

Report On
Role of User Generated Content (UGC) on profitability/sale of
Daraz Bangladesh Ltd: A study on how customers trust products
with the most reviews

By

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16104026

An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

BRAC Business School
BRAC University
[December] [2020]

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Declaration

It is hereby declared that

1. The internship report submitted is my/our 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/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Samiha Binte Faisal

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Supervisor's Full Name & Signature:

Tania Akter

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Letter of Transmittal

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66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on “Role of User Generated Content (UGC) on profitability/sale of Daraz Bangladesh Ltd: A study on how customers trust products with the most reviews”

Dear Madam,

With due respect, I hereby am submitting my internship report on the topic **“Role of User Generated Content (UGC) on profitability/sale of Daraz Bangladesh Ltd: A study on how customers trust products with the most reviews”**.

I have attempted my best to finish the report with essential data and recommendations in a significant compact and comprehensive manner.

I am ever grateful for your guidance and support throughout the semester. I hope this report will meet your expectations.

Sincerely yours,

Samaha Binte Faisal

16104026

BRAC Business School

BRAC University

Date: 01/10/2021

Non-Disclosure Agreement

This agreement is made and entered into by and between Daraz Bangladesh Limited and the undersigned student at BRAC University.

In my internship journey I had access to the information of organization's various operations and platforms. I want to clarify that I will not disclose any confidential data regarding the company in my report which may have adverse effect on the values and reputation of the company.

Organization Supervisor's Full Name & Signature:

Syed Alif

Manager- CRM, Daraz Bangladesh Ltd.

Acknowledgement

This report work was not possible without several individuals, without their valuable advice and support it would be so difficult for me to finish this report. Their valuable comments, support and contributions actually helped a lot to enhance the quality of the report.

At first, I would like to thank the Almighty for bestowing me grace and patience in order to complete my report successfully. Secondly, I would like to thank all the employees and associates of Daraz Bangladesh who helped me by providing me valuable insights and information for completing my internship report despite being busy with their works. I sincerely express my gratitude to them. I also want to thank some of my seniors for helping me by providing valuable suggestion which helped me a lot to finish my report.

I would like to express my utmost gratitude to my internship Advisor Tania Akter miss. Without her advice and valuable support, the internship report could not be completed on time. Finally, I would like to thank BRAC University for giving me such opportunities to face real life work environment and giving me opportunity to improve professional skills.

Executive Summary

Daraz Bangladesh has brought about a new era in the e-commerce industry of Bangladesh. It has opened up new opportunities for businesses and small-scale sellers. The digital marketplace has played a role in changing customer shopping behavior as well. As I was an intern at Daraz Bangladesh in the department of Customer Relationship Management, I chose the topic "Role of User Generated Content (UGC) on profitability/sale of Daraz Bangladesh Ltd: A study on how customers trust products with the most reviews." to depict the significance of UGC for an e-commerce platform like Daraz Bangladesh. Firstly, I outlined an overview of the responsibilities I had as an intern in the CRM department. I discussed my work in detail to make it easier for the reader to comprehend and get an idea about how the UGC platforms work. Secondly, I discussed about Daraz and Daraz Bangladesh with ~~some~~ industry analysis and company analysis. I also illustrated real-life examples and provided photographic evidence from the websites to prove the notions. Finally, in chapter 3, I have provided an analysis of the primary data collected from customer and seller surveys to further strengthen the argument about the significance of customer reviews in generating sales and therefore profits.

Keywords: UGC; Customer Reviews; E-commerce; Daraz; Internship report.

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List of Acronyms

UGC	User Generated Content
SKU	Stock Keeping Unit
PN	Push Notification
WPN	Web Push Notification
MC	Message Center
CRM	Customer Relationship Management
NL	Newsletter
QC	Quality Check
Ops	Operations
DMall	Daraz Mall
DEX	Daraz Express
PCI DSS	Payment Card Industry Data Security Standard
DFG	Daraz First Game
QA	Question Answer
PSC	Partner Support Center
PR	Public Relations
FAQ	Frequently Asked Questions

Glossary

UGC

User Generated Content is also known as customer generated content. It is a form of feedback posted by customers in online platform about their experience in the purchased product or service.

Chapter 1-Overview of Internship

1.1 Student Information: Name, ID, Program and Major/Specialization

Name: Samiha Binte Faisal

ID:16104026

Program: Bachelor of Business Administration

Major: 1st major- Marketing; 2nd major- Computer Information Management

1.2 Internship Information:

1.2.1 Period, Company Name, Department/Division, Address

Period: October 11, 2020- January 7, 2020

Company Name: Daraz Bangladesh Ltd.

Department: Traffic Operations- Customer Relationship Management

Address: Daraz HQ, Asfia Tower, House 76, Banani, Dhaka

1.2.2 Internship Company Supervisor's Information: Name and Position

Internship Company Supervisor's Information: Syed Alif, Manager-CRM

1.2.3 Job Scope – Job Description/Duties/Responsibilities

Job Scope: Customer Relationship Management works with strategies to increase sales and customer engagement. This department directly works with sub-departments like- campaign operations and design teams. Other departments also work with the CRM team if any special cases arise.

Therefore, CRM works in the area of increasing sales by promotion with a combination of planning, action, and technology. These actions include- push notifications (PN), newsletters, WPNs (Web Push Notification), SMS, and UGC (User Generated Content).

A buyer's decision process is the main aspect which the PN, WPN, NL, and UGC are targeted towards. Moreover, these can also be used in the problem recognition stage because PN, WPN, SMS, NL are usually sent in the initial stage before the customer has made the purchase. For example- if a customer is looking for a phone, he or she will get the automated PN or MC about the product. Also, he or she will get all the other elements mentioned earlier from a related segment, e.g.- tech or geek segment. And the UGC is in the post-purchase evaluation stage.

UGC: My duty in the company is to evaluate all the product reviews and post them on the Daraz Bangladesh website. This was the sole responsibility of my work during my tenure. I am the only member looking after the UGC section right now. UGC has 2 sections. One is the review section and the other is the QA section. Again, the review section has 3 parts. These are- Product review, Seller review, and Image review.

Product review: The objective of evaluating the product reviews is to provide the customers a better experience by filtering the reviews that provide important information about the product both positive and negative while avoiding unnecessary or uncensored content. This also helps to familiarize the customers with the policies and processes of Daraz and also creating a better impression of the sellers and Daraz as a whole. Therefore, the QC of reviews has an important role to play. There are almost 10,000 reviews on average per day. However, this number goes higher during the pre-sale phase of special campaigns. During the pre-sale or teasing phase, the reviews are almost 15,000 to 16,000 on average per day. Finally, during the mega campaigns, the reviews are even higher almost 25,000 to 26,000 on average per day.

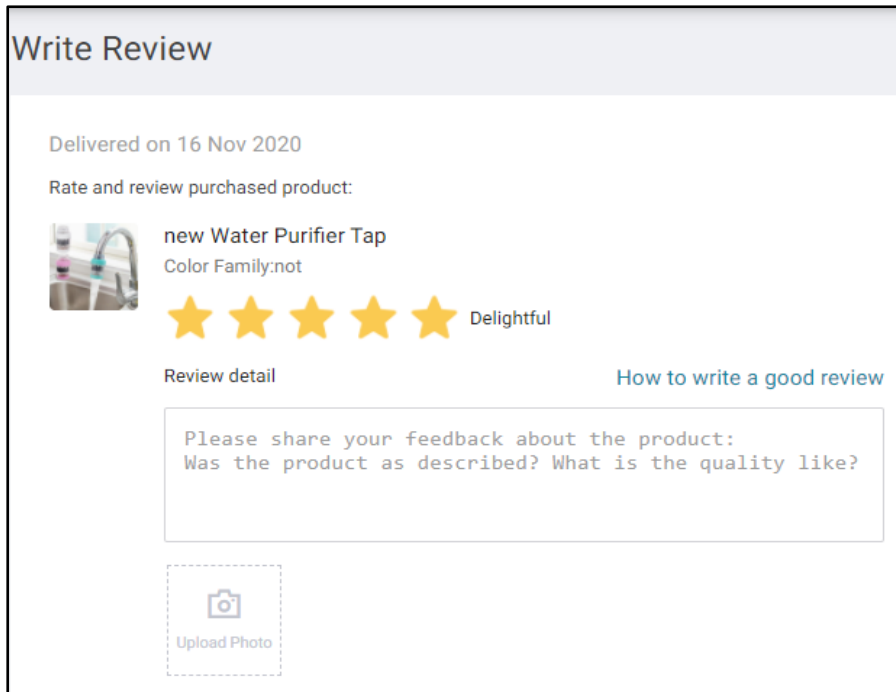


Figure 1: Product Review Panel

*Source: All images are from Daraz BD website.

Seller review: The objective of evaluating the seller review is to let the customers know about the individual seller’s customer service. This review section includes the seller review and the logistics review. The purpose is to inform the customers about the seller’s average response in the chat, seller behavior, seller packaging, seller commitment, etc. During the campaigns, the seller reviews reach around 17,000-18,000 per day which is higher than the rest of the year’s average number.

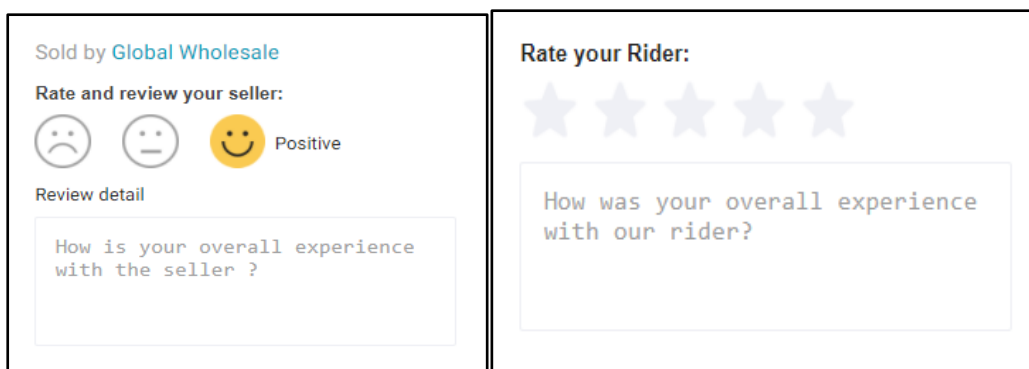


Figure 2: Seller review panel

Figure 3: Rider review panel

*Source: All images are from Daraz BD website.

Image review: Users can upload a maximum of 6 images. These images should be about the product, package, or any relevant picture relating to the product. Image QC is a bit sensitive compared to the other QCs. Each and every approved review must be checked again to see if the pictures are appropriate and in line with the company policy or not for the website and Mobile App.

Responsibility: My responsibility during my tenure is to look over the UGC. My work is mainly in the back panel of the website.

Before starting at the UGC section, I worked directly on the Daraz Bangladesh website. My task was to find the inappropriate or irrelevant comments in different Stock Keeping Units (SKUs) from all the categories on the website.

After I gained access to the Alibaba employee account, I was able to access the Alilang (a tool of Alibaba intranet). This VPN gave me access to the main back panel of the Daraz Bangladesh review portal. There I could evaluate all the reviews one by one. All the reviews needed to be checked manually. There was no shortcut to doing this. During my tenure, there were 5 campaigns held by Daraz Bangladesh. I started with the “Daraz 10.10 Happy Shopping” campaign. Then there were “Daraz 11.11 The World’s Biggest Sale”; “Daraz Fatafati Friday”; “Daraz 12.12 The Grand Year End Sale-bration” and lastly, the “Daraz New Year Shopping Fest-2021”. Therefore, from the very first of the joining, I was dealing with a huge number of reviews in 3 different panels. Occasionally, I also checked the SKUs on the main website during the mega campaigns. Moreover, I submitted reports and presentations on my progress including my ideas about how Daraz can influence the customers to post more reviews than usual. Other than UGC, I learned about NL, WPN, PN, wireframes, new websites, and platforms.

In the product review panel, there are 8 search options to find out any review.

- Date- This filters reviews by date
- SKU- This is used to look up a specific product
- Product Name- This brings up all reviews under a specific product name
- Order ID- This provides the review of the specific order number and their details

- Detail- This is used for text searches within the reviews
- QC Tag- QC tag is used to filtering with the reasons. However, it is not yet used in the Bangladesh region.
- Customer Name- this is for searching by individual customer names.
- Options- here we can select images and videos.

Moreover, there are 8 types of filter options.

- Pending- all the pending reviews that have not been checked yet.
- Approved- all the approved reviews can be filtered here.
- Rejected- all the reviews with issues for example- return or refund.
- Outdated- reviews that are changed by the customers.
- Expired- expired reviews are shown in this filter.
- Validated by automation QC- only ratings are approved automatically here. No review contents.
- With images- with this filter, reviews with images can be filtered here.
- With videos- with this filter, reviews with videos can be filtered here.

Moreover, there are 2 options for the reviews- reject and approve. If the review is up to the standard (positive or negative), it is approved. But if the review contains any word or image that is inappropriate, it has to be removed. So, removing a review has 6 criteria.

- Abusive Language- If there is any language that might offend the seller or inappropriate for a public platform, it is removed.
- Bad Images- pictures that are not relevant to the product are removed.

- Irrelevant Information- if a customer uses any information that is directly compared to other brands; any information not relevant to the product; social media channel references, etc. are removed here.
- Personal/Order Details- if a customer uses personal information like phone number, bkash number, order number, address, reference, etc. it is removed.
- CS Issue Xspace Escalation- any critical cases like- refund not received yet, refund showing delivered, wants to return or refund after the return deadline, etc.; complain against service, seller, rider; return/refund request canceled- these cases are handed over to the customer service department.
- CS Complain FAQ- if a customer wants to return or refund within the deadline, claims to have received wrong/defected/damaged product, claims to have received half product (e.g.- ordered 2 but got 1); threat about consumer rights, etc.

However, after the company policy has been updated, some of the rules have been changed.

In each review, there are 5 types-

- Product Review- the reviews after the customer gets the product.
- Comment to Review- if other customers comment on any review
- Reply to Comment- if the customer replies to the comment.
- Seller Reply- when the seller replies to the customer's review.
- Follow-up review- if the customer gives another review on the same product.

The seller review panel is similar to the product review panel. The only, difference is that there is an extra rejection option named external link. Also, the CS Complain FAQ is known as CS support and the CS Issue Xspace Escalation is known as Service Issue. Moreover, there is one extra type that is- Logistic review. People give reviews about the logistic service of Daraz Bangladesh.

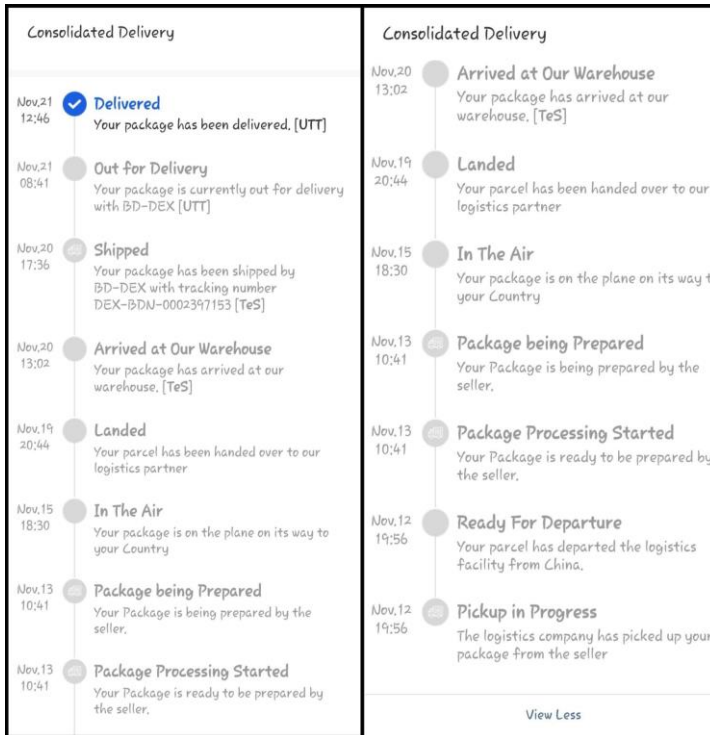


Figure 4: Delivery progress.

*Source: All images are from Daraz BD website.

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company

After joining the company, I started by checking the quality of reviews and cleaning the website. After a while when more critical cases came up, I helped to solve them by sending the reviews to the CS department.

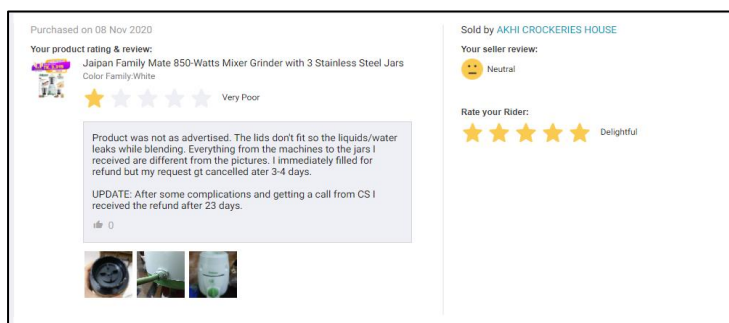


Figure 5: CS issue Xspace Escalation example. *Source: All images are from Daraz BD website.



Figure 6: CS Complain FAQ example. *Source: All images are from Daraz BD website.

These are some of the examples of how I had helped the customers to get their deserved return and refund. When they had posted a review about return-refund or any other critical issues, I had directly forwarded the concern/complaint to the CS department. In such cases, I rejected the review against CS complain FAQ and CS Issue Xspace Escalation. Every time I reject a review with any cause, the customer receives an email about why their review was rejected including a guideline on how to solve their issue. However, when a review is rejected against CS Issue Xspace Escalation, both customer and the CS department receive an email. Then the CS department communicates with the customers and guides them through the process. This creates customer satisfaction and builds trust for Daraz Bangladesh. This also boosts customer retention for Daraz Bangladesh.

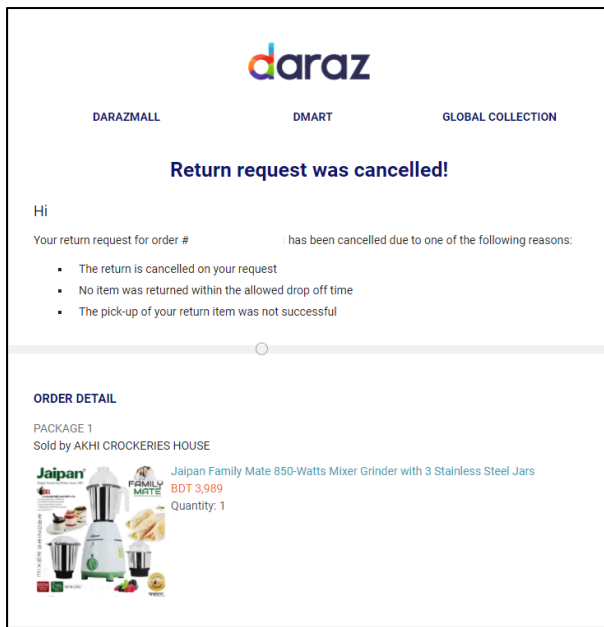


Figure 7: Example of an email received by a customer.

*Source: All images are from Daraz BD website.

My work helped not only the customers but also the sellers. I could support the sellers by removing fake reviews that could potentially harm their reputation or decrease their ratings. Whenever a seller could prove that he/she had delivered an authentic item within the policy rules and time, but yet the customer posted a fake review; upon receiving this information from the Customer and Seller Support department, I evaluated each case individually. I immediately removed the review if I found the information provided by the seller credible so that the seller's reputation is not harmed and the review panel is as original as possible.

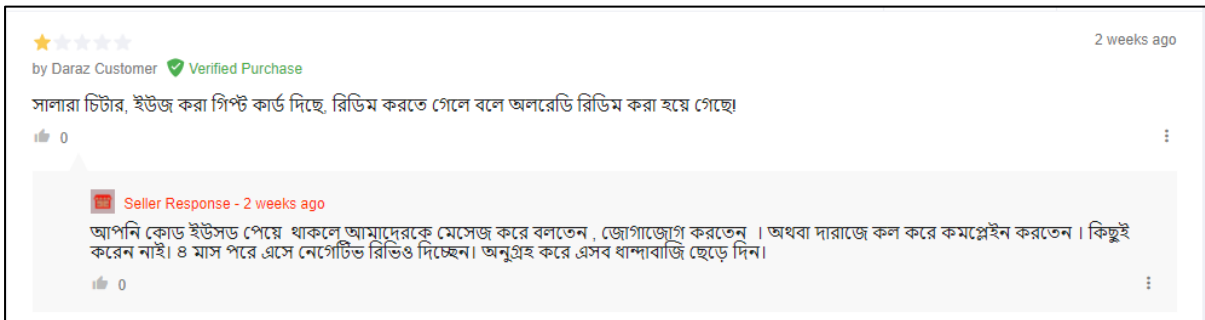


Figure 8: Example of seller response to a fake review

*Source: All images are from Daraz BD website.

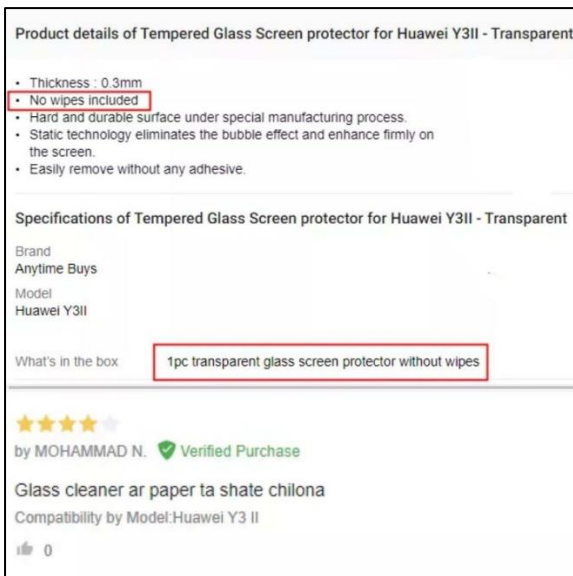


Figure 9: Example of careless customer

*Source: All images are from Daraz BD website.

There were 5 campaigns during the month of October, November, and December. Therefore, during these campaigns, I had to evaluate an overwhelming amount of reviews including the backlog of 10 days. Also, there was a contest of 11.11 Star reviewers. My task was to find the top 10 reviewers for every 8 brands by analyzing all the reviews again and checking them regarding the type of picture they had uploaded and the content according to the contest rules. Moreover, I made an NL wireframe about a new contest “Review and Win”. Other than these, I sent WPN for a week as well.

1.3.2 Benefits to the student

My responsibilities introduced me to some new platforms and I learned to use some software from scratch. For example- The Alibaba platforms and their security protocols, platforms for scheduling PN, NL, WPN, etc., platforms Daraz employees use for internal communication, platforms for Alibaba connectivity, platforms for image link creator, etc.

I got the opportunity to learn about Daraz’s policies and their strategies. How to evaluate reviews and help customers solve their problems. Also, I learned about the evaluation panel and how to access the different stages of the platform. Checking reviews has also taught me different viewpoints of customer purchase decisions. How a customer's perspective can change before and after buying a product and how this attitude can influence their future perspective about the platform or the product. Moreover, reading so many reviews daily and sorting them against different rejection reasons has made me more analytical. It has helped me to brainstorm and create new ideas, which will be beneficial for my future career. Additionally, I got to enhance my skill of using Microsoft Excel using big data and learned some new features as well.

Finally, I learned about the corporate culture and how an office operates with constant monitoring and requisitions. My teammates have also taught me new things. Overall, it gave me the essence of corporate life which will help me in my future career.

1.3.3 Problems/Difficulties

Fortunately, I haven't faced many difficulties during my internship. The work environment was super friendly and enthusiastic. Everyone helped me with whatever problem I had. They were willing to teach me in a very friendly manner, and they made sure that the newcomer felt comfortable with everybody.

However, the problem I faced was some system errors. The Alibaba employee ID took some time to process which somehow delayed my work in the first few weeks of my internship. Also, the security measures are very strict, if anyone lost their phone or laptop the code to reopen the ID took some time as well. Also, the higher authorities were not willing to give access to many of their internal platforms to the interns for security reasons.

1.3.4 Recommendations

Fortunately, I have not faced many complications during my internship, it is kind of hard for me to recommend anything to future interns. The only recommendation I can suggest is to the company that it would be better if they created an 'Intern ID' while processing the individual's information which will help them to start immediately. It will help them start working without waiting for various stage accesses and ids.

For the future interns, my suggestion would be to be as enthusiastic and curious as possible for the internship period. Good communication skills would help them to know people from different departments as well. This will help them to understand the work outside their own department and how they connect and unite as a company.

Chapter 2- Organization Part: Overview, **Operations and a Strategic Audit**

2.1 Introduction

E-Commerce or electronic commerce signifies online market places where people buy and sell goods and services over the internet. E-commerce is nowadays considered as a digital type of mail-order catalog shopping that can be managed through the assistance of computers, mobile phones, tablets, laptops and etc. E-commerce is also known as an electronic business which has 4 different types. Business to business or B2B (Daraz with the seller), business to consumer or B2C (Daraz with the customer), consumer to consumer or C2C (Bikroy), and Business-to-Government (B2G). Nowadays E-commerce has created a new business era all over the world. One cannot emphasize enough on the importance of E-commerce as people are busier and practical than they used to be. Compared to before, E-Commerce has led them to lead simple and effortless lives and with the rapid growth of the internet, E-commerce is easier now than ever before.

In recent years in Bangladesh, people are moving towards E-commerce to a great extent and Daraz Bangladesh has played a major role in this shift. Daraz Bangladesh Limited is renowned as the biggest E-commerce site in Bangladesh where customers can find almost every type of product available for purchase. Daraz is a sister concern of Alibaba group. Daraz doesn't only own a marketplace within Bangladesh but also in many other countries including Pakistan, Myanmar, Nepal, and Sri Lanka serving over 460 million customers. Daraz Bangladesh Limited has set a goal and is now thriving to deliver a wide variety of products and services all over Bangladesh ensuring the expected quality of the consumers. It mainly focuses on B2C and B2B selling online all over Bangladesh.

In light of the current E-commerce market, Daraz Bangladesh Limited has been trying to be the most consumer-friendly platform in Bangladesh. Daraz Bangladesh is working relentlessly to reach every customer's needs and ensure quality. Lately, Daraz has been launching some innovative and exciting selling projects like- 12.12 campaign, 11.11 campaign, anniversary campaign, mega deals, flash deals, prepayment discount, happy hour and etc. in order to satisfy customer expectations. (Daraz Blog)

2.1.1 Objective of the Study

This report is mainly aimed to provide valuable practical knowledge on the importance of reviews, in case of the engagement of the customers in Daraz Bangladesh Limited. Some of the specific objectives of the report are:

- To implement the theoretical knowledge in the light of practical scenarios.
- To acquire a comprehensive insight into the marketing procedure of Daraz Bangladesh Limited.
- To perceive a clear understanding of the customer relationship management strategy of Daraz Bangladesh Limited.
- To get an overview of the business structure of Daraz Bangladesh Limited.
- To learn the analysis of the User Generated Content and its significance in view of the sales and profits.

2.1.2 Methodology

Both Qualitative and Quantitative method has been used to accumulate the data and information achieved. Descriptive and Analytical presentation of data has been included in the report for the assessment of the company and its performance.

There are two sources of data collection.

Primary Sources:

- The internship experiences
- Knowledge acquired during work experience
- Vendor acquisition process
- Statistical data achieved through online and offline Surveys

Secondary Sources:

- Newspapers articles, blogs, etc. relating to Daraz BD.
- Customer Reviews
- Relevant websites and internet reviews
- Previous years reports, journals, and surveys

2.1.3 Scope of Research

This report is named "Role of User Generated Content (UGC) on profitability/sale of Daraz Bangladesh Ltd: A study on how customers trust products with the most reviews."

While preparing this report, I had been provided with plenty of opportunities to look over and analyze different categories of data. This has helped me to gain a clear perception of the profitability and sales according to the UGC of Daraz Bangladesh Limited. The report aims to accumulate all the possible resources and data that were achieved and learned through the internship tenancy such as the primary and secondary data received by the papers, websites, newspapers, salesperson, and consumers, and also the respective employees, colleagues, and executives. Therefore, this report will help comprehend the significance of the reviews and e-commerce platform in light of increasing customer engagement. After the completion of this research, I expect that this study will be able to showcase some principal aspects of customer feedback on the betterment of the services of an e-commerce platform. Furthermore, this report will have some real-life examples which will give an insight into how these platforms operate. The findings may be an overview for Daraz Bangladesh for the betterment of their service. This study will also help Daraz to get an idea about their customers' perceptions about reviews and provide the opportunity to improve their policies. In the future, this report can be a guideline to the readers as well to understand e-commerce platforms better.

As a Customer Relationship Management intern at Daraz Bangladesh Ltd, I feel fortunate enough to get to work and learn along the internship process with continuous assistance and guidance of the respected employees, team members, and executives.

2.1.4 Limitations of the Study

Although I worked with plenty of information and data to interpret and analyze including the marketing strategies of Daraz BD, I could not publish all the information or data in the report as Daraz is a large competitive business and strict in case of disclosing confidential the data. Some of the limitations of the study are given below-

- For the legal privacy agreement with the company, there was limited access to specific information.
- Though the employees and co-workers were extremely cooperative throughout the internship, due to their pre-assigned work they did not have adequate time to converse and provide enough information.
- As the whole internship program was carried out during the COVID-19 period, the customer and seller surveys were done online and the timeframe of the internship report completion could be more flexible.

2.1.5 Significance of the Study

As a student of Bachelor of Business Administration (BBA), everyone has to conduct an internship program in any organization for the fruition of the BBA requirements. The main purpose of the program is to analyze the real-world situation and reflect on the whole internship experience and its learning. The majority of this report predominantly focuses on the prominence of the user-generated content that influences the sales and profitability of a company. It also emphasizes the importance of strategic marketing of the company that assists with customer relationship management. The study is significantly beneficial to the students, scholars, and trainees through an understanding of a clear interpretation of the business procedures and policy that will help in benefitting the quality of information. The study is also advantageous for the employees, executives, directly involved parties, and the company itself with the conveyance of the data, analysis, and findings that have been prepared in the report.

2.2 Overview of the Company

Daraz is known as one of the biggest online business portal and logistics service provider in the world that was founded in 2012 by Rocket Internet. Rocket Internet is a German Internet company headquartered in Berlin which was founded by three siblings, Marc, Oliver, and Alexander Samwer. Muneeb Maayr (Founder) & Farees Shah (Co-Founder) of Daraz initiated the journey of Daraz in Pakistan. Daraz operates in the following South Asian countries- Pakistan, Bangladesh, Sri Lanka, Myanmar, and Nepal; among which Pakistan is known as the main headquarter of Daraz. Today Daraz has achieved 460 million customers all over the world with dedication and relentless work. It is now prominent for establishing 22 million products and 1100 brands. At present, Daraz has a contractual relationship with over 50000 sellers. Monthly Daraz gets 2 million+ packages delivered and over 10 million+ users. The current CEO of Daraz is Bjarke Mikkelsen. In 2018, Daraz was acquired by Alibaba Group by making the South Asian e-commerce platform an important part of Alibaba's global strategic goals. Daraz has been able to create 2.5 million jobs and 500k profitable businesses through the platforms worldwide. Through the integration with Alibaba, Daraz is now a sister concern of Alibaba Group. (Daraz Global)

2.2.1 Mission of Daraz

The mission of Daraz is "Make it easy to do business anywhere in the era of digital economy".

2.2.2 Focus for 2020

1. Enhancing customer experience
2. Findability & relevance
3. DarazMall to become a top-of-mind quality consumer brand
4. Establish Daraz as an entertainment platform in addition to an app
5. Scale express deliveries and collection points

2.2.3 Products of Daraz

There are a wide variety of products and services produced and delivered by Daraz within the five countries. Starting from the marketplace, donation, and education to the committed delivery process, Daraz has always been there to serve consumers through thick and thin. The main Product line of Daraz is-

Darazcare: Darazcare is an initiative that helps to donate to the daily wage earners and families which also resembles care for loved and needed ones. Darazcare made it a lot easier to donate for a greater purpose especially in Pakistan. Overseas Pakistani now can donate to Edhi Foundation, Shaukat Khanum Memorial Cancer Hospital, Orange tree Foundation, and many more through the Daraz App. For the support of Covid affected people, the Darazcare service made it easier to pay Zakat. (Daraz Global)

DarazMall: Daraz is not just an online market place it functions as an online market community. Over the years Daraz has managed to reach a wide range of sellers whilst building a loyal clientele around seven countries. DarazMall was initiated in 2019 enabling some functions. It is a prominent service channel that allows the brand to perceive a large customer base and create interactive relationships with them as customers were always the focal point of Daraz. In 2020, DarazMall is set to become a top-of-mind quality consumer brand according to the “Focus for 2020”. (Daraz Global)

Daraz University: Daraz University is the place where Daraz has taken an excellent lead to educate the sellers to a great extent. At the moment, there are 50k+ sellers getting a proper idea about the eCommerce operations including different sessions and seminars each month. This assists with greater selling services throughout the five countries.

Daraz Express: Daraz Express also known as DEX was launched in 2018. It is South Asia’s first fully-integrated and digitized logistics company. About 2,500 DEX Heroes deliver 1.7 million packages every month. They are always in line to ensure the fast and secure delivery of the products and services.

2.2.4 Daraz Acquired by Alibaba Company

Daraz was fully acquired by Alibaba Company in the month of May 2018. According to the Alibaba Company, it was their second investment in the online market space in a row, which

would assist with the local e-commerce market and attract other foreign investors in the country. Thus, witnessing growth in e-commerce in this region. The acquisitions included Daraz operations in Pakistan, Bangladesh, Nepal, Sri Lanka, and Myanmar. After the deal with Alibaba, Daraz continued to operate under the same brand name. The acquisition by Alibaba has been a tremendous success for the entire team working at Daraz. Now both Daraz and Alibaba can encourage businesses to better serve consumers in this region with their technology and expertise as a result of their collaboration.

“In order to drive more growth in the five South Asian markets, with a combined population of over 460 million, Daraz will be able to adapt Alibaba's leadership and expertise in technology, online industry, mobile payment, and logistics” (Dhaka Tribune, May 2018). Also, Daniel Zhang the CEO of Alibaba said that “In Daraz, we found a great team that espouses our values and believes that a technology-enabled commerce ecosystem will play a critical role in driving the long-term economic development in South Asia”

2.3 Overview of Daraz Bangladesh Ltd.

Daraz Bangladesh Limited started its journey in the mid of 2013. It was recognized as the fourth internet business that took off after OLX, Ekhanei and, ClickBD in Bangladesh. At that time Daraz was only operating its services to Pakistan and Myanmar. At the end of 2018, it finally integrated with Alibaba which lead Daraz as a sister concern of Alibaba Group. Daraz is operating a verified Facebook page which has 4 million followers.

Daraz is one of the online marketplaces which keeps their eyes on the SEO for which when someone searches on Google like- ‘the biggest or best e-commerce sites’, the name of Daraz comes first. In Bangladesh, there are almost 30000 signed up seller who are legally contracted with Daraz. But there are almost 16000 active sellers whose SKU (Stock Keeping Unit) are active and have a running page. Daraz is always focused on giving the best customer services and care, outstanding customer experience, and smooth fast services with effortless shopping and return experience. Daraz provides the customer with a wide variety of products and services ranging from electronics to household goods, beauty, fashion, sports instruments, and groceries. Daraz Bangladesh has been offering some promotional offers that are usually given at any special occasion, day, or campaign. After working with such efforts and robustness,

Daraz is now in line with other leading brands like- Yellow, Noir, LG, Samsung, The Body Shop, Ecstasy, Walton, Panasonic, Nikon, Fastrack, etc. of Bangladesh. (Daraz BD)

2.3.1 Mission of Daraz Bangladesh

Daraz Bangladesh provides the customers with outstanding products, services, and offers in order to accomplish the mission. Daraz also ensures a fast and secure shopping experience and services so that the consumers can purchase happily and effortlessly which portrays the tagline “Happy Shopping”. According to Syed Mostahidal Hoq (MD of Daraz), the missions of Daraz Bangladesh are-

- To provide an enjoyable shopping experience for Consumers and to grow together with our Sellers
- It will continue building a vast loyal customer base by having the broadest selection of products, unbeatable prices, 100% reliable fulfillment, and a relentless focus on customer experience.
- For the seller of Daraz, it will continue to provide a differentiated value-added service to support scalability, growth, and integrated business solutions.
- Daraz Bangladesh will achieve the mission by focusing on their core values and hiring, coaching, and retaining the best people in the industry through strong company culture.
- Daraz Bangladesh is committed to a strong ESG program and creating long-term growth and job opportunities in all of our markets by pioneering e-commerce development.

2.3.2 Vision of Daraz Bangladesh

The vision of Daraz Bangladesh is to be a leader in the e-commerce industry providing the best products with the lowest prices in the lowest possible time. The Vision statement of Daraz is “To be the most reliable marketplace and offering the best services to our customers & sellers”.

2.3.3 Objectives of Daraz Bangladesh

Daraz provides premium quality products at the most competitive price. Daraz believes to introduce the latest and most demanded products for its customers. The objectives of Daraz Bangladesh are to reach everywhere in Bangladesh, to grab the most market share, provide every necessary product to its consumers, and include the most significant brands and sellers in Bangladesh.

- Daraz is closely working with the sellers to ensure a great online shopping experience for the customers for improving its business.
- Daraz is focusing on increasing effectiveness and efficiency for the improvement of Customer Shopping Experience.
- Daraz is on the way to build such an organizational culture with the help of Alibaba when the employees will get the chance to grow and will contribute to the organization's ROI.

2.3.4 Values of Daraz Bangladesh Limited

Embrace Change: “Change is growth and growth is what drives us every day”- with this notion Daraz Bangladesh Limited is always anticipating and embracing changes.

Teamwork: Daraz thinks as a team, work as a team and grow as a team. The power of teamwork allows ordinary people to achieve extraordinary things.

Customer Commitment: Daraz always has been giving top-notch services to its customers as customers are the first preference for them. Daraz believes in giving the best to its customers, sellers, and society.

Integrity: Daraz treats its partners and customers with mutual respect and works for mutual benefit. Daraz expects the highest form of honesty and delivers its commitments.

Ownership: Daraz knows its priorities. And so, when they do something, they do that with focus and perseverance.

2.3.5 Products of Daraz Bangladesh Limited

Daraz provides a superior collection of products and services to its clients. All are available on Daraz, from Fashion to General Merchandising. Customers can visit their website www.daraz.com.bd and choose their preferred products or services effortlessly and the ordered products get delivered within a few days. (Daraz BD)

There are twelve wide categories of products and services accessible at Daraz at the moment. These are described below-

Electronic Devices: Mobiles, Tablets, Laptops, Desktops, Gaming consoles, Cameras, Security cameras, and all kinds of electronic devices are included in this category. The price of these electronic devices is sold at the local prices that are reasonable enough. So, consumers place orders frequently to make a purchase.

Electronic Accessories: Mobile accessories, audio, wearable, Console accessories, Camera accessories, printer, storage, computer components, Network components, software are part of this category.

TV and Home Appliance: Television, Home audio, TV accessories, Video device, large appliances, Small kitchen appliances, Cooling and Heating, Vacuums and Floorcare, Iron and Garment Steamers, Water purifiers, and Filters are enlisted as TV and Home Appliance.

Health and Beauty: Bath and Beauty, Beauty Tools, Fragrances, Hair Care, Makeup, Men's Care, Personal Care, Food supplements, Medical Care like shampoo, body bath, Shower Gels, Foot Care, Hair treatments, Hair coloring, Hair Conditioner, Hairbrushes and combs, Toner and Mists, Makeup accessories, Shaving, Skin Care, Deodorants, Lip balm are enlisted.

Babies and Toys: In this category Baby diapers, baby feeds, baby clothes, baby toys, Toddler toys, Nursery, Baby gear, Remote Control, and vehicles, etc. are included.

Groceries and Pets: Beverage, Breakfast, Choco, Snacks, Food Staples, Cooking Ingredients, Laundry and household, Cat, Dog, Fish, Small Pets food, Lifestyle Accessories are sold under this category.

Home and Lifestyle: Vacuum cleaner, Refrigerator, Cooking appliance, Blender, Beverage appliance, Furniture, Bedsheet, mattress, lights, office furniture, fixture and plumbing, gift wrapping, art supplies, rugs and carpets, cushions and covers, bean bag, kitchen appliances, etc. are included in this category.

Women's Fashion: Sweaters and cardigans, Jackets and coats, saree, lehenga, Salwar kameez, unstitched clothes, Kurtis, Clothing, Women's Bag, Shoes, Accessories, travel, and luggage are sold under this category.

Men's Fashion: Jackets and coats, Hoodies and sweatshirts, sweaters, t-shirts, shirts, polo shirts, jeans, pants, men's bags, shoes, accessories, clothing are in this category.

Watches and Accessories: Men's watch, women's watch, kid's watch, women's jewelry, men's jewelry, men's belt, men's wallet, sunglasses, eyeglasses, etc. are sold at a reasonable price.

Sports and Outdoors: Treadmills, Fitness accessories, dumbbells, cycling, boxing, martial arts, men's shoes and clothing, outdoor recreation, camping and hiking, racket sports, fan shops, etc.

Automobile and Motorbike: Automobiles, auto oils, and fluids, interior accessories, exterior accessories, exterior vehicle care, interior vehicle care, car audio, motorcycles, motorbike parts and accessories, car electronic accessories are included in this category.

Along with these twelve categories, there are some other product lines and categories that are also available on the website. Exciting selling deals such as- voucher offers, gift cards, 11.11 campaigns, 10.10 campaigns, mega deals, anniversary deals, flash deals, prepayment discounts, happy hour, entertainment vouchers, mobile top-ups, deals under TK 999 are always available for the customer's satisfaction. Some other categories are given below-

Digital Sheba: Digital Sheba is one of the exciting services provided by Daraz Bangladesh Limited. This service consists of mobile top-up, games and gift cards, entertainment vouchers, hotels and travels, Daraz gift cards, E-learning courses, seller leaderboard, and Daraz exports. This service helps the customers to consume products or services in an effortless and convenient manner.

Daraz Mall: Daraz Mall is another important feature that plays an important role in the e-commerce business platform. This service allows them to work with different brands or collaborate with those that assist with reaching a wide range of customers in Bangladesh. Daraz Mall is always working with the most trusted brands with 100% genuine products. This allows the customers to grab the best deals from top-rated sellers with the assurance of 14 days of easy returns. (Daraz BD)

Dmart: Dmart, also known as Daraz Mart is the service where consumers can get the best products at the best price. Customers can do grocery shopping from home in a trouble-free and easy way. From here customers can get a wide array of grocery products in any given category. Also, one can buy as much as they want with TK 45 of delivery charge. So, the customers can save both money and time for the service delivered by Dmart.

Discount: There are different ranges of discounts given by Daraz Bangladesh Limited. Customers can enjoy those offers and discounts at any time of the year. Some of the discounts are- Vouchers, Free shipping, Buy one Get one, Free gifts, Combo offers, Quality bundles, payment partners which are given in any category of products like electronics, fashion, groceries, health and beauty, home and living, sports and etc.

Global Collection: Global Collection includes over 7 million products with an easy return policy and cash on delivery. The global collection also presents Global Brand Week where overseas brand sells all kind of products and services to the customers

2.3.6 Departments of Daraz Bangladesh:

To execute the operations of Daraz Bangladesh, the whole work is divided into different departments. Each department has different sub-departments as well. Dividing into various departments gave Daraz a smooth operation which is easy to operate and monitor. The major departments and sub-departments of Daraz Bangladesh are given below:

- Business Development
- Commercial
- Finance department
- Human resource

- Marketing department
- Operations
- CS & PSC department
- Traffic Ops
- Offline Sales
- Technology department
- Legal & Corporate Affairs
- CSR & Sustainable Development
- Cross Border
- Strategic planning

Sub Departments of each of the departments are given below:

- Business Development- DEXPORT
- Commercial- Acquisition; Category Management; Marketplace Operations; Regional Commercial; DarazMall
- Finance department- Financial Reporting Logistics Finance & Audit; Commercial Finance; Taxation; Customer Prepayment & Refund
- Human resources- HR Operations; Organization Development; Administration; Talent Acquisition & Employer Branding
- Marketing- SEO; Social Media; Partnerships; Offline Marketing; PR & Communication; Performance Marketing
- Operations- Fulfillment; DEX; Program & Tech; Transport; Strategy & Planning; Cross Border

- CS & PSC department- Customer & Seller Support; Customer & Seller Operations; Issue Resolution; Data; Project Management
- Traffic Ops- Traffic Performance; Merchandising; Guided Shopping; CRM; Design; Campaign Operations
- Offline Sales- Association; Localization; Corporate Business
- Technology department- IT; Payment; Product Management

2.3.7 Daraz Bangladesh Organogram:

Daraz Bangladesh has almost 2000 employees in 2020. With their growing business, the organogram is getting complex day by day. It is dynamic and ever-changing as per the needs and new challenges. A simplified organogram is given below.

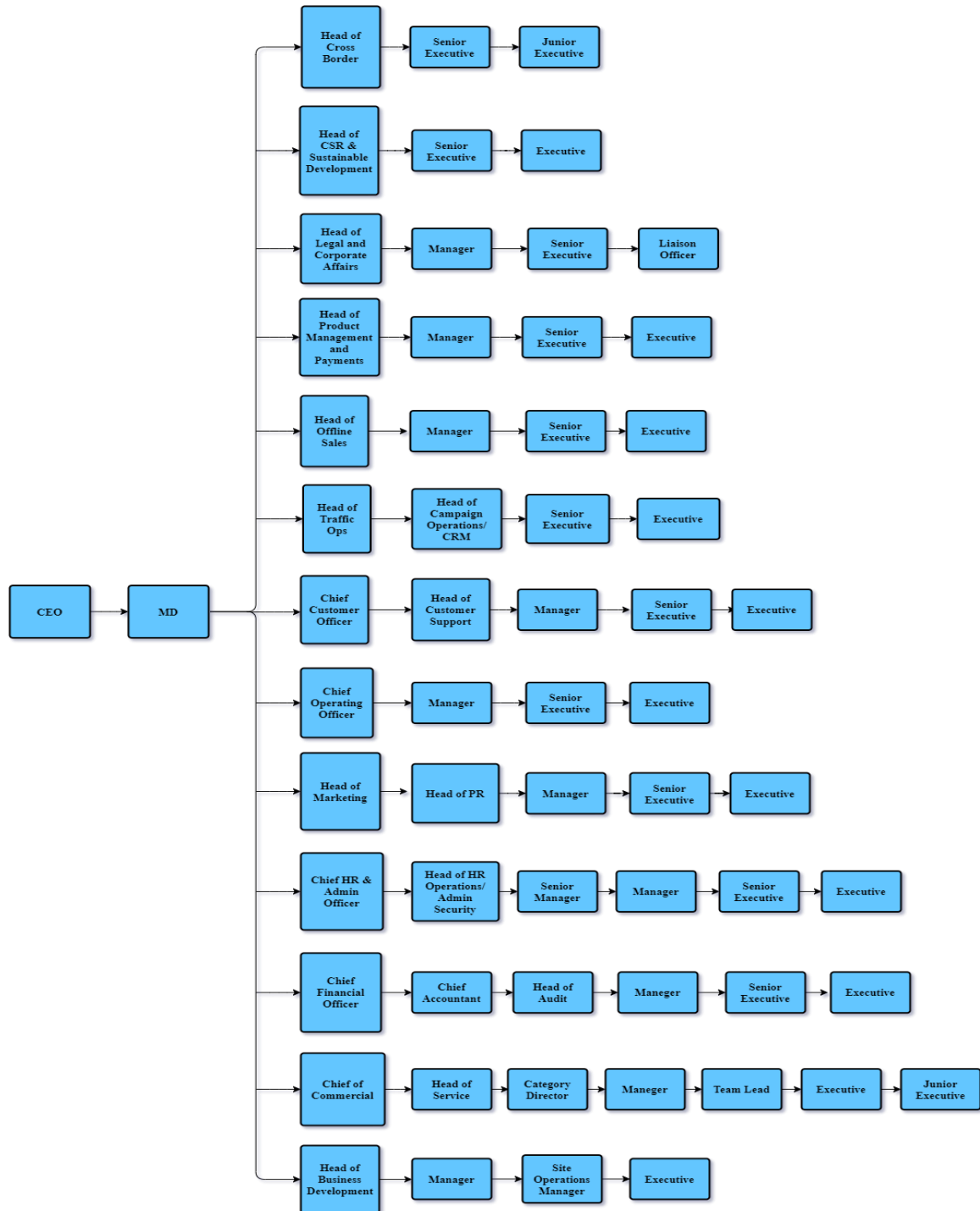
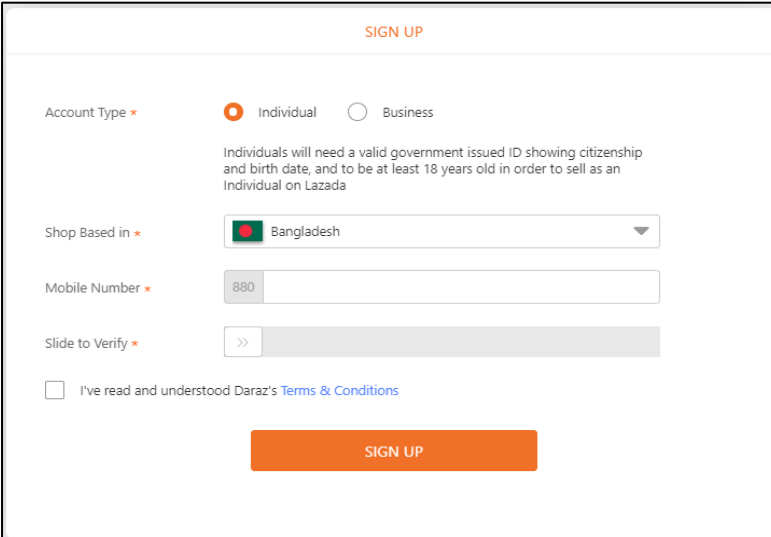


Diagram 1: Organogram of Daraz Bangladesh *Source: Author’s analysis

2.4 Management Practices

Daraz being a very large e-commerce company in South Asia has a very complex management practice. Yet Daraz tries to make it as easy as possible both for the seller and customer. It is not just an online shop but a medium to bridge the gap between customers and sellers. It can be called an online marketplace.

Seller training: Daraz has a seller training program where they train their sellers regarding their policies, payment, and packaging. A seller should register in the Daraz Seller Center and get a quick verification of their profile and products. Then they will get thorough training over their selling method, packaging, and payment.



The image shows a sign-up form for the Daraz Seller Center. At the top, it says "SIGN UP" in orange. Below that, there are two radio buttons for "Account Type": "Individual" (selected) and "Business". A note below the radio buttons states: "Individuals will need a valid government issued ID showing citizenship and birth date, and to be at least 18 years old in order to sell as an Individual on Lazada". There are three input fields: "Shop Based in" with a dropdown menu showing "Bangladesh", "Mobile Number" with "880" entered, and "Slide to Verify" with a slider bar. At the bottom, there is a checkbox for "I've read and understood Daraz's Terms & Conditions" and a large orange "SIGN UP" button.

Figure 10: Seller center UI

*Source: All images are from Daraz BD website.

Seller Promo tools: Daraz opens up a poll where sellers can participate and create a budget. They can offer seller vouchers, free shipping, BOGO, combo offers, free gifts, etc. Daraz makes these kinds of polls and sellers participate to promote their product.

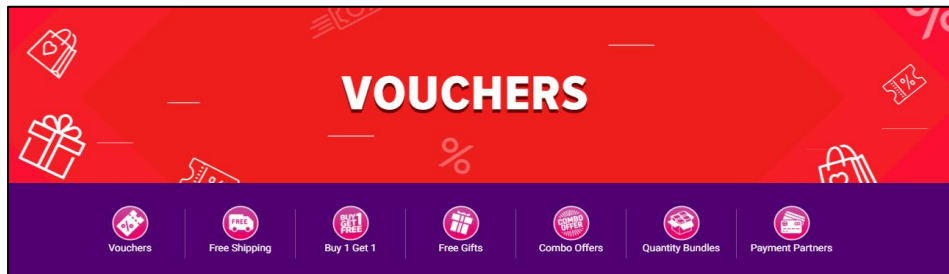


Figure 11: Seller Promo tools

*Source: All images are from Daraz BD website.

CS issues: Daraz created a Chatbox for quick responses to customer queries. Each store has its own QA section and chat option to solve any queries. Moreover, Daraz has a live chat named Daz for any question and the automated answer will be replied to.

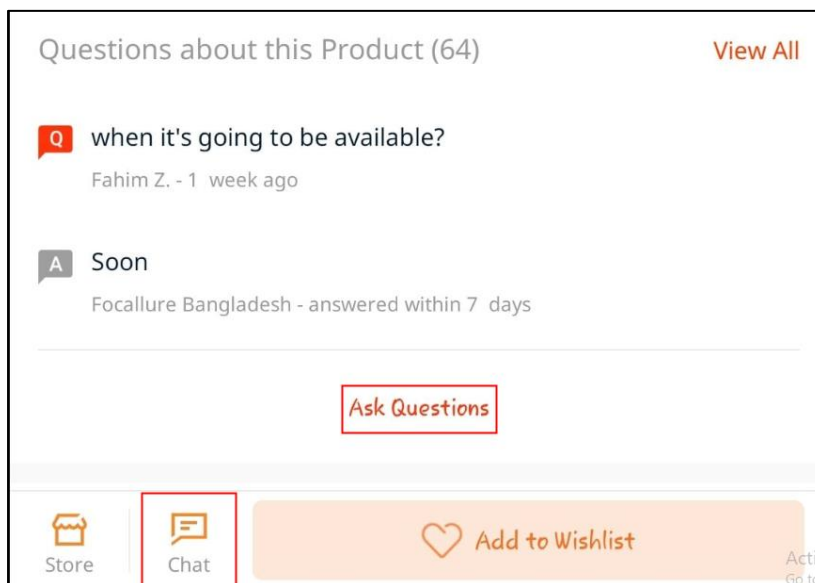


Figure 12: Chat options

*Source: All images are from Daraz BD website.

Sellers offering best price: Sellers do not have to bear the expense of physical stores. Moreover, they are getting a massive online platform to display their products. Also, they can see their data insight into the seller center platform which helps them to plan and process further with their offers.

Website and App management: Daraz App has fun activities like Daraz First Game (DFG) which allows them to achieve offers or unlock missions. Also, the app has a very simple user interface so that anyone can use it with ease.

Many departments: Daraz has a very complex organogram and many departments. The work is divided between many employees which makes them work in a stress-free environment with less pressure. Also, it is divided among higher level, middle and lower-level employees which helps them to work as a team and monitor each other easily, so having many departments and sub-departments makes Daraz run smoothly and increases the employee's productivity.

Training: Daraz offers trainee programs and hires interns or trainees for a productive future employee. Moreover, they let the trainees and interns work in the team so that they get to experience the real feel of working and managing a task. Also, the tasks are divided into smaller sections so that the entire task comes out as a success.

2.5 Marketing Practices

2.5.1 Segments of Daraz Bangladesh:

Daraz Bangladesh targets the whole country as their customer base. Since Daraz has a wide range of products, branded and non-branded, its target customers are from all types of social classes. When they push any notifications, they send them to some selected customers. For example- if they push any new phone, they use the segmentation of tech-lover or geek etc. If they push any voucher or special offer they choose the segmentation of those who visited the apps in the last 7 days or 15 days etc.

2.5.2 Marketing mix of Daraz Bangladesh:

The extended marketing mix of Daraz Bangladesh is given below:



Diagram 2: 7p's of Daraz Bangladesh *Source: Author's analysis

Product: Daraz Bangladesh offers products of 12 categories. Except these, it has some own brands like- DMall, Dmart, Dpharma, etc.

Price: Daraz offers the most reasonable price possible for all types of products. It has been possible for the sellers since they do not have to pay rent for any physical store. Also, the prices are set by the sellers. Every time a product is sold Daraz gets a commission.

Place: Daraz is an online marketplace. The sale happens through the Daraz application or the website.

Promotion: Daraz promotes with PN, NL, Text, or WPNs. Also, they have an official social media account where they sponsor ads or products. Campaigns are one of the biggest parts of

Daraz's promotion. Throughout the year Daraz has some mega or small campaigns going on. Moreover, there are flash sales or vouchers every day. Public relation (PR) is a part of Daraz's promotional activities. They promote through Facebook, Instagram, or email marketing.

People: Daraz Bangladesh has almost 2000 employees. They have almost 30,000 sellers with additional riders, workers, and securities.

Physical: Daraz does not have any physical stores since it is an online-based marketplace. However, they have pickup points or hubs and warehouses all over the country. Also, Daraz Bangladesh Head Quarters is situated in Banani, Dhaka.

Process: When a customer places an order, the seller packs the product and sends it to the warehouse, from the warehouse the logistics team QC the product, and the rider picks it up for delivery. The rider delivers the product to the customer. The Customer can track all the processes on the website or app.



Diagram 3: Tracking of order *Source: Author's analysis

2.6 Financial Performance & Accounting Practices

Daraz Bangladesh receives a commission from each order that is made through Daraz. Daraz tracks how many customers visit the app daily and how many orders come from the daily PN and NLs.

Daraz sets a sales target for every sale and tries to meet the target. Daraz also tracks daily growth and sales from each team and sets a small goal for each month or week.

The company also has a digital payment system with evidence or invoices.

Payment system: Daraz Bangladesh encourages customers to make prepayment rather than Cash on delivery. Daraz has some partnership with the banks which have e-com activation in their cards from Bangladesh Bank. These banks offer 15% discounts on prepayment. Prepayment helps Daraz to have cash liquidity. The company encourages prepayment so that the seller and other merchants do not have to wait for the payment. Prepayment helps the sellers pay their dealers or suppliers earlier. Daraz has a weekly, monthly, and fortnightly system of seller payment.

During campaigns, banks or mobile financial services like 'Bkash' set a budget and offer 15% discounts on prepayment. However, this discount is set through negotiation between Daraz and the banks. These are handled by the payment ops team and IT team.

2.7 Operations Management and Information System Practices

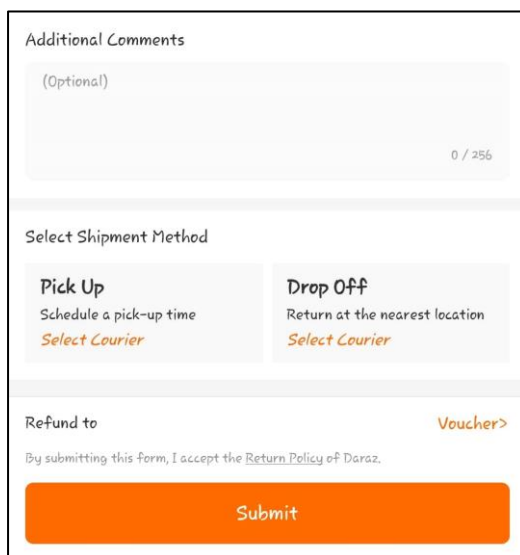
2.7.1 Logistic Service:

Daraz has its own logistics service DEX. Daraz also has its own warehouses and hubs. Daraz also has a logistics partnership with Paperfly. When an order is placed, the seller packs the product and sends it to the warehouse. There are 2 ways of sending the product to the warehouse. If it is a small business and the seller wants Daraz logistics to pick up the product from his place then they have to register with that part of the company. Then after an order is placed, the seller can pack the product and ask for a pickup. The logistics team picks up the product from the seller and brings it to the warehouse. There the product is packed again with Daraz boxes and issued with invoices. Then the rider picks up the product from the warehouse and delivers it to the customers' delivery address. If the customer selects the pickup point then the products are delivered into that area-based hub and the customers get notified to pick up the product themselves.

For cross-border products, the process is more or less the same just with different packaging. The customer is still notified when his product is shipped from the country landed in Bangladesh.

2.7.2 Return and refund:

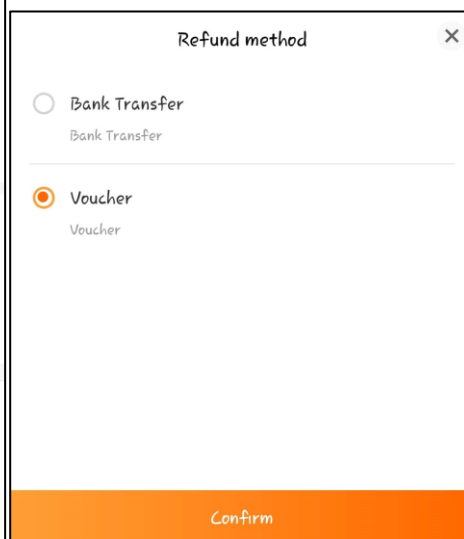
Daraz has a very easy return and refund policy. For DMall the return policy is 14 days and for local stores, it is for 7 days. To return a product, the customer has to fill up a form and state his reason for return. Then he has to drop off the product at the nearest hub. There are some areas where Daraz picks up the returned products but most of the time the customers have to drop off the product. Now if the product is less than Tk 400, the customer might get a refund immediately. This also happens without returning the product as well. But if the product is worth more than that, then the customer has to return the product and wait for 7 days to get the refund in his or her preferred medium e.g. bank or voucher. (Daraz BD)



The screenshot shows a return form with the following sections:

- Additional Comments:** A text area with the label "(Optional)" and a character count of "0 / 256".
- Select Shipment Method:** Two options are presented: "Pick Up" (Schedule a pick-up time, Select Courier) and "Drop Off" (Return at the nearest location, Select Courier).
- Refund to:** A dropdown menu currently set to "Voucher" with a right-pointing arrow.
- Disclaimer:** "By submitting this form, I accept the [Return Policy](#) of Daraz."
- Submit:** A large orange button at the bottom.

Figure 13: Return-refund options



The screenshot shows a "Refund method" dialog box with the following options:

- Bank Transfer (Bank Transfer)
- Voucher (Voucher)

A large orange "Confirm" button is located at the bottom of the dialog.

Figure 14: Refund method

*Source: All images are from Daraz BD website.

Sometimes the customers' return request can be canceled because the QC team could not find proof of the claim the customer made. Then the product is delivered again to the customers' address. Sometimes the customer does not know the policy of returning a product to the hub then the return request can be canceled again.

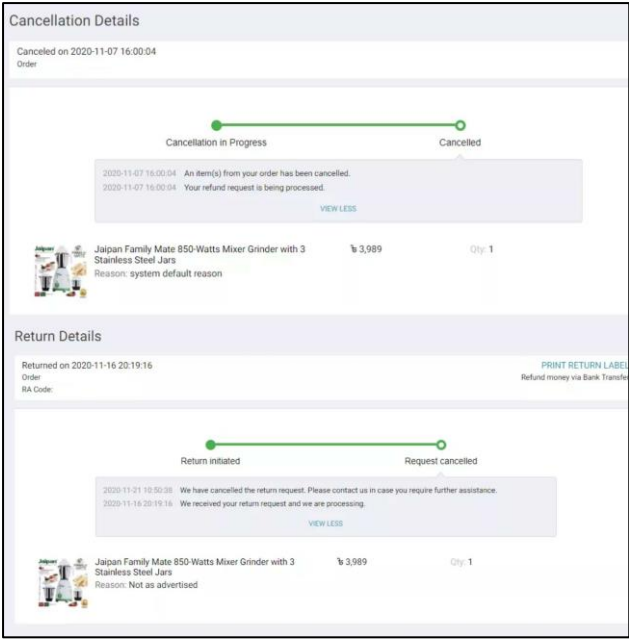


Figure 15: Return cancellation

*Source: All images are from Daraz BD website.

If the return time is over but the customer still wants to return the product, then the customer has to contact the customer support center to state his problem and ask for return initiation again. Or the customer can write a review stating the problem and then when the review will be evaluated it will get rejected under CS Issue Xspace Escalation and both the customer and customer representative will get notified via email. Then the customer service team will communicate with the customer to initiate the return again.

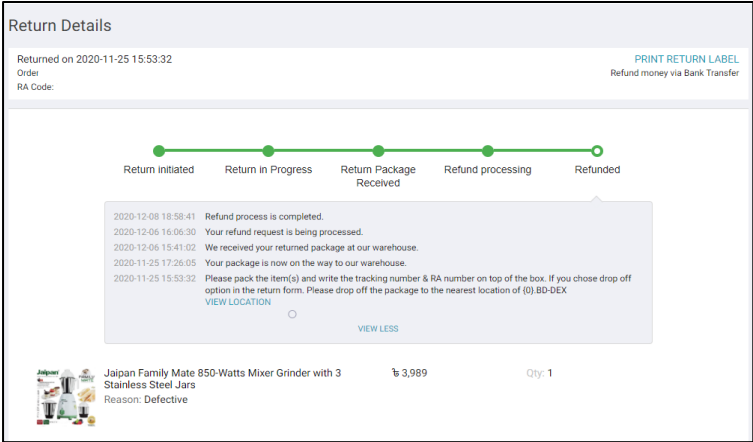


Figure 16: Return-refund process

*Source: All images are from Daraz BD website.

2.8 Industry and Competitive Analysis

2.8.1 Comparison with the competitors:

Major E-commerce platforms in Bangladesh are Evaly.com, bikroy.com, Pickaboo.com, ClickBD, Ajkerdeal, etc. Among all the competitors, Daraz has the largest market share in Bangladesh. Daraz also has the most variety of products. Daraz also tries to give the best product at the most reasonable price possible. Also, Daraz's promotion and reach are bigger than any other e-commerce site in Bangladesh. Daraz also provides an easy return policy and one-stop to all solutions. This gives Daraz the opportunity to get more customers and gives the upper hand over other competitors. Daraz also has been dynamic with automation like-automated PNs, invoices in packaging, shipping details, or announcements. Daraz also has no space limitations. The company has a seller education and management system for thousands of registered sellers. Daraz is also verified by the Payment Card Industry Data Security Standard (PCI DSS).

2.8.2 Swot Analysis:

Swot analysis for Daraz Bangladesh is given below:



Diagram 4: SWOT analysis of Daraz Bangladesh *Source: Author's analysis

2.8.3 Porter's 5 forces

Porter's 5 forces for Daraz Bangladesh is given below:

Competitive Rivalry: Very High. Because there are already many competitors in the market against Daraz Bangladesh. Pickaboo, Evaly, etc. are some of the competitors.

Threat of Substitutes: Low to moderate. People can easily switch to competitor websites.

Threat of New Entrants: High. In the growing e-commerce space in Bangladesh, new entrants in this industry are high.

Bargaining power of Buyers: Low to moderate. Because Daraz sells the best product at the most reasonable price. Also, Daraz has many sale or discounts which other e-commerce sites might not have.

Bargaining power of Suppliers: Low. Because Daraz being the biggest e-commerce site in Bangladesh. Sellers have a wide reach which they might not get from other sites.



Diagram 5: Porter's 5 forces of Daraz Bangladesh *Source: Author's analysis

2.9 Summary and Conclusions

This chapter shows the detailed overview of the inner workings of Daraz and Daraz Bangladesh. Daraz Bangladesh has been thriving for the satisfaction of its customers as well as its sellers. It is growing fast in the industry. Some unique features of Daraz have made it the biggest e-commerce in Bangladesh. Especially after the taking over by Alibaba Daraz has changed. A positive trait of the company is that it is open to changes. This attitude will help Daraz to keep growing.

2.10 Recommendations

- To ensure better performance and achieve potential growth, there are some
- recommendations which are given below.
- Even though Daraz has an easily navigable app, the home page could be made simpler.
- Should have a stronger QC team
- Should have a stronger seller screening team to find out fake sellers
- Should construct more pickup points or hubs
- Should hire more riders just to pick up return items from customers.

**Chapter 3- Project Part- “Role of User
Generated Content (UGC) on profitability/sale
of Daraz Bangladesh Ltd: A study on how
customers trust products with the most
reviews”**

3.1 Introduction

E-commerce is the buying and selling of tangible goods, services, and digital goods on electronic platforms like the internet. An e-commerce website is a portal where sellers display their goods and services which consumers can buy simply by creating an account with the phone number or email address. Daraz works both in the B2B and B2C area. When Daraz sells products and digital goods it is the business to consumer commerce. It allows companies to reduce operating costs, promotional costs, get a bigger outreach, globalization and customer management, etc. when Daraz makes a contractual relationship with a seller it is business-to-business commerce. It helps both the platform and the seller. It helps the seller to get a better outreach of customers, cost management, inventory management, payment management, etc. E-commerce platforms provide a variety of payment methods- cash on delivery or prepayment through banking or any mobile banking. However, in Bangladesh, 80% of the payment are made in cash on delivery methods.

3.1.1 Objectives:

Broad Objective: The primary objective of this study is to understand the importance of reviews on e-commerce platforms and how it is helping the brands to provide a better service through Daraz which will eventually result in customer satisfaction and retention.

Specific Objective:

- To explore the importance of user-generated contents like reviews on products.
- To analyze how checking the quality of reviews is helping the seller and Daraz to provide a better service to their customers.
- To clarify how reviews are the reason behind better sales or how reviews act as marketing for the specific product.
- To find out the impact of reviews on e-commerce platforms.

3.1.2 Significance:

The main purpose of this study is to depict the significance of reviews in the e-commerce industry. In this study, I have provided evidence of this argument by providing customer and seller behavior survey findings data and of course my internship experience. Besides, it was an interesting journey for me to work in the UGC section of the CRM department. It enabled me to gain firsthand experience of the before and after product purchase behavior of customers. Interviewing the sellers also gave an idea of what they want in their businesses. The findings will also give Daraz some ideas to improve their policies. In short, these findings will help the students, readers or consumer behavior researchers to better understand the phenomena and it will help the company as well by providing them a unique look into their customer/seller perceptions.

3.2 Literature review:

Consumer reviews have become an increasingly important source of information for consumers. (Thomas, 2020) said that, people are more interested in user-generated content rather than advertisements made by firms. He mentioned that since reviews are created by the free will of customers, it creates a positive relationship with the brand or product and also alter purchase decision. (Tang et al., 2014) also agreed that positive reviews can increase product sales whereas negative reviews can decrease them. (Thomas, 2020) proved in his paper how user-generated content is positively affecting brand attitude and future purchase intentions and how it increases sales. Agreeing with the statement, (Moe & Trusov, 2011) also mentioned that expressed opinions of other consumers may influence future opinions. (Hu et al., 2006) said that, customers often post reviews when they are very satisfied with the product or extremely dissatisfied with the product.

However, online feedback might have negative effects as well. Online feedbacks come anonymously. So, there might be fake or paid reviews as well. (Dellarocas, 2000) said, fake accounts can post dishonest feedbacks to tarnish their competitors' reputations. (Dellarocas, 2003). also added that users have to believe the experiences of strangers by trusting their instincts. Following the conclusions of the literature, this paper aims to find out whether the same positive relationship exists in the case of Bangladeshi consumers as well.

3.3 Methodology:

Primary Data: The primary data source for this part is my experience during my tenure. Also, I conducted an online survey which is about Customer behavior against product reviews of Daraz Bangladesh. My primary data also includes interviewing some of the respondents directly. For the seller, my primary data was collected via telephone interview.

Secondary Data: The main secondary data source was the previous internship reports. Also, some project reports from Daraz BD conducted upon customer reviews were also analyzed to look over the behavior of customers. Moreover, I gathered some information from the official website of Daraz BD.

3.4 Findings and Analysis

3.3.1 Data Analysis:

3.3.1.1 Descriptive analysis: (Customer end)

The survey was on “Customer behavior against product reviews of Daraz Bangladesh”. The total survey sample size was 150. The survey was done via google form and some of them were through interviewing the respondents directly as a part of primary data collection and the charts were extracted directly from the survey. The analysis is given below.

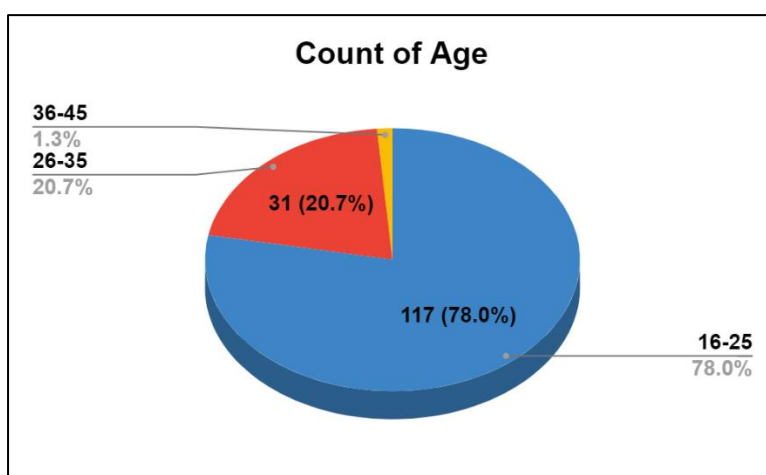


Chart 1: Age distribution of survey respondents *Source: Primary survey data

78% of the respondents were 16-25 years old and 20.7% of the respondents were 26-35 years old. Only 2 of the respondents were 36-45 years old. Therefore, we can say that the data represents the perspectives of the younger generation.

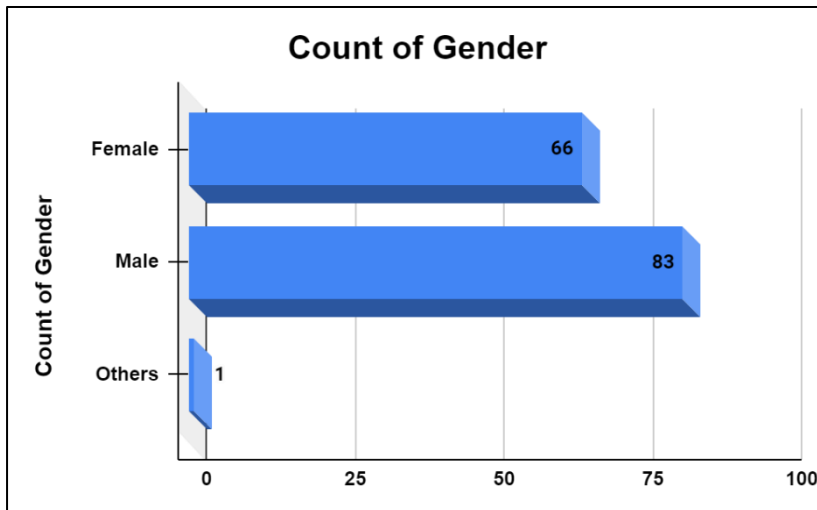


Chart 2: Gender distribution of survey respondents *Source: Primary survey data

According to the data, we see that 83 of the respondents were male, 66 of the respondents were female and only 1 other. So, the percentage of male respondents was slightly higher than females.

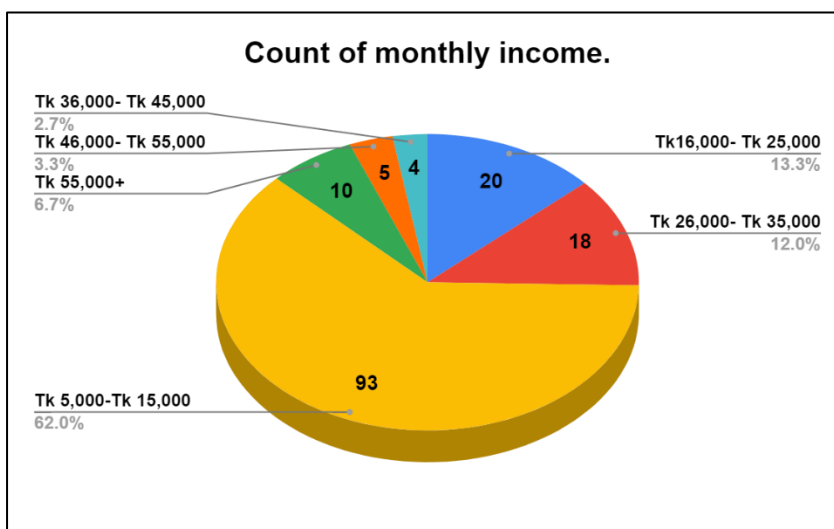


Chart 3: Monthly income distribution of survey respondents

*Source: Primary survey data

As we saw earlier, most of the respondents of this survey belonged to the young generation (78%-16-25YO), so their income level was between Tk 5,000-Tk15,000. However, 13.3% of the respondents said that they have an income level of Tk 16,000-Tk 25,000 and 12% said their income was between Tk 26,000-Tk 35,000.

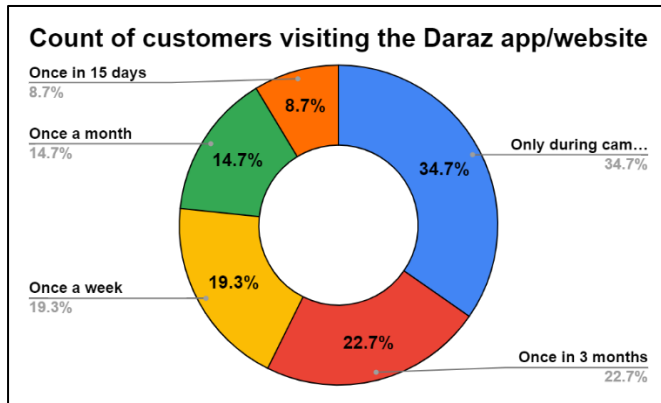


Chart 4: The percentage of respondents according to the frequency of visits made to the Daraz app/website *Source: Primary survey data

From the chart, we can see that, majority of the respondents, 34.7% only visited Daraz App during the campaigns. Which means, they only purchase for the sale or discounts/vouchers. Moreover, 19.3% which totals to 29 respondents answered that they visit the app once a week. Among this 19.3%, some of the respondents also said during the face-to-face interview that they visited the app almost daily. However, 22.7% of the respondents mentioned that they visit the app once in 3 months.

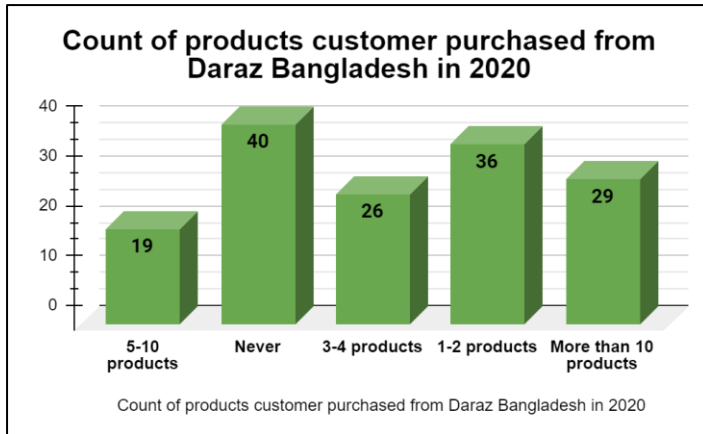


Chart 5: The percentage of respondents according to the frequency of purchases made from the Daraz app/website *Source: Primary survey data

From the chart, we can see that in total 30% of people said that they bought 3 to 10 products from Daraz BD in 2020 and another 24% of the respondents said that they purchased 1-2 products. 19.3% of the respondents replied that they have bought more than 10 products which is consistent with the data from the previous chart where we found 19.3% of the respondents visited the app daily or at least once a week. Only 26.7% of the respondents replied that they have never made a purchase from Daraz against 34.7% of people who said that they only visited the App during campaigns. So, we can assume from the difference of the data that the campaigns did have a positive effect in influencing the customers to purchase products.

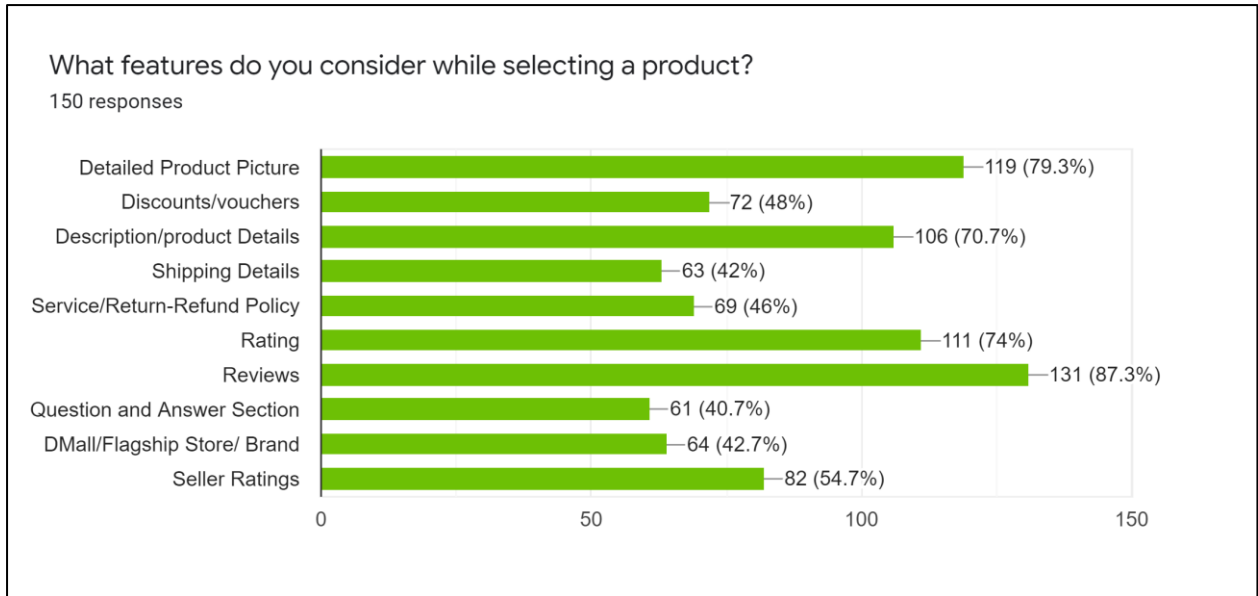


Chart 6: The percentage of respondents according to their preference of which feature they consider while selecting a product. *Source: Primary survey data

As this particular survey question enabled the respondents to choose multiple answers, each respondent chose all the features that were important to them when they decide to buy a product. 87.3% of the respondents chose ‘Product Reviews’ as the most important feature while selecting a product, which is consistent with the objective of this study. The second most important feature was ‘Detailed Product Picture’ (79.3%) and ‘Rating’ being the third (74%). From the data, we found out that, 111 respondents replied that they look at both ratings and reviews while deciding to buy a particular product. Moreover, 20 respondents said that their decisions solely depend on ‘Product Reviews’; from this data, we can comprehend how important Reviews are for customer purchase decisions.

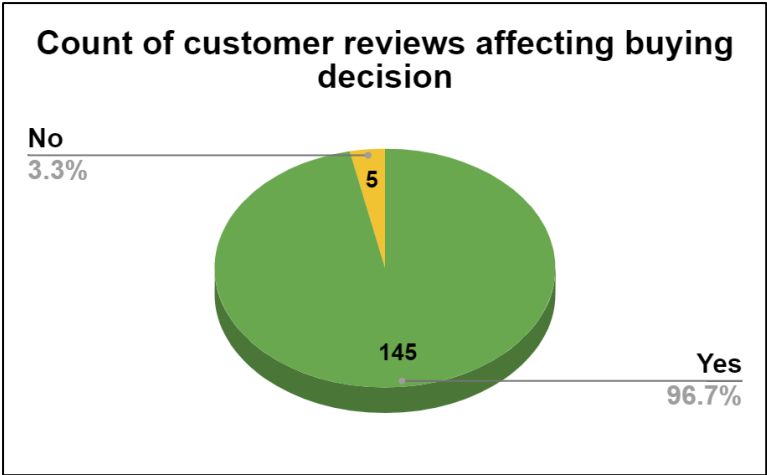


Chart 7: The percentage of respondents' perception on whether they think that customer reviews affect their buying decision. *Source: Primary survey data

96.7% or 145 respondents out of 150 respondents said that customer reviews affect their decision whether they will buy a product or not, this finding is positive for the objective of this paper as we opine that customers do consider other customers' reviews before buying any product from Daraz.

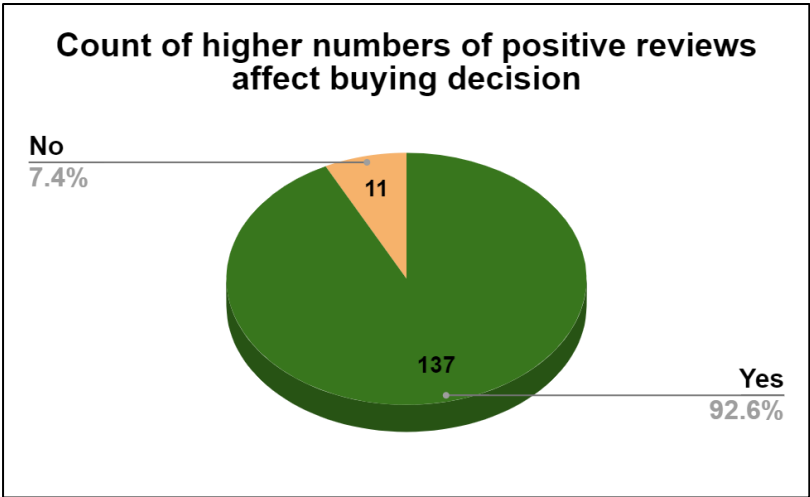


Chart 8: The percentage of respondents' perception on whether they think that positive reviews affect their buying decision. *Source: Primary survey data

From the data, we can see that a vast majority, 137 out of 150 respondents said positive reviews affect their buying decision. This reaffirms the above conclusion that reviews play a very important role in customer's buying decisions and from this chart we can say 92.6% of people think they are more motivated to buy a product if they see previous positive reviews of other

customers. Only 8 respondents said that they did not care about the reviews being positive or negative. Which can also mean that these 8 respondents, only look at the number of reviews on a product or they simply do not spend time reading through the reviews to find out if other customers are satisfied with the product or not.

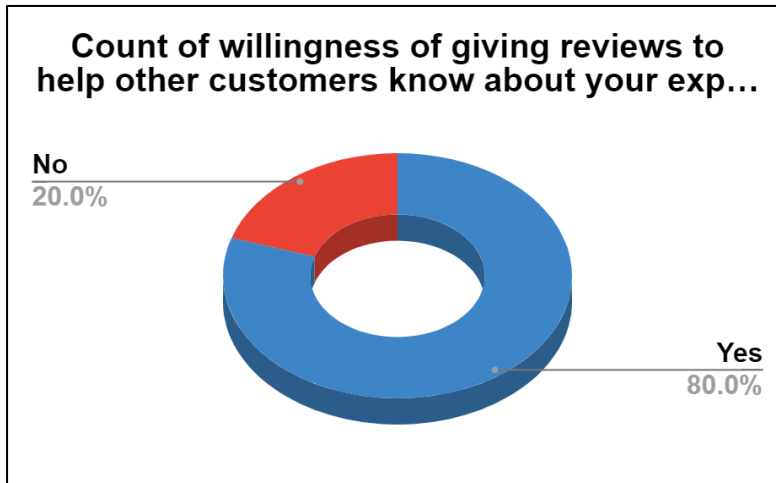


Chart 9: The percentage of respondents' willingness on whether they want to share reviews about their own experience. *Source: Primary survey data

80% of the respondents are willing to give reviews of their own experience to help other customers about the product or packaging or service they received. But 20% of the respondents are not willing to give reviews on their own, even though they look for reviews before buying a product as seen from previous charts. This may be caused by the review process of the app/website being too complex or time-consuming, which we explore in the next question.

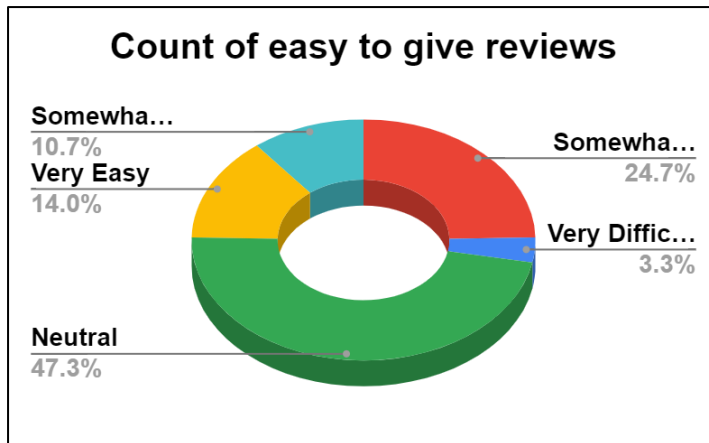


Chart 10: The percentage of respondents on their perception about the usability of the review process. *Source: Primary survey data

24.7% of respondents said it was somewhat easy to write reviews in the Daraz app. And an additional 14% find the procedure of writing reviews very easy. However, 47.3% were neutral and 10.7% found it somewhat difficult to write a review on Daraz App/Website, which suggests that the review section in the app needs some changes or needs to be made easier for all the customers. Automated PN could solve this issue, as the customers can easily find where to write reviews in one-tap motion or one-click. Some automated lines or suggested reviews can also be shown in the section so that the customer can tap and review. Also, reviews written in radio buttons/checkmarks can help customers to find it easier to give reviews.

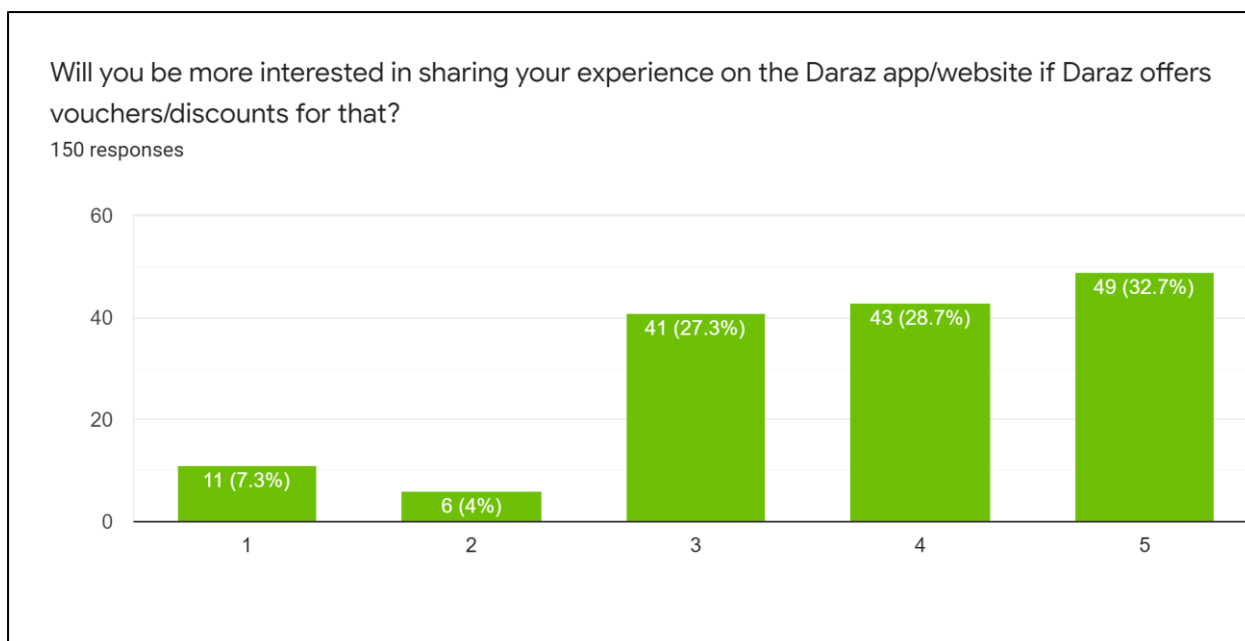


Chart 11: The percentage of respondents on their willingness to share reviews about their own experience if Daraz offers a discount/voucher for it *Source: Primary survey data

Most of the respondents said, that they will be more interested to review if there is any offer for reviewing a product.

3.3.1.2 Ideas to influence customers for posting reviews

- Top reviewers will get social media exposure.
- Weekly Top reviewer will get Daraz logo gift.
- Monthly Top reviewer will get a phone or expensive gifts
- Top reviewer and buyer will get DMall voucher or gift
- Customers who post reviews will get a small voucher in their next purchase for reviewing the previously purchased product
- Giving review will add up points and after a certain number of points accumulates, the reviewer will get a voucher/ gift
- Top reviewers will get a gift of their choice every 6 months or so (terms and conditions applied)

- Loyal customers of Daraz can get a follow button like stores. So that other customers can see in which products he posted reviews (like YouTubers giving reviews of product)
- 10-15 mins review sessions of customers on Daraz official page.
- Posting regular reviews will make a customer “Daraz Star Customer” which will give them access to buy from DMall registered physical store with Daraz discount.

3.3.1.3 Descriptive analysis: (Seller end)

The seller survey was on “Seller thoughts about their sales against product reviews of Daraz Bangladesh”.

I tried to reach as many sellers as possible. However, 3 of the sellers were not willing to give the interview. Fortunately, I could reach 10 sellers. The survey was done over the telephone and face to face interviews. Later on, the answers were plugged into google forms to better record the data and generate graphs. The analysis is given below

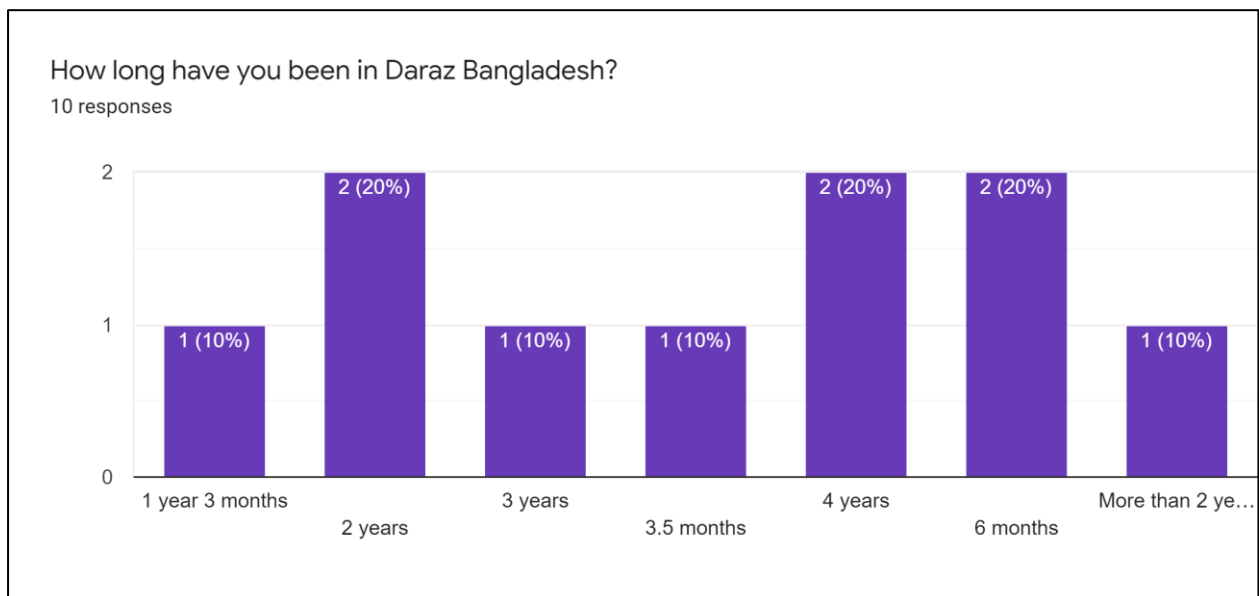


Chart 12: Sellers duration in Daraz Bangladesh *Source: Primary survey data

Among the 10 sellers, 3 of them were new sellers. The rest of the 7 sellers were in Daraz Bangladesh for more than 1 year. 2 of them were registered for 4 years.

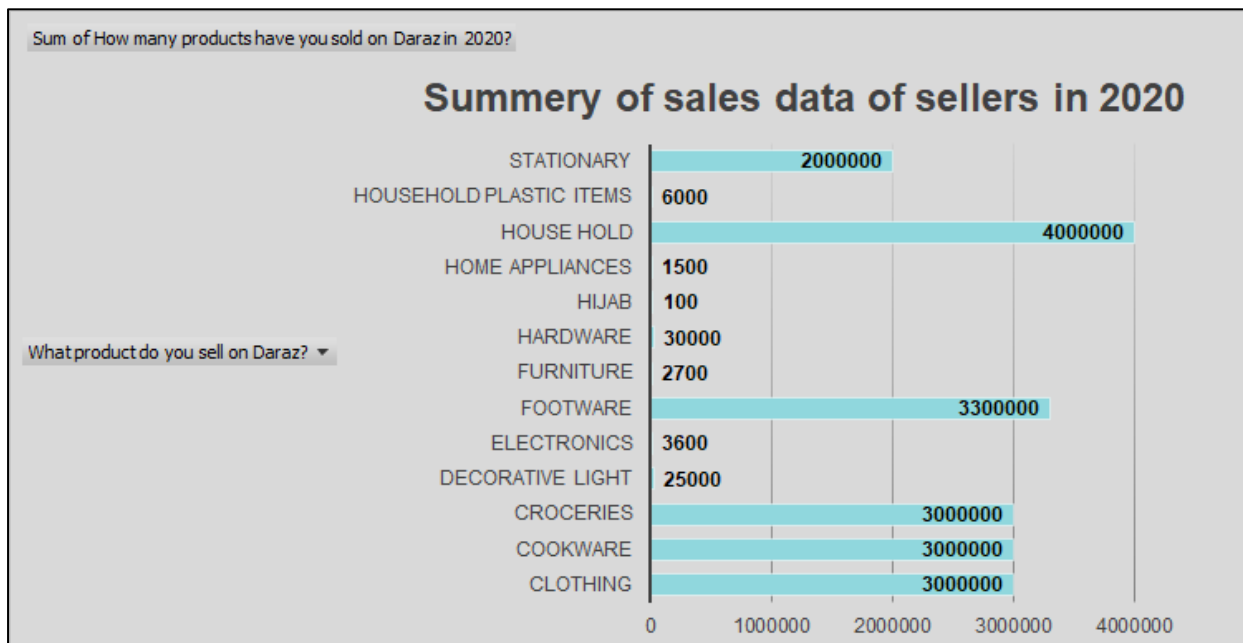


Chart 13: Sellers' Sales data *Source: Primary survey data

The sellers I could reach for the interview sold different kinds of products. 2 of them sold electronics and 2 of them sold furniture. The rest of the sellers sold household appliances, hardware, or clothes, etc. In 2020, they sold many products since there have been so many campaigns this year. Also, due to Covid-19 pandemic, online sales were much higher than offline sales.

They said their best-selling products not only depended on just the quality of the product but also on the color. One of the sellers, who sold household plastic appliances said, their most sold product was a pink captain bike for kids and a black plastic wardrobe. For the furniture sellers, their best-selling products were chairs along with sofas. For the clothing sellers, they said it also depends on the demand for a specific material in terms of clothing. For example-georgette hijab is more demanded than chiffon or cotton hijabs. For the electronics category, television was one of the most sold products along with cc camera. One seller told that the best product depends on quality product at a reasonable price. So, he managed to give a full toolset at a very reasonable price with medium quality which customers like. So, his best-selling product is the toolset with screwdriver set, hand blower, drill machine, etc.



Chart 14: Count of positive reviews on best-selling SKUs *Source: Primary survey data

90% of the sellers agreed that there were mostly positive reviews in their best-selling products. This is one of the factors which made these products the best-selling ones; in their opinion customers look at the reviews before buying the product.

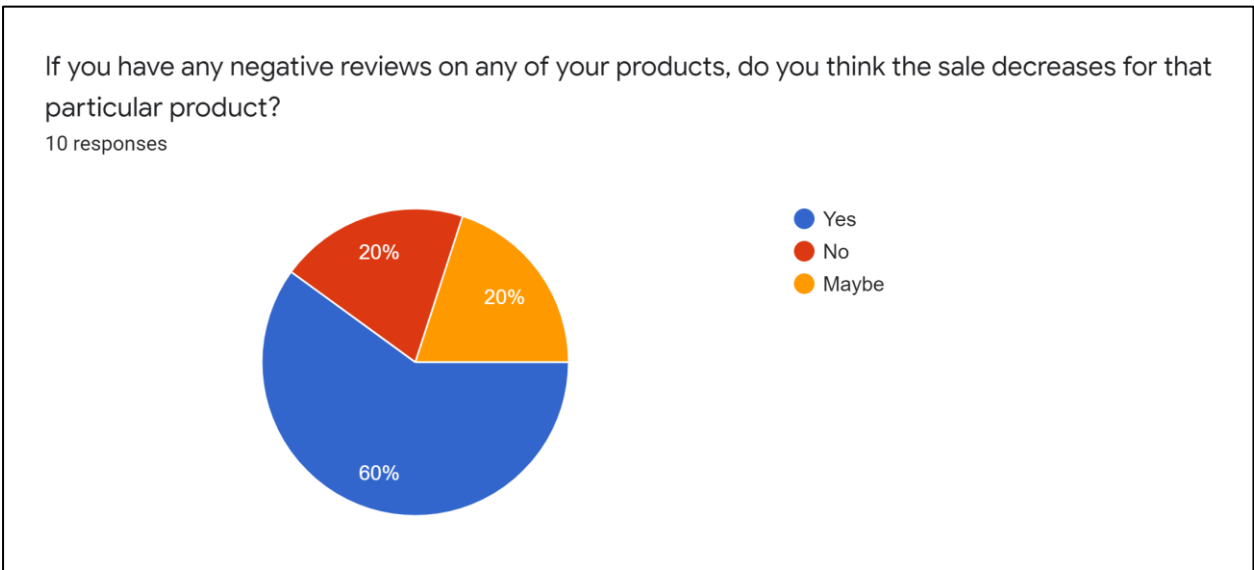


Chart 15: Count of negative reviews on best-selling products *Source: Primary survey data

6 out of 10 of the sellers said negative reviews decrease their sales in Daraz platforms. However, 2 of the sellers said they are not sure about it because the number of positive reviews were so high in their product that the 1% or 2% negative reviews did not really affect their sales.

Which means that positive reviews had a good effect on their products. Therefore, we can infer that the majority of the sellers agree that both positive and negative reviews had an influence on their sales. The actual percentage of sales increase or decrease depends on other factors such as how large the seller's company/inventory is; for how long they were in Daraz platforms etc. 2 of the sellers directly said that the negative reviews were not responsible for any decrease in sales. They opined that there might be other reasons behind their sales decreases because they had a very big reach in Daraz that only negative reviews cannot decrease their sales.

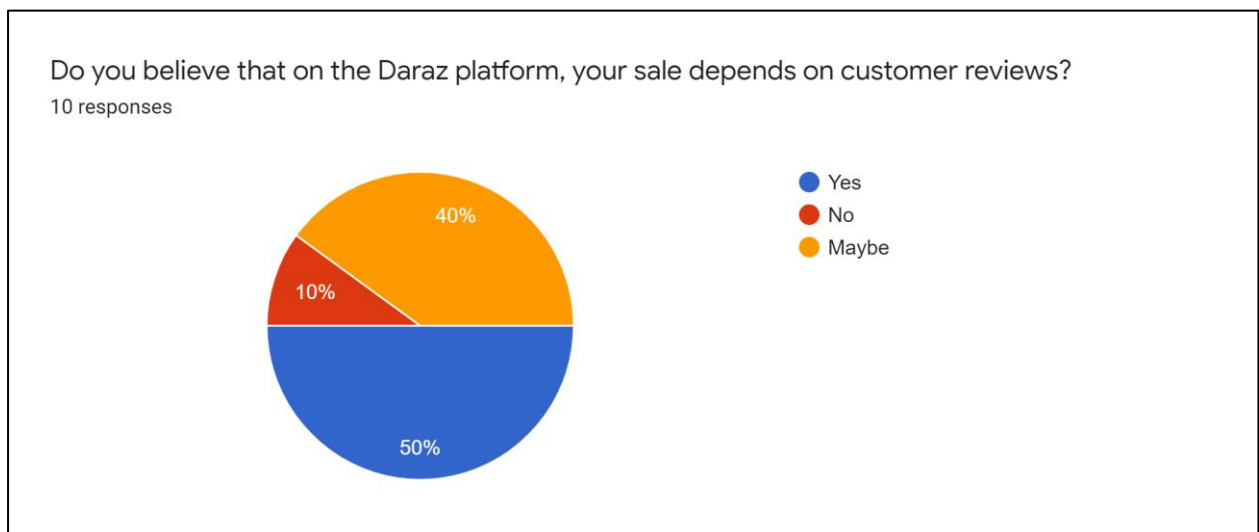


Chart 16: Seller response of sales dependency on reviews. *Source: Primary survey data

When asked directly about their opinion on customer reviews, 50% of the sellers said, their sales depended on the customer reviews of their product. But 4 of the sellers said, review might be one of the factors but it was entirely not the reason for low sales. One of them also mentioned that, it depended on customer perspective as well. For example- the seller who sold decorative lights mentioned that the customers do not always read the description of the product and they expect one thing, after getting the product they think the seller cheated even though the seller mentioned the specifications of the products. Another seller said, most negative reviews come from fake accounts on Daraz platforms. Or some fake customers damaged the product themselves just to avail the refund and made a false accusation on seller in reviews. For example- some customers bought car wash worth Tk 15,000 and used it for 3days. Then they scratched the product to claim return during the return policy and accused the seller for giving a scratched product. Overall, we can interpret that 50% of the sellers agreed that customer reviews were the most

important factor and another 40% of the sellers agreed that it was among the most important factors in influencing their sales, which is consistent with the objective of this study.



Chart 17: Seller response of necessary steps taken by them. *Source: Primary survey data

All of the sellers said they cared for customer satisfaction and if any customer gave negative reviews in their product they had taken necessary actions to satisfy the customer apart from the Daraz policies. Most of the sellers claimed to have given customer service if the customer required any. They provided warranty cards even if it was not on the description box. One of the sellers said he has 5 DMall stores and 2 other stores registered in Daraz. If they found out any complaint from the customers' end, they even visited factory to look for their machine. For example- once they faced negative reviews about wind chimes. They immediately hold back the SKU informing Daraz that they were to hold the SKU for some days. Then they visited factory and examined the mold machines. They tried to find out the problem and fixed it as soon as possible. Some of the sellers also said they replaced the product themselves if the customer found any defective product.

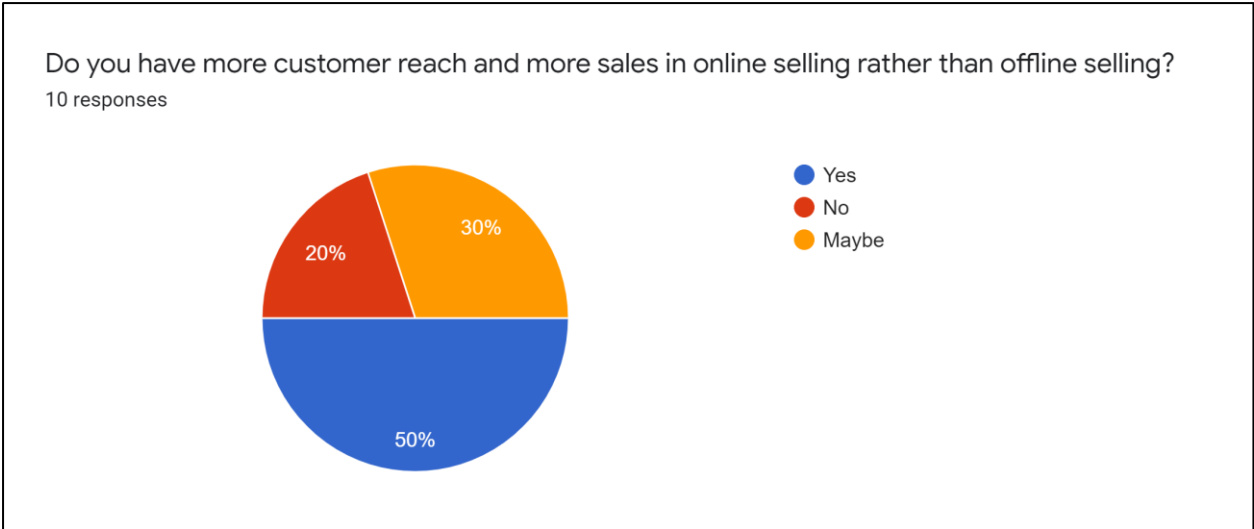


Chart 18: Seller business reach *Source: Primary survey data

5 of the sellers said that their reach increased after registering in Daraz Bangladesh. And the sale was also higher in Daraz platform rather than their offline sales. Some of them also said their offline sales grew higher because of Daraz as well. Daraz helped them to create a brand value which had an influence on their offline growth as well. They only used to sell in Dhaka city but because of Daraz, they are now able to send their product outside of Dhaka as well. However, some of the sellers said, their business was already so high outside of Daraz that Daraz sales bring a very small amount of profit in their overall profit. But even though some business was already established before entering Daraz, it is still a new platform which will bring new opportunities in their business. That will eventually lead to additional value like youth visibility and promotion of their products.

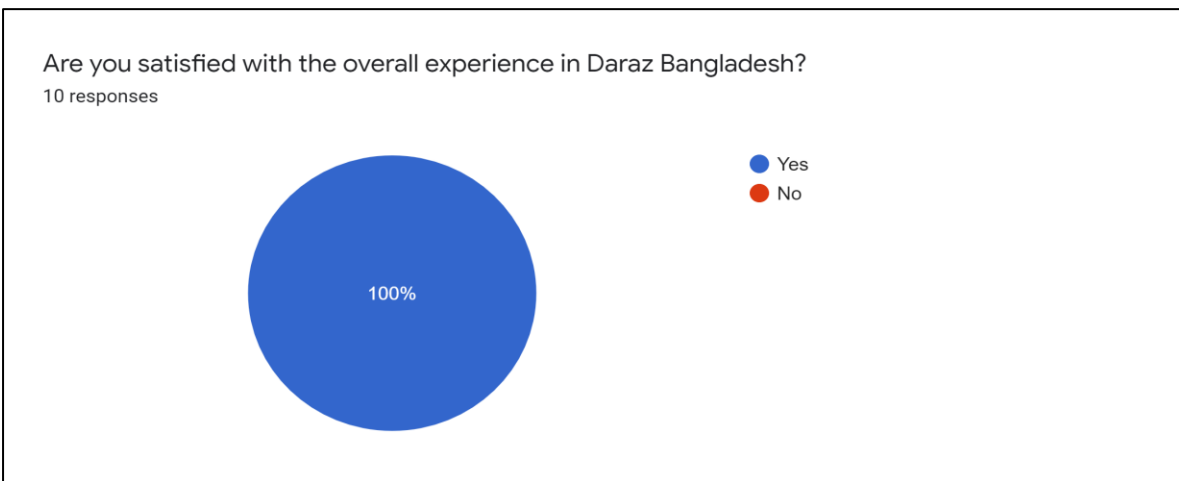


Chart 19: Seller satisfaction rate on Daraz *Source: Primary survey data

All of the sellers said that they are satisfied with Daraz and Daraz's policies. One seller even mentioned, he liked Daraz's policy better than other competitor platforms.

However, many of them had some feedbacks for Daraz.

- Daraz should check the product again before sending them to the customers. It will help them distinguish who actually damaged the product. The logistic team while delivering or the seller.
- Daraz should make the logistic service better.
- Daraz should put a warning sticker on the package for vulnerable items.
- Daraz should make a better QC team.
- Daraz should make the return reasons stricter, skipping the change of mind reason.

3.5 Summary and Conclusions:

According to the findings, Daraz Bangladesh customers and sellers are somewhat satisfied with the products and services. The finding clearly illustrates the positive relationship between customer reviews and sales and the other objectives of the paper. Customers and sellers both opined that reviews are important for their sales and customer satisfaction and retention. The ideas given in the report can influence customers to post more reviews which will be helpful not only to the customers but also to the sellers and overall Daraz itself.

3.6 Recommendations:

- Daraz should evaluate the sellers before verifying their registration. This will help them to find out fake sellers.
- Daraz should make a stronger QC team for the delivery of the products.
- Daraz should also make sure that the employees in the warehouse or hubs are careful with the packages.
- They should update their tracking system. For example- live tracking in map.
- Verify riders and monitor them as some complaints are about stolen items or damaged during delivery.
- easier return and refund policy because customers are annoyed by the long process.
- Make some changes in the admin panel. For example- track the reviews by receiving date rather than order date.
- Seller evaluation at least once a year.
- Appoint an accessor especially for digital goods sellers to prevent hacking.

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Appendix

Customer survey form

Survey on Customer Behavior Against Product Reviews of Daraz Bangladesh

This study data will be used for my internship report about customer behavior of Daraz Bangladesh Ltd.

* Required

Age *

- 16-25
- 26-35
- 36-45
- 46+

Gender *

- Female
- Male
- Others

Please specify your monthly income. *

- Tk 5,000-Tk 15,000
- Tk16,000- Tk 25,000
- Tk 26,000- Tk 35,000
- Tk 36,000- Tk 45,000
- Tk 46,000- Tk 55,000
- Tk 55,000+

How often do you visit the Daraz app/website? *

- Only during campaigns
- Once a week
- Once in 15 days
- Once a month
- Once in 3 months

How many products did you purchase from Daraz Bangladesh in 2020? *

- Never
- 1-2 products
- 3-4 products
- 5-10 products
- More than 10 products

What features do you consider while selecting a product? * (Choose all that applies)



- Detailed Product Picture



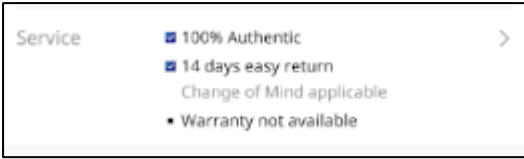
- Discounts/vouchers



- Description/product Details



- Shipping Details



- Service/Return-Refund Policy



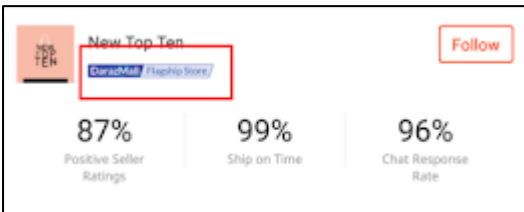
- Rating



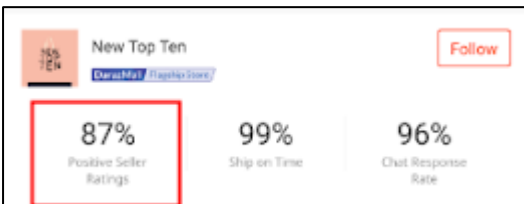
- Reviews



- Question and Answer Section



- DMall/Flagship Store/ Brand



- Seller Ratings

Do you think customer reviews affect your buying decision? *

- Yes
- No

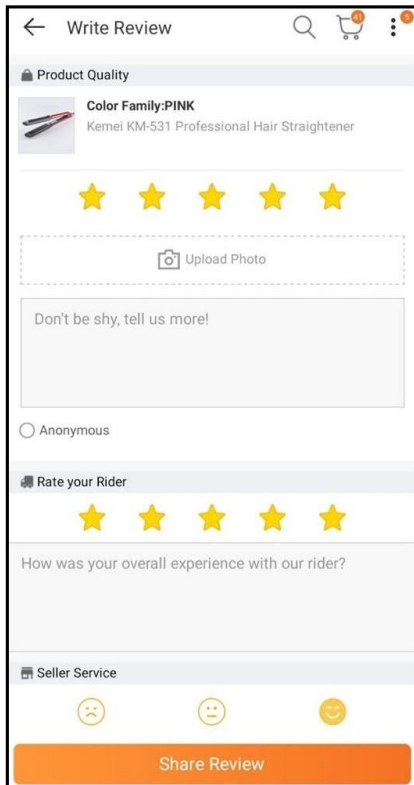
If yes, then do you think higher numbers of positive reviews affect your buying decision?

- Yes
- No

Are you willing to give reviews to help other customers know about your experience? *

- Yes
- No

Do you find it easy to give reviews? *



- Very Difficult
- Somewhat Difficult
- Neutral
- Somewhat Easy
- Very Easy

Will you be more interested in sharing your experience on the Daraz app/website if Daraz offers vouchers/discounts for that? *

Not Interested 1 2 3 4 5 Very Interested

Seller survey form

You can provide your opinion by filling up this form. It will help us to give you a better experience in Daraz Bangladesh. Thanks a lot for your time.

* Required

How long have you been in Daraz Bangladesh? *

Your answer

What product do you sell on Daraz? *

Your answer

How many products have you sold on Daraz in 2020? *

Your answer

What is your best-selling product? *

Your answer

Do you have more positive reviews on your best-selling SKUs? *

- Yes
- No
- Maybe

If you have any negative reviews on any of your products, do you think the sale decreases for that particular product? *

- Yes
- No
- Maybe

Do you believe that on the Daraz platform, your sale depends on customer reviews? *

- Yes
- No
- Maybe

If any customer put negative reviews in any of your product, do you take any necessary steps to satisfy the customer apart from the Daraz return-refund policy? *

- Yes
- No
- Maybe

Do you have more customer reach and more sales in online selling rather than offline selling? *

- Yes
- No
- Maybe

Are you satisfied with the overall experience in Daraz Bangladesh? *

- Yes
- No