

# **The Role of Digital Marketing: A Study on Online Platform Based Companies in Bangladesh**

By

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A thesis submitted to the Department of Marketing in partial fulfillment of the  
requirements for the degree of  
MBA

Marketing in MBA

Brac University

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## **Declaration**

It is hereby declared that

1. The thesis submitted is my/our own original work while completing degree at Brac University.
2. The thesis 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 thesis does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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## **Approval**

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## **Ethics Statement**

## **Abstract**

E-commerce has ushered in a new era of shopping trends in Bangladesh. This has opened up new trends for customers as well as many business opportunities. In this report, I have tried to bring some information about digital marketing in Bangladesh and a brief description of the company of Daraz Bangladesh Limited. At the beginning of the report in Chapter 1, I gave a brief description of the e-commerce and online shopping trends in Bangladesh. In the second chapter I put the literature review of e-commerce and digital marketing. In the next part of the third chapter, I have added the summary of the company of Daraz Bangladesh Limited. I have added the type of their product, payment method, website summary. In Chapter 4, I described my theoretical framework for my thesis period. In Chapter 5, this report contains the methodology, limitations, and research objectives. Chapter 6 contains the results and explanations of the study. Moreover, recommendations have been added in this chapter. Conclusion. Throughout the Through report, I have tried to find out what kind of service customers expect from e-commerce and what the terms of service are in this sector. It is so important to develop a service-oriented business to satisfy customers to meet their needs and wants.

## **Dedication (Optional)**

A dedication is the expression of friendly connection or thanks by the author towards another person. It can occupy one or multiple lines depending on its importance.

You can remove this page if you want.

## **Acknowledgement**

First, I want to thank the Almighty God for everything. With the blessings of almighty and my parents, I successfully completed this report after completing my thesis. Next, I would like to express my immense gratitude to my advisor Dr Rafiuddin Ahmed.

With this I have to thank Dr. Shilpi Das, under whose co-supervision I have completed my thesis. He gave me a lot of learning opportunities to enrich my knowledge. I would like to thank my other classmates from the 2021 MBA batch of BRAC University's BD for their guidance and support during the thesis program and for teaching me to face the professional world.

Lastly, I am grateful to BRAC University BD for the reason i am standing here on the eve of successful MBA degree.

I have tried to complete this report with complete dedication. Any comments or suggestions in this regard will be highly appreciated.

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## **List of Acronyms**

SEO            SEARCH ENGINE OPTIMIZATION

PPC            PAY PER CLICK

FB             FACEBOOK

# Chapter One

## Introduction

### 1.1 Background of the study

In our country, like 10 years ago, we never thought we would buy something by ordering online. However, the landscape has changed dramatically in recent times. This is a new thinking along with the advancement of technology, e-commerce is due to e-commerce to meet customer demand expectations 40 years ago and e-commerce reached a whole new level in the 1970s to achieve more customer satisfaction.

- ❖ Digital Marketing
  
- ❖ Internet banking
  
- ❖ Online office suites
  
- ❖ Shopping cart software
  
- ❖ Teleconferencing
  
- ❖ Electronic tickets
  
- ❖ Social networking
  
- ❖ Instant messaging
  
- ❖ Pretail
  
- ❖ Digital Wallet
- ❖ Supply chain and logistics
  
- ❖ Payment systems

❖ Print on demand

❖ Automated online assistant

E-commerce was launched in Bangladesh a few years ago and it became popular around 2013, so many e-commerce companies started their journey. Most of them started as online shops. There were both domestic and foreign companies. Now there is a good environment for e-commerce in Bangladesh and even the government of Bangladesh is pushing for its growth. The total number of Internet users in Bangladesh is 21,439,070 which is 13.2% of the total population. So there is a huge potential market for e-commerce growth. Market male customers search for "clothing and footwear" online and female customers search for "jewelry and watches". Reducing Internet spending is driving the growth of e-commerce. The success stories of e-commerce growth support, reliable cash-on-delivery options, the addition of Skype and Viber to customer service and the success of Facebook stores have been published for consideration of existing and future market entry. (Rahman, 2015)

Daraz Bangladesh Ltd a venture of Rocket data started its journey in Bangladesh in August 2013.

It is a common online marketplace for sellers and buyers. It promotes branded products to customers. It basically plays the role of both B2B and B2C. Kemu Bangladesh Limited is another initiative of Rocket Internet. . It is also a digital marketing media. One big difference, however, is that anyone at Kemu can use the Kemur platform and sell their products, but at Daraz it encourages new brands and sells products that already have brand value in the market. In recent times, Daraz and Qaimu have consolidated their business to capture more market share. Now they are called Daraz Group.

In this research paper I have tried to come up with the business policy of Daraz BD and how they try to attract its customers using several online media. I also did an online survey about what customer expectations and perceptions are about digital marketing. Since ensuring good quality service is the most important thing nowadays, I have tried to figure out what can be ensured in this regard.

## **Chapter Two**

### **Literature Review**

#### **2.1 Literature**

3 Necessary variables, which may affect the objectives of the consumer: (a) the convenience of the shopping channel, (b) the characteristics of the product type and (c) the value of the product. The results indicate that customers want to engage in digital marketing, depending on the benefits and the type of product. When consumers feel that offline shopping is inconvenient, their purpose of shopping online is even greater. Also, the intent of digital marketing is greater when consumers see the product as a search product rather than an experienced content (Chiang, 2003).

Customers also expected that digital marketing would deliver products faster than offline stores and deliver them on time at their convenience; Reasons to keep customers satisfied using the Internet as a shopping tool are time and reliable delivery (Ahn, Ryu and Han, 2004). Brookegen and Huijing (2009) hoped that the relationship between the time and effort savings and the purchasing objectives would become stronger; Customers will focus more on saving time and effort once they realize how less time and effort it takes to shop online.

Liu, He, Gao, and Jae (2006) suggested that in order to save customers time and fully reflect the benefits of digital marketing, e-marketers need to further strengthen their website transaction capacity and ensure that all activities can be done online.

(Source: <http://www.ukessays.co.uk/essays/marketing/online-shopping.php>)

E-commerce is generally considered to be an e-commerce business between individuals and organizations that use the support of digital technologies. Starting in 1995, e-commerce, also known as electronic commerce, has been growing at more than 100% a year since the early days of Amazon.com (Loden & Traver, 2007). To this day, Amazon.com serves as one of the top and most successful online retail stores that has had a transformative impact on e-commerce worldwide, acting as a genius. The announcement of a 2.2 billion investment in neighboring India has boosted opportunities or online business in the South Asian region

(Forbes, 2014).

In 2005, the overall Internet and e-commerce adoption rate in South Asia was lower than in other parts of the world (Kshetri and Dholakia, 2005). However, this user change has taken place over the last 10 years with the number of Internet users and thus, the number of people involved in various types of e-business has increased rapidly (Abbasi, Chandio, Somo, and Shah, 2011). A recent McKinsey report (2014) estimates that the number of global Internet users will be between 500-900 million between 2017 and 2017, and includes a number of South Asian countries, particularly Bangladesh. These results echo the KPMG (2012) report on the growth of the IT sector in Bangladesh, especially since 2010 when its freelancer community contributed about 600 million to exports. It has significantly aligned the names of some of the site's top freelance workplaces, such as Odesk, Elance.

The use of mobile internet plays an important role in the spread of e-commerce in Bangladesh. Tables 1, 2 and 3 then show Bangladesh's declining bandwidth costs, mobile data costs for major mobile operators in Bangladesh and a comparison of mobile data prices with developed e-commerce market countries. Although the percentage of total internet users in Bangladesh is considered to be lower than some other countries (Khan, Hossain, Hasan, and Clement, 2012), the online population is growing due to the reduction in the cost of internet bandwidth.

In early 2015, BTCL Bangladesh Bangladesh Telecommunications Steering Committee decided to reduce the price of bandwidth by another 33% next year. In addition, Bangladesh has an estimated 3 M.50 million Internet users (M. Z. Islam, 2014) with high mobile penetration due to low cost and low calling charges.



## Chapter Three

### Profile of the Organization

#### 3.1 Company Overview

Daraz Bangladesh Limited started its journey in September 2013 as a digital marketing media. This ushered in a new era in the e-commerce industry in Bangladesh. Daraz is one of the initiatives of his mother company Rocket Internet. There are rocket internet initiatives in more than 50 countries with the slogan "We build companies". Rocket Internet operates from Berlin headquarters. Rocket Internet has more initiatives in Bangladesh and they have

- Lamudi – Online Real State
- Jovago – Online Hotel Booking
- Everjobs - Online Job Site
- Kaymu – Online Shop
- Food Panda – Online Food Store
- Carmudi – Online Car Store

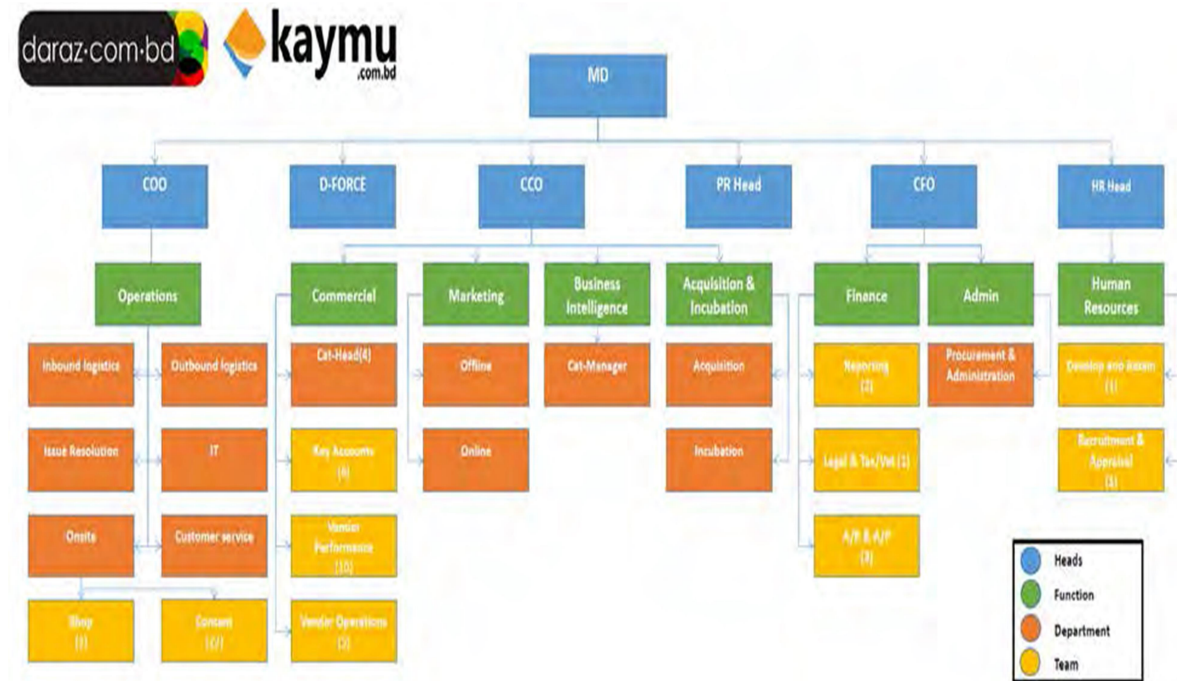
Daraz Digital Marketing is a marketplace where buyers and sellers meet. Daraz offers its customers a wider selection of products. Everything from fashion to general merchandising is available on the Daraz website. Customers can visit their website [www.daraz.com.bd](http://www.daraz.com.bd) and choose the products of their choice without any hassle and the products will be delivered in a few days. Daraz arranges their products under 2 main categories Fashion and GM (General Merchandising). Customers can search for the desired products under the following categories

- Computing
- Beauty & Health
- Home & Living
- Sports & Fitness
- Men's Fashion

- Women’s Fashion
- Mobiles & Tablets
- TV, Audio & Gaming
- Appliances

Daraz constantly modifies their departments and product lines to meet customer needs. Daraz provides cash to customers in the delivery system. In addition, customers can use their cards to make payments to their drivers when goods are delivered. If customers want to pay by card, they will have a rider's card swiping machine with them. Daraz does not offer online purchases for some problems. For this reason Daraz is missing some orders. Daraz also provides a 7 day return policy. Under certain conditions, customers will be able to return the product and get a refund.

### 3.2 Daraz Group Hierarchy



**Figure 1- Daraz Group Organgram**

In July 2016, Daraz and Qaymu came together to strengthen their position in the growing Bangladesh market. These two companies are working together to capture more market share. Now they are called Daraz Group. This integration has also taken place in Pakistan and Myanmar.

“Both Daraz and Qaymu have built successful operations in their respective markets,” said Bajrek Mikkelsen, co-CEO of Daraz Group. The addition is now the next step in providing our vendors with the best possible solutions for developing their online business and capitalizing on the integration across platforms.

### **3.3 Departments of Daraz**

- ❖ Human Resources
- ❖ Administration
- ❖ Marketing
- ❖ Onsite & Content
- ❖ Sales & Account Management
- ❖ Business Development (GM & Fashion)
- ❖ Category Management
- ❖ Content Graphic & Design
- ❖ Customer Service
- ❖ Issue & Resulation
- ❖ IT

### **3.4 Marketing Mix of Daraz Bangladesh Ltd**

It refers to 4 important factors of a company that companies can analyze the competitive advantage in the market. These factors are called 4ps

- . Product
- Price
- Place
- Promotion

#### **3.4.1 Product**

Daraz does not produce any products. Daraz is an online market place where different sellers can put their products on Daraz website. Vendors need to register to keep their products. These vendors are called vendors. Daraz and the sellers come to a mutual agreement about the commission. There are about 200 vendors in Daraz who sell various products like fashion items, mobiles, appliances. Customers can view the Daraz website and choose products.



**Figure 2 Daraz Products**

There are several product categories available on the Daraz website such as men's and women's fashion, mobiles and tablets, equipment, health and beauty etc. There are about 52000 products available on the Daraz website.

### **3.4.2 Price**

Daraz sets competitive prices based on customer expectations. But due to the volatile and under-monitored market, most companies set prices to maintain and increase their sales. In fact it comes up as a bad habit. Low-investment firms cannot survive in this market. So the significance of the price is noticeable in the current market. Basically the sellers have set the price. Daraz product sales commission earned. The prices of the products change during any promotion. Customers have complained that Daraz offers higher prices than offline stores. This is simply due to Daraz adding commission to the price.

### **3.4.3 Place**

Daraz is an online marketplace so it has no physical store. Daraz sells products through its website [www.daraz.com.bd](http://www.daraz.com.bd), sellers upload their products to the website and buyers buy from the website. Daraz launched a Bangla website a few months ago. So, Daraz has mobile applications that customers can install on their mobile phones and make purchases at any time.

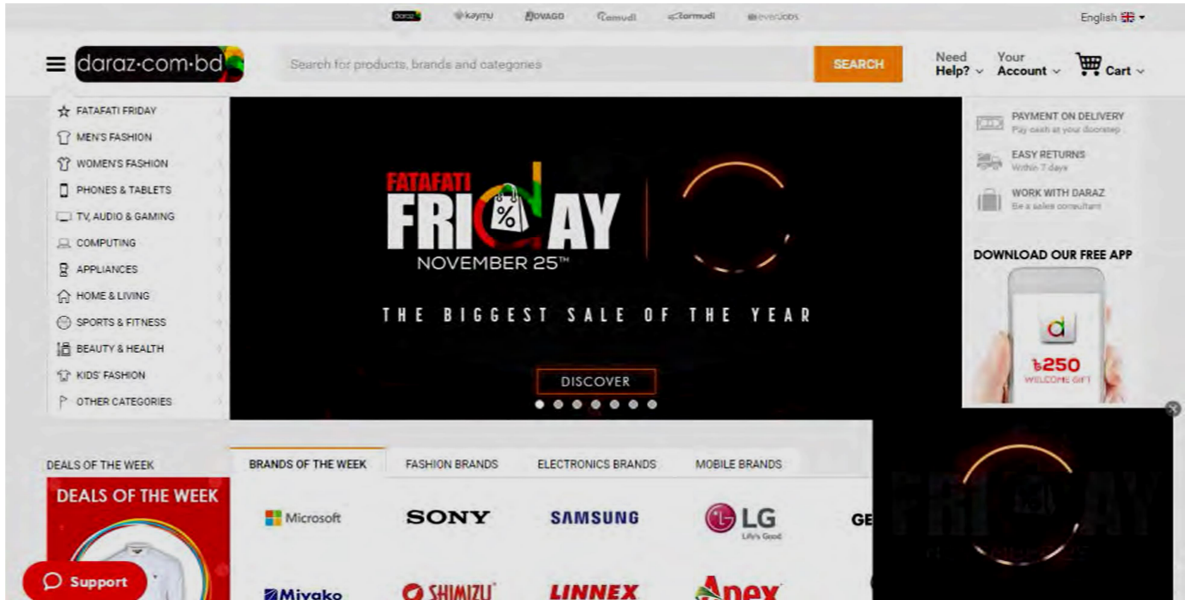


Figure 4 Desktop version

Figure 3 Mobile version

### 3.4.4 Promotion

Daraz mainly focused on online marketing rather than offline marketing. Facebook, Google Adwords are the main promotions of Daraz. It has set target groups to prevent promotional activities. In addition, Daraz has also carried out activation projects at several universities

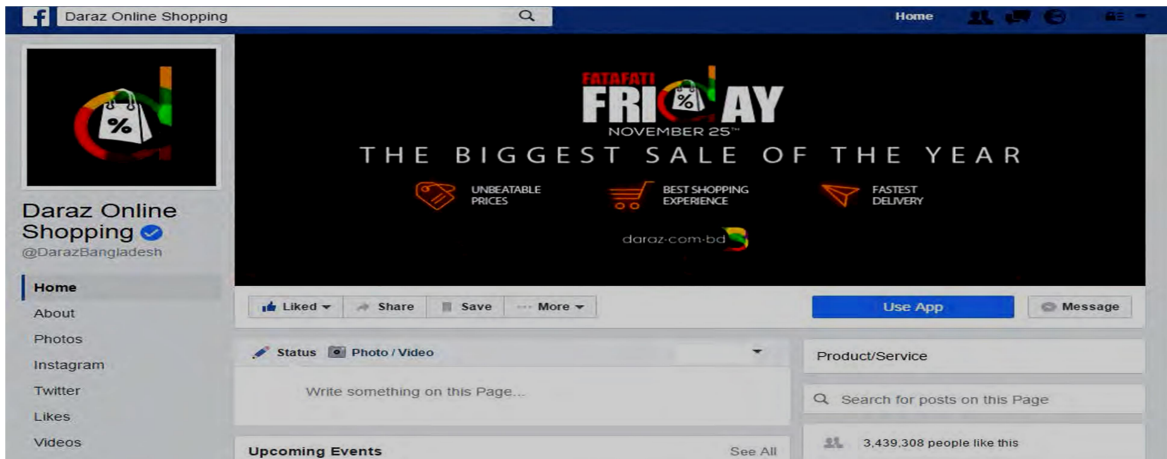
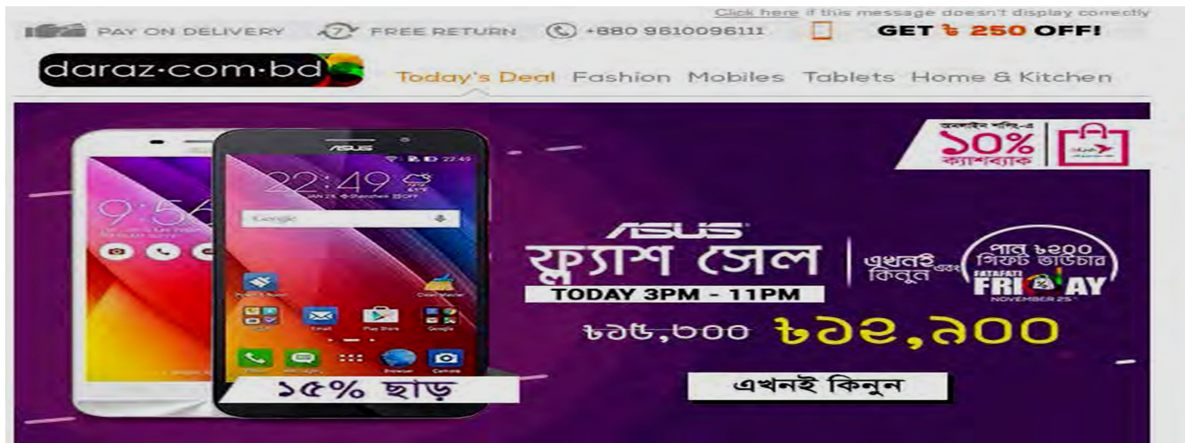


Figure 5 Facebook Page



- ❖ Daraz is also affiliated with Mushfiqur Rahim (Captain Bangladesh Cricket Team)
- ❖ Daraz uses push notification to users email address to acknowledge them of any campaign or sells
- ❖ Sends SMS to users mobile about the promotional offer

Daraz has brought a new era in the e-commerce sector of Bangladesh. It has brought the concept of "Black Friday" to Bangladesh "Fata Fati Friday". Last year it was a great success. In this promotion Daraz gives the biggest discount with great business. Daraz has succeeded in setting new shopping trends



**Figure 7 Fatafati Friday 2016**

Another successful promotion of Daraz is Mobile Week Week. In this campaign, Daraz brings about the great bus

### **3.5 Perceived pricing**

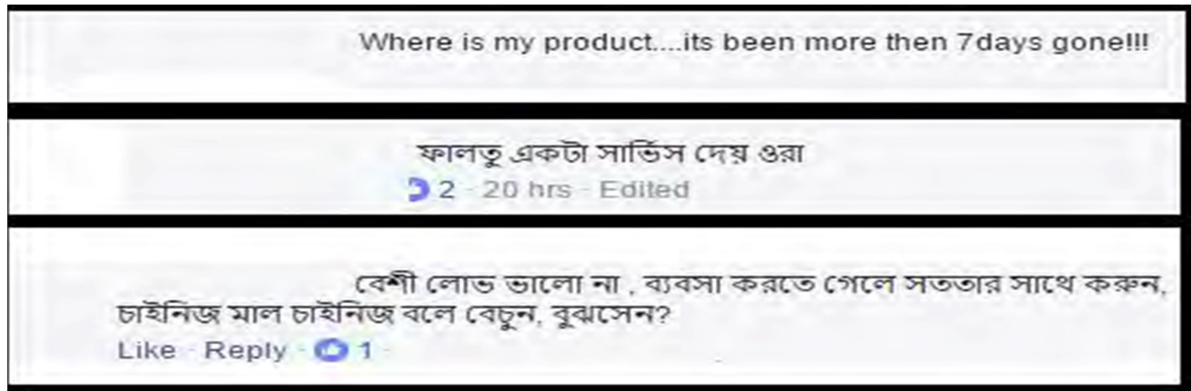
The perceived value can be defined as the genetic perception of what the product produced is or has been dedicated to (Jaithamal, 1988). According to Zaithamal (1988), consumers do not always remember or know the actual price of a product, but rather they encode the subject as "expensive" or "cheap". Thus, it suggests that the customer's perception of price may differ from the price point of view. The classical economic definition of the price paid for a product is often limited to financial units (Corda and Snooze, 2007; Agarwal & Tees, 2001; Oh, 1999). However, this notion of price is very simple because the overall assessment of customer sacrifice may be influenced by many other factors (Corda and Snooze, 2007). Thus, it is important to investigate other factors that may cause the customer to give up some of the products. Scholars have argued that the sacrifices made by consumers include not only nominal monetary value, but also all other financial costs incurred during product acquisition and use (Zaithamal, 1988; Snooze, Pisnik and Mummel, 2004). Non-financial sacrifices include the cost of research, physical effort or learning, and the cost of learning (Zaithamal, 1988; Riviar, 2014). When customers can't find the product on the shelf, travel to get the product, try to assemble the durable product and spend a time preparing the packaged well, the sacrifice is acknowledged. Non-financial sacrifices are crucial because they enhance personal valuation in price perception (Jaithamal, 1988). Non-financial sacrifices may play a more important role than financial sacrifices (Wang, Lo, Chi, and Young, 2004). Thus, this study will include the non-financial aspect of abandonment in the investigation of the estimated value.

## Chapter Four

### Methodology

#### 4.1 Research Objective

The primary purpose of this paper is to find out the quality of service of e-commerce companies in Bangladesh. It is clear from the Facebook pages of several companies that customers are not satisfied with the quality of service of online shops or e-commerce companies.



**Figure 14 Customer Responses on Facebook**

There are several issues. For example:

- ❖ Poor quality products
- ❖ More price than offline shop etc
- ❖ Late delivery
- ❖ Poor customer service
- ❖ Poor after sales service

In this paper I have tried to sort out the issues behind this issue and how to address these issues. There were some limitations because I do not have access to all the data of the companies. So from customer feedback, from surveys I tried to merge all things. For this research I had to work on market behavior, market competition, market growth, etc.

#### 4.2 Methodology



## **4.2.1 Sampling method & sample size**

In this paper I have applied the non-probability sampling method. The total sample size was 30 samples

## **4.2.2 Data type & Data sources:**

1. Primary Data (Survey data)
2. Secondary Data (Article, Journal, Websites etc.)

The Google form is used to survey and interpret data. The survey questionnaire was prepared based on the variables of digital marketing service expectations

## **4.3 Limitations**

- ❖ The company could not provide all the information of the companies due to the constraint in the company policy
- ❖ Unable to do in-depth research due to time constraints
- ❖ Analyzing 30 people doesn't just come with a real view of the market. However, due to lack of time and opportunity it was not possible to work with a larger sample size
- ❖ All those offers were book based and I have experience working in the company. There may be other ways to do better service-oriented digital marketing or e-commerce business.
- ❖ Moreover the survey was conducted in that part of the people who have access to high technology and high speed internet but I could not reach other people who do not have this facility. So their choices can be very different and this could turn this report into another point.

## Chapter Five

### Findings, Interpretation & Recommendations

By analyzing survey data and secondary data I have tried to relate them to the objectives of my research. In addition I have tried to find out the expectations and perceptions of customers about digital marketing services.

In the survey I chose 30 random people. They put their opinions on the survey questioners. They have measured the quality of digital marketing services in Bangladesh. The results and explanations are given below:

#### 5.1 Age Group

Most of the ages in the study were between the ages of 20-25. This age group has the highest number of internet users. Users have several choices for their digital marketing. But usually their main priority is the quality of the product

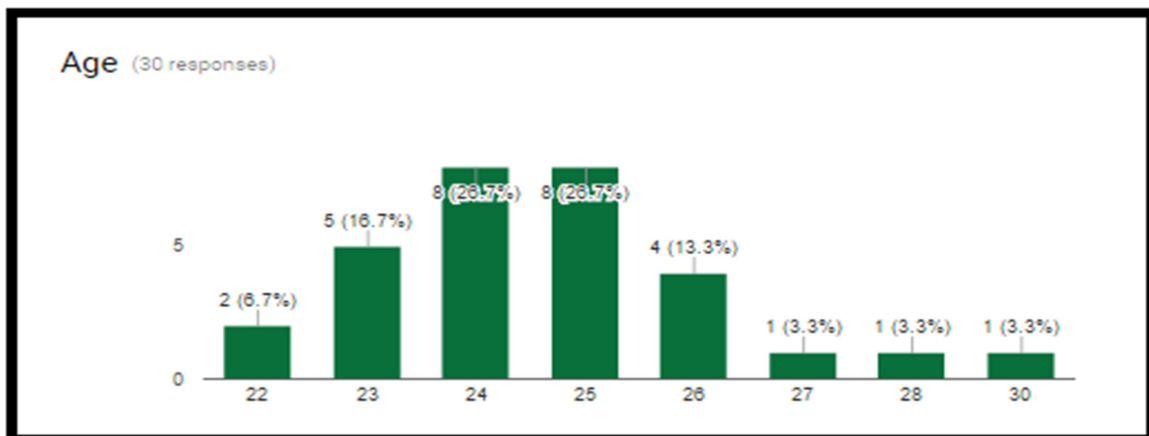


Figure 15 Survey Result: Age Group

This age group is a huge potential market for e-commerce. So companies need to focus on them and provide good quality service.

#### 5.2 Digital Marketing priority factors

This refers to what is the most important factor of Digital Marketing. Most of them marked on time product quality.

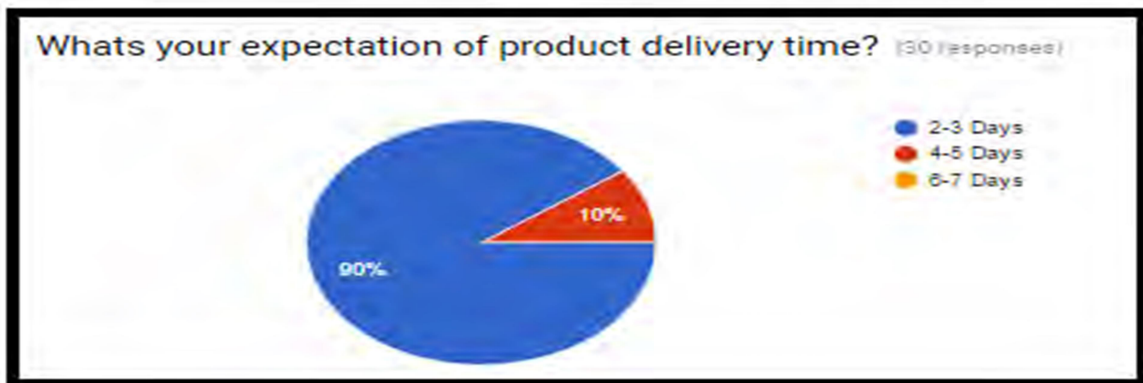


**Figure 16 Survey Result: Service Factors**

Product quality is a burning issue for digital marketing. Companies need to ensure product quality in order to gain the trust of customers. Furthermore, 30% have identified digital marketing as their main priority in the time delivery factor. So not only good quality products, companies also need to provide on time delivery service as promised.

### 5.3 Product scheduling time

Companies should produce its response identification. Timely action should not be taken on new advertisements but should not be answered by its customer. Some unfortunate customer can communicate with some grief even if it is not in 2-3 days. Report is followed as 2-3 years, schedule 7 time benefit. This is a vital factor for communication and customer trust.



**Figure 17 Survey Result: Expected Product Delivery Time**

### 5.4 Preference of Digital Marketing

Most consumers prefer digital marketing to save time. You have to go to one store after another instead of going to offline stores and traffic jams. Shopping online is easy. 66.7% of people prefer digital marketing to save time.



Figure 18 Survey Result: Digital Marketing Reason

So 23.3% of people think that shopping online is easy and 10% think that they can see a large collection of products from online stores and choose the products of their choice.

### 5.5 Payment method

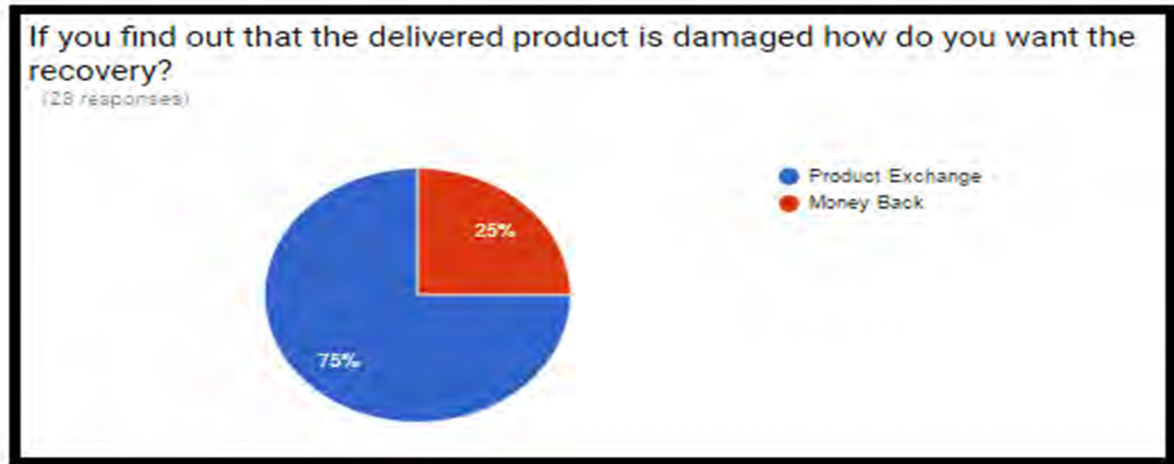
Most people think that their cash should be disbursed in order to make payments. This is the easiest way. Additionally, they may not feel secure when making payments online. 80.2% of people referred for cash on delivery



**Figure 19 Survey Result: Payment Method**

### 5.6 Service recovery

Because of any service failure like poor product quality, failure etc companies need to offer several service recovery options to the customers.



**Figure 20 Survey Result: Service Recovery**

75% of people want a product exchange policy to restore service. This can happen when the product is damaged or inferior or damaged during use before the warranty date. Companies need to work smart to restore customer confidence in this position. They need to make 100% effort to ensure service recovery. In addition, 25% of customers want a money back policy as a service recovery.

### 5.7 Digital Marketing perception.

Most people have identified the neutral position of the digital marketing experience in Bangladesh.

46.7% of people are not satisfied with digital marketing services. Delivery on time, such as the quality of service of the companies they may be missing key issues. Only 3.5% think that all companies are providing good quality services.



**Figure 21 Survey Result: Perception of Digital Marketing**

Digital marketing companies offer higher prices than offline stores. So customers have a bad idea about this. Sometimes it's more than an offline store. Moreover, e-commerce companies have a lot of price variations such as if the price of a smartphone is 17000tk on one website then the price of the right device can be 20000tk on another website.

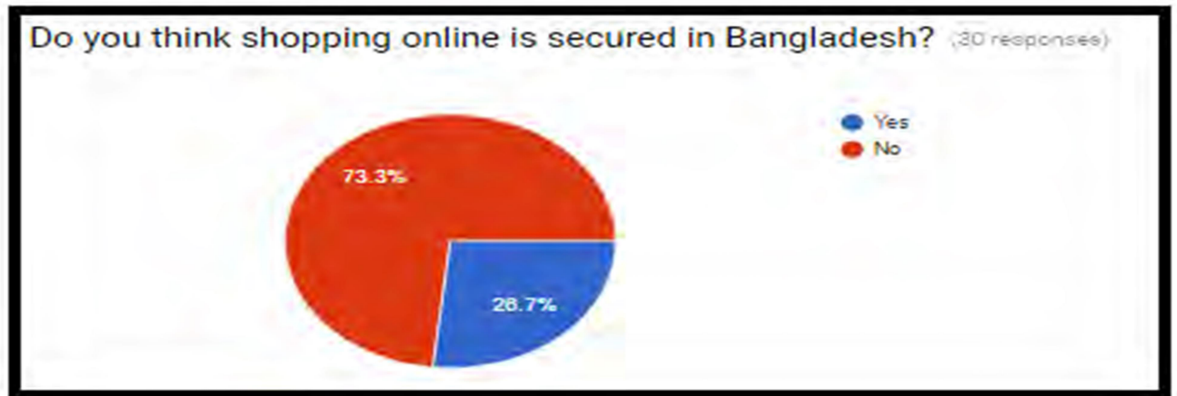
This is mainly due to the seller's choice and the amount of commission. However, this practice needs to be stopped. Companies and vendors need to come to a mutual understanding to offer better prices for customers.



**Figure 22 Survey Result: Pricing**

### 5.9 Security

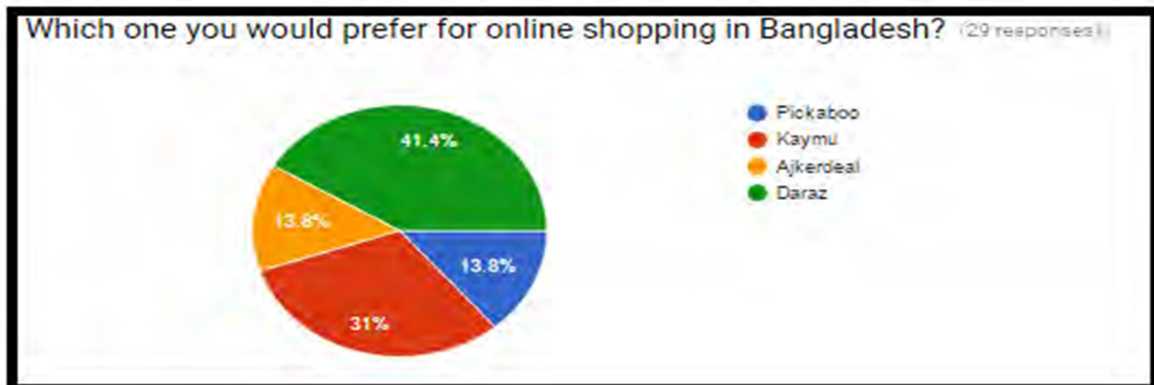
Most people don't think shopping online is safe. This is why most customers prefer a cash-on-delivery system. Online payments mostly came with sales and customers. In fact it could bring in more customers from abroad. Shopping 3.3% of customers do not rely on online shopping.



**Figure 23 Survey Result: Digital Marketing Security**

### 5.10 Shopping options

There are several big players in the market. Of these, 41.4% chose Daraz for their digital marketing. Kemu has 31%, Azcardial and Pikabu 13.8% digital marketing priorities. All these companies need to ensure good service quality for their customers.



**Figure 24 Survey Result: Digital Marketing Options**

### 5.11 Digital Marketing service factors

Digital marketing companies have a great potential to attract more customers, but there are a few reasons to make sure that it is a good place for customers.

#### 5.11.1 Efficiency

E-commerce companies need to be proficient in their resources. They need to be skilled to provide good quality service. They need to have skilled manpower, efficient delivery system.

#### 5.11.2 Fulfillment

Companies need to make sure they can meet customer needs. They need to ensure good quality products on time and after sales service.

### **5.11.3 Reliability**

Companies need to make sure they are offering the right after sales service to the customer. They need to be followed up.

### **5.11.4 Privacy**

Customer privacy needs to be ensured. In most cases, customer information needs to be protected when it comes to online payments.

### **5.11.5 Response**

Companies need to make sure that customers can reach them at any time. Customers may encounter any service error so companies hire people to provide appropriate service recovery.

### **5.11.7 Communication**

Companies need to hire people with whom customers can communicate. Customers should easily communicate with the responsible person without any difficulty.

### **5.11.8 Adaptability**

Companies need to learn from mistakes. They need to respond quickly to any service loss.



## Chapter Six

### **Concluding Remark, References**

#### **6.1 Conclusion**

Since I came from an e-commerce and marketing major I have always wanted to work in an e-commerce company where I can use my little knowledge about marketing and e-commerce. Luckily I was selected to work with Daraz Bangladesh Limited which is well known for promoting e-commerce. Moreover, it is an initiative of Rocket Internet that develops new business ideas. There are a lot of talented people working around me. Every day I am learning new things about how to make decisions, how to work in a team, how to recover from a mistake, how to bring the best from one. They offered me a job after finishing my thesis period and I accepted it and I want to bring a successful career from this opportunity. In this research paper I have tried to merge my knowledge, people's opinions, scholarly articles, what I have learned from my university. In fact, no matter what business e-commerce or digital marketing is, it should be more service-oriented. Companies need to make sure they provide the best service to the customer. There are a number of companies that have anticipated customer demand. There are huge opportunities in e-commerce in Bangladesh. Just need to work properly and ensure customer satisfaction. Which seems to be the e-commerce revolution in Bangladesh.

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