

Thesis Paper
On
An evaluation of Customer Perception towards the services of Daraz Bangladesh Ltd: A Case Study on Daraz Enterprise



Supervised By
Mr. Mohammad Shibli Shahriar
Associate Professor
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

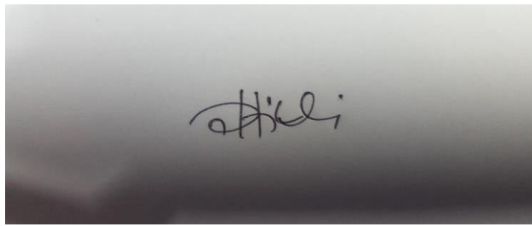
Prepared By
Omar Faruk
ID: 201-14-3128
Master of Business Administration
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Date of Submission: 15th December 2021

Certificate of Supervisor

This is to certify that the thesis paper titled “**An evaluation of Customer Perception towards the services of Daraz Bangladesh Ltd: A Case Study on Daraz Enterprise**” has been conducted by Omar Faruk, ID: 201-14-3128 for the partial fulfillment of Master of Business Administration with major in Marketing from Daffodil International University under my supervision.

I have gone through the thesis paper and found suitable recommended for submission. I wish his success in every sphere in life.



.....
Mr. Mohammad Shibli Shahriar

Associate Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Letter of Transmittal

15th December 2021

Mr. Mohammad Shibli Shahriar
Associate Professor
Department of Business Administration
Daffodil International University

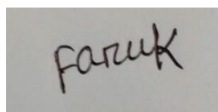
Subject: Submission of thesis paper.

Dear Sir,

With utmost and humble submission, I would like to inform you that here is my thesis paper titled “An evaluation of Customer Perception towards the services of Daraz Bangladesh Ltd: A Case Study on Daraz Enterprise” which was assigned me as a part of my MBA program. It was great pleasure for me to do the assigned job. During completion of the report, I came across lots of experiences that will assist me greatly for building my career. Despite some limitation, I tried my level best to make the report complete one. If you need any clarification on my part of report, please let me inform. I will be willingly available.

I therefore hope that you would be kind enough to accept my report and oblige there by.

Yours Sincerely,



.....

Omar Faruk

ID: 201-14-3128

Master of Business Administration

Department of Business Administration

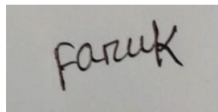
Faculty of Business and Entrepreneurship

Daffodil International University

Letter of Declaration

I hereby declare that this thesis paper titled “**An evaluation of Customer Perception towards the services of Daraz Bangladesh Ltd: A Case Study on Daraz Enterprise**” submitted to Mr. Mohammad Shibli Shahriar, Associate Professor, Department of Business Administration, DIU.

I’m Omar Faruk, ID: 201-14-3128, would like to solemnly declare that thesis report on “An evaluation of Customer Perception towards the services of Daraz Bangladesh Ltd: A Case Study on Daraz Enterprise” has been authentically prepared by me. While doing this report I did not breach any copyright act intentionally. I am further declaring that I did not submit the report anywhere for awarding any degree or certificate.



.....

Omar Faruk

ID: 201-14-3128

Master of Business Administration

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Acknowledgement

At first, I like to express my gratitude to almighty Allah for enabling me the strength and opportunity to complete the report within the schedule time successfully.

Then I would like to convey my deep gratitude to my honorable supervisor **Mr. Mohammad Shibli Shahriar**, Associate Professor, Department of Business Administration because he instructed me in the right way to complete a difficult task and his dynamic earnest instruction and supervision made it possible for me to complete this work successfully within the stipulated time. I am grateful for the patience and the time he gave to solve the quire that needed for preparing this paper.

In preparing this report, different persons have extended their helping hands to me. It would have not been possible for me to prepare this report without their help. Enhance I would also like to thanks all the respondents who helped me by participating in the survey. Out of their busy schedule they made time for me and provided me with useful information. I thank all of them for their friendly cooperation.

Finally, I am grateful to my family members who encourage me to conduct this study and helped a lot.

Omar Faruk

15.12.2021

Executive Summary

Daraz Bangladesh is the colonist of-commerce assiduity in Bangladesh who has brought a new period in the shopping trend. It has opened so numerous openings for business along with new trend for the guests. As my master paper focuses on client perception of online business of Daraz Enterprise. I've tried to bring some data regarding the content operation system, how it works and also tried to find the client satisfaction.

First I described the origin of the report; I then followed the general description of the company, the evaluation of the survey and the interpretation of the data, the identification of problems in connection with customer perception and online shopping, the conclusion or recommendation based on the problems. There I tried to place STP Analysis, Macro and Micro Analysis, Feasibility Analysis, Key Market Participant, Competitive Analysis, Website Analysis and Daraz Bangladesh Benefits.

It is a growing business, thus there's many sectors to figure on to form the web purchase expertise better. To form a service better, issues required to be identified. With the concept of knowing the problematic areas of daraz.com Asian nation during which Daraz should work on, this paper had been written. To induce an improved insight of the industry so effective recommendation is provided to the company. Throughout the report I attempted to search out what styles of service customers predict from Daraz Bangladesh, their current service condition, market analysis, wherever they must perform better and so on. It's currently very essential to anticipate and forecast the requirements and demands of the buyer and fulfill them consequently to extend the market growth and market share as well.

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Chapter-01

Introduction

1.1 Introduction of the Study

Online marketing is the simple solution for life in today's world. As more consumers become familiar with the Internet and its benefits, online shopping is becoming increasingly popular and preferred by a group of consumers looking for better value for money in terms of information, convenience, cost and choice. They are experimenting with new shopping opportunities that have led to the popularity and growth of online shopping in Bangladesh. In contrast to a physical store, all products in online stores are described by text, photos and multimedia files. Many online stores provide links for lots of additional information about their product. On the other hand, some online consumers are adventurous explorer, fun seeker, shopaholic, and some are meddled with the technology, they hate waiting for the product to ship out. Therefore, online consumer behavior has become a topical research area for more and more researchers to understand this unique nature of online shopping. The main goal of a company is to offer products and services that better meet the needs of its consumers. Satisfied Needs Very Good is more successful than the competition, as satisfied buyers tend to make repetitive purchases. Additionally, online shopping in Bangladesh has developed rapidly and has the potential to grow exponentially in the future as the proliferation of the internet is widespread in rural areas.

But it is also correct that Bangladeshis traditionally shop conservatively. The dependency on online shopping will increase as a result of modernization and the fast pace of life. The aim of this study is therefore to understand consumer behavior towards online purchases, their likes, dislikes and their level of satisfaction.

1.2 Background of the Study

The Master of Business Administration (MBA) program at Daffodil International University is supposed to focus on master's documents prepared to enrich the power of knowledge. This report provides real insight about e-commerce and is associated with customer perception of e-commerce in Bangladesh. Online marketing is the easy solution to the hectic life of today's world. Over the past decade, there has been a huge change in the way customers shop. Although the consumer continues to purchase from a physical store, users or the customer feel very comfortable with online shopping. Online shopping saves a crucial time for modern people as they are always busy and cannot spend a lot of time shopping. Online commerce is growing rapidly in Bangladesh. The most commercial use of the Internet is the development of electronic commerce. The internet-based economy is the most established virtual reality in the world today.

1.3 Objective of the Study

The main purpose of the report is to get a clear idea about **an evaluation of Customer Perception towards the services** of Daraz Bangladesh Enterprise and to know about customer responses about Daraz online business. And some objectives are follows:

Specific Object of the Report:

1. To analysis the consumer perception towards online shopping from Daraz enterprise.
2. To identify problems related to customer perception and online shopping from Daraz enterprise, and
3. To provide some recommendation on the basis of problems.

1.4 Methodology of This Study

My master paper has been prepared on the basis of primary and secondary data. I also include qualitative data here. Primary and secondary data both are the crucial part of this research. Data processing and analysis are completed by Microsoft excel. I collect data for this paper from two crucial sources that follows below:

A. Primary Source

I conduct primary research mainly on survey questionnaire. I have taken survey interview from more than 50 respondents who purchase product from Daraz enterprise.

B. Secondary Source

For the secondary data, I took help from the internet and search engine Google. I also investigated are:

- **Journals**
- **Books**
- **Newspaper articles**
- **Literature reviews on online business**

C. Data Processing and Analysis

The information collected was then processed and adhered to using MS Word, MS Excel and Google Form. On the basis of the data collected, the necessary tables were prepared. In addition, detailed explanations and analyzes have been incorporated into the report.

1.5 Limitations of the study

The study only shows how consumers perceive e-commerce and online shopping. Information collected from respondents may not be able to generalize due to the small sample size. Almost all studies have limitations, as does my study.

Lack of time.

Lack of opportunities to operate the Camp on a large scale.

The study is missing a lot, enough time can help to prepare something more and the researcher needs.

A small sample size may not represent the actual result of Daraz company's online purchases.

It was not possible to provide all the data of the organizations because there were obstacles to the organization's strategy.

Chapter-02

Organization Overview

2.1 Background of Daraz Bangladesh Enterprise

Daraz is a Chinese-owned online marketplace and logistics company operating in South and Southeast Asian markets. It was founded in 2012 by a German venture capital firm, Rocket Internet. The Daraz Group operates e-commerce platforms and logistics services in Bangladesh, Myanmar, Nepal, Pakistan and Sri Lanka. In May 2018, the Daraz group was acquired by the Chinese e-commerce company Alibaba Group.

Daraz was founded as a fashion retailer in Pakistan in 2012, but moved to a general market strategy and business model in 2015 when it also launched operations in Bangladesh and Myanmar. In September 2015, Daraz secured € 50 million in its Series B financing to expand its operations in Bangladesh, Myanmar and Pakistan. DC Group, a state-owned development finance institution (DFI) in the UK, has invested € 20m as well as a € 30m investment from Daraz's current majority shareholder, Asia Internet Holdings. In July 2016, the Daraz Group acquired Kaymu, a consumer-to-consumer online marketplace in South Asia, and with the acquisition began operations in Nepal and Sri Lanka.

In May 2018, Daraz Group announced that it had been acquired by Alibaba Group for an undisclosed amount. The move comes about two years after Alibaba acquired Lazard Group, which was also a Rocket Internet Group startup in the Southeast Asian market. He also manages Redmart in Singapore and owns stakes in Rakuten in Japan and Tokopedia in Indonesia. The five markets of the Daraz Group (Bangladesh, Myanmar, Nepal, Pakistan and Sri Lanka) cover more than 460 million people, 60% of whom are under 35 years old. In order to digitize the logistics ecosystem and improve delivery standards, Daraz has created its own logistics company, DEX, in all of its five markets.

2.2 The Leading Online Marketplace

Daraz is an online store that provides branded products for men and women through clothes, shoes, jewelry and accessories. Daraz was the fourth e-commerce site in Bangladesh alongside Click BD, Ekhanei and OLX. He started his journey with brands such as; Yellow, Black, Symphony, The Body Shop, Huawei, Samsung, Walton, Aranya, 6 Degree Mobile, Apple, LG, FastTrack, MAC, Nikon, Ecstasy, Panasonic, Doors. It now has all the reputable brands on its website and a large number of sellers. Bangladesh has a huge population which attracts a large number of advertisers to offer their products. But due to lack of creativity, Bangladeshi customers still need many of the latest facilities offered by the modern world. Much of our population does not have the knowledge on the correct use of the internet other than to use it for social media and it is becoming a challenge for online businesses. Our government is trying to provide the Internet across the country, which will help the development of the country's e-commerce sector.

Customers can pay for an item on Daraz using a different method such as cash on delivery (only available in certain cities at seller's discretion), wire transfer, bKash or other mobile banking methods, etc. So far, the online payment system has not yet been installed and therefore, customers cannot make online payments to purchase products from Daraz and therefore it is difficult for people outside the Bangladesh to buy products. Once someone signs up (for free) with Daraz, they can access all of their Daraz buying and selling activities in one place called “My Accounts”.

2.3 Vision of Daraz.com.bd

Their vision is to capture the maximum share of consumer online shopping expenditure in the market.

2.4 Mission of Daraz.com.bd

The company's mission is to become world's largest e-commerce platform outside USA and China. The company identifies new business models, untapped markets and entrepreneurs. Nurture them and try to establish the business.

2.5 Goal of Daraz Bangladesh Enterprise

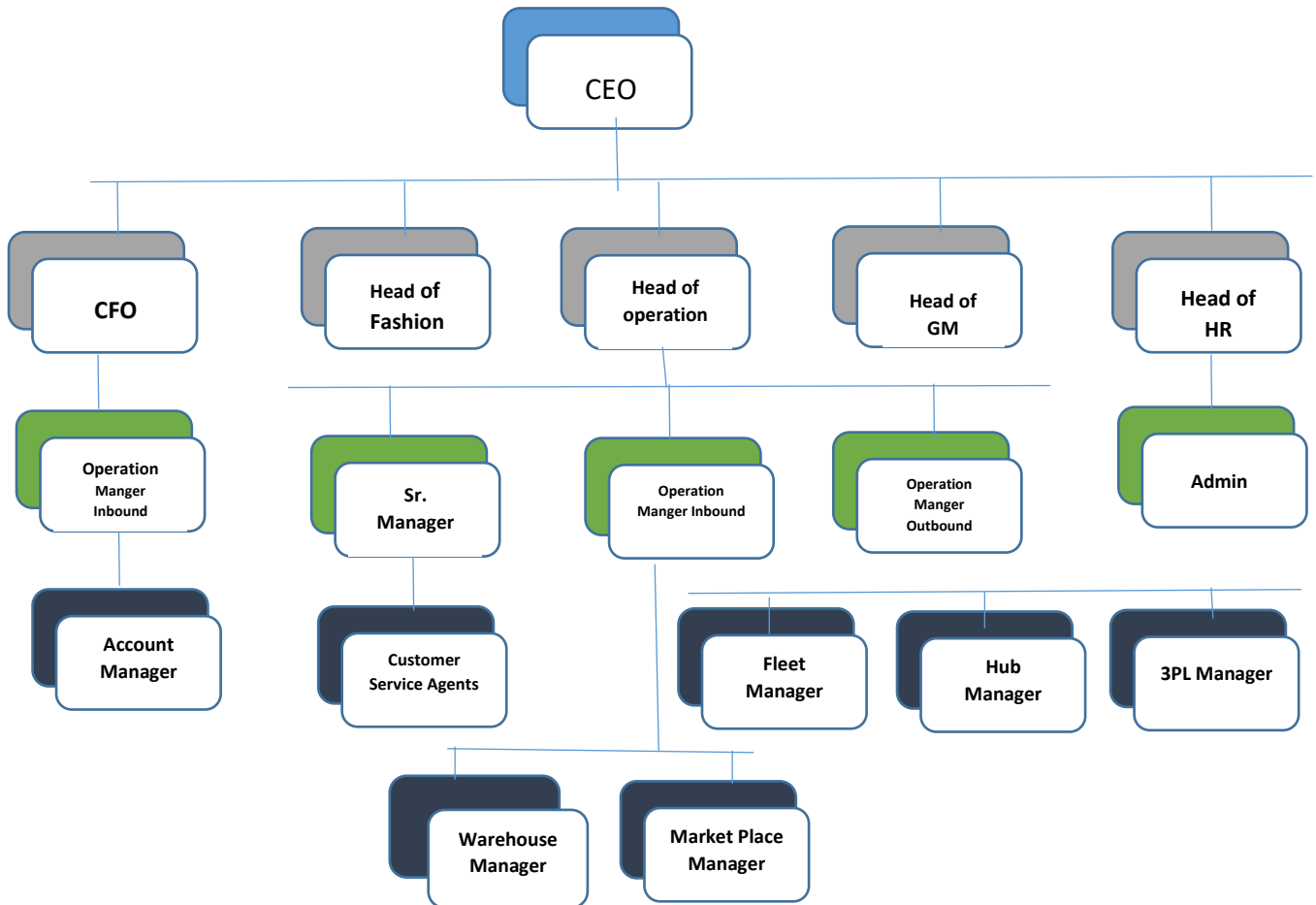
Their goal is to provide the best product in the best price. Also, to introduce latest products in the market for the customers.

2.6 Slogan Daraz Bangladesh Enterprise

“Ready to Tomorrow”

2.7 Organogram of Daraz Bangladesh Enterprise

E-commerce organogram is very different than many other companies. As many things are managed through online and software's, a lot of process is automated. Here is the organogram of Daraz:



Source: <https://www.daraz.com.bd/about-us/organogram/access> on 12 August 2020

An organizational chart is a graphic representation of the structure of an organization. It allows to show the hierarchical relationships between managers and the people who are attached to them, as well as the department. Daraz Bangladesh company follows the above organization chart. The CEO is the most senior position in this company which reports to various departments such as CFO, Fashion Manager, Operations Manager, Chief Executive Officer and Head of Human Resources.

2.8 SWOT Analysis of Daraz Enterprise:

We know that SWOT analysis means company's strengths, weaknesses, opportunities and threads. Online shopping enterprise such as Daraz Bangladesh enterprise also some strengths, weaknesses, opportunities and threads that shows bellows:



Source: <https://www.academia.edu/daraz-enterprise-report/> access on 16 August 2020

The strengths of the Daraz Company are low salary and benefits overload, quick response and a flat hierarchy resulting in faster decision making. The weaknesses follow the existing workload is too high, no previous project planning experience and an expert missing in some areas. To increase market share and convert existing products for new markets. There are also threats such as business partners are unfaithful, the biggest competitors get the majority of market share and the most famous brand and cost of technology investments.

Chapter-03

Online Business Description of Daraz Enterprise

3.1 Segmentation, Targeting and Positioning of Daraz Bangladesh

The process of segmentation, targeting and positioning (STP) is an important concept in the study and function of marketing. The letters STP stand for segmentation, targeting and positioning. The STP process demonstrates the relationships between a market in general and how a company chooses to compete in that market. Segmentation is the way of dividing an entire market into different sections of customers. Focusing or promoting the objective therefore involves choosing which fragments of potential customers the organization will focus on. The target market is a collection of customers that a company has chosen to direct its exposure efforts to and, ultimately, its inventory. A highly characterized target market is the main component of a presentation technique. Placement characterizes where your item (item or admin) stays in connection with others offering comparative and admin items in the mall and, moreover, the buyer's psyche. An advertising technique that aims to get a brand to have an unmistakable position, relative to competing brands, in the customer's brain is also called situating. Organizations apply this technique by emphasizing the recognition elements of their image (what it is, what it does and how, etc.) through advertising. Once a mark has been identified, it is extremely difficult to reposition it without decimating its validity.

3.1.1 Market Segmentation of Daraz Bangladesh

Geographic Segmentation:

Geographical segmentation states that market segmentation is focused on the basis of location or place. Daraz Bangladesh enterprise segmented their market various plot over the whole country. Initially it focused the whole country and grab the major part of the market. Now this enterprise mainly focused Dhaka, Chattagram, Cumilla, Rajshahi and other division of Bangladesh.

Demographic Segmentation:

Demographic segmentation states that customer's age, generation, income, family life cycle. In term of age segmentation, they focused mainly young generation. The young generation are conscious of fashion and quality of products. Daraz enterprise segments their product in various categories that attract potential customers and increases sales. They do not want to keep themselves restricted into one generation rather than they have chosen to reach all the segment.

Psychographic variable:

Market segmentation on the basis of psychographic variable focuses social class, lifestyle and personality of customers. It wants to grab all the market of moderate social class as well as higher class. Psychographic variable also refers to the personality and emotions based on behavior, linked to purchase choice including attitudes, lifestyle, hobbies, risk aversion, personality and leadership.

Behavioral variable:

Behavioral variable focuses on occasion, benefits, user status, rates of usages, status of loyalty, stages and attitudes readiness to product. Daraz Bangladesh use shopping behaviors of customers, uses of product, benefit sought, and level of customers. It does not just target heavy users because that might cause potential segmentations.

3.1.2 Targeting of Daraz Bangladesh Enterprise

Target marketing of Daraz Bangladesh enterprise focuses potential target market around Dhaka city. Gradually they will increase their market capacity across the whole country. The target is those people who are very conscious about product quality and fashion. They also considered lifestyle and personality. Daraz enterprise launched special offer to various occasion such as Pahela Baishakh, Bengali New Year, Independence Day, victory day etc. While targeting the customers they also mind some important questions. These questions help to Daraz enterprise to acquire potential customers.

- Solvents of crucial problems of Daraz Enterprise.
- Present graphical picture of entire customers.
- Daraz Bangladesh offers valuable product for potential customers.
- Thinking about market gaining repeatedly.
- Measure internal ability of company that meet customer satisfaction.
- Cover the available customer market.

3.1.3: Positioning of Daraz Bangladesh Enterprise

The positioning of Daraz Bangladesh enterprise states that convenient shopping place, quality of products, best price in Bangladesh and full of authenticity, genuine and branded product. Daraz Bangladesh offers its customers “the same for less”. That means they have same product as physical shop any retailer’s website of competitor’s websites. They offer the lower price than its competitors. Daraz enterprise have some unique product that attracted the potential customers.

Daraz Bangladesh enterprise also offer big discount to its customers that attracted new customers and increases existing customer’s satisfaction. The Daraz enterprise has a good image because it deals customers significantly and it is an international venture. Daraz Bangladesh have good experience to deal its customers and build strong customers relationship.

Customer lifetime value also requires enough time to properly assess the potential benefits from a customer. Discount voucher on damaged goods, debit card, credit card facilities, sending product to any corner of Bangladesh, structure of information, maintaining transparency has put them in a position where it leads the E-commerce industry throughout the country. Customer will attach Daraz enterprise with satisfaction.

3.2 Market Growth of Daraz Bangladesh

The web has opened up another horizon for commerce, particularly internet activity, which has grown rapidly in the world created as a notable aspect of globalization in recent decades. The rapid expansion of web-based activity is now turning into a remarkable open door for improving international and local trade in countries with minimal development like Bangladesh, where innovative web offices and infrastructure are emerging. A few years have proven their worth be accessible to all.

The government of Bangladesh, as part of its desire to become a distinctly central wage nation by 2021, has seen the importance of online transactions. The commitment is to expand the reach of the broadband system to 30 percent by 2015 and 40 percent by 2021 of global trade.

The administrative vision of turning Bangladesh into progress has spurred organizations and buyers to tackle IT challenges, and enthusiasm for ICT innovation is growing at a revolutionary rate. Bangladesh's monetary and statistical outlook ensures a solid structure for a generally new ICT segment and web-based business sector. Given monetary strength, political development and openness, Goldman Sachs has realized the potential by naming Bangladesh as one of the "Next Eleven," a grouping of nations that have the gist and the potential to become financial players of decisive importance in the 21st century. . 65% of Bangladesh's 160 million people are under 35 years old. This not only makes the nation one of the largest (eighth in terms of population) but also one of the youngest on the planet. Consistently, normal GDP growth of around seven percent and expanding urbanization add to a larger class of white-collar workers with higher wages - the perfect target for e-commerce exercises.

3.3 Product and Service Offering of Daraz Bangladesh Enterprise

When it comes to Daraz's products and services, they are a bit different from Kaymu. Daraz puts premium brands that sell their best products at the customer's fingertips. From elegant cargo dresses to Fautas evening dresses to beautiful evening dresses, we meet the needs of everyone: child or adult, man or woman. Discover a perfect online fashion store for the brand Conscious. Daraz offers brands famous ones such as Yellow, Black, Ecstasy and Tesmart among many others which tend to attract Esta fashion among customers. If people are looking for readymade Punjabi or sherwani, shirts, t-shirts, shoes, kurti, crop tops, off shoulder dresses, etc., people can browse their fashion collection carefully sorted online and buy the one that suits the event. , ready to ship at the most reasonable prices. Daraz has home appliances small and large, including toasters, juicers, stoves, microwaves, split air conditioners, washing machines, freezers, and more. Brands you trust the most like Panasonic, Philips, Miyako, Shimizu, etc. Plus, from tablets to smartphones and PCs to laptops, nothing escapes the offers at Daraz's online electronics store. So if you look at it again, you can easily see that Kaymu is focusing on all kinds of products and all the different prices and different qualities of products while Daraz is more brand focused, they are trying to connect with more. Of brands and attracting more customers than they are. Comfortable to wear or use branded fabrics or other products.

3.4 Digital Marketing Strategy of Daraz Bangladesh

The massive use of the Internet and other digital media and technologies has been introduced to support “modern marketing”. A wide range of labels and jargons have been created by academics and professionals to support this modern marketing. It can be called digital marketing. More specifically, any form of product or service marketing involving electronic devices can be referred to as digital marketing. For an online platform like Daraz Bangladesh, digital marketing is the most important factor in capturing consumers on a daily basis.

3.4.1 Five D’s of Digital Marketing

The 5 Ds of Digital Marketing provide consumers with the opportunity to interact with brands and open the door for businesses to reach their consumers and learn more about their reviews. Daraz.com.bd is heavily engaged in marketing activities from digital platforms to digital media. The 5 Ds of digital marketing are explained below in association with Daraz Bangladesh.

Digital devices: Digital devices include smartphones, tablets and desktop computers. Across all of these devices, the public or consumers experience brands as they interact with the company's website and mobile apps. Daraz already has the mobile app that consumers / public can easily download to their smartphone. The opening of an account on the Daraz app can easily interact with the enterprise websites included in the Daraz app. Daraz has his own Facebook and Instagram pages. He also manages the YouTube, Twitter and LinkedIn accounts. Thanks to these means, Daraz publishes and promotes any type of update concerning its activity to reach consumers as soon as possible. The Daraz application is also visible in this digital platform.

Digital media: Digital media are seen as the communication channels for reaching and involving the public. They can be paid for, owned and earned. When a specific post is bolstered by donating a certain amount of money to the digital platform to increase the reach of the post, this is referred to as paid coverage. After a defined period of any campaign, the paid reach strategy is implemented to reach more audiences. Organic reach refers to the actual reach of the post when published.

Digital data: Through digital data, companies collect information on their audience profiles and their interactions with the company. When an individual opens an account on Daraz as a buyer. Daraz saves this information in its database and interaction can take place via live chat, Facebook messages or emails. Conversations are also recorded for more details. These are absolutely confidential and kept by law. Through these, they identify the position of the consumer and try to show their campaigns according to their position, tastes and preferences.

Digital Technology: Businesses use digital technology to create interactive experiences between consumers and businesses. Daraz is no exception. By creating a community, Daraz gives consumers the opportunity to share their shopping experience with other Daraz customers.

Chapter-04

Survey Analysis and Interpretation of Data

4.1 Data Analysis

I have selected 50 respondents in my report and all those who have selected young generation of online shopping customers. I have been used Google Form Questionnaire and Microsoft Excel in the survey. The findings are given in the following concurrently:

4.1 Gender Respondents of This Survey

The whole gender respondents of this survey are 50 that directed both male and female young generation customers. The following chart reveals the gender frequency of the respondents.

Table 1: Gender Respondents of This Survey

Gender	Respondents	Percentage of Frequency
Male	30	60%
Female	20	40%
Total	50	100%

Source: Survey Opinion

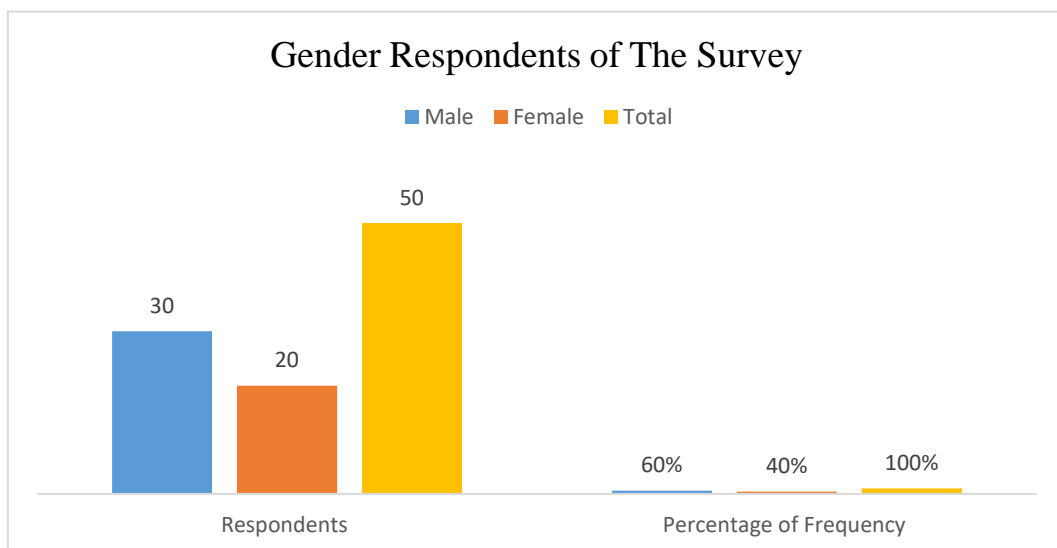


Figure 1: Gender Respondents of This Survey

Source: Table 1

Comments: We can see that 30 respondents are male that represent (60%) of the total and female respondent are 20 that represent (40%) of the total. This figure shows male online customers are greater than female online customer on Daraz Enterprise.

4.2 Customer Perception of Online Business About Daraz Enterprise

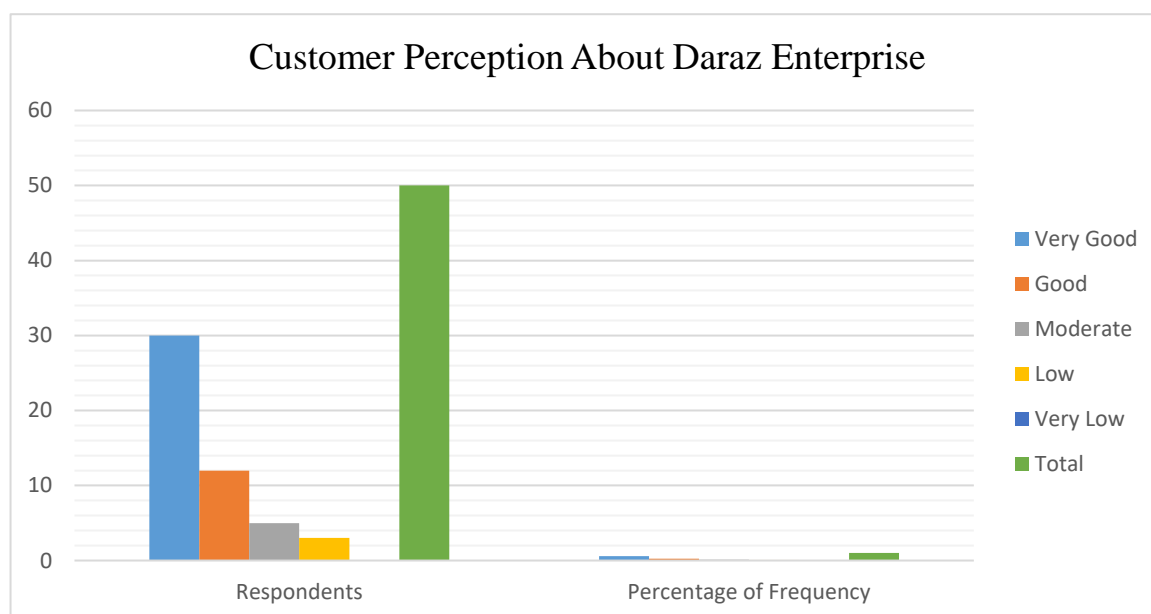
The Whole respondents of this survey are 50 and all the respondents are online customers in Bangladesh online business web portal. This figure represents customer perception about Daraz Enterprise.

Table 2: Customer Perception About Daraz Enterprise

Perception	Respondents	Percentage of Frequency
Very Good	30	60%
Good	12	24%
Moderate	5	10%
Low	3	6%
Very Low	0	0%
Total	50	100%

Source: Survey Opinion

Figure 2: Customer Perception About Daraz Enterprise



Source: Table 2

Comment:

This figure shows customer perception of online business about Daraz Enterprise. Among all respondents 30 customers (60%) are very good perception about Daraz online business, 24% customers are good perception, 10% customers are moderate perception, 6% customers are low perception about online business of Daraz Enterprise.

4.3 The Hypothesis of Product Quality Daraz Enterprise by Customers

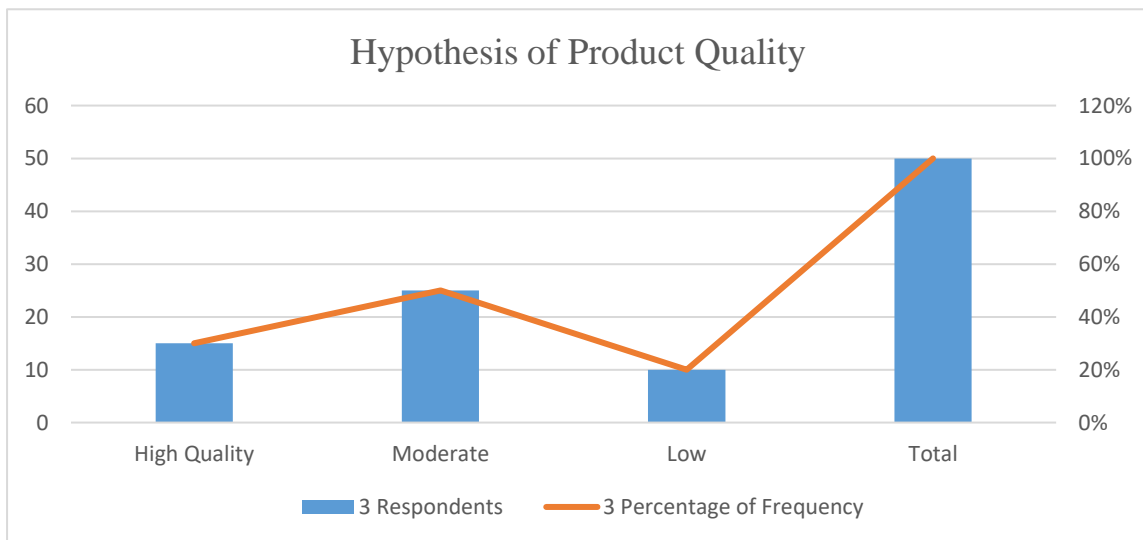
The whole respondents of this survey are 50 and this figure shows the hypothesis of product quality Daraz enterprise by customers. The product quality basically classified high quality, moderate quality and low quality. This figure reveals the hypothesis of product quality by customers.

Table 3: Hypothesis of product Quality by Customer

Product Quality	Respondents	Percentage of Frequency
High Quality	15	30%
Moderate	25	50%
Low	10	20%
Total	50	100%

Source: Survey Opinion

Figure 3: Hypothesis of Product Quality



Source: Table 3

Comment:

This figure shows the hypothesis of product quality that indicates high quality of products, moderate quality of products and low quality of products. From this figure information we say that 30% of respondents' hypothesis high quality of product, 50% hypothesis moderate quality of product and 20% hypothesis low quality of products.

4.4 Customers Online Shopping Cognition on Daraz Enterprise

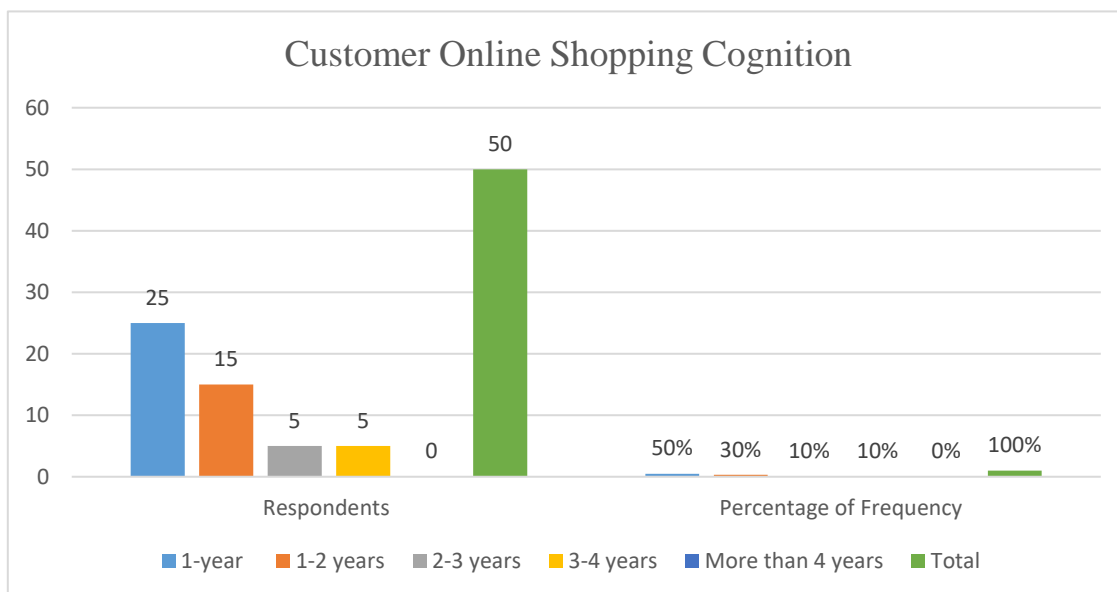
The whole online shopping customer's respondent of this survey are 30 that directed one year, one-two years, two-three years, three- four years and more than four years. Below this figure shows customers online shopping cognition yearly on Daraz Bangladesh Enterprise.

Table 4: Customer Online Shopping Cognition on Daraz Enterprise

Experiences	Respondents	Percentage of Frequency
1-year	25	50%
1-2 years	15	30%
2-3 years	05	10%
3-4 years	05	10%
More than 4 years	0	0%
Total	50	100%

Source: Survey Opinion

Figure 4: Customer Online Shopping Cognition on Daraz Enterprise



Source: Table 4

Comments:

We can see that this figure about customer cognition of online shopping. 50% respondents say that they have cognition Daraz online shopping in one year, 30% respondents' cognition 1-2 years, 10% respondents' cognition 2-3 years, 10% respondent's cognition 3-4 years and more than 4 years' customer cognition is zero.

4.5 Sources of Online Shopping Information on Daraz Enterprise

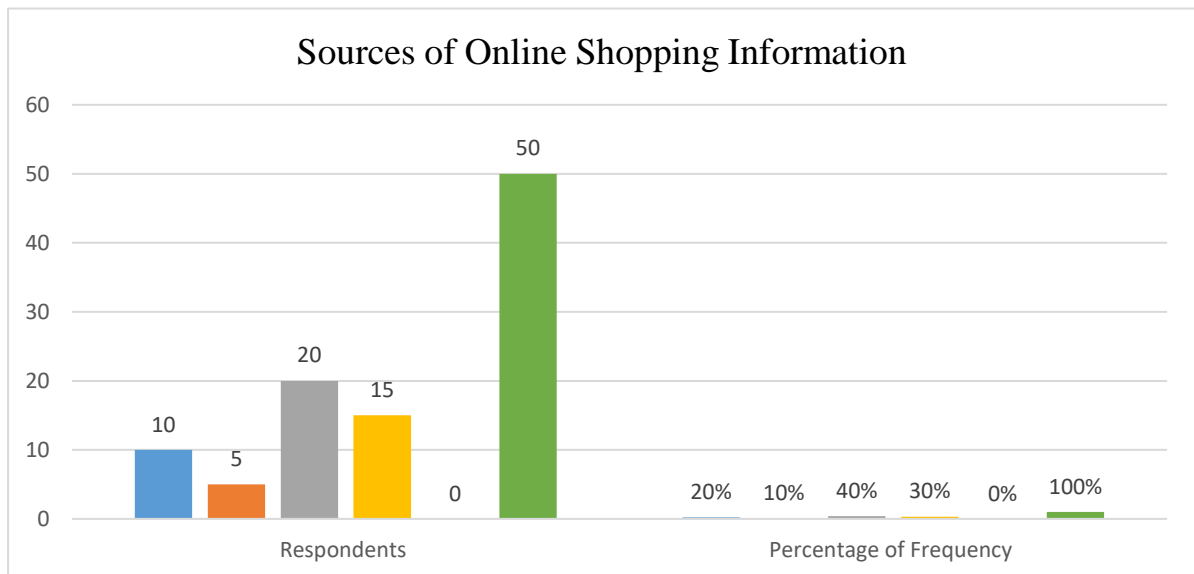
The sources of online shopping information for customers that directed to friends, newspaper advertisement, website advertisement. Facebook and others. The whole respondents of this survey is 30 and all the respondents are the customer of Daraz Bangladesh Enterprise.

Table 5: Sources of Daraz Online Shopping Information

Sources	Respondents	Percentage of Frequency
Friends	10	20%
Newspaper Advertisement	05	10%
Website Advertisement	20	40%
Facebook	15	30%
Others	0	0%
Total	50	100%

Source: Survey Opinion

Figure 5: Sources of Online Shopping Information



Source: Table 5

Comment:

From this figure we can see various online shopping information that directed 20% respondents get information from friends, 10% respondents get information from newspaper advertisement, 40% respondents get information from website advertisements, 30% respondents get information from Facebook. Website advertisement respondents are higher than others.

4.6 Customers Satisfaction with Daraz Bangladesh Enterprise

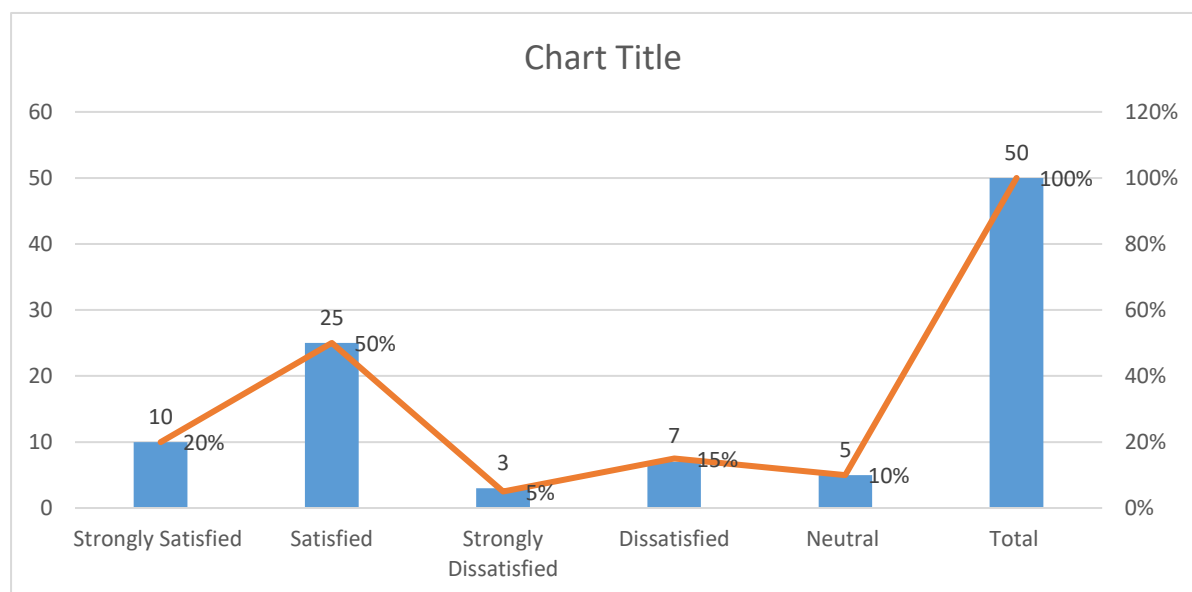
The whole respondents of customers' satisfaction from Daraz Bangladesh Enterprise are 30 that directed strongly satisfied, satisfied, strongly dissatisfied, dissatisfied and neutral. The following figure reveals customers' satisfaction from Daraz Bangladesh Enterprise.

Table 6: Customer Satisfaction from Daraz Bangladesh Enterprise

Satisfaction	Respondents	Percentage of Frequency
Strongly Satisfied	10	20%
Satisfied	25	50%
Strongly Dissatisfied	3	5%
Dissatisfied	7	15%
Neutral	5	10%
Total	50	100%

Source: Survey Opinion

Figure 6: Customer Satisfaction from Daraz Bangladesh Enterprise



Source: Table 6

Comment:

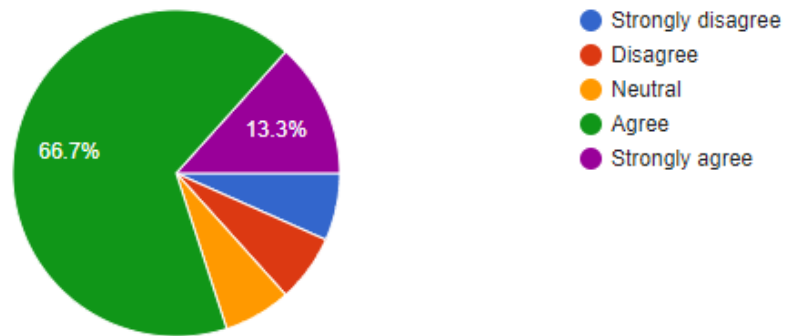
This figure represents customer satisfaction from Daraz Bangladesh Enterprise that directed 20% strongly satisfied, 50% satisfied, 5% strongly dissatisfied, 15% dissatisfied and 10% neutral. We see that most of the customers are satisfied with Daraz Bangladesh Enterprise.

4.7 Critical Data Analysis from Questionnaire

1. Daraz Enterprise is one of the most web portal in Bangladesh

The pie chart represents Daraz Enterprise is one of the most online business portal in Bangladesh. It shows customer opinion about above the statement.

Figure 7: One of the most web portal in Bangladesh



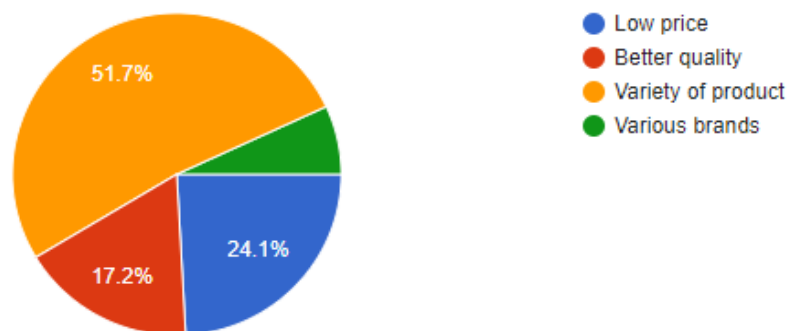
Source: Customer Opinion from Questionnaire

Analysis:

From this figure we can see that around 67 % respondents are strongly agree with the statement and around 13 % strongly agree that Daraz Enterprise is one of the most web portal in Bangladesh. Other customers are respectively followed to strongly disagree, disagree and neutral.

2. Reasons for purchase product from Daraz Enterprise

Figure 8: Reason for purchase product



Source: Customer Opinion from Questionnaire

Another figure represent reason for purchase product from Daraz Enterprise that indicates low price, better quality, variety of products and various brands.

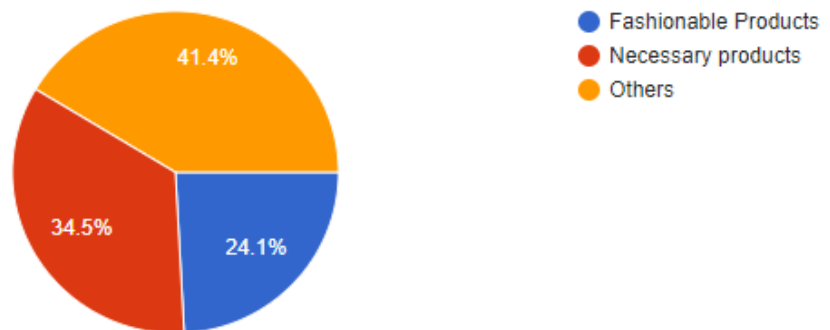
Analysis:

We can see that around 52% customers' purchase product from Daraz Enterprise reason for variety of products are available in this portal. Around 18% purchase products reason for better quality, around 24% purchase product reason for low price and another 6% customer's purchase reason for various brands available in Daraz Bangladesh Enterprise.

3. The types of products purchase from Daraz Enterprise

Another pie chart represents various types of product that available Daraz Enterprise. Customers purchase product generally fashionable products, necessary products and other products. This figure reveals that information and indicate customer perception.

Figure 9: Various types of Products on Daraz Enterprise



Source: Customer Opinion from Questionnaire

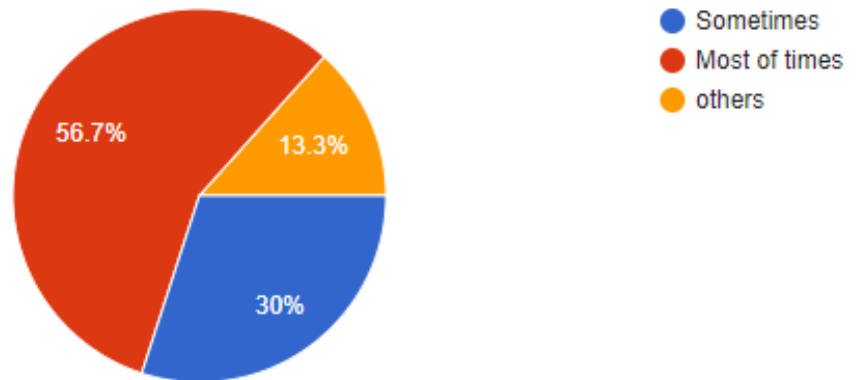
Analysis:

We can see that around 35% customers purchase necessary products, around 25% customers purchase fashionable products and around 40% customer purchase others product. Other products include electronics products, mobile phone, garment products etc. This figure reveals maximum customers purchase others product and these customers are very loyal to the Daraz Enterprise.

4. Daraz Enterprise delivers its' product on time

This figure shows delivery time of purchase product from Daraz Enterprise. It indicates proper valuation of customers. Deliver time is very significant for online business. If the purchase products do not deliver on time, customer switch the portals, lost the company its goodwill and loyal customers.

Figure 10: Deliver Purchasing Products on time



Source: Customer Opinion from Questionnaire

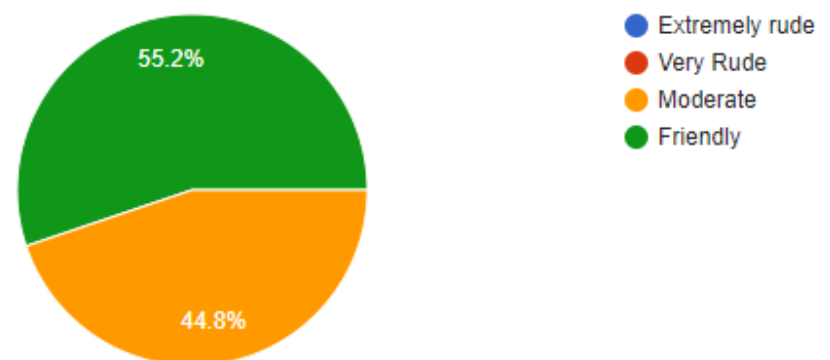
Analysis:

This figure shows around 57% products deliver most of time and around 30% deliver products sometimes. Around 13% deliver products other times. It indicates Daraz Enterprise loyal its customer very much. The deliver product time are flexible and consider customers' problem in sincerity.

5. Delivery man behavior approaches during deliver time

Delivery man approaches attracts loyal customers and enhances its capacity for greater sales. Delivery time as well as delivery man approaches are very significant to the customers. This figure reveals the approaches of delivery man.

Figure 11: Delivery man behavior approach during delivery time



Source: Customer Opinion from Questionnaire

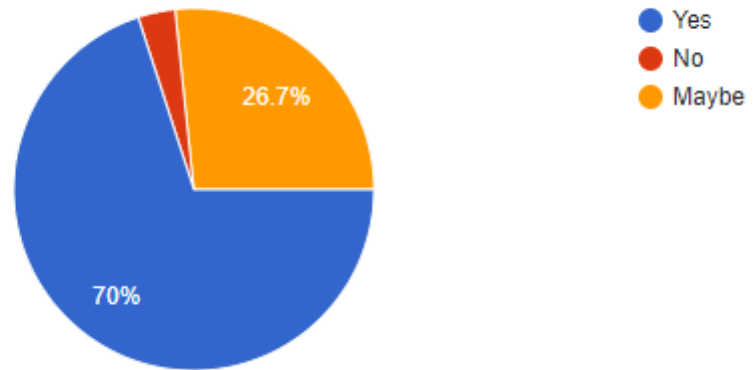
Analysis:

This figure shows delivery man approaches that indicates around 55% customers say that the delivery man approaches are very friendly and 45% customers given their answer are moderate. So we say that Daraz Enterprise delivery man approaches are very loyal to customers and they try to deliver products on time.

6. Satisfaction of customers with payment method of Daraz Enterprise

This figure shows that satisfaction of customers with payment method of Daraz enterprise. The payment method basically followed debit card, credit card, mobile banking, and payment after delivery etc.

Figure 12: Satisfaction of customers with Daraz Enterprise payment method



Source: Customer Opinion from Questionnaire

Analysis:

We can see that 70% customers are satisfied with payment method of Daraz Enterprise and around 26% customers are may be satisfied with payment method. Other 4% are not satisfied with payment method.

Chapter-05

Findings, Conclusion and Recommendations

5.1 Findings of the Study

While making this report I have been talked to several people about Daraz Bangladesh enterprise and its' services. I have found following some problems and lacking of this practice in Daraz Bangladesh Enterprise. The results found through the survey are presented blow:

- The customer perception of online business about Daraz enterprise is well but most of the customers don't like to purchase from online shopping.
- The hypothesis of product quality Daraz enterprise is moderate and this product quality does not meet customer expectation.
- Most of customer's online shopping experience is not good enough. The online picture products do not meet the actual products.
- Sources of online shopping information is very low. Daraz enterprise do not provide proper advertisement their products.
- Customers reward systems in a certain sum of purchase products is not good and new products do not available in reward systems.
- Delivery time is very high and doorstep delivery system is very bad especially outside of Dhaka city.
- Customers often can't reach customer service their numbers. Sales after service is also very bad Daraz Enterprise.
- Customers sometimes defeated from online shopping Daraz enterprise by high price and low product quality.

5.2 Conclusion

Eventually, we can come to the conclusion that Daraz has a lot of sales at the moment because there is no better alternative. But when there is a better alternative, there is a high probability that customers will change and their sales will decrease. The reason behind this is that most of the customers are dissatisfied with the performance of Daraz. Many do not find him reliable or trustworthy. The reasons for returning from Daraz are few and far between. The time has therefore come for Daraz to improve its service offering and build customer loyalty.

Finally, I would like to conclude by stating that Daraz Bangladesh represents a huge opportunity in the market to grow and cover most of the market. They should look for the new opportunity in the untapped market and increase their activity in the exploited market. Daraz Bangladesh limited is one of the biggest Bangladesh websites and achieved the status of the best online mall in Bangladesh. He is tenacious in recognizing business opportunities and improving himself. Daraz first entered the market in 2015 and has since established itself as one of the leading internet business web pages in Bangladesh. Keep passing something new to the mix. Daraz has a bright future.

Daraz Bangladesh is still growing and has huge opportunities to improve more and more as they have potential and resources. They have to make sure that they are offering the best customer support. The customer has certain requirements that organizations should expect from the request. In e-commerce, there is a huge open door in Bangladesh. I just have to work legitimately and ensure the development of the client. There is a booming industry in Bangladesh and I personally believe that Daraz Bangladesh will reach the pinnacle of online business very soon.

5.3 Recommendations

Daraz Bangladesh company is one of the top e-commerce service providers in Bangladesh. Since starting his business in Bangladesh, he's been improving every moment. However, while writing this report, I have spoken to several people about Daraz Bangladesh and its services. Therefore, I want to mention some recommendations for the Daraz Company that I received from the consumer survey.

- a) The quality and price of the products must remain the same as those of other competing e-commerce companies. Online product information should be available on every online page.
- b) Their sorting system is not good enough. People tend to look for product promotions. There is no way to separate these promotional products on the Daraz site.
- c) Other service numbers must be added. Customers often cannot reach customer service through their numbers.
- d) Reduce delivery times and introduce a home delivery service, especially outside Dhaka city. It must also provide adequate or correct products.
- e) Daraz Bangladesh enterprise should stop sourcing poor quality duplicates from poor suppliers.
- f) The Daraz company can set up a reward system like other companies and can reward customers who buy a certain amount of money at a time.
- g) Be friendly with customers and introduce a simple return policy if the delivered products are different from the orders.
- h) Sellers must ensure the quality of their product and the price must be closely monitored by Daraz.
- (i) A single price should be maintained for the same products from different suppliers.
- j) Improve after-sales service and create better handling of customer complaints.

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Questionnaire

For Customers

An evaluation of Customer Perception towards the services of Daraz Bangladesh Ltd: A Case Study on Daraz Enterprise

1. Name of Respondents

2. Email

3. Gender

Mark Only One Oval.

Male

Female

Prefer Not to Say

4. Daraz enterprise is one of the most E-commerce web portal in Bangladesh.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

5. Why do you make purchase of product from Daraz enterprise?

Low Price

Better Quality

Variety of Products

Various brands

6. Which types of product do you purchase from Daraz Enterprise?

- Fashionable Products
- Necessary Products
- Others

7. Customer perception of online business about Daraz Enterprise-

- Very Good
- Good
- Moderate
- Low
- Very low

8. The hypothesis of product quality Daraz enterprise by customers-

- High Quality
- Moderate
- Low

9. Sources of online shopping information on Daraz Enterprise-

- Website Advertisement
- Newspaper Advertisement
- Website Advertisement
- Facebook
- Others

10. Daraz Enterprise deliver its product on time -

- Sometimes
- Most of times
- Others

11. The product actual look as same as picture-

- Never
- Very Rare
- Sometimes
- Mostly
- Always

12. How approach of the delivery man during delivery time?

- Extremely Rude
- Rude
- Moderate
- Friendly

Question	Yes	No	May be
Do product quality able to meet your expectation?			
Do you think Daraz enterprise has friendly website?			
Are you satisfied with payment method of Daraz enterprise?			
Do you overall satisfied with Daraz Bangladesh enterprise?			
Does customer service people contract you on time after placing the order?			

Your suggestion for Daraz enterprise in Bangladesh-

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Thank You