

Report On
Consumer trust factor in Bangladeshi Online Marketplace

By

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An internship report submitted to the Brac Business School in partial fulfillment of the requirements for the degree of
BBA

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Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Letter of Transmittal

6.1.2020

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Subject: Submission of internship report on “Consumer trust factor in Bangladeshi Online Marketplace”

Honorable Faculty

With a great pleasure I am submitting my Internship report as the requirement of the BBA program. The topic of my internship report is “consumer trust factor in Bangladeshi online marketplace.” I have completed my internship at Bitspearhead Limited: Reseller of Yahoo! in Bangladesh a marketing digital advertisement agency and consultant of digital marketing solution. I performed the duties assigned to me in the organization and I have tried my level best to prepare this internship report as per your directions and the requirements of the program.

Therefore, I am submitting this report to you, thus concluding my academic internship at Bitspearhead Limited. Your kind feedback will be highly appreciated and I am obliged to clarify any confusion regarding any part of the report.

Sincerely

Tausif Ejaz Bin Alam

ID: 14204082

Brac Business School

Acknowledgement

First of all, I would like to thank almighty Allah for giving me such opportunity to work as an intern in such a reputed organization Bitspearhead Limited which helped me a lot about understanding the business environment of Bangladesh.

Secondly, my special gratitude to my internship advisor Ms.Tanzin Khan mam . Without her constant advice, guidance it was impossible for me to complete the report in due time. Her continuous suggestion, feedback, directions helped me to complete my paper more accurately. All the credit goes to her for helping me to write a quality report.

Thirdly, I would like to show my gratefulness to my boss – Country Manager, Tanvir Hashem Bhuiyan. He helped me a lot about how the digital industry works, gave me space to learn and implement the data analytics which helps me to collect survey data and understand the results of it and how it affects the market. Also because of him I was able to meet brand managers of different industries and understand how the brands are developing the product based on customer's perception and what are the insights works before introducing a product in the market

Last but not least, special thanks to my parents, my sister and my friends for continuously supporting me both in my good and bad times

Executive Summary

The usefulness of internet has become one of the most flexible option in our everyday life. Because of the implement of online market shops, building customer relationships and long-term loyalty has recently gained attention. In this report, it tries to elaborate how brands are trying to use the online as a communication medium to boost customer relationship and gain trust. Besides this report, talks about the impact of digital marketers and brand practitioners which influence the general customers to choose an ecommerce platform or a product from the specific brand in online. It also shows the factors that are working behind to make the customers loyal to a certain market place and have a positive attitude towards the organization. It has also included how security is maintained on online market and applications, how customers are satisfied with the service also their concerns about security algorithms. This report has included some research method such as SPSS analysis and google survey data analysis to prove the validity and the authenticity of the report and lastly tries to give an overview of Bangladeshi market regarding trust factors in online market place

Keywords: Online market place, Customer communication, Data analysis, Customer trust factor

Table of Contents

Declaration	ii
Letter of Transmittal	iii
Acknowledgement	iv
Executive Summary	v
Table of Contents	vi
List of Tables	vii
List of Figures	viii
List of Acronyms	ix
Chapter 1: Introduction of The Report	1
1.1 Introduction:.....	1
1.2 Problem Statement:.....	2
1.3 Purpose of The Study.....	2
1.4 Research Objective.....	2
1.5 Research Question.....	3
Chapter 2 Organizational Overview	4
Chapter 3 Literature Review	22
Chapter 4: Research Method	27
4.1 Research Methodology.....	27
4.2 Research Design.....	27
4.2 Sampling.....	28
4.3 Data Collection:.....	29
4.4 Data Reliability and Validity.....	30
Chapter 5	31
Data analysis:	31
SPSS Analysis	33
5.1 Reliability:.....	36
5.2 Validity:.....	38
5.3 Regression Analysis.....	43
Discussion	45
Limitations	46
Conclusion	47
References	48
Appendix A.	49

List of Tables

Table 1: Sampling	28
Table 2 :Total Variance	34
Table 3 : KMO and Bartlett	35
Table 4: Organization	37
Table 5: Customer.....	37
Table 6 :Website and Application.....	37
Table 7: Factor table	38
Table 8: Customer Factor.....	40
Table 9: Organization Factor	40
Table 10: Convergent Table.....	42
Table 11: Coefficient	43
Table 12: ANOVA.....	44

List of Figures

Figure 1 : Managerial Position.....20

Figure 2: Consumer Trust Factor24

List of Acronyms

CPC	Cost Per Click
CPM	Cost Per Measurement
CPV	Cost Per View
CPA	Cost Per Acquisition
KMO	Kaiser-Meyer-Olkin Measure
CM	Customer Measurement Factor
OG	Organizational Factor
WA	Website and Application
ANOVA	Analysis of Variance
ROI	Return on Investment

Chapter 1: Introduction of The Report

1.1 Introduction:

The report is done for the purpose of completing the BUS400 course which is the last step of completing the undergraduate program of BBS department from Brac University. This course is the sum of everything I have learned from the very first semester till the end of my university life. With the grace of almighty and because of my respected faculties from Brac University who shaped me from the beginning of my university life I got the chance to work in Bitspearhead Limited as Business Development Executive. Since the company represents a lot of digital publisher and advertising platforms, I wanted to learn how the brands in Bangladesh develop their branding strategy through digital advertising platform and with the help of analytics data how it develops the brand recognition and build trust to the average consumers.

The studies of my report are a combination of collecting the data from the online consumers of e-commerce websites. Analyzing the survey data through SPSS software and follow a model from previous studies of the relevant field and complete the report. This study will also help the company and its clients to understand the consumers feedback about their positioning of products in digital platform and help them to improve the branding strategy from it

1.2 Problem Statement:

This study focuses on how online market place is developing in the Bangladesh. After introducing the 3G technology and broadband internet connection there have been a significant change in our daily life. Within a very few years online market place and ecommerce has become increasingly popular as a medium for brand and consumer engagement. As much the online market place is all about trust and communicating with the customer, this study is focused on the problem of how the consumer can trust a brand and what organizations are doing to maintain the trust in online market place

1.3 Purpose of The Study

The purpose of the study is how online market place is different compared to traditional market place. At the same time what type of steps, the ecommerce and online market place is taking to built trust and communicate with the customer. The knowledge of the customer about the online market place and the website security is also highlighted in this study.

1.4 Research Objective

- To understand the development of online product and communication process of organization to earn customer trust.
- To understand the effectiveness of ecommerce website security and application development
- To find out customer knowledge about ecommerce and factors considered to trust an online market place

1.5 Research Question

The research questions are developed based on the research objectives which have been discussed below

- How organizations are developing the online communication and built trust with the consumer?
- How effective the security system in ecommerce website and application?
- How many people have experience and knowledge about online market place in Bangladesh?

Chapter 2

Organizational Overview

Bitspearhead Limited started its journey in 2016 with the aim to establish a completely new digital programmatic platform to represent a completely different medium which is different than traditional digital advertising practices in Bangladesh market. While the Bangladeshi market is mostly focused on Google and Facebook in digital, Bitspearhead wanted to thrive its success in other digital options which helps not only brand practitioners and digital managers to achieve the brand value on programmatic platforms but also helps them to understand the data analytics and to increase the ROI of brand spending after every successful digital campaign with the company.

On the basis of the believe “leveraging digital” which is also the slogan of the company and the company have been partnering with multiple unique global digital publishers like Yahoo ! native ad platform , Verizon DSP , Truecaller , iMO messenger and communications , ESPN cricinfo , Crickbuzz , beauty plus and many more platforms to provide the best digital experience to the digital brand managers and help them to explore more than one platform to reach their products to every corner in Bangladesh . While the traditional media of TV and radio can’t help to provide the additional data tracking system, Bitspearhead Limited tries to solve this problem digitally so that the brands can reach and engage with the customer through the data driven offerings. Bitspearhead also partnered with MOAT, Sizmik and Nielson global, Double click google platform to ensure the data which is collected through the programmatic platform is secured and transparent. It also ensures the learning of consumer behavior at the same time secure the brand safety for effective digital communication.

The Services of Bitspearhead Limited

Yahoo!:

Bitspearhead limited started its journey representing the Yahoo! platform in Bangladesh. According to Alexa website ranking among Bangladesh's most searched website, Yahoo! is positioned as 9th on the list. In Bangladesh Yahoo! is offering 4 services which are yahoo! Native Search platform, Yahoo! Finance, Yahoo! Lifestyle and Yahoo! Mail. Yahoo! native is a common search platform like being and google but Yahoo! Native Search platform have the unique proposition of providing latest and up-to-date international news which makes the users interact with the platform The Yahoo! Finance is the media property under Yahoo! network. The readers of yahoo news can interact with the features of finance news, data and commercial news including global stock market data, major press releases of corporate world and helps users to make their own personal finance management. Yahoo! finance is a hub where every finance news of worldwide is collaborated and organized which helps the reader to get knowledge about finance reports from a single website. Yahoo! lifestyle provides a digital space for men and women of all ages, identity and size to find themselves and get connected with the international pop-culture, fashion, beauty, stories, show bizzes and celebrities. Yahoo! lifestyle is a great platform where the fashion brands can promote their products and engage with their target customers. Yahoo! mail is the major highlight of yahoo! property. It is the oldest offerings of Yahoo! started its journey in 1997. Yahoo! mail is used by most people in Bangladesh. There are more than 1.7 million people in Bangladesh use yahoo! mail daily. The majority of target group of yahoo! mail users are above the age of 25 + who are right now decision makers of the family. According to the data analysis of yahoo! display network almost 200 million people use yahoo! platforms in monthly basis globally. Yahoo! platform supports cost per click and impression basis advertising.

EspnCricinfo:

After the successful integration of yahoo! platform in Bangladesh, Bitspearhead limited introduced EspnCricinfo in the market. The people of Bangladesh love cricket and the sports news updates. EspnCricinfo is one of the most popular news sources in Bangladesh. Whenever there is a traffic jam or late-night office meetings, cricinfo always provides the latest sports news and live match score updates. EspnCricinfo serves the best brand visibility into its platform. Through Espncricinfo the company Bitspearhead limited tries highest number share of voice through its regular good number of audiences. According to SEMrush analysis data of Bangladesh's traffic around 264 million minutes people visit on espncricinfo where 8 million people are unique users and 156-million-minute people visit the website during the match time. The Espncricinfo inventory only supports the impression basis advertisement on the website property. It has separate property for website, mobile website and application advertising inventory and Bitspearhead limited have the access for all of them. With Espncricinfo property the company provide a dashboard access which helps the advertiser measure the performance of every campaign which helps them to understand the spending for each property

iMO Messenger:

Bitspearhead starts its journey with iMO messenger in 2018. Right now, according to the google app store data iMO is the number one communication application. iMO is a cross platform instant messaging service that supports video and audio calling around the world. Other than messaging and voice call, iMO have various kinds of other features like story, pass file, group chat and iMO zone. The story mode is very similar like instagram. It's a platform where people can share their moments in video format and add text on it. Unlike instagram where a story video is capped for a day, iMO story can stay as much as the user wants it to be stayed. The group chat is the rival of whatsapp . The whatsapp can contain 50 people at maximum level but iMO group can contain upto 10,000 people in one group. iMO zone is based on specific location where new people can meet, chat and get to know each other. The file sharing is a very new platform from iMO where it helps to share one iMO user to another. Unlike facebook or whatsapp there is no limitations of file sharing in this feature and users can share bulk number of files through iMO server. iMO supports various kinds of advertisement placement like CPC, CPM, CPV, oCPM , oCPV and many more . In Bangladesh, according to the data of google display network and DV360 analysis more than 32 million people are using iMO on regular basis. iMO is very popular in Bangladesh because the app is very lightweight with many features and people can call other people without requiring much data which helps the people of lower class to use more frequently who use limited bandwidth. iMO also helps to connect to NRB people to connect in Bangladesh as in the countries of the Middle East and in some asian countries iMO is much more popular than Facebook

Truecaller:

True caller is another app which Bitspearhead limited is representing. Truecaller is an application which can identify unknown calls and it can track the user's operator. The advantage of truecaller is people can find other people's number just by typing their names on truecaller. Truecaller is mostly used by emerging corporate people and business class people to maintain their contacts secured from scams and identity thieves. In truecaller the users can block messages and restrict people from calling them. According to the truecaller database in Bangladesh there are 5 million active users who use truecaller in daily basis. Truecaller supports cost per impression advertising and it only supports roadblock for seven days. In roadblock the advertiser can block the application to only show specific brand advertisements on truecaller inventory for seven days.

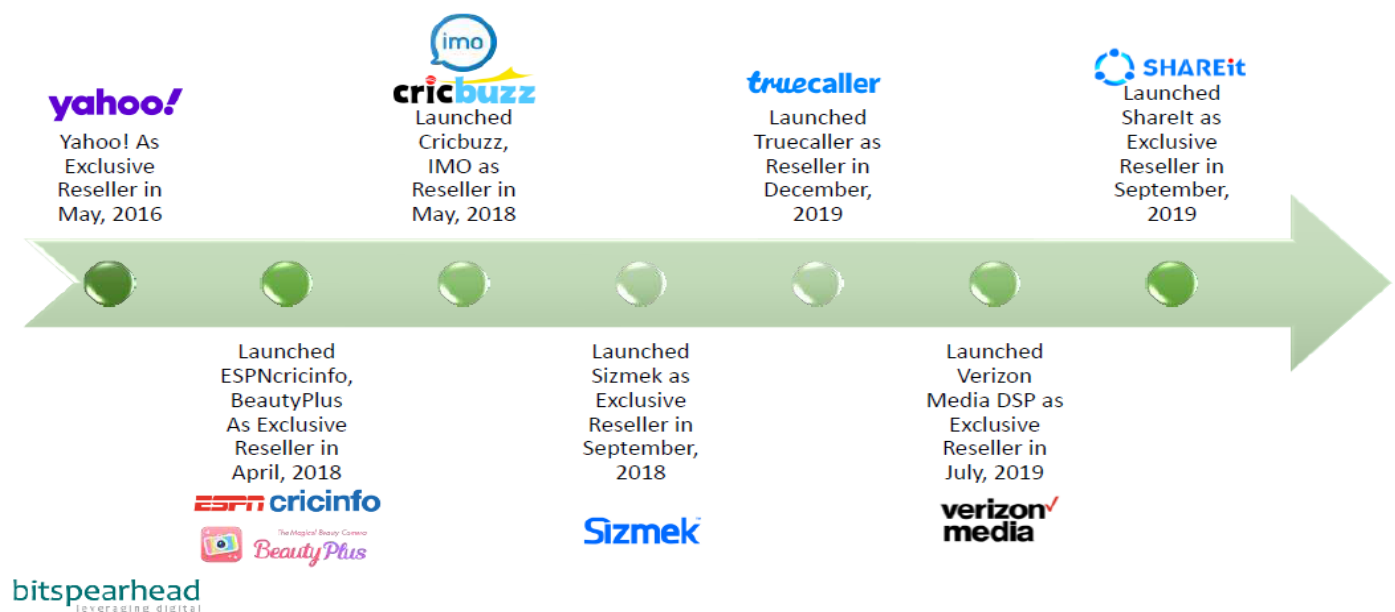
Verizon DSP:

Bitspearhead limited have also access to the Verizon DSP. It is one of the most unique platforms for placing advertisement. The full form of DSP is Demand Side Platform. Unlike most of the platform offerings where the advertisement is placed only on specific platform, Demand Side Platform let digital brand managers to place an advertisement on any platform or website they want. Verizon DSP is one of the top Demand Side Platform in the world. Unlike the local demand side platform Verizon DSP have access to every website and platform. It not only places the advertisement to the websites but it partnered with many trackers and anti-malware services which secures brand safety and secure the user's personal data. Verizon DSP can retarget the user's behavior and specifically place advertisement based on user interest. Under Verizon DSP there are more than 480 advertisement platform included Google Display Network and Apsflyer. Google display network let the advertiser place advertisement on google inventory like any website appears on google search and video advertises on YouTube videos. The Apsflyer is one of the many app installation platforms which helps and promote app installation campaign. Verizon DSP is partnered with sizmek and Nielsen data analysis system which helps to optimize data and secure the tracking system of apps

AdiYogi:

Adiyogi is another service that Bitspearhead Limited delivers. It is a Software as a service. Adiyogi is a hub where the user can run campaign on Facebook, Google and on Youtube with a single user account. Adyogi let the user to create their own campaign and helps to deep optimize the data and auto place bidding through google display network. The user can set their budget and AdYogi helps to optimize the data. It also helps to communicate through messenger with the e-commerce customers and answer their queries. AdiYogi supports video, carrasol and thematic promotional placement. It also helps to optimize which product is ordered the most through online and let the user to make early stock of the product. AdiYogi is partnered with Facebook media partner program and Google premium agency partner which helps the user to give the highest level of support to the platform and help them to complete their successful campaigns

Timeline: Platforms Launched by Bitspearhead in Bangladesh



Advertisement Cost and Placement Inventory

The company Bitspearhead Limited follows digital publisher model to place the advertisement on different platforms

CPC:

CPC model is also known as Cost Per Click model. It is an internet advertisement model where the advertisements are placed on publisher website's or platforms different inventories. CPC model supports two types of advertisement costing. The first one is fixed cost rate that the platform is offering and another one is the bidding cost per click pricing. Fixed cost pricing is only for the exclusive copyright partners of the platforms and bidding cost is for the Google advertising partners who have to bid for the placement. Bitspearhead limited have fixed CPC costing for the platform such as on Yahoo! native and email, iMO messenger and for shareIT platforms as the company is exclusive partner of this platforms in Bangladesh . CPC model is best to use when the campaign goal is call to action or drive traffic to the website. The calculation for CPC model is explained below

CPC calculation = Advertising budget / fixed click rate for the platform

CPM:

CPM model is similar to the CPC but a bit different. The full meaning of CPM is Cost Per Mile. CPM will count only one impression based on average 1,000 views. This model is supported by all platforms that Bitspearhead Limited is offering. CPM also follows the same rules just like CPC model. CPM model is suited best if the campaign goal is brand awareness and spread the campaign to mass people. CPM model supports native advertising inventory, GIF and HTML5 formats. The calculation of CPM model is explained below

$$\text{CPM} = (\text{advertising budget} / \text{fixed or bidding CPM cost}) \times 1,000$$

CPV:

CPV is also known as Cost Per View. It's a model which is measured by how many people saw a video or an advertisement. On an average, CPV model have a limitation of 1 minute per view. It only counts the advertisement as one view if the user of the platform clicks on the video or sees the video for 3 second. CPV model is supported by specific platforms such as ShareIT, iMO and yahoo! advertising platform and Verizon DSP. CPV model is well suited for brand awareness campaign and for new product launch campaign. The calculation of CPV model is explained below

$$\text{CPV} = \text{Advertising budget} / \text{Fixed or bidding CPV platform cost}$$

CPA:

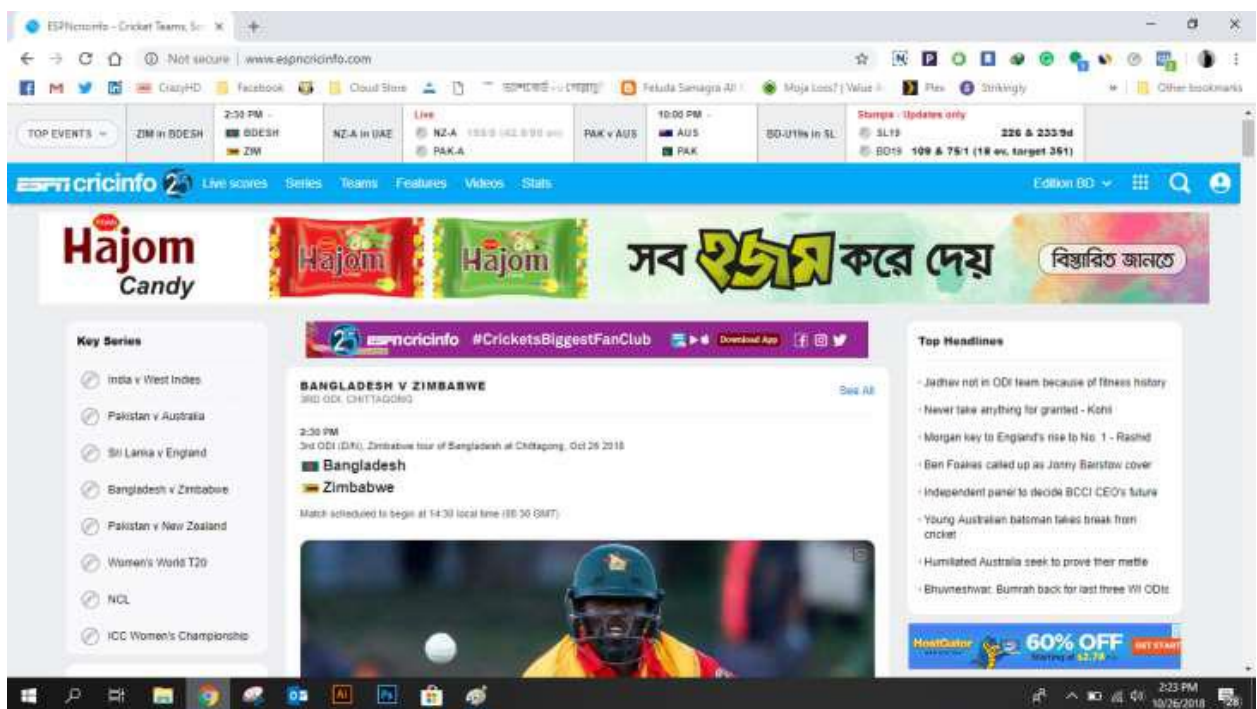
CPA also known as Cost Per Acquisition. This is the most expensive model compared to all other models. In CPA model every other model such as CPC and CPM model are also included. CPA model supports click and the mile by optimizing the user's behavior on the internet. That's why the click and impression have a different name and they were known as Optimized Cost Per Click or oCPC. For impression model it is called optimized Cost Per Mile campaign in short oCPM. oCPM model is widely targeted for e-commerce websites where the users are targeted by tracking the cache of user data and their search keywords known as SEO method. CPA model retargets those users and shows advertisements based on user preferences or search keywords and tries to make a conversion from the advertised website or product link. CPA campaign is very effective for e-commerce and app installation campaigns to promote any specific date campaign or promote application installation. CPA campaign is exclusive for Verizon DSP and AdiYogi. The calculation for CPA campaign is explained below

CPA = Advertising budget / Fixed CPA cost

Advertise Placement Inventory

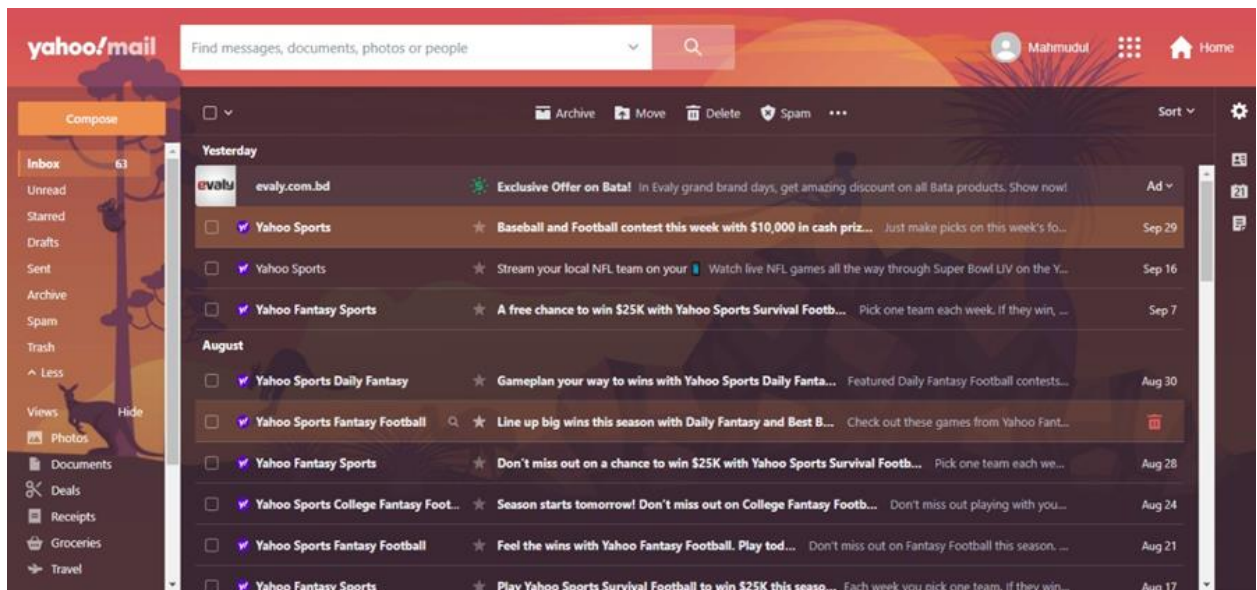
EspnCricinfo:

EspnCricinfo as a publisher support website and mobile advertisement. The web traffic from computer and laptop devices is called the Web platform and from mobile application and tab traffics are called Wap / Mobile platform. In web advertise placement it supports web overlay and web leaderboard ad placement and for mobile devices the ad placement support is available for standard banners and mobile interstitial. EspnCricinfo inventory also supports mobile and desktop mpu inventory. EspnCricinfo only supports CPM model for advertisement billing. EspnCricinfo have creative support for native advertising, GIF advertising but don't have support for video advertising.



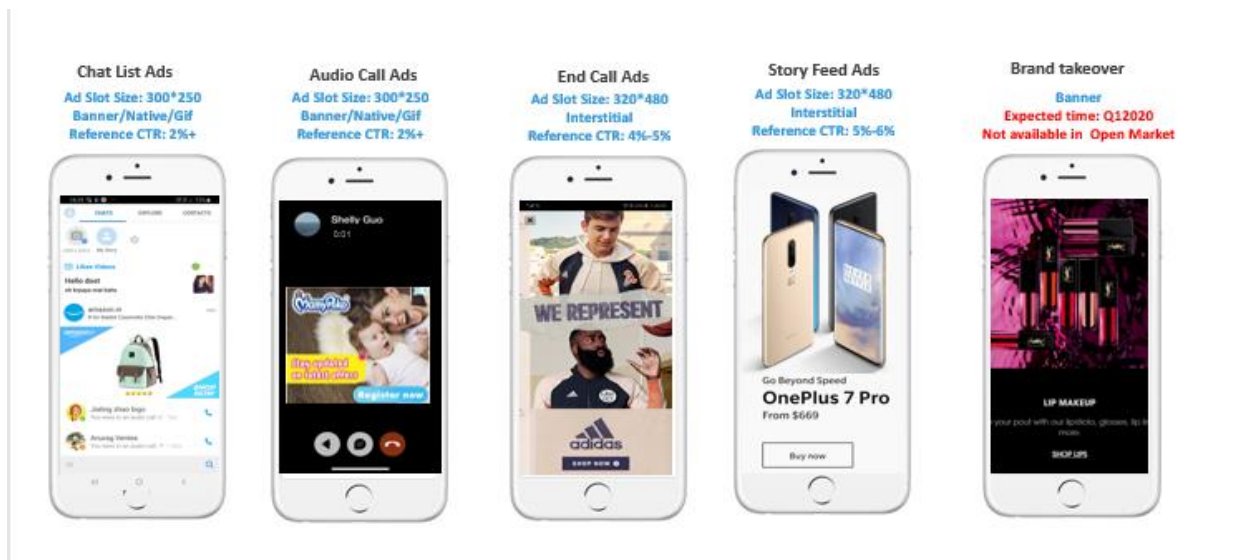
Yahoo!:

Yahoo! inventory of advertising have support for desktop and mobile leaderboard. It has also support for mail advertising. Yahoo! inventory supports only CPC model. Yahoo! native advertise supports demographic, gender and specific device targeting.



iMO messenger:

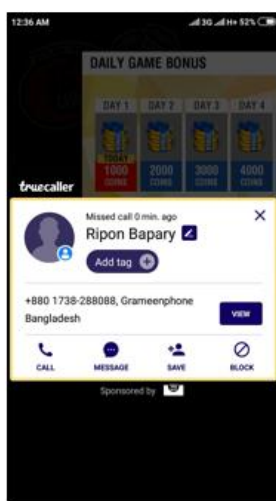
iMO messenger ads are only supported on mobile devices. The ad place inventories are chat list, audio call, end call, story feed, brand take over. iMO messenger supports native static, video advertisement, story advertisement and call to action ad placements. iMO messenger have different ad placement for android device and separate placement for iOS devices. iMO supports CPC, CPM and CPV advertisement model



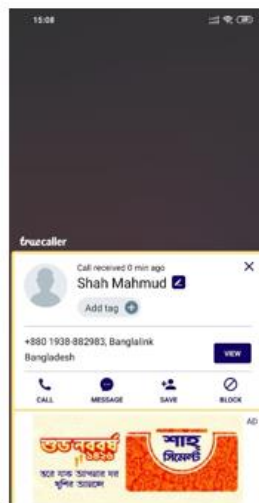
iMO messenger ad placement

Truecaller:

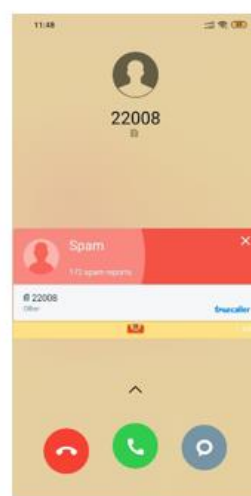
Truecaller is also supported only on mobile devices. Truecaller specifically support 7 days roadblock. It only follows CPM advertisement model. In truecaller it is possible to thematic advertising on after caller screen and large banners. The advertises are generally shown on after screen logo, spam notifications and on inbox views



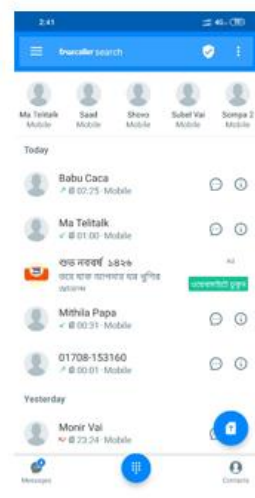
After Call Screen - Logo



After Call Screen - 320x100



Spam Notifications View



Inbox View

Company Portfolio

The company Bitspearhead so far worked with more than 60+ Bangladeshi and international brands from 2016 to present date the company have successfully completed 500+ digital advertising campaign on various digital platforms

The companies that aligned with Bitspearhead limited are

FMCG brands: Pran, Nestle, Marico, MGI, Square, ACI, Ifad, Golden Harvest

Ecommerce Brands: Daraz, Evaly, Othoba, Aadi, Perfree

Telecommunication Brand: Banglalink, Grameen Phone

Government Project Brand: A2i

Financial Institute: IPDC, IDLC, Prime Bank, Duch Bangla Bank, Nagad , Bikash

Food and Beverage: Bengal Meat, Akij Food

Electronics Brand: Walton, Myone, Super Star Group, Transcom electronics

Cement Brand: Shah Cement, Premier Cement, Seven ring cement,

Landmark Brand: Anwar landmark

Mobile phone Brand: Huwaei, Xiaomi, Tecno, Walton

Lifestyle and Fashion Brand: Aarong, Yellow

Footwear: Apex, Bata



The advertising agencies who partnered and working with Bitspearhead limited so far are



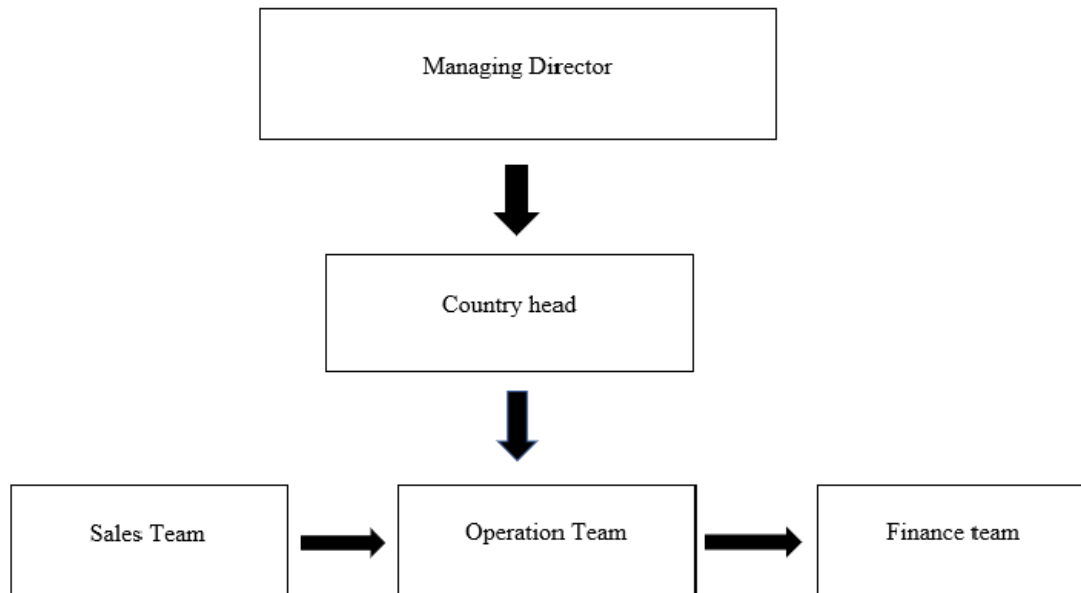


Figure 1 : Managerial Position

Company Management Structure

Mr. Radi Ahmed Chowdhuri is the Managing director of the company. He communicates with the international platform and introduce the product in Bangladesh and negotiate international deals. Mr. Tanvir Hashem Bhuian is the country head of the company. He strategies the the media platform to local market and manage the sales and operation team. He also evaluates the sales performance and lead the sales team. Mr. S.F Shantu Hussain is the senior executive of the sales team. He helps to lead the junior executives, follow up with the existing digital brands and agencies and hunt for the new lead. Mr. Abid Al hasan and Taousif Ejaz Bin Alam are two junior executives of the company. Mr. Abid Al Hasan plays the role for following up and hunt for the new lead to the company and Mr. Taousif Ejaz Bin Alam helps to optimize the analytics data of the platform, presenting the platforms to the client and handle the corporate sales and also play the role in communication and client service execution. Mr. Mahmudul Islam and Miss Tasmia alam are both senior executive of operation department of the company. They both plays the role of monitoring the performance of the campaigns, analyze the digital data and gives campaign feedback to the

brand manager and contact directly to the publisher's operation team. Mr.Wahiduzzam handles the finance department of the company . He plays the role of submitting the invoice and collecting the work orders of the campaigns.

Chapter 3 Literature Review

The advancement of technology has unlocked the room for many opportunities. From multinational companies to startup every aspect of business is completely depends on digital advertising platforms and ecommerce market to increase product sales. On the other hand, consumer understanding process is a very complex process. Consumers don't want to purchase a product in online unless there is reliability of the source and the consumer can only trust the brand before ordering a product if the brand have enough credentials. According to the study of Pawel Kossecki and Urszula Swierczynska- Kaczor (2006) there are two factors behind building consumer trust. These two factors are identified and categorized as Transactional factor and Non transactional factors. The Transactional factor in his study works as a dependable factor and factors are dependent from various independent factors like before making a transaction what type of communication method the brands use to create trust on consumer's mind, security of website is also an independent factor. This factor can make sure what methods companies use in online to not manipulate the customers to get their information without their consent while visiting any ecommerce website, delivery cost is another independent variable which makes the transaction of online order of product is transparent with its delivery cost of the product, after delivery of product makes sure the product what has been shown in the website is the same product when delivered or received by the customer , the quality of the products makes sure the after sales service of the product and if the product is suited with the customer's choice and if the product is well instructed about its ingredients . The Non-Transactional factors is a dependent factor which is dependent on some independent variables. The independent variables are the website or online ecommerce following the codes and conduct of countries laws and regulations, how secure the website to protect its customers data, full details of the website certificate and what method of pixel the website is using, what the website is doing with the website cache and

how aware the customer is about the information. On another study of Jui-Chin Jiang, Chun-An Chen and Chih-Chien Wang (2008) it has been revealed that trust in online shopping is positively related with the knowledge of customer and consumer online shopping activities. The knowledge is a dependent factor based on some independent factor like how the consumer is well aware of the product and the brand they are relying and the experience of the brand in their past purchase history. In a study of Spitz and York Tuchelmann (2009) this has been revealed various aspects of time on e-commerce develops trust in consumers mind. The time concern here is a dependent factor and aging or the time spent with the product is an independent variable which impacts on good or bad experience from both present and past online purchase experience. The customer recall factor has also taken place a major role on this study. In further explanation, the consumers recall ability is a dependent factor based on independent factor of when the brands or marketers place advertisement or engage with customers through online communication on various occasions to maintain good relationship

Conceptual Framework

Conceptual framework is an analytical tool which helps to understand the market and also helps to provide a bigger picture to understand the research objectives. In order to address my research topic, I have picked three main trust factors that are prevalent in online shopping industry and greater concern to consumers namely Organizational factor, Website and application factor and Customer factor. In Organizational factor the objective is to understand what methods organizations use to increase trust to their target consumers, how the organizations measure the offline-online data and measure the consumer's need and design their product branding strategy to maintain brand loyalty. In website and application factor the objective to understand is how consumers feel when they see the online marketplace website , how consumers trust a website before ordering a product , when selling a product do consumers are aware about their personal information and cache data and how online marketplace secure the consumer data .In consumer factor the objective is to find out the past experience of consumer with the online place , the knowledge and the experience of consumers about online marketplace , socio-demographic level of consumer , frequency of purchase from online marketplace , how long it takes to fulfill customer's order in ecommerce market place and the satisfaction level of product delivery methods , the experience of product quality after receiving the product

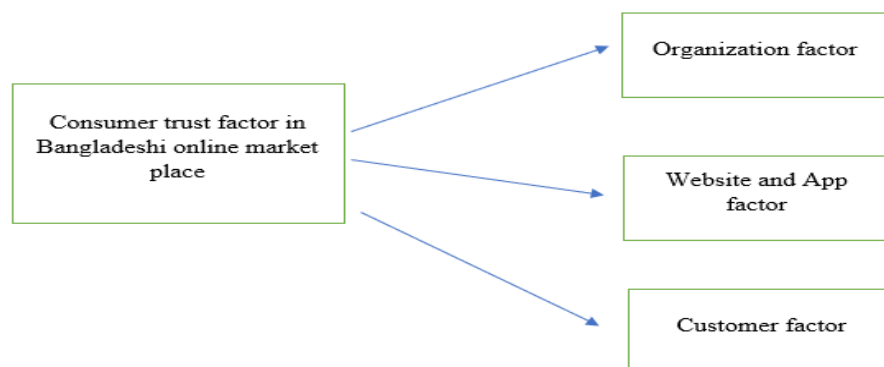


Figure 2: Consumer Trust Factor

Hypothesis

According to the literature review, it can be said that communication with the customer is very important to build up customer loyalty with the brand. The main goal of organizations in online marketplace is to select a communication method in online and try to engage with the customers and increase their knowledge about the product and strategies them accordingly. The organizational factor is a dependent factor which is related to many independent factors like communicating with the customers through online advertisements, how brands are providing the product safety in online marketplace, how organizations use customer feedback and develop their product line, how much the ecommerce sites are dedicated to return products and after sales services.

H1: Organizational factor have positive impact on consumer trust based on independent factors like online advertisement, consumer evaluation and product development

The website and application are a dependent factor on consumer trust based on independent factors like the look of the website, transparency of information between the ecommerce website and the customer, security of the online transaction to prevent hack and fraud, methods platform used to secure data, website update time period and anti-money voucher fraud

H2: Website and application have positive impact on customer trust issue based on independent factors like transparency of data, online transaction security and anti-piracy

Consumer Factor is the most important factor. Consumer factor is a dependent factor based on independent factors like how the consumer is knowledgeable about the marketplace, frequently of customer orders in online marketplace, product quality after receiving the product, online marketplace reliability about the price of the product, the consumer trust about the marketplace to provide good warranty and after sales service of the product. frequency of customer orders outside from city

H3: Consumer have positive experience in online market place which is supported by the independent factors like previous experience, product price and quality of the product

Chapter 4: Research Method

4.1 Research Methodology

Research methodology is one of the important aspects for any research. Research methodology represents different steps and the researcher have to identify the most suitable step to consider the concept for the research. Research methodology helps to get the right angle from different perspectives. It helps to understand the problem and helps to find the perfect solution. The research methodology starts from selecting a specific method determining whether the quantitative or qualitative research is suitable to conduct the result. It helps to understand the difference between the descriptive method or explanatory method is more effective for the research. For my method first I will conduct the google survey, evaluate my result and analyze the data through SPSS analysis and regression method

4.2 Research Design

Exploratory Research: Exploratory research is conducted when there is already a problem exists but a proper solution hasn't been found to solve the problem.

Descriptive Research: Descriptive research has already a solution but the researcher can come with a different solution of it. It gives a new insight to the problem and helps to understand deeply and provides an elaborative description.

Causal Research: Causal research is the understanding of cause and effect. To understand the causal research, the researcher has to observe the existing variables and the alternative effect of the research subject.

For my research I am following the descriptive research method because there is already an existing study and I am trying to get the Bangladeshi consumer perspective regarding the matter.

4.2 Sampling

The target group of customers for online shopping places in Bangladesh is predominantly occupied by urban areas and majority particularly in Dhaka city. Hence, the online shoppers of Dhaka city assumed to be the proper target population from which a representative sample of 120 respondents was approached to collect survey data. The sample were preferred the convenient sampling method for collecting the data from chosen respondents.

Gender	Male	54%
	Female	46%
Age	18 to 25 years	35%
	26 to 35 years	32%
	36 to 45 years	25%
	45 years and above	8%
Education level	Student	38%
	Job holders	42%
	Others	20%
Geography	Inside Dhaka	65%
	Outside Dhaka	35%

Table 1: Sampling

4.3 Data Collection:

For this research I have tried to collect 120 sample. After the error estimation from SPSS software I have collected 80 unique sample data. The participants of the survey are majority internet users and they have purchased once from the online market place. It can be said the participants are fully aware about the research subject and have sound knowledge about the questions. My collection of data is **primary method** and for analysis I will be following the **Data analytics method**.

Quantitative method: Quantitative method is the mathematical method which follows numeric factors and figures to analyze the data. Quantitative method is highly dependent on the relevant factors, figures and different forms of symbolic values. Quantitative methods are highly used method to prove a research subject and mostly provides an accurate result

Qualitative method: Qualitative method is completely opposite to the quantitative method. In qualitative method it supports more descriptive method rather following any mathematical numbers. Qualitative method helps to describe a solution based on the facts and from previous studies. Qualitative method is helpful to explain the situation and the outcome of a research subject

For this research I have followed both qualitative and quantitative research

4.4 Data Reliability and Validity

The reliability is the result of a research which gets the same result or not based on the usage of an instrument or the method of consistency.

The validity is the result of a research which is measured based on what they are suppose to measure. It follows how correspondent the factors with the subject and relevant to the concept

In my research I have followed both of this factor to conduct my analysis

Chapter 5

Data analysis:

Basic question analysis:

From my basic question findings, I have found 54% of the participants were the male and 46% were the female. Which means the online buyers are mostly male. On another note, 35% of the participants age is on average 18-25, 32% of the participants age is 26-35, 25% of the participants age is on average 35-45 and the rest is above 45. This result proves that the online consumers are mostly teenagers and adults. Very few numbers of elderly people buy product from online. 42% of the people are job holders which means corporate and job holders are the regular buyers from online stores. Rest of the people are the students.

Customer factor analysis:

From customer factor question 100% participants have experience and sound knowledge about online market place. 60% of the participant have said they get to know the product from their friends and family members, 30% people get to know the product from social media and online advertisement and 10% people get to know the product from their own findings. In terms of satisfaction overall 55% people are satisfied with the purchase only from their known ecommerce website and 45% people have bad experience with the online market place. In terms of frequency around 40% of people frequently purchase product from online 28% people occasionally purchase product from online. 32% people buy product when there is a discount or offer is running for the campaign. In terms of delivery and product 58%

people are satisfied with the delivery system and the product from online market place and the rest of the people feels offline market place have better service and product.

Website security and Application analysis:

From the participants 30% people read the terms and conditions of the website. Only 46% people have basic understanding of website security and care about the user data security. 80% people prefer cash on delivery over paying the online product through visa card. 100% people prefer website with good navigation and application interface.

Organization factor:

64% of the online consumer don't think organizations follow the consumer feedback and develop product. 74% people prefer offline market over online market in terms of product warranty and service. 84% people have negative feedback regarding frequent advertisement in social media. 76% people don't feel safe to buy product from new online market place

SPSS Analysis

For analyzing the survey data, I have followed the total variance analysis model. Total variance is a quantitatively analysis model which helps to investigate the relationship between the primary data of the research method and theoretical factors of research. The result of the factor analysis on total variance method shows the relationship of three factors (organizational factor, website and application factor, customer factor) with the collected data from the primary research data. Eigenvalue on SPSS analysis represents accuracy of the survey method and the level of error of the data. On average Eigenvalue more than 1 on SPSS represents the research method is accurate and error free. Deriving factor on SPSS represents how close the dependent factors are related with the independent factors. I have chosen the Principle axis factor for my research because I am following the theoretical model to conduct my research. Communalities is the extent of correlation item between all other dependent variables. The greater the communality value means the greater the relation with the independent variables. On average the value for statistically significant communality value is 0.50 or more.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared			Rotation Sums of Squared		
	Loadings			Loadings			Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.126	30.630	30.630	6.126	30.630	30.630	3.566	17.831	17.831
2	2.146	10.731	41.361	2.146	10.731	41.361	3.067	15.337	33.168
3	1.479	7.395	48.757	1.479	7.395	48.757	2.173	10.865	44.033
4	1.205	6.027	54.784	1.205	6.027	54.784	2.150	10.751	54.784
5	1.149	5.743	60.527						
6	1.026	5.129	65.656						

Table 2 :Total Variance

From the report of Total variance analysis for my research the value is 1.205 which is more than average value of 1 means the collected primary data is significant and error free. The value of communalities on the SPSS is 54.78 or 0.55 which is greater than the average value of 0.50.

To understand the co-relation among variables I have conducted the Bartlett Test on SPSS. Bartlett Test analyze the significance of missing data among the co-related matrix and

provides statistical significance value to the related variance for the research. Bartlett of sphericity result should have significance less than 0.05 to prove the model is significant.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.780
Bartlett's Test of Approx. Chi-Square Sphericity		678.307
	df	190
	Sig.	.000

Table 3 : KMO and Bartlett

The significance value of KMO Bartlett Test on SPSS is 0.000 which is less than maximum limit of 0.05 on average value. This result shows positive relation of survey data which have less significant number of error values.

5.1 Reliability:

Reliability test is an assessment of degree which represents the consistency of objective with the depended variables. In my research the reliability test supports 3 dependent factors which are organizational factor, website and application factor and customer factor. The reliability test is done based on the value of Cronbach alpha value. Cronbach alpha value represents the consistency of factors and how they are reliable with the objective. Which means, the consistency of trust factor and its relation with the three dependent variables can be measured from the reliability test. The value of Cronbach alpha should be average more than 0.70 to consider the result good for reliability test.

Table 4: Organization

Reliability Statistics

Cronbach's Alpha	N of Items
.850	2

(Organization)

Table 5: Customer

Reliability Statistics

Cronbach's Alpha	N of Items
1.35	2

(Customer)

Table 6 :Website and Application

Reliability Statistics

Cronbach's Alpha	N of Items
.740	3

(Website and application)

From the reliability test the customer factor have the strongest relation (1.35) with the objective, organization have the slightly less relationship (0.85) concerning the relation with the objective and website and application have the moderate relation (0.74) with the objective. As all of the three factors have the result value more than 0.70 of Cronbach alpha value means the result is statistically significant

5.2 Validity:

The validity test has two types of research method. The first one is descriptive and another one is convergent.

Descriptive Research Method:

Descriptive research method defined as a research method which describes the characteristics of the sample taken from the primary research. Descriptive method specifically focuses on “what” are the factors related to the sample choice rather “why” the sample have chosen as their given options.

Factor				
	1	2	3	4
CM1				0.696
CM2				0
OG1			0.578	
OG2			0.551	
WA1	0.84			
WA2	0.835			
WA3	0.483			

Table 7: Factor table

On this descriptive method CM represents the independent variables for Customer factor, OG represents the independent variables for Organizational factors and lastly WA represents the independent variables for Website and Applications. For descriptive validity test the AVE value needs to be on 0.50 to become validated

Website and Application:

	λ	λ^2	$1-\lambda^2$
Website and Application	0.84	0.7056	0.2944
	0.835	0.697225	0.302775
	0.483	0.233289	0.766711
count	3	3	3
sum	2.158	1.636114	1.363886
square	4.656964		
AVE	0.545371		

Table 8: Website and Application

The independent variable for Website and Application factor AVE value is 0.54. The value represents the participant choices have a valid measurement to correlated with the dependent factor.

Customer Factor:

	λ	λ^2	$1-\lambda^2$
Customer	0.696	0.484416	0.515584
	0	0	0
count	2	2	2
sum	2.696	2.484416	2.515584
square	7.268416		
AVE	1.242208		

Table 8: Customer Factor

The independent variable for customer factor AVE value is 1.24. The value represents the participant choice of independent value have strong correlation with the dependent factor.

Organization Factor:

	λ	λ^2	$1-\lambda^2$
Organization	0.578	0.334084	0.665916
	0.551	0.303601	0.696399
count	2	2	2
sum	1.129	0.637685	1.362315
square	1.274641		
AVE	0.318843		

Table 9: Organization Factor

The Independent variable for customer factor AVE value is 0.32 which is less than the average value of AVE 0.50. The value represents the weak correlation of participants choice of value have weak relation with the dependent variable.

Convergent Validity Method:

Convergent validity is a validity method which rearrange the factors from strongest to weak on a correlation table. In my research method convergent validity shows a constructive relation among the choices of the participants and the relation of the dependent factors.

According to the convergent method of validity test Customer factor have strongest relation with the trust factor, secondly the website and application factor have moderate relation and lastly the organization factor have the weakest relation with the trust factor

		CM1	CM2	WA1	WA2	WA3	OG1	OG2
CM1	Pearson Correlation Sig. (2- tailed)	1						
CM2	Pearson Correlation Sig. (2- tailed)	.168 .096	1					
WA1	Pearson Correlation Sig. (2- tailed)	.282 .005	.162 .109	1				
WA2	Pearson Correlation Sig. (2- tailed)	.222 .028	.137 .179	.101 .323	1			
WA3	Pearson Correlation Sig. (2- tailed)	.317 .001	.118 .247	.113 .268	.389 .000	1		
OG1	Pearson Correlation Sig. (2- tailed)	.013 .896	.206 .042	.311 .002	.003 .978	.036 .724	1	
OG2	Pearson Correlation Sig. (2- tailed)	.045 .660	.012 .903	.274 .006	-.023 .823	.126 .215	.638 .000	1

Table 10: Convergent Table

5.3 Regression Analysis

Regression analysis is a reliable method which helps to identify variables that have make impact on the subject of interest from the research data. This also helps to understand which factor mattered the most and which factor should be ignored.

For regression analysis, two values are important to understand which factors are relatable with the objective. The analysis for the research is co-efficient value and ANOVA value.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	-0.898	1.091		-0.823	0.412
	Customer	0.495	0.109	0.385	4.537	0
	Organization	0.372	0.121	0.264	3.067	0.003
	Website	0.274	0.084	0.261	3.266	0.002

a. Dependent Variable: Intention

Table 11: Coefficient

Coefficient analysis is dependent on the Beta value of the research. As it can be seen from the coefficient table the customer has the highest number of beta value which means the independent variables have strongest relationship with the dependent variable.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	565.518	3	188.506	36.579	.000 ^a
	Residual	489.578	95	5.153		
	Total	1055.096	98			

a. Predictors: (Constant), customer, website, organization

b. Dependent Variable: Intention

Table 12: ANOVA

ANOVA analysis shows the overall significance of the test. For statistically significant data, ANOVA sig value have to be less than 0.05. In this test the significance value is 0.000 which means the result of the regression is significant.

Discussion

The analysis of primary data and the model from the literature review have given a very tentative insight about the online shopping behavior in Bangladeshi market. From the objective one thing is very certain that is the customer factor have the strongest influence on trusting a certain website or market place. From the result it can be said the customer feels more flexible while purchasing a product from a known ecommerce website or from a renowned brand where they have purchased a product previously. Online consumers mostly reliable of a specific market place if one of their friends or family members suggest them to buy. People tend to buy products from online if they have good user review from their previous purchase history. Secondly, the online customer trust only those websites or market place if the delivery system is up to date and have good reputation on delivering authentic product and provide after sales service. Various discount offers and coupon offers also influence customer to purchase product from online market place. It helps the new market place to build good reputation also helps to grow loyalty overtime. Nevertheless, the trust for online market place grows over time from offline store because efficient online delivery system and it saves time. The second dependent factor the website and application security have moderate impact on trust from the analysis of the primary data. The moderate result of website and application factor can be a reason because in Bangladesh a very niche people regularly order products in online. The people of Bangladesh have a very moderate knowledge about the security of piracy and copyright policy. Most of the online market place in Bangladesh supports cash on delivery and people are very flexible with this system. Because very minority of people only use credit card and visa card in Bangladesh it can be a reason why people are not conscious about ordering product from the credit card but the people who make payment through visa card have concern about the transaction security and

they only purchase product from authentic and popular market place and avoid the new ecommerce market place. The last dependent factor of trust is the organizational factor. The independent factors of organizational factor are promoting the brand, developing the product and promoting the new market place or e-commerce. Interestingly participants have significantly less trust on the organization's efforts about developing the trust in online market place. This is a reason because the frequency of online advertisement is an annoying factor for many online buyers. Brand communication with the customer through digital platform have less significance and new e-commerce websites security have flaws to built trust to the customers. Ecommerce website sometimes oversight the customer feedback and don't develop their services which reduces customers to trust the website. Furthermore, the warranty policy in offline market place is more reliable than ordering product in online and this is one of the reasons the consumer doesn't trust on the effectiveness of return policies from the ecommerce websites.

Limitations

- Sample size and targeted people which have taken for the research is very small in number
- Majority of people for the primary research is from inside Dhaka city. Bigger number of geographies could have given a better insight
- Technical difficulties and limitations of SPSS software version have significant number of discrepancies from actual result
- Analysis of consumer buying habit requires a lot of time to study. The study requires more data and analysis, which required more time

Conclusion

Consumer is the heart of marketing and online marketing is the start of a new revolution in Bangladesh. It sounds very simple just to open a market place in online but to satisfy a huge number of customers specially for country like Bangladesh is very difficult. To understand the depth of the market the organizations have to understand the need of all classes and what is their need. Based on the knowledge the organizations have to develop their product. Digital advertisement is all about reaching the appropriate customer with appropriate offer. Different solutions for different categories of customers – this might be the smallest summation of advertising activities. Ecommerce has different meaning for different class of customers. An online market place might be very attractive to high-class customers but it might have less or even zero attraction to middle- or lower-class customers. Organizations should take this matter in mind and develop the product line for all classes to stay in the competitive market. Secondly the security has moderate response from the survey result but it is good to say that with the increasing popularity of online market place the scenario will change with the flow. After 2-3 years people will be more concern about the quality of security that ecommerce services are providing and it will be required to increase the transaction security. Marketers right now needs to educate the customer from now on so that even on a rainy day the customer can take shelter and increase trust on their beloved brands. Finally, the customer is really satisfied from the existing options and it can be said with the development of technology the options in online market place will be more evolved with variety of options to choose which will increase overall customer's purchase decisions.

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Appendix A.

Basic questions

- How old are you?
 - 1.18-25
 - 2.25-30
 - 3.30+
- Your gender?
 - 1.Male
 - 2.Female
- What do you do?
 - 1.Student
 - 2.Job holder
- (Asking politely) What is the range of your monthly income?
 - 1.I don't earn
 - 2.5,000-10,000 BDT
 - 3.12,000-15,000 BDT
 4. 20,000+ BDT

Customer factor-based questions

- Have you shopped online?
 - 1.Yes
 - 2.No
- If you have, where do you usually get to know your products from?
 - 1.Online reviews
 - 2.Friends and Family
 - 3.Online Advertisement and video
- How much your average cart size is?
 - 1.less than 500 BDT
 2. 500-1,000 BDT
 - 3.More than 1,000 BDT
- Does customer review help you to trust an ecommerce website?
 - 1.Yes
 - 2.No

- Did you get the same product you ordered online?
1.Yes 2.No
- How much are you satisfied with the online market after sales service?
1.somewhat satisfied 2. Very Satisfied 3. Not satisfied
- Are you satisfied with the delivery time and method of online shopping market?
1.somewhat satisfied 2. Very Satisfied 3. Not satisfied
- Do you order products online only the popular or known brands?
1.Yes 2.No 3.Neutral
- Are you satisfied with the price of the product in online market?
1.Yes 2.No 3.Neutral
- Where do you live?
- How frequently do you purchase products online?
1.On every month 2. Very frequently 2-5 months 3. On specific event or discount
- From which medium you get to know the product in online?
1.E-commerce channel 2.Facebook marketplace 3.Buy and sell websites
- Does product discount offer built more trust to buy products from online marketplace?
1.Yes 2.No 3.Neutral
- Do you trust online shopping store more than offline marketplace?
1.Yes 2.No 3.Neutral

Website and app security

How important are the following factors in your decision to purchase products from the internet?

Website appearance	Very Important	Somewhat Important	Neutral	Not Important
Easy to navigate through the website				
Terms and conditions of website				
Free Shipping				
Protection of privacy information				
Anti – piracy and phishing protection:				
security concerns when purchasing from a new e-retailer:				
Detailed description and information availability to every product				
Clearly display the hidden costs next to the product(like Shipping,handling and taxes)				

Organizational factor

- How concerned the brand managers are about their online consumers?
1. Very much concerned 2. Not concerned 3. Neutral
- Which medium brand managers use to engage and communicate with the customers?
1. Website conversion 2. Google, Facebook and DSP 3. Communication medium (iMO, Truecaller, Email marketing) 4. Omni channel
- How frequently online marketers check customer feedback?
1. After completing each campaign 2. 5-6 months after campaign 3. Do not check customer feedback
- What methods organizations take to protect customer data?
- How organizations are ensuring the product safety with their customers to build brand loyalty?
- How much the ecommerce sites are dedicated to return products and after sales services?