

Identifying Strategies and Procedures of Seller Engagement of Daraz

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***Abstract:** E-commerce, web platforms and the whole internet system has become the most responsive, demanding and fast growing sector of the world as we are living in a total digital-era. But in Bangladesh E-commerce sites are just like the teenage department as an organizational sector. There are so many possibilities, several opportunities and uncountable chances of gaining and showcasing creativity with rising on a standard level to cope up internationally. As being one of the largest and leading online shopping platforms, Daraz has an extreme probability of conducting most amounts of transactions between sellers and customers. They conduct a pure individual action set which is named “Seller Engagement” to engage and train the sellers to be efficient users of internal software of Daraz.com.bd which will be involved in all the process of using the platform. This paper has been written as a reason to identify the obstacles in “Seller Engagement” procedure of Daraz.com.bd. Recognizing the gap and lacking between sellers and acquisition or content with advantages and potential aspects are the ultimate goal of this paper. The number of respondents was 46 and all of them were sellers who are enlisted in Daraz network. Judgmental sampling of non-probability sampling method was applied in analysis of data which has been explained by descriptive research method. In the study, it has been found that there are some gaps existing in the process which is decreasing the whole outcome. Providing proper resources and training, assurance of the quality and authenticity along with some complex factors are the possible best keys to fill up the gaps and get to the ride.*

Keywords: E-commerce, Daraz Bangladesh, Alibaba group, Seller engagement, Strategies and process, Online business, Online market.

1. Introduction

Daraz Bangladesh Limited is one of the largest, leading and fast growing E-commerce sites of Bangladesh. Though there are many other domains such as AjkerDeal.com,

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Bagdoo.com, pickaboo.com, Bikroy.com, etc. exist. These are also the participants of E-commerce sector in Bangladesh. As E-commerce sector is not being well situated and not operating activities for a pretty long time, these sites including Daraz.com.bd have so many sectors to be developed, to look after many departments, identifying problems and solving them in-order to achieve satisfaction of customers. Moderately dissatisfaction level and insecure feel can be found all over the consumer's community of E-commerce site also with a portion of loyal and potential consumers for analyzing the circumstances and getting inner information. Surveys with analysis will be one of the key procedures to identify the aspects in which Daraz should take care more and rebuild the formation to ensure trustworthiness and satisfaction of their customers (Hossain et al., 2019a).

The method which conveys the procedure of conducting transactions related to business on the platforms which are situated over internet called E-commerce. As it is an individual form of business, it also has different categories or forms by which the method actually gets implemented. This is the fastest growing business model compared to other physical business model for quite a long time in this modern era of globalization process. According to various reliable sources it can be said that there are six categories of E-commerce have been identified till now and they are:

- Business to business
- Business to consumer
- Consumer to consumer
- Consumer to business
- Business to administration
- Consumer to administration

At present approximately 1000 websites and 15000 Facebook pages related to E-commerce exist in Bangladesh. According to the E-Commerce Association of Bangladesh (e-CAB), Transactions around Tk. 1,000 crore have been made through e-commerce annually. In an interview, Razib Ahmed, president of E-Commerce Association of Bangladesh (e-CAB) expressed the concept about the size of the market. He said, "Approximately Tk. 1,300–1,500 crore is being transacted every year. The overall transaction during the last Ramadan was worth about Tk. 500 crore" (Nahar et al., 2021).

According to the topic, observing the whole procedures and strategies of seller engagement of Daraz Bangladesh and identifying the existing obstacles or problems were the main factors. Observing the whole procedures with conducting surveys on sellers of Daraz to gather their experiences, knowledge and opinions about this "Seller Engagement" has been done. So it can be said that investigating the "Strategies and Processes of Seller Engagement of Daraz Bangladesh" with identifying the problems which Daraz Bangladesh should work on and solve to get on the appropriate spot is the intension of the paper (Jahan et al., 2020).

Seller engagement is both an individual and a combined process of any Ecommerce organization. At first the acquisition team search for sellers and convince them to have relationship with Daraz and expand their businesses online through the platform. After that the sellers are being told to provide the images or videos of their products and if they don't have them ready then they have to come up with their sample products in the studio of Daraz and rest of the work will be done by the visual department of the organization. After that sometimes the seller gets the training of how to conduct business through Daraz's platform and also how to upload and control your online store. But there are also options of not learning and passing the responsibilities to the content department and catalogue management executives. All the products information with price listings will be collected from the sellers and then the uploading activities take place. Starting with these activities to teach controlling stocks, update and upgrade, adding of new products, manage ROI and all the reports all includes in seller engagement process. As it is a system cycle so it ends with the packaging and delivering the products to its ordered destination and then starts from the beginning again (Hossain et al., 2020).

2. Literature Review

In this modern era, the human life is facing outstanding changes and developments in every kind of business sectors where internet is playing the vital role (Karim, 2018). The term is being called as "E-commerce". This term "E-commerce" which stands for electronic commerce can be any type of business that transacts any kind of means or information through online (Mohiuddin, 2014). Development of e-commerce primarily relies highly on internet availability (Farhana, 2017). Even the sector is rapidly growing in Bangladesh also but still it is still in the under developed phase and can be categorized as just the beginning (Karim, 2018). Though E-commerce started its journey in Bangladesh way back in 1990 but it actually didn't grew due to lack of infrastructures and technological advancement or availability. It actually started to see some changes and growth from and after 2012 to 2013 when local companies as ajkerdeal.com and akhoni were working greatly that caught the attention of foreign investors which brought foreign organizations to take part in the competition such as Daraz and Kaymu. Beside all of these, government of Bangladesh also planned and implementing different online strategies to welcome and adopt economic transition (Hoque et al., 2015). To retain the growth and keep increasing the pace the industry needs to develop strategies based on the outcomes by focusing on communication. Communication is a simple term which actually happens when two or more parties contact to each other as participants for sharing, transacting or information through two way process (Khalil et al., 2020). E-commerce makes the business so much feasible and convenient in daily life because it also acquires throughout the cell phones or smartphones which has become the part and parcel of people's life. According to BTRC's information there were 150.945 million subscribers of mobile phone existing in Bangladesh till 2019. ICT infrastructure of Bangladesh is growing and improving

which can be understood by watching great increase in electronic funds transfer, online banking with different card payments, etc (Mamun et al., 2013). Beside the E-commerce platform organizations, there are so many major retailers now creating and conducting online business through their own websites while some general and small retailers are being highly active on social media platforms such as Facebook commerce (Mohiuddin, 2014). Among all these organizations Daraz.com.bd is one of the most popular and leading e-commerce company in Bangladesh (Tahsin, 2017). As Daraz has been acquiring the leading position in Bangladesh so it is highly important to keep the least possible gap with consumers' desire and improve the customer experience (Tahsin, 2017).

The problem on which the focus of this research will be on is the gaps in strategies or planned processes in seller engagement of Daraz. Strategies and strategic planning are so much important for all kind of business along with E-commerce. It has been already proven that unique strategies in e-commerce actually ease the way of the company's growth and development along with strengthening their position and potentiality. Developing an effective and efficient strategic plan helps a business to achieve sustainable competitive advantages (Lowson, 2002). Similarly the connection of sellers, operating their online stores and engaging them to the optimum level is also very important for the organization and the industry itself. Identifying the strategies of seller engagement will clarify the process and also will help to find out the gaps with possible solutions to improve the situation (Hossain et al., 2019b).

3. Objectives

3.1 Broad Objective

The main objective of preparing this paper is to identify and measure the solidity of the strategies, steps and procedures of Daraz. As it is one of the core and effective project for the whole organization so it has to be well organized, planned, structured and implemented according to the selected efficient ideas.

3.2 Specific Objectives

- To investigate the efficiency of the resources of seller engagement project of Daraz
- To identify the satisfaction level of sellers from seller engagement initiatives

4. Research Methodology

4.1 Research Type

This research is qualitative in type by which the assessment took place. This kind of research is actually a process of induction and by following this process researcher actually gathers data related to a specific area and builds diverse ideas and concepts. Qualitative research approach clarifies the understanding of several observations (May, 1997). For accomplishment of the study most of the data used are primary but secondary data has been used also in some aspects to fulfill the concepts and supporting the descriptive process. As previously mentioned most of the data are primary and these data were collected by survey. The questions of the survey is close ended and followed five point Likert scale to collect the responses from the samples. Every response is attached with a point value and also engaged with a separate score which is identified by making sum of all the statement's point values (Mills & Gay, 2016).

4.2 Sample Type and Data Analysis Method

Judgmental sampling of non-probability sampling method was followed in order to choose the sample possibly more appropriate such as those who are engaged with the seller engagement service of Daraz Bangladesh Limited. Also the method was pretty great to deal with the time and cost barrier. According to the demand of the research the respondents were being chosen deliberately because alternative options will not be capable to provide the needed data. In this kind of situation judgmental sampling is always proven greater than other choices (Maxwell, 1996). The gathered data will be explained by descriptive research method. All the findings of the assessments will be explained and described for validate the findings.

5. Data Analysis and Findings

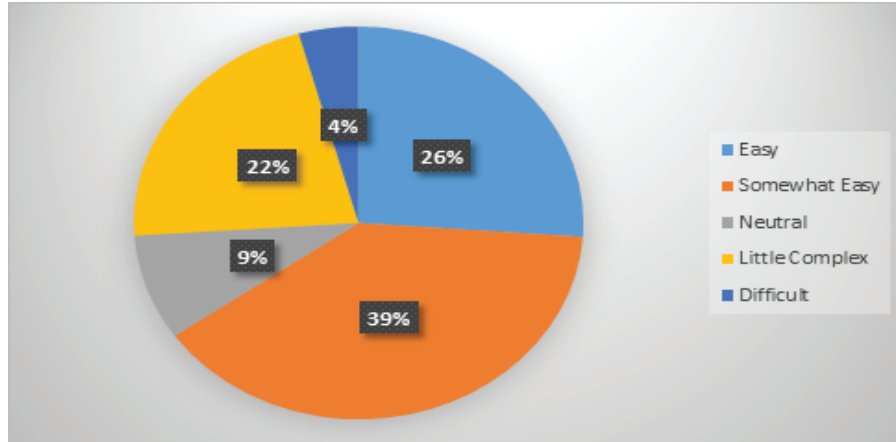
5.1 Project Overview

Sellers are one of the key ingredients of an E-commerce platform. Sellers were being communicated and transacted work procedures and other activities with acquisition members. They were under observation also and interviewed for getting concepts, feelings and feedbacks on several sectors of Daraz from back end of seller center, social sites and physical meeting.

It was really interesting to exchange curiosity and gather data from all the sources and identifying the problems of influencers of the main website. A survey took place on a certain sample number's acquisition members from their point of view. There were also few obstacles in the way of obtaining data internally from the organization because of some unavoidable official rules and regulations though all possible alternative ways were applied to gather the information.

5.2 Analysis of the Survey Results

Figure 1: Word Association of Daraz

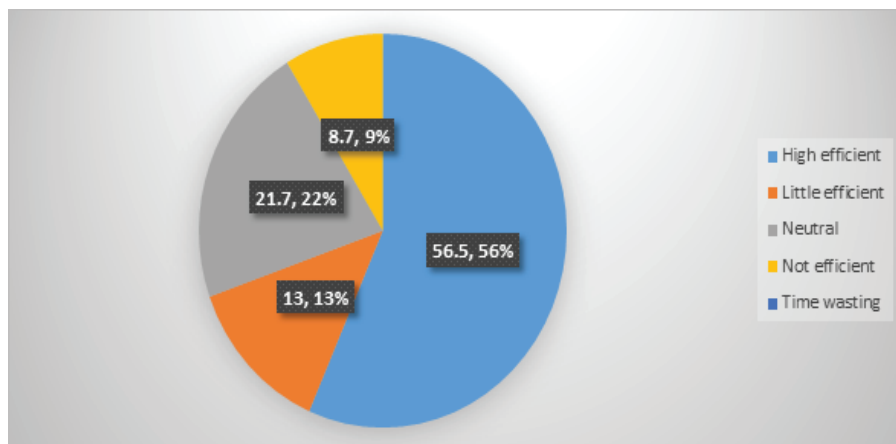


Source: Survey

5.2.1 Which Word will you choose for “Seller Engagement” Project?

In this pie chart it can be seen that most of the sellers selected “Somewhat easy” option the most which is reflecting 39% of the whole sample size. After that the 2nd biggest selection went on “Easy” option. Sum of these two options show that seller engagement procedures are easy to absorb by the sellers. Although 22% of the sellers also voted that they find it “Little complex” to absorb the training and this portion along with 4% “Difficult” option voters are the target sample for taking in intensive care by Daraz.

Figure 2: Efficiency of Seller Engagement Process

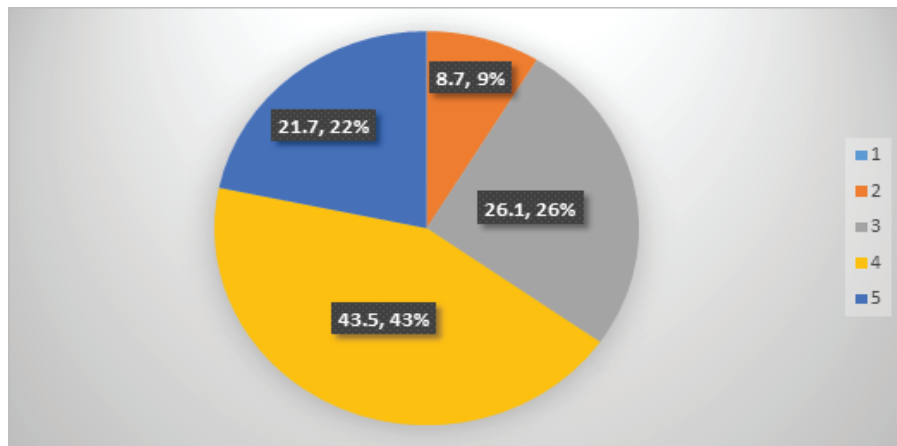


Source: Survey

5.2.2 How efficient is this “Seller Engagement” from Your Point of View?

The second question was about measuring the efficiency of the “Seller Engagement” process. 56.5% sellers found it “High efficient where 8.7% seller found it as not efficient. No one voted for “Time wasting” option because they know the project has positive potentiality but some of the sellers don’t getting it quite freshly and this is the reason behind the 21.7% “Neutral” and 8.7% “Not efficient” selecting sellers. Two of the last mentioned groups of sellers are the area where Daraz should do much work with exclusive planning.

Figure 3: Marking the Whole Procedure of Seller Engagement



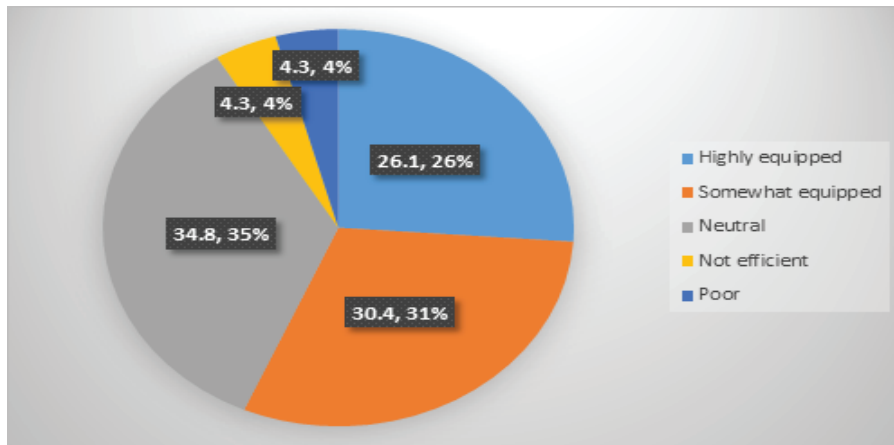
Source: Survey

5.2.3 How Much Star will you give to these Initiatives of “Seller Engagement” Out of 5?

After that this graph shows that how much stars the sellers want to give for reviewing the whole project. It can be seen that the lion’s share of the sellers gave 4 stars which actually stand with 43.5% of the total sample size. Though 26.1% sellers gave 3 stars but 21.7% sellers gave 5 stars also which actually shows that most of the seller has positive concept and feelings about this project.

As like the previous charts, a little portion like as here 8.7% sellers marked this project by 2 stars which actually reflect the dissatisfaction of those sellers regarding the faults or lacking of the project. The number of giving 1 star was null.

Figure 4: Efficiency of the Resources of Seller Engagement Process

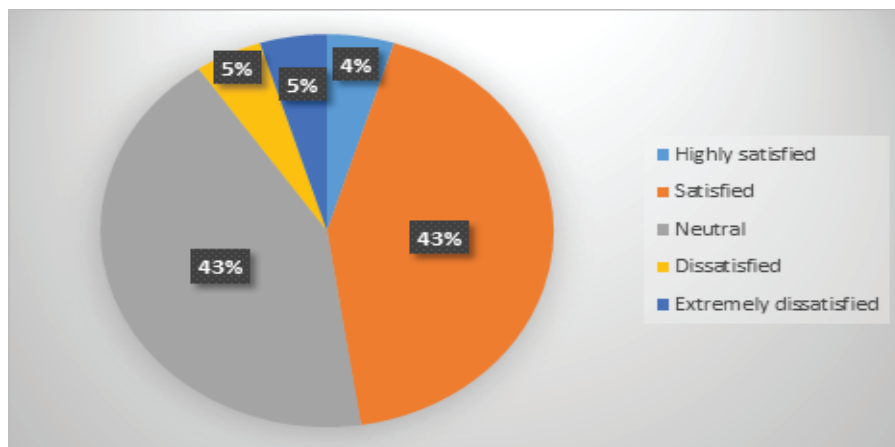


Source: Survey

5.2.4 Does Daraz Provide Required Tools and Facilities to Conduct this Issue?

In this tube chart its showing that the highest portion of the sellers are confused whether the project has all the required tools from Daraz for operating the needed steps. After that 2nd highest percentage of seller think somewhat equipped as the status of the project and 26.1% seller think that the project has highly equipped characteristics in order to operate the activities. And then it comes for two equal amounts of sellers acquiring 4.3% each selecting “Not efficient” and “Poor”. So Daraz should conduct their activities to clarify the foggy concept from the sellers and turn them in to the team of consisting positive opinions at a whole.

Figure 5: Satisfaction Level of Sellers on Seller Engagement Process

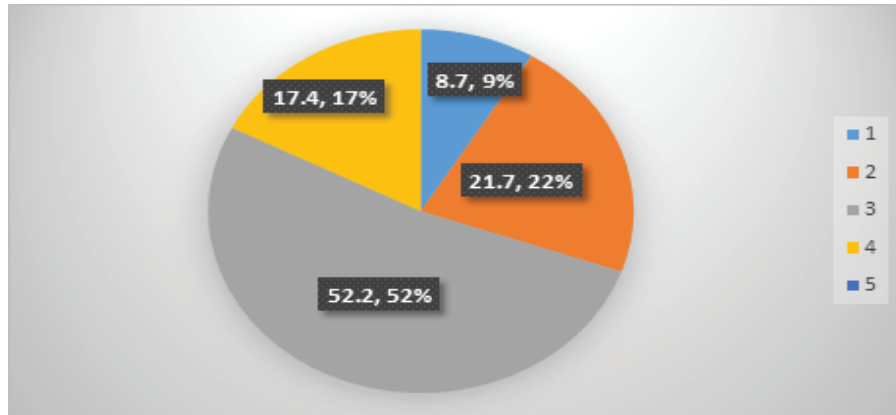


Source: Survey

5.2.5 Does it Indicate Your Satisfaction Level Regarding this Issue?

In the pie chart given here we can see two dominating big portions. These two portions are acquiring equally 43% of sellers who feels satisfied and highly satisfied by the “Seller Engagement” process. Rest of the 14% sellers should be taken into deep mentoring sectors by Daraz in order to make the project reaching its targeted success point.

Figure 6: Capability to Conduct the Seller Engagement Process

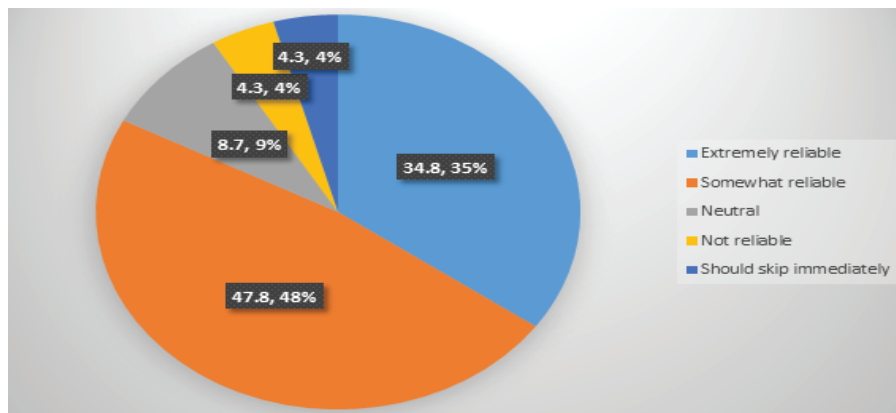


Source: Survey

5.2.6 How much will You Mark the Capability to Conduct the Training on Average?

In the 6th question it was asked to the sellers for giving number on the capability of conducting the training on average by the selected employees of Daraz. As it is known at present acquisition members are playing the key role for this project. 52.2% of the sellers gave 3, 21.7% sellers gave 2, and 17.4% sellers gave 4. These statistical standings clearly shows that Daraz has a lot of work to do in the back end for increasing the capability of or collaborative training characteristics.

Figure 7: Reliability of the Strategies of Seller Engagement

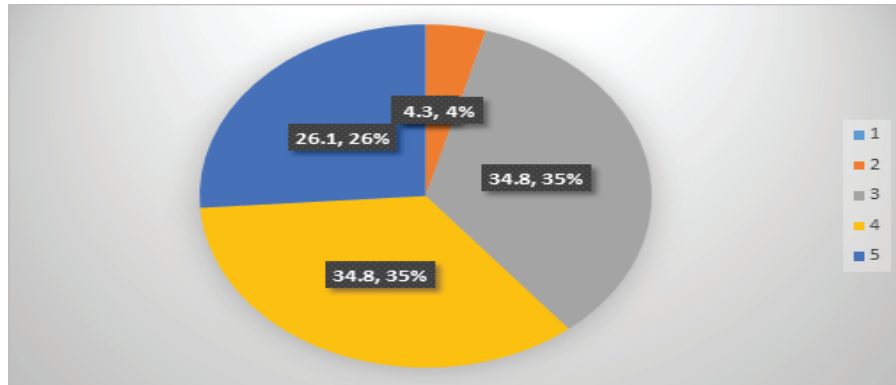


Source: Survey

5.2.7 How much Reliable are the Strategies of this Project for Future?

Now this chart showcasing the clear reliability among the sellers on the project of “Seller Engagement. 47.8% sellers think that the project is somewhat reliable and 34.8% sellers think this project is extremely reliable. So Daraz has to retain this reliability of the project and transfer more opinions on extremely reliable option.

Figure 8: Effects on Building Relationships between Sellers and Employees

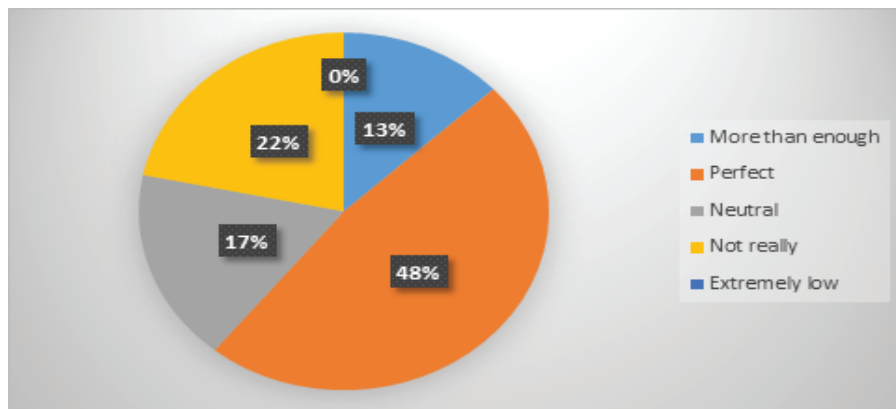


Source: Survey

5.2.8 How much will You Rate the Strategies as the Way of Building Relationship between Sellers and Daraz?

When the question came to rate the project as a relationship builder between seller and Daraz most of the sellers find it highly effective as 26.1% seller gave 5 and 34.8% seller gave 4. Then 34.8% seller gave 3 so it will be easy for Daraz to get them into the next level of satisfaction. But a matter to be afraid about the 4.3% sellers who have given 2 which means they have very bad feelings which has to be changed by Daraz.

Figure 9: Availability of Human Resource



Source: Survey

5.2.9 Do You Think Daraz Assessed Enough Human Resource to Conduct this Project?

In this last close ended question it can be estimated that 13% seller think that the human resource being used on this project is more than enough. 17% sellers don't know actually, what is the position of human resource according to the demand. 22% sellers think that there should be more human resource allocation for conducting this project from Daraz's end. So yet there is a big demand of trainer or communicative persons from Daraz's end exists among the sellers though 48% sellers think that the human resource has been allocated by Daraz is perfect.

5.3 Limitations of the Survey

As it was mentioned earlier that there were a few difficulties in order to do the survey regarding the topic of the paper. Some of the limitations are given bellow:

- Collecting a lot of inner information found out to be prohibited according to the rules of the organization.
- Getting additional time for deeper methods of observation rather than survey was not possible due to the given responsibilities as an employee.
- Sample size of seller was 46 because of the sensitivity of organizational relation.
- So many sellers were unable to do survey on digital platforms and reaching every seller physically was one of the toughest challenge in the procedures of preparing this paper.
- So higher sample size may differ on the survey results.

6. Recommendations

According to the study, survey and whole procedures of field observation and practical skill collecting process of the whole period, it can be clearly said that Daraz has to look after more intensively in some of their aspects including the steps of 'Seller Engagement Process'. Suggestions regarding these issues are given bellow:

- Daraz has to know first what the sellers need to know through this project which can be called as the training outline.
- Daraz has to choose the right persons who are eligible to giveaway training sessions because we all know that all the knowledgeable persons are not eligible to train others.
- Daraz has to divide their time according to the demand of the sellers. Daraz should not spend the same amount of time and human resources for all the sellers. Instead of this they should spend less time and human resource on the comparatively highly capable sellers rather than the sellers who are totally unfamiliar to the system.

- Giving training based on the demands of the seller should be granted rather than the planned way determined by the organization's plan chart. Reason behind this opinion is, no matter how highly effective and efficient the process we develop, if the respondents don't have the capability to consume them then those highly valuable terms will be nothing but rotten eggs.
- Daraz should engage more people from the content department along with acquisition members for the project named "Seller Engagement" because the content team actually knows most about the activities and back end software operations as they are the core users of these aspects.
- There are so many misunderstandings and gaps existing between Daraz and sellers with identified problems but the solution processes are so slow that the problem would take a new turn before the solution actually comes. So finding the gaps and taking necessary actions in order to solve those problems should be done at a great pace so that the problems don't get a gloomy position over the situation.

7. Conclusion

Daraz.com.bd has the largest amount of sales and transactions over other competitors on this field in Bangladesh. So they are leading from a distance ahead than others. However, there are so many sectors and aspects where Daraz should work very hard and create functional, structural and organizational formations in every section including seller engagement with providing neat and faultless services to customers by gaining highest effective and efficient output from sellers and internal employees. Though the sale of Daraz is high, two important terms such as reliability and satisfaction have to overcome a pretty long distance or gap to be on the standard position or else any new or emerging and international E-commerce platform with fundamental and functional advantages may overtake the position from Daraz easily. Fulfilling the demands of sellers and also controlling the quality will help them improve by a huge scale. The solid brand value will be an asset for Daraz in further future. Managing sellers and creating trustworthiness with a lot of positivity in the customers mind by aggressive marketing and portraying positive sides of the group will benefit Daraz immensely.

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Appendix

Questionnaire

1. What word will you choose for “Seller Engagement” project?

Easy	Somewhat Easy	Neutral	Little Complex	Difficult
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2. How efficient is this “Seller Engagement” from your point of view?

High efficient	Little efficient	Neutral	Not efficient	Time wasting
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3. How much stars will you give to these initiatives of “Seller Engagement” out of 5?

1	2	3	4	5
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4. Does Daraz provide required tools and facilities to conduct this issue?

Highly equipped	Equipped	Neutral	Not efficient	Poor
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5. Indicate the satisfaction level regarding this issue?

Highly satisfied	Satisfied	Neutral	Dissatisfied	Extremely dissatisfied
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6. How will you mark the capability to conduct the training on average?

1	2	3	4	5
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7. How much reliable are the strategies of this project for further future?

Extremely reliable	Somewhat reliable	Neutral	Not reliable	Should skip immediately
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8. How much will you rate the strategies as the way of building relationship between sellers and Daraz?

9. Do you think Daraz assessed enough human resource to conduct this project?

More than enough	Perfect	Neutral	Not really	Extremely low
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