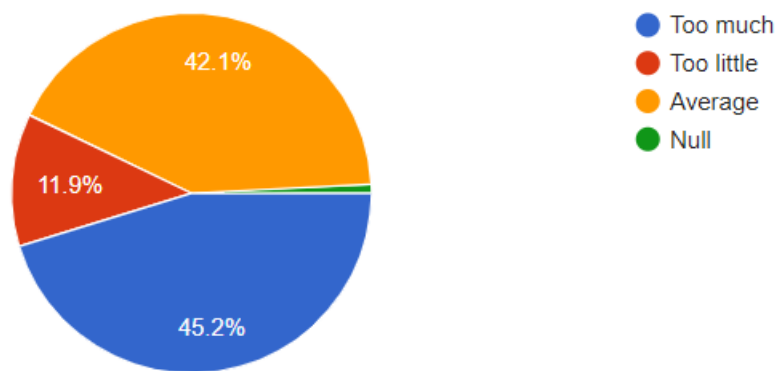


Figure 4.8: The impact of e-commerce to develop our economy.

4.3.9 The industry that is crucial for the growth of our economy

Table 4.9 The industry that is crucial for the growth of our economy

valid	Frequency	Percent	Authentic Percent	Combined Percent
Education	46	37.7	37.7	45.50
Health	11	9	9	
Agriculture	22	18	18	100%
Garments	43	45.5	45.5	
Total	122	100%	100%	

According to the data in table 4.9 above, 46 (37.5%) respondents believe that the e-commerce sector's impact on education, health, and agriculture is greater than that of 11 (9%), 22 (18%), and 43 (45.5%) other sectors. The majority displays the next graph. Table 4.9's graph is shown in Figure 4.9

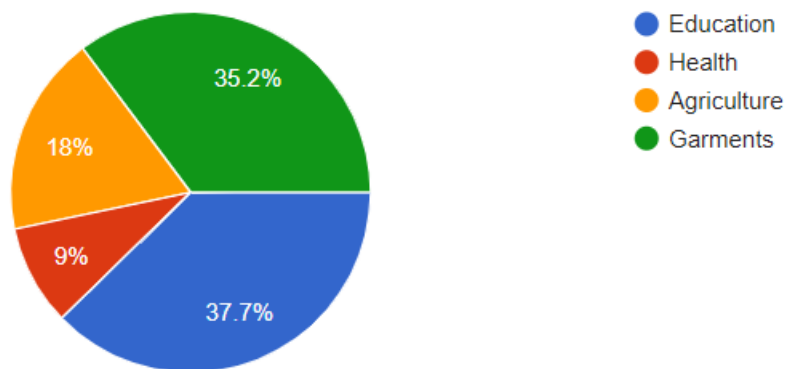


Figure 4.9: The sector that plays an important role to develop our economy.

4.3.10 Use of e-commerce platform answers over time

Table 4.10 Use of e-commerce platform answers over time

valid	Frequency	Percent	Authentic Percent	Combined Percent
1year	27	22.10	22.10	
2years	35	28.70	28.70	28.70
3years	32	26.20	26.20	100%
More than 3years	28	23	23	
Total	122	100%	100%	

Table 4.10 shows that 27 (37.5%) users have been using e-commerce platforms for a year, 35 (28.7%) users have been using them for two years, 32 (26.2%) users have been using them for three years, and 28 (23%) users have been using them for more than three years. The majority displays the next graph. Table 4.10's graph is shown in Figure 4.10.

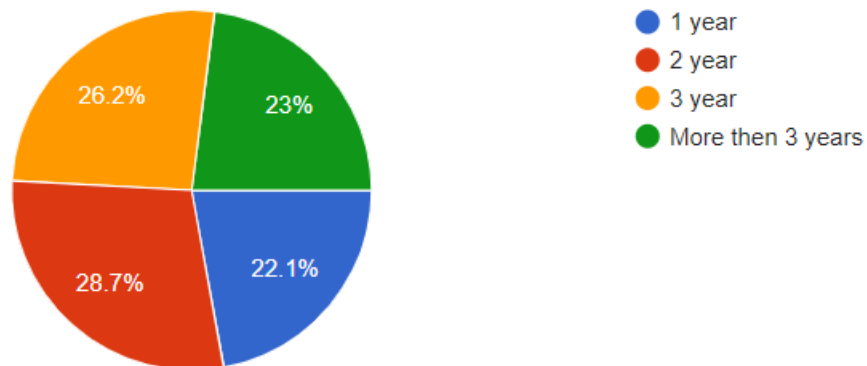


Figure 4.10: Use of e-commerce platform answers over time.

4.3.11 Reason for not benefiting from e-commerce platform

Table 4.11 Reason for not benefiting from e-commerce platform

valid	Frequency	Percent	Authentic Percent	Combined Percent
Advertisement issue	133	70.70	70.70	70.70 100%
Don't know proper use of the website	32	17	17	
Network problem	23	12.2	12.2	
Total	188	100%	100%	

188 responses from participants were needed for this information; my goal was 200. Out of all the responses, 123 (73.7%) people believe that problems with advertising are the primary reason that e-commerce facilities are not available, followed by 27 (16.6%) people who believe that users' ignorance of proper website usage is the primary reason, and 17 (10.2%) people who believe that network problems are the primary reason. The majority displays the next graph. Table 4.11's graph is below.

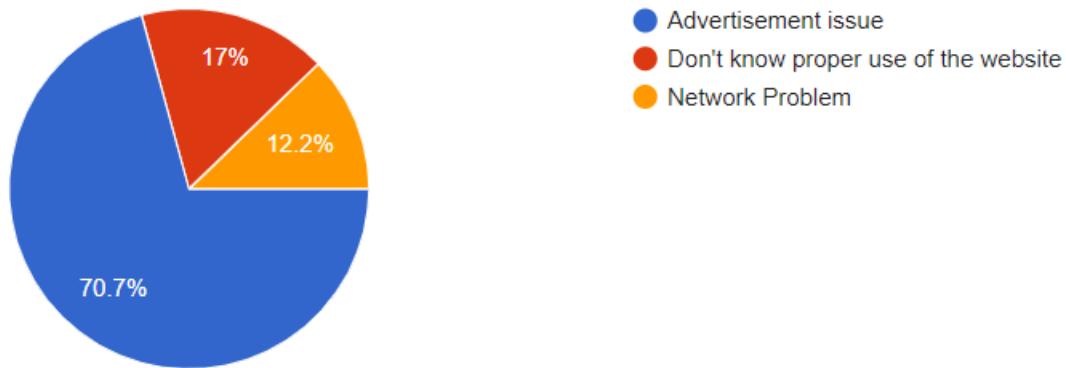


Figure 4.11: Reason for not benefiting from e-commerce platform

4.3.12 Enjoy facilities after getting proper advertisement responses

Table 4.12 Enjoy facilities after getting proper advertisement responses

valid	Frequency	Percent	Authentic Percent	Combined Percent
Daily	45	23.9	23.9	47.9
Sometimes	40	21.3	21.3	
Rarely	13	6.9	6.9	
Most time	90	47.9	47.9	
Total	188	100%	100%	100%

According to the table we show that, most of the people which is 90(47.9%) buy their product after getting the proper advertisement. Thus, they are getting facilities from e-commerce services platform. The majority shows below here at graph 4.12.

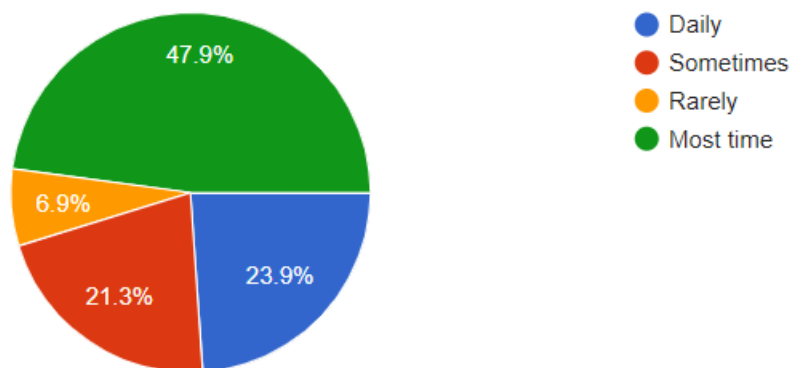


Figure 4.12: Enjoy facilities for people after getting proper advertisement.

4.3.13 The reason that e-commerce makes our life easier responses

Table 4.13 The reason that e-commerce makes our life easier

valid	Frequency	Percent	Authentic Percent	Combined Percent
Save Money	24	12.80	12.80	70.70 100%
Save Time	22	11.70	11.70	
Get details information about product	21	11.20	11.20	
All of this	133	70.70	70.70	
Total	188	100%	100%	

In this table we show that, most of the peoples 133(70.7) out of 188 are agree with all the facilities. The majority shows the following figure 4.13 shows the graph of table 4.13.

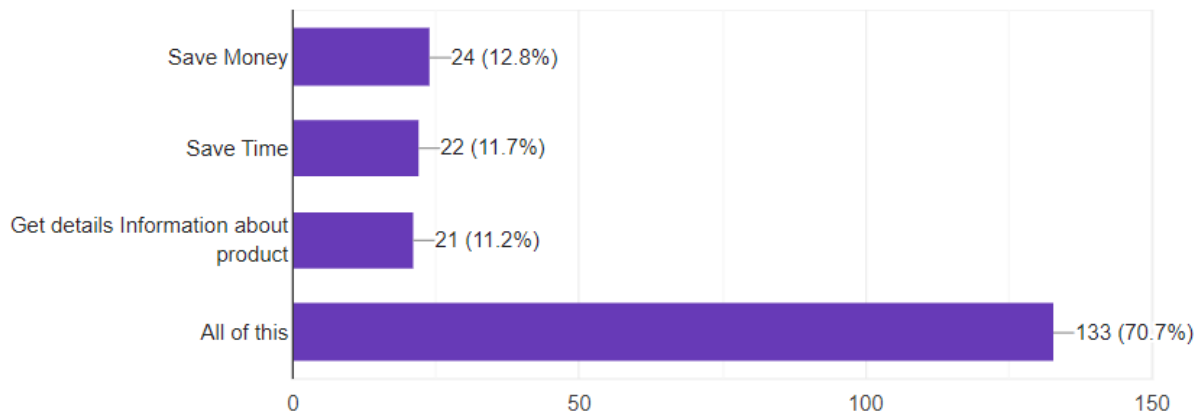


Figure 4.13: The reason that e-commerce makes our life easier.

4.4 Conclusion

In this chapter, I looked at the evaluation of the exhibited data as well as the investigation's findings, which included looking at experimental data and conducting a visual analysis. Inquiries receive comprehensive responses, which aid in the study's support of the graphic and evaluation of the test's outcome. Tables and figures present all of the experiment's findings.

CHAPTER 6

IMPACT OF ENVIRONMENT AND SUSTAINABILITY

6.1 Introduction

The findings of the outcomes, conclusions, and recommendations of this schooling are covered in this chapter. It will first go over the major conclusions of each study in relation to its objectives. Second, it will discuss the interpretations made of the study's findings. The researcher will next make suggestions for this study and possible directions for future research.

6.2 Facility analysis of E-commerce perspective Bangladesh

The central bank's implementation of an efficient payment system enables the government to function both in its more conventional capacity as a provider of government services and as a buyer in e-commerce. For instance, a project finished in late 2000 in Australia which mandates that 90% of agency procurement requirements be negotiated and resolved with vendors electronically. The Government Direct Access System, created by the Reserve Bank of Australia, established a network of communication links with important governmental organizations and significant financial institutions, making electronic payments, including welfare payments, easier, cheaper, and faster on behalf of government agencies, including desktop banking. One major benefit of digital banking is that the infrastructure it uses can help participants in the underlying industry's e-commerce. For instance, in the Republic of Belarus, member banks have access to the Internet through the state-owned interbank telecommunications network that is used to deliver secure information to users of the national payment system. Although infrastructure investment is costly, many central banks, like those in the U.S. and Australia, recover the expenses of professional services through fees and charges. The key point is:

- Develop economy rate
- To develop the consumer service
- To create new partnerships
- 24 hours convenience and comfort.
- Consumers can save their valuable time.
- Money Saving to reduce cost.
- Before buy any product consumer getting detail information about the product.

6.2.1 Develop economy rate

E-commerce develops the economy rate of our country. In worthy situation people can gate facilities from e-commerce platform. For this reason, the economy rate is not decrease.

6.2.2 To develop the consumer service

Offering services around-the-clock. The phrase "24x7" in this context means 24 hours every day of the week. Businesses may now provide their clients services whenever and wherever they want thanks to e-commerce.

6.2.3 To create new partnerships

E-commerce provides convenient communication facilities that are very fast, efficient and reliable. That's why e-commerce creates a great relationship between consumers and businessman and government.

6.2.4 Convenience and Comfort

Customers can buy any product from any e-commerce outlet worldwide without ever leaving their homes or places of employment. Many people are prevented from going shopping because of bad weather, challenging financial and health situations, or any other reason. The Covid19 pandemic, which necessitated the closure of physical stores for months, is a well-known example. E-commerce removes all physical barriers and makes it simple to buy goods or services. Few clicks are required to buy the item from the comfort of your home. Cash is also not necessary. To make a quick payment, only enter your credit or debit card information.

6.2.5 Money Saving

Online purchases typically result in lower prices than those made in physical stores. As a result, you can cut costs. Any expenses incurred by a provider of products or services when working with an intermediary are the responsibility of the customers. If there are no middlemen, the customer might not have to spend as much money.

6.2.6 Time Saving

Time savings is one of the key benefits of online shopping. Online ordering is available for anything a consumer requires, including goods for cooking. Due to the open hours of e-stores, you can shop anytime you like. It is not a problem to place an order in the evening or even at night. Online, a product can be selected, purchased, and paid for in about 15 minutes. The average delivery time for products is a week, however depending on the service, it might be days or even hours. If you order heavy products, the delivery person will transport them to your home.

6.2.7 Before buying, getting details information about a product

The Internet serves as the main tool for doing e-commerce transactions. Customers can use it to learn more about products, compare features and prices, and decide whether or not to make a purchase. Nearly all the information you require to make an informed decision is there at your fingertips, including user reviews, tools for comparing websites or prices, product descriptions, usage videos, etc. There is also a warranty section provided, along with product descriptions and other details. As a result, each consumer can be fully informed of the terms prior to making a purchase. This lessens the likelihood of any guarantee- or other-related dispute.

6.2 Conclusion

From above of this discussion, we can say that e-commerce plays an important role to develop our economy. Also, it develops consumer services and creates new relationship between various participants in e-commerce.

CHAPTER 7

CONCLUSION

7.1 Conclusion

The results of this study indicate that E-commerce is crucial to the growth of a country's economy of Bangladesh. Among the e-commerce sectors in Bangladesh, the role of garments and education sector is the most. Besides, this study also indicates that people do not get proper benefits of e-commerce due to product advertisement not reaching the customer directly. But if the ads of others can reach the fans well and the consumers are well informed about the quality of the product then all the benefits of e-commerce can be reaped.

7.2 Future Suggested Work

The following suggestions will be made based on the results of this research.

- Every e-commerce platform is expected to raise their advertising budget and make their advertising engaging so that customers will correlate this with the influence on product purchases.
- Customers should know about the proper use of m-commerce.
- E-commerce platform should avoid the unethical issues.

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APPENDIX-A

DATA COLLECTION

1. Sex responses
2. Maturity level responses
3. Education level responses
4. E-commerce platform attention level
5. Satisfaction level of consumers
6. Losing time when making a purchase
7. Influences level on responses to e-commerce platforms
8. The economy impact of e-commerce
9. The industry that is crucial for the growth of our economy
10. Use of e-commerce platform answers over time
11. Reason for not benefiting from e-commerce platform
12. Facilities for people after getting a proper advertisement
13. The reason of e-commerce that makes our life easier

APPENDIX-B

PLAGIARISM REPORT

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THE IMPACT OF E-COMMERCE IN BANGLADESH

BY

MD. NAZMUS SAYADAT TOMAL
 ID: 201-15-3341

This Report Presented in Partial Fulfillment of the Requirements for the Degree of Bachelor of Science in Computer Science and Engineering

Supervised By

Pro. Dr. Md. Fokhray Hossain
 Department of CSE
 Daffodil International University

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