



Inspiring Excellence

Internship Report
on



Enhancing Female Customers at Daraz Bangladesh

Submitted to:
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Submitted on: 19th December, 2017

19th December, 2017

Kamal Hossain, Senior Lecturer, BRAC Business School, BRAC University

Subject: Submission of internship report on **"Enhancing Female Customers at Daraz Bangladesh"**

Sir,

It is my incredible joy as I remain at the overflow of my graduation with the report of my internship which I unassumingly put before you for assessment and approval. The report is titled as **"Enhancing Female Customers at Daraz Bangladesh"** has driven me through abundant of useful experience and information which I have examined to best fit the goal of my report. I am presenting my report which, you may find to be very much insightful, enlightening and an image of my endeavors and determination.

While writing this report, I steered myself through your and my associations guidelines. I tried to cover every one of the substance with important figures to clarify the enhancing process. Moreover, the report involves my experience and information that is increased through everyday exercises which improved my skills and abilities to proceed in my career in the best routes with dedication, punctuality and being effective.

I, therefore, express my heartiest thanks of you for your kind supervision, guidance and co-operation for building up this report.

Yours Sincerely,

.....

Rubaiyat Tabassum, ID: 13304010

BRAC Business School

Kamal Hossain
Senior Lecturer
BRAC Business School
BRAC University

Date: 19th December,2017

Subject: Endorsement Letter for Internship

To whom it may concern,

I am writing to formally request for a recommendation for Rubaiyat Tabassum. The research project in the field of Marketing, Enhancing Female Customers at Daraz Bangladesh, with me as advisor. I'd like to express my support for this project and my conviction that this research will be worthwhile.

Sincerely,

Kamal Hossain
Senior Lecturer
BRAC Business School
BRAC University

Acknowledgement

I, Rubaiyat Tabassum, would like to express my sincerity and gratefulness to every one of those people who helped me to finish my internship report with proper guidance, support regarding the topic, **“Enhancing Female Customers at Daraz Bangladesh”**.

First of all, I am grateful to almighty for completing this internship report. Moreover, I want to offer my thanks to my academic supervisor, Kamal Hossain, Senior Lecturer, BRAC Business School, for advising me to finish my report.

Furthermore, I want to thank my authoritative supervisor Abrar Hasnain, Head of Marketing, Daraz Bangladesh, for providing necessary data. Besides, I also appreciate every one of the colleagues who supported and encouraged me all through the span of my job period consistently.

Lastly, I feel fortunate for getting the support, supervision and guidance of my teachers, co-workers and friends who have helped me through my internship period.

Executive Summary:

This report contains the process Daraz Bangladesh is following to increase female customers in Bangladesh. Moreover, it also addresses the problems which the female customers face while ordering from Daraz and how they solve them. To market a product to the females, it is the crucial job for the marketer to study the female group like a foreign market. Although Daraz is the most leading online marketplace in Bangladesh, it is facing low female traffic in its website. It is one of a challenge, as the situation is to drive a higher rate of female traffic in Daraz's website and coping up with the problem, Daraz has already started working on this issue. As it is dragging a back log so necessary steps are to be taken in developing customer relationship management. Developing relation with the females can lead and influence them to buy from the Daraz website for which some extra remuneration for specified customers can work like instantly in order to drive them to visit the website. Customer relationship management is one of a key factor to engage more females with the Daraz website and convert potential customers to new customers. Simply, to enhance female customer in Daraz, CRM is the strong RM tool to focus on. Moreover, they also need to work on various problems which the customers suggested. For example, ordering process, service quality, and customer service.

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Overview of Daraz Bangladesh

Daraz Bangladesh is the venture which is backed by Rocket Internet, a global and leading incubator of startups specialized in e-commerce. In 2013 Daraz Bangladesh has started operations in Bangladesh. It has showed a rapid growth and strengthens number leading position in Bangladesh. Daraz Bangladesh has a young, dynamic and entrepreneurial team. Daraz Bangladesh is excited for bringing innovative internet marketing concepts to the fast-developing Bangladeshi market. Now Daraz is expanding its activities in Bangladesh. However, Bangladesh is a developing country with tremendous prospects. It is the most potential country to put resources into. Because of the huge change of web, the business is getting more productive through it. Online business is now rising because of its convenience and progress of internet. Web based business or electronic trade is not another idea; it has been around for over 10 years. In the past it was just the starting of E-commerce and now it has been spread out throughout the world. It says that if you are not in internet then you are nowhere.

Daraz is a web based shopping place where individuals can shop the electronics items, men-women and kids fashion, home and living products, Home and living, appliances, TV and computer products, beauty and health, sports and fitness and many more in Bangladesh and delivery them directly to customers' home or office. Daraz offers free returns, bkaash cash back and 0% EMI for certain products. With moderate costs and incredible items, Daraz gives its client a chance to appreciate an astonishing shopping experience with their request sent straightforwardly to their doorstep. They are continually extending their product range to incorporate the most recent devices, form styles and new classes. Bangladeshi people still need various most recent offices the cutting-edge world offers. A huge segment of the Bangladeshi individuals doesn't have the foggiest thought regarding the use of web which is transforming into a test for the online advertisers. Bangladesh Government is endeavoring to give web all through the country, which will engage the advancement of internet business industry of Bangladesh. From the earliest starting point, internet business zone is blasting each day and bit by bit it is spreading its wings. Here, in Bangladesh, individuals just thought about Amazon's plan of action where clients meet merchants and exchange stock. Daraz displayed the Amazon's plan of action

in Bangladesh. Daraz is one of the many attempts of Rocket Internet GmbH in Bangladesh. They endeavor to take after the convincing web wanders from other innovative organizations and reproduce their methodology in creating markets. Daraz Bangladesh Limited is completely giving B2C sort on offering which no other E-Commerce hypnotize does in Bangladesh. It started a new era in e-commerce industry in Bangladesh. Daraz Online Shopping is a market place where buyers and sellers meet. Daraz provides larger selection of products to its customers. From Fashion to General Merchandising everything is available on Daraz Website. Customers can visit their website www.daraz.com.bd and choose their preferable products without any hassle and products will be delivered within a few days. Daraz has sorted out their products under 2 main categories Fashion & GM (General Merchandising). Customers can find desirable products under the following categories:

1. Men's Fashion
2. Women's Fashion
3. Mobiles & Tablets
4. TV, Audio & Gaming
5. Appliances
6. Computing
7. Beauty & Health
8. Home & Living
9. Sports & Fitness
10. Grocery
11. Home and Living

Daraz constantly keep modifying their categories and product lines to meet customer demands. It offers cash on delivery system to the customers. Moreover, customers can use their cards to pay while riders will be delivering products. Riders will have card swiping machine with them if customers want to pay by card. Daraz also offers 7 days return policy. Under some conditions customers can return product and get back money.

Introduction:

Rationale of the study: It is important to understand how the females shop online. Bangladesh is still new in e-commerce sector and more developments are necessary. People of Bangladesh still do not rely on online shopping sites. To increase the market, it is necessary to understand female buying behavior. This study shows some of the reasons why females are still not interested to buy from Daraz. The problem of having less female customer can be managed through increasing service for the females. Further study can reveal more factors to work on enhancing the female customers on Daraz. E-commerce students and marketers both can use this report to understand the existing problems and work on it.

Statement of the Problems: Daraz has only 17% of female customers in its websites whereas the number of males is more than 80%. In Bangladesh, Women buy more from Facebook based business pages. They feel disinterested to buy from websites because of quality, color issues. While buying from Facebook pages, they can see the real picture of the product by requesting the owner. However, in websites they cannot find the real pictures of the products always. Moreover, in Facebook pages they can negotiate with the owners regarding the price but in websites they cannot. These few facts make a bigger difference in the ratio of customers in e-commerce sites.

Scope and Delimitation of the Study: This research focuses on the ways of enhancing female customers. It has also described the existing problem which lowers the interest to buy from Daraz.

This study will show that e-commerce brands are still struggling with acquiring female customers. Through more customer service and some proper actions, Daraz can slowly increase the female customers.

For understanding female customer perception, this study will help a lot. It will help for further research on this topic and also the researchers to develop an exposure to grab more female customers.

Objectives of the Report/Study: The main objective of this report is to understand the process how to increase female customer through customer relationship. Females are more service oriented rather than brand. Daraz can use this tendency to increase the female customers. Providing a great service to the female customers can grow the female customer base. This report

reveals many factors about women shopping behavior which a marketer can trigger to make them Daraz's regular customer.

Customer Relationship Management

To build a successful business, making relationship with customers is an important part of the company. CRM helps to collect the data of the customers and help those customers to get proper service. For any online business, maintaining customer relationship is the key to success. CRM is the origin of all the useful features a company has. Amazon has its own CRM software to capture customer data and to provide their customers exactly what they want (Expert Market, 2017). CRM is based on four vital factors:

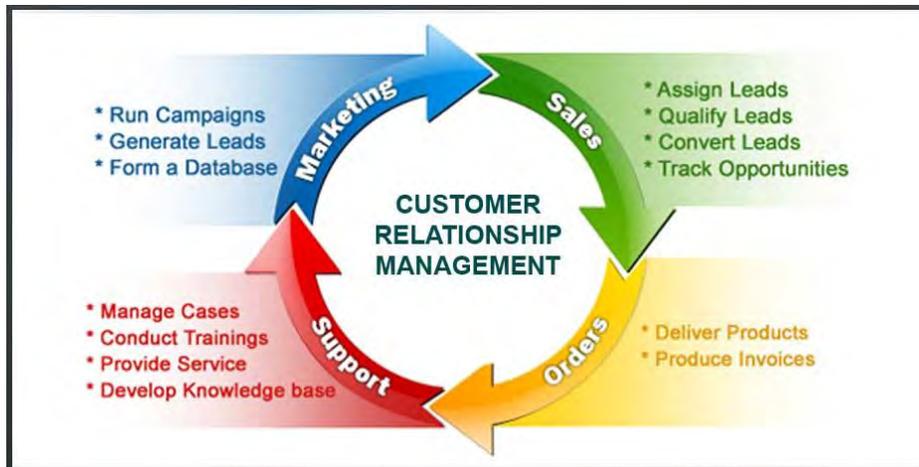
1. **Marketing:** "Business has only two functions-Marketing and Innovation"

(PictureQuotes.com, 2017). To let the potential customer, know about the business, every business must need to do marketing. As the leading E-commerce brand, Daraz goes beyond to do marketing for creating a brand identity. The 3 things it does for marketing are-

- **Run Campaign:** To make the brand more renown, it is necessary to do marketing through campaign. Sales campaigns are more effective since people has tendency to buy products at a lower price. Alibaba smashed its Singles' Day shopping record on 10 November by clocking growth of more than 32 percent (Ming, 2017). For Bangladesh this statement is also true. Through Daraz's campaigns, it has earned popularity than any other e-commerce brands. As I joined in marketing department, I was directly related with two of its campaigns. Daraz arranged "Daraz Fashion Week" for the first time with the launching of a lavish fashion show event. As an e-commerce brand, this show was first fashion show ever by any e-commerce brand. Top 8 fashion brands joined the fashion week. ICE TODAY covered the whole event and made an after movie. Moreover, they have their own issue focusing the event. They have also published news on their portal (Today, 2017). Celebrities from different sector joined in the show. The luxurious show mainly arranged to pull the focus of the customers to Daraz's Fashion category. Another biggest campaign of Daraz has arranged on this November which was the reflection of

Black Friday and named as “Fatafati Friday”. It was a 10-day long campaign where customers availed mega deals, flash sales, and 99tk deals. The best category was Men fashion, Phones and Grocery. The total sales were more than 6 million Euros. Moreover, on October Daraz also celebrated Daraz 10.10 mega sale whose concept was taken from the big giant Alibaba. These campaigns are the most basic and popular way of marketing.

- Generate leads: it means make customers feel interested to buy from the business. Daraz has various ways of generating leads to make customers attracted. Social Media. Email marketing, SEO, SEM, GDN, Newsletter, Blog is some of the most used ways lead marketing. However, if we think about the reach to the female customers, GDN and social media are two effective ways. Since 80% women are prone to use social media more than males, it is most ideal to target social sites to do marketing to the females (Google.com, 2017). One of the most influential ways is female groups in Facebook which are a good platform for the females to discuss their problems, review products, seeking help. I was appointed to work closely with these groups. Initially I started working with 5 groups under affiliation program where the admin of the group will be able to earn on per sale. Different groups have different traceable links which Daraz used to track the sales coming from the groups. On campaigns they were given voucher codes to get discounts on certain amount of purchase from Daraz. My basic job was to let them know about the campaigns and offers going on Daraz. Moreover, I also helped them to know specific queries.
- Form a database: Daraz has a database of its customer’s information and what they are buying from us. For marketing purpose, we use that database. For example, during the first fashion week of Daraz, we have sent sms to those female customers who already bought fashion accessories from Daraz. Moreover, during any type of special flash sale we target those people who were interested previously on that type of products.



2. **Sales:** To boost up the sales, customer relationship management is a key factor. Customer service team must need CRM to higher the customer reach and boost the sales (CRM Blog: Articles, Tips and Strategies by SuperOffice, 2017). For assuring sales through CRM, following factors must be ensured:

- **Assign leads:** To create an automated lead generation for the company, it is necessary to make assignment rules. The rules contain specification of users as those rules will be created manually.
- **Qualify leads:** To qualify lead we first decide about the target market, for example: during Fatafati Friday campaign each day we unlocked a category and for that we have targeted accordingly. When the beauty & health category get unlocked, the online marketing team sent sms to the female customers who already bought cosmetics from Daraz. Moreover, we also do GDN (Google Display Network) to capture new customers according to their desired search in the search engine. It also helps us to beat our customers.
- **Convert leads:** it means to make customers buy from the business. To convert leads Daraz creates exposure for the customers. From offline to online, the company tries its best to grab potential customer's attraction and make them buy products. To make females buy more from daraz, this Fatafati Friday Daraz had many combo offers in Beauty & Health and Women Fashion category. Females are more attracted to combo deals and discounts proven from past data of Daraz.

- **Track opportunities:** It means tracking the campaigns and finding out where the opportunity lies. The business intelligence team finds out how much a campaign generated from any campaign. The team can also see which category performed better and also which seller is popular. To enhance female customers, we find out most popular products and track down opportunities.

3. Orders: When any customer orders any product in Daraz website, the customer service gets notification in OMS software. Then customer receives an automated message about his/her order. The ordering system is a bit tricky for the female customers. They always choose facebook pages over these websites because of the difficult ordering process. Although Daraz follow the universal process which is also followed by Amazon, still it is struggling with increasing the female customers.

- **Deliver Products:** after an order placed, it takes time to be processed and delivered. The delivery takes 3-10 business days. However, products of Daraz Express take 1-2 business days only. It does not mean that there is no exception. Late delivery has reported by many customers. When any female customer experiences this type of late delivery, they usually do not purchase again without any good offer or discounts. Because the Facebook pages give very fast delivery since they have small customer base and less number of per day of delivery. To make the females loyal customer of Daraz, we must ensure on time delivery for them at least.
- **Produce Invoices:** Producing invoices is another feature of customer relationship management. Daraz produce its invoices through the seller centre and OMS software. However, customer sometimes face problem regarding invoices. Because of system failure, sometimes they get wrong price in the invoice.

4. Support: After sales support is more important in the service industry. Daraz is a service organization where service is the only key to success. The after sales service of Daraz is quite good but still more improvement is necessary to become successful in long run.

- **Manage Cases:** Each support request is an opportunity to enhance relationship with the customers or a way of generating additional revenue. Case management

allows making the most of each interaction and becoming the right champion of customer success. Automation of the distribution of cases in Daraz ensures that each customer inquiry automatically and instantly gets to the accurate group and has the fastest and most accurate resolution. As every organization is different, Daraz has its own automated software Xcally to manage the cases properly. However, room of improvement is still available since many customers report that customer service is not answering their calls.

- **Conduct Training:** Proper training is necessary for the customer service agents to provide extra ordinary support to the customers. Daraz has its own after sales support team to solve the problems of their customers. The after sales team and customer care work together to ensure a proper service for the customers. However, service provided by them needs to be improvised. Many customers complain that they have not received quality service. To increase female customers, Daraz needs to train its personnel to ensure quality service. Moreover, Daraz needs to train its customer base as well since many of them do not understand the ordering process.
- **Provide Service:** As it is mentioned earlier that females are more concerned about service. Renowned business pages based on facebook are very popular because they ensure quality service to its customers. Thus, females buy most from Facebook business pages. Daraz has abundance of service for its customers. However, females find it difficult to order and this is the reason they are missing the services.
- **Develop Knowledge Base:** customer's knowledge base needs to be developed to better understand the company. Whenever Daraz initiate new service, they make video tutorial to develop knowledge of their customers. However, still customers are lack of the knowledge of whole ordering process. To reduce this lacking, now Daraz is making a documentary in which it is going to tell about the operation process. After watching that documentary, customer can better understand the process.

Literature Review:

According to Kotler & Keller (2009), a buyer goes through five stages while making a decision to purchase. Even though a customer might not be through these stages on a daily purchase, as some does not need neither any information nor any previous experience to visit from a particular store they like. The Internet has now become a truly global phenomenon (Srisuwan & Barnes, 2008; Teng et al., 2007). Access to this new market space has led people to buy, view, collect info, order and even pay without leaving their place. (Demangeot and Broderick 2007) reported that “information search experiences affect the attitudes towards the site and its brands”. In the (Koo et al. 2008) study, which was conducted on 279 online customers in Korea, it was found that “32.5% use the internet for news and information, 32.5% for communication, 7.5% use it for entertainment while 7.1% for online shopping”.

Thus, purchase decision of an individual are based on some factors which is solely based on the perception of the customer and their way of viewing it and they can be: image, delivery and customer services, service quality, motivations for online purchase, trust, reliability, privacy, transaction and cost, discounts loyalty programs, web-site design, online interactivity, assurance and convenience.

Methodology

Questionnaire development:

Due to the lack of published research in Bangladesh concerning the enhancement of female customers towards online shopping. It was required to collect primary data analyze and please the research objectives of the study. The structure of the questionnaire was constructed on a thorough review of the literature and feedback from in-depth interview and questionnaire. The information acquired from the in-depth interview and questionnaire was also used to assist in emerging the most appropriate, timely, and valid survey questions.

We use various measures, including dichotomous scales, Likert scales, and were used in the questionnaire, the statements were measured using a five-point Likert scales ranging from strongly agreeable to strongly disagreeable and so on. It increased the reliability of the responses we got and the questionnaire was reviewed by us thoroughly.

Findings and Analysis:

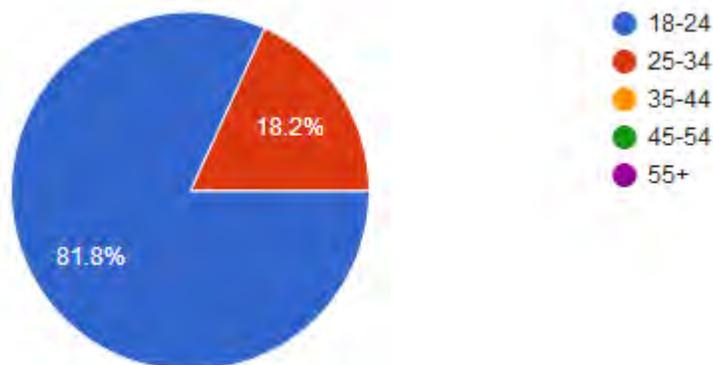
Analysis and Interpretation of Collected Data from Respondents

This survey has been conducted over females who belong to different groups of students and working professionals. 50 females contributed as respondents in this research.

Age of female customers:

Daraz has (%) of female customers from the age group of 18-24 and (%) of female customers from the age group of 25-34. From my research, it has been found out that 81.8% female customers belong to 18-24 age group and 18.2% female customers belong to 25-34 age group. Since the other age group was missing from my survey, it is unknown how much those are buying from online.

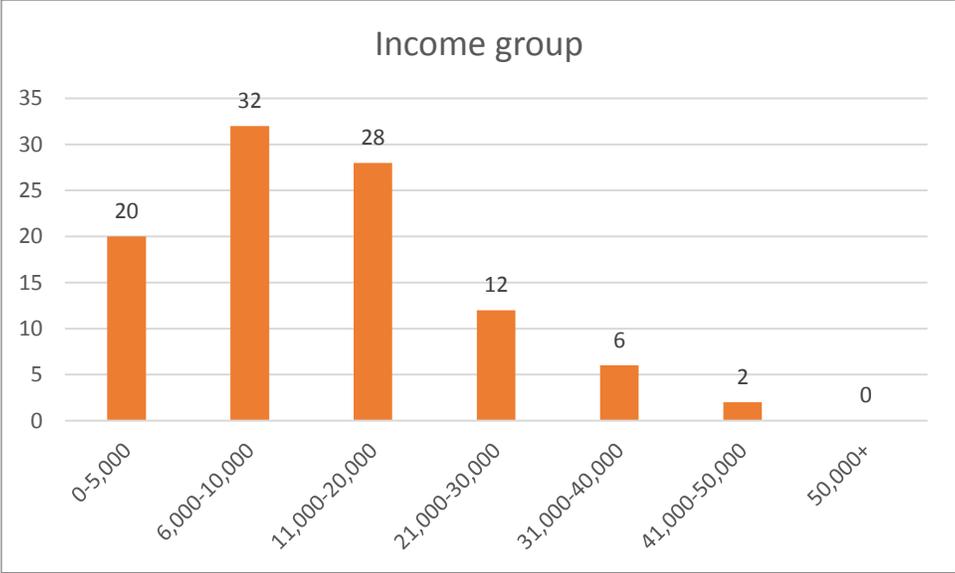
Interpretation: It means the age group is quite matched with the statistics of Daraz. To increase female customer, we need to do heavy marketing to these 2 age groups. Already Daraz is working on it.



Income of female customers:

According to the survey, 32 females are from a group who earn 6000-10000 per month, whereas the earnings above 10000 declines over the group which is given in the graph below. It shows that the majority age group earns up to 10,000 per month.

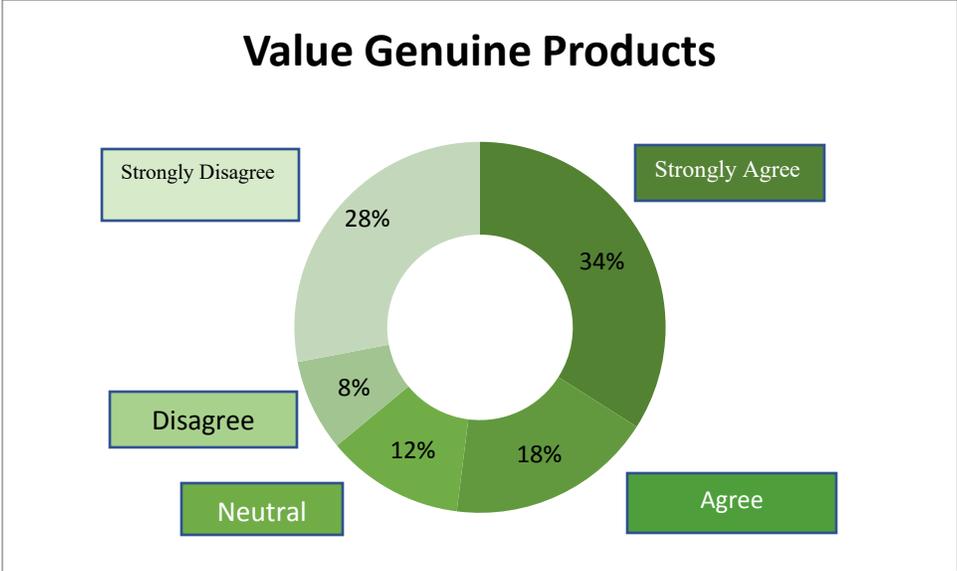
Interpretation: This indicates that the respondents who take part on the survey have good income per month. However, the majority females earn an average income. So we need to make the pricing of fashion and beauty products a bit lower.



Value Genuine Products:

It is obtained from the survey that 34% females give value to genuine products although 28% female disagree with this fact. It is the most surprising information.

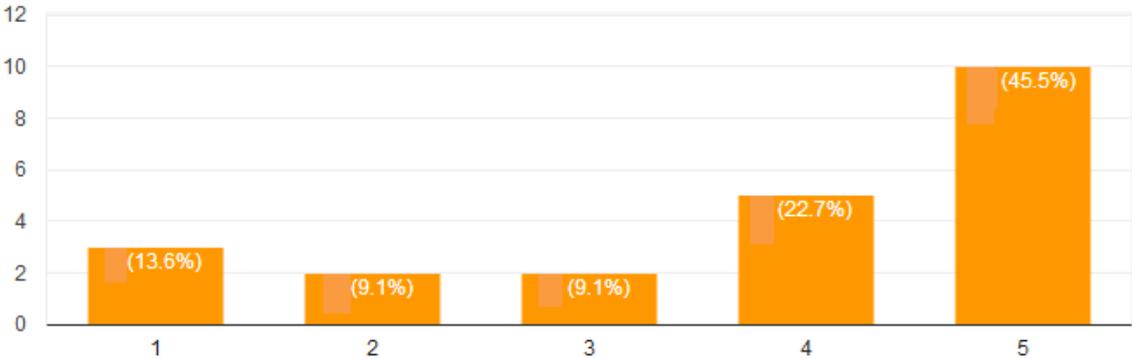
Interpretation: It explains the fact that females want genuine products. However, for many females' authenticity does not matter. Some of the personal interview with many females revealed that they feel unreliable about the authenticity of products.



Good Relationship with Facebook page owners

Females are buying more from Facebook pages. In this survey, 45.5% females said that they value good relationship with the page owners.

Interpretation: Buying products from websites like Daraz will not give them the opportunity to establish a good relationship with any concerned person of Daraz. This needs to be improved by Daraz. Chatbot can be a good solution.



Features liked by customers

In this survey, respondents were asked about their liked features for online purchase. 58% customers said that they like cheap products. 22% customers said that they want discounts on products.

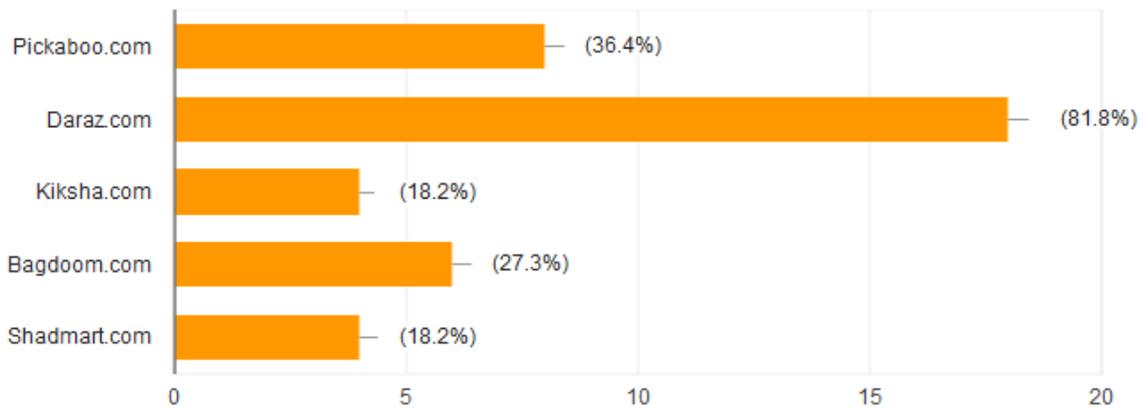
Interpretation: It can be interpreted that females buy from Facebook Pages because they find it quite cheaper than websites. So Daraz must go differentiate marketing to make the female customers buy from Daraz. Improving customer relationship management can be the best way.



Familiar Online Shopping Websites

To know about the awareness of the online shopping websites are quite noticeable as the graph suggest 81% population of female candidates is aware of Daraz which shows Daraz has gained quite popularity among the mentioned websites.

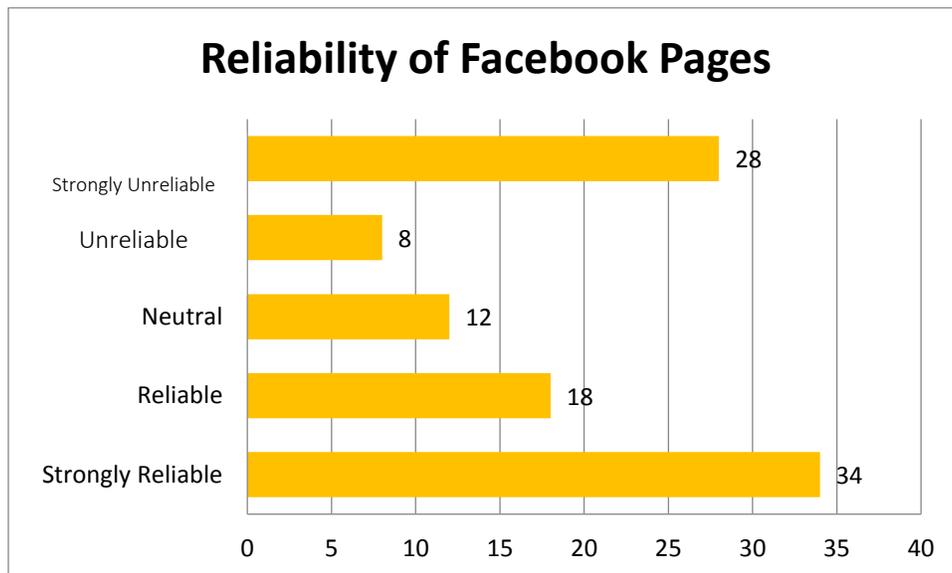
Interpretation: It explains that Daraz is ahead among its competitors. So, the marketing is considered as successful.



Reliability of Facebook Pages

Facebook reliability among the females has a higher percentage while they shop online as shown in the graph where 28% of respondents do not find it unreliable while they intend to make a purchase over online sites.

Interpretation: Although girls buy from Facebook pages more than websites, still they less rely on those business pages. In some of the personal interview of some females, they research a lot before purchase to find reliability of the business page.



Recommendations:

To improve the business and expanding more, Daraz needs to improve more. Enhancing female customer is not a simple job for Daraz since females are already satisfied with Facebook pages. Daraz needs to go beyond in service to grab the female markets who are buying from different Facebook pages. As some recommendations I can add:

- Since females find it difficult to order through Daraz Website, it should have options to directly order from Facebook pages.
- It should follow the trend and increase assortment accordingly.
- Female customers remain in doubt regarding the quality of the products. For that reason, proper picture and information should be provided.
- The offers that are given by Daraz are not easily understandable by the females. Those needs to improvise and make simple for the female group.
- Daraz must ensure quality products for females since some fashion accessories are not up to the mark and disliked by females.
- More marketing should be done regarding female fashion items with lucrative contents.
- For female marketing, Daraz must do marketing through the social media influencers.
- The website pictures must be attractive to grab the attention of the females. Product photography needs to be changed and make it look attractive to the females.
- Daraz need to educate its female customers about the process of ordering.
- Loyalty Program for the females must be introduced to build a bigger customer base of females.

Conclusion:

Nationwide Daraz is the leading marketplace for online shopping. To achieve this platform, it has adopted many new concepts, international online trends, marketing policy and many more. Moreover, it is the first E-commerce brand to celebrate its own Fashion Week. Among critics, it is one of the most promising brands for last 3 years. It is building the trend to shop online. For building a female customer base, it is necessary to ensure quality products for them and build reliability to them. Although it needs time, still it is possible by delivering them best customer service and building good relationship with each customer.

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Appendix

Questionnaire:

Customer Feedback for Online Purchase

Hi everyone, I am doing a survey for my internship report. Please help me by answering these questions. You can share your information without any hesitation since I will not publish any of these. Thank You.

* Required

1. Mention your Gender. *

Male

Female

2. My age- *

18-24

25-34

35-44

45-54

55+

3. My approximate average income per month is- *

0-5,000

6,000-10,000

11,000-20,000

21,000-30,000

30,000-40,000
40,000-50,000
50,000+

4. Do you purchase online? *

Yes
No

5. I purchase online-

once in a week
once in a month
2-3 times in a month
Never

7. Rate according to importance. (5- Very Important, 1- Least Important) *

1
2
3
4
5

Quality

Price

Convenience

Reliability

Service

8. What type of products you buy more through online?

Beauty Products

Fashion Accessories

Gadgets (mobile, fit bit, tablets)

Grocery

Other:

9. I value genuine products while buying online- (5- Strongly Agree,1- Strongly Disagree) *

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

10. I value good relationship with the owner of the Facebook page- (5- Strongly Agree,1- Strongly Disagree)

- 1
- 2
- 3
- 4
- 5

11. I like most as a customer-

Discounts

Cheap Price

Free Gifts

Discount Voucher on Certain Purchase

12. Which online shopping sites are familiar to you?

Pickaboo.com

Daraz.com

Kiksha.com

Bagdoom.com

Shadmart.com

13. I can rely on purchasing from websites than Facebook pages- (5- Strongly Reliable,1- Strongly Unreliable)

1

2

3

4

5

14. Share your thoughts on online shopping websites (Not Facebook Pages) *

Your answer

15. Mail id- *

Your answer