

BRAC University

An Internship Report on
“Growth of E-Commerce Industry during Covid-19 in Bangladesh
taking Daraz as a Case Study”

Submitted by:
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An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of

Bachelor of Business Administration (BBA)

BRAC Business School

BRAC University

15th May 2023

Declaration

It is hereby declared that,

1. The internship report submitted is my/our own original work while completing my 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 reference.
3. The report does not contain material that 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:

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Letter of Transmittal

Dr. Samina Haque

Assistant Professor

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Subject: Letter of Transmittal

Dear Madam,

With due respect, I, a student of BRAC Business School, have reported on “Growth of E-Commerce Industry during Covid-19 in Bangladesh taking Daraz as a Case Study” as the internship report. This report has enabled me to gain insight into the growth of the e-commerce industry. So, it has been an interesting experience for me. Thank you for your guidance and valuable suggestions throughout the internship period. Without your supervision, this report would have been incomplete.

I hope that the report will thoroughly reflect my internship experience.

Yours sincerely,

Sami Mohammad Ibrahim

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BRAC Business School

BRAC University

Date: 15th May 2023

Non-Disclosure Agreement

I hereby declare that the internship work entitled “Growth of E-Commerce Industry during Covid-19 in Bangladesh Taking Daraz as a Case Study” is an original work done by me, under the guidance of Dr. Samina Haque, Assistant Professor, BRAC Business School, BRAC University. This project work is submitted in partial fulfillment of the requirements for the Internship Program. This report has not been submitted to any other university or institute for any other award of any degree.

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Acknowledgment

I would like to use this opportunity to express my heartfelt gratitude to Samina Haque, Assistant Professor, BRAC Business School, BRAC University, Dhaka, for her consistent mentorship, regular involvement throughout my internship. Her valuable suggestions and encouragement have aided me the most in formulating this report.

I also owe my utmost gratitude to my family members for their encouragement and support throughout the internship period.

Executive Summary

Covid-19 has significantly impacted the e-commerce industry of our country. Daraz adapted to the challenge by increasing its digital footprint and serving the country during the lockdown. This report emphasizes factors like how people shifted their behavior towards online markets since they had no other options and some difficulties they faced. Daraz's main goal was to create a delivery network that was reliable and user-friendly. During the pandemic, Daraz experienced substantial growth in its business and revenue. Brand recognition was another key outcome of the situation. According to the data collected, among all other online brands, Daraz was the most used one during the pandemic. These findings suggest that the COVID-19 pandemic has accelerated the growth of the e-commerce industry in Bangladesh, and Daraz is a living example of potential success in this digital marketplace.

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List of Acronyms

BASIS= Association of Software and Information Services

11/11= Sales Campaign of Daraz

IR= Issue Resolution

IT= Information & Technology

Chapter 1

Overview of Internship

1.1 Student Information:

I joined BRAC University in the spring of 18, majoring in marketing & finance. I have completed my internship in the finance department of Daraz Bangladesh. I was under the supervision of Md Ferdowsur Rahman (Senior Manager-Commercial Finance). I was in Daraz as a finance intern. Right now, I am doing fish farming in my village. I aim to make my farm the best fish-producing farm in my locality and help uneducated farmers with proper ideas and implementations. Because every year in our village a lot of hard-working farmers cannot make a profit due to illiteracy and not knowing what they are doing to the fish. I am going to try my best to turn my farming business into a profitable one and help others around me to do the same and grow together.

1.2 Internship Information:

I was assigned to the commercial finance team as an intern. The commercial finance team of Daraz does all the payables of daraz mall. Daraz Mall is a platform where Daraz buys kinds of stuff in bulk from sellers and stores those in their warehouses. When the products are bought, they are checked and made sure that the products are 100% alright. If in the warehouse they get faulty products while buying, then those products are returned and those return calculations are also done by the commercial finance team. Our team also used to allocate advance payments for some of the big corporate retailers. Whenever a payment order is placed, it is cleared within five business days.

1.3 My Core Responsibilities:

I joined Daraz during the 11/11 campaign. The whole system was in a rush. Every day there were a lot of payable deadlines, and they must be processed within that specific period of time. Working under pressure taught me a lot of things that I would never learn in a normal situation.

Supporting financial analysis: As an intern in the finance department, I was responsible for helping to analyze financial data and prepare reports for the management team through a given software. I had to input all the amounts payable in a platform according to respective

criteria, then the platform would summarize the whole scenario and then I would submit it to my supervisor.

Supporting day-to-day operations: I was responsible for assisting with routine tasks such as data entry and processing invoices. Doing these tasks gave me an overall understanding of finance operations.

1.4 Internship Outcome:

Getting the opportunity to work as an intern in Daraz has been a great experience for me. Adopting different roles and responsibilities during my internship period has helped me to shape myself according to the corporate environment. Also, I got to learn about different things during my internship period, which can help me in the future, especially MS Excel. I knew all the functions and those were taught to me by the university but when I got to apply those, that was fun. Moreover, during the 11 days of the 11/11 campaign, every day was a festive mood in Daraz. I am glad I had those pressure moments; in a normal circumstances, I would never get to learn this much about their business which I got to learn from those 11 days.

Chapter 2

Organization Part

2.1 Introduction:

Daraz is a company that was founded entirely with foreign capital. The core regions where the group runs its online marketplace are Pakistan, Nepal, Sri Lanka, Burma, and Bangladesh. Daraz Bangladesh is the e-commerce industry's innovator, changing Bangladesh's purchasing habits and introducing a new trend in online retail platforms. They are a cutting-edge e-commerce platform that delivers the most recent domestic and foreign items to customers' doorsteps. They ensure a quick, secure, and simple online shopping experience while offering a large variety of goods from well-known Bangladeshi companies.

2.2 Overview of Daraz Bangladesh:

But in recent years covid-19 has contributed to the online business platform at another level. According to the research done by Ben Lutkevich, “In the last two decades, widespread use of e-commerce platforms such as Amazon and eBay have contributed to substantial growth in online retail. In 2011, e-commerce accounted for 5% of total retail sales, according to the U.S. Census Bureau. By 2020, with the start of the COVID-19 pandemic, it had risen to over 16% of retail sales.” (Lutkevich, 2022)¹ Bangladesh’s online platform also showed the same type of traits during the covid-19 period. E-commerce was first introduced in the early 2000s in Bangladesh but due to a lack of proper guidance, rules, and regulations, the e-commerce platforms weren’t doing very well. As a result, in the year 2009, Bangladesh Bank introduced rules and regulations regarding online transactions, and a proper gateway was also established. From then time to time different successful online platforms could be seen evolving in the market like bikroy.com, rokomari.com, ajkerdeal.com, chaldaal.com, etc., and among those platforms, Daraz turned out to be the most popular.

According to a report on Business Inspection, “In 2013, E-Commerce Week was celebrated with Bangladesh Bank and Bangladesh Association of Software and Information Services or **BASIS**. In the same year, “Daraz” began its operations and has become the leading and most popular

¹

Lutkevich, B. (2022, June). *e-commerce*. Retrieved from Tech Target:
<https://www.techtarget.com/searchcio/definition/e-commerce>

e-commerce platform in Bangladesh.” (Islam, March 19, 2022) ² Both local and foreign vendors are available on their platform as a result it allows them to deliver any type of cross border products directly to the customer without any external hassle. Daraz also contributes to the small businesses that people own and helps them to get more customers as well as proper feedback about their products. One can live in an urban area or can be a local or maybe from a rural area but the service they will get from Daraz does not vary according to the location, that is, anyone can sell their products on the online platform irrespective of place or without any capital investment or promotion. Customers also get the same treatment no matter how big or small the transaction is.

2.3 Mission & Vision:

Vision: For Daraz Bangladesh the vision is- “To provide internet commerce more inclusive and user-friendly for clients”

Mission: The mission of Daraz is to create experiences that promote uniqueness among people through memorable and personalized services.

2.4 Daraz Mall:

Daraz at its initial stage faced problems managing different fake sellers. So, to eradicate the problem Daraz introduced, its own mall where it vouches for the authenticity of the products. Daraz is opening its hubs all around the country for a fast delivery process and there are also different attractive offers that bring in a lot of customers. In the Daraz app, there is also a wish list option. If someone adds a certain product to his or her wish list then, if the price of the product drops, the Daraz app will notify the user.

2.5 Organization:

Daraz has come a long way from its birth and still now is expanding its operation all over the country and determined to give people their desired product at the best deal within the shortest period. That is why Daraz is focusing on the IT sector, trying to come up with a strategy like

²

Islam, K. W. (March 19,2022). *Historical Development of eCommerce in Bangladesh*. Dhaka: Business Inspection.

Amazon. At present, there are more than 19 hubs outside Dhaka city. Hubs are working as collection & return points, take complaints against sellers, and vice versa, and work as a storehouse of Daraz Mall. The bigger it is getting, its functions are getting complicated, with the increase in the number of employees. Daraz has always taken care of its employees and sets a difference by having one of the healthiest work environments in our country. Daraz has many departments that keep it running, they are Administration, HR, It, Marketing, Commercial, Finance, sales management, public relations, etc. team works in sync to run the whole body.

2.6 Marketing Approach: Daraz Bangladesh's marketing division is responsible for creating and executing marketing plans to advertise the business's goods and services. Market research, brand management, advertising and promotion campaigns, social media management, digital marketing, consumer engagement, and marketing performance analysis are some of their main tasks. To boost sales and raise brand awareness, they collaborate closely with other departments to match marketing initiatives with the overall goals of the company and the needs of the target market.

Mystery Box: During the 11/11 campaign Daraz offers mystery offered for only 99 tk. If people are lucky enough, they get things worth thousands of takas or may end up with a cheaper product. Nowadays these mystery boxes have become very popular and create a buzz. All the FMCG products were imported from foreign buyers, but the customer canceled the product or returned it, those products were given away through mystery boxes. Doing this has many advantages. First of all, it works as a tool for brand recognition, secondly, these products free up a lot of space in the warehouse, since returning these products again overseas is going to be very costly, Daraz choose to give them away and thus have a very unique marketing approach.

Return Policy: The return policy of Daraz is getting better. All the fund-related problems are solved within a week. The sellers benefited most from the return policy which is very rare to find. There are different factors that customers consider buying online. If there is a proper return policy then, the customer will consider buying online because of the service they are getting.

Chapter 3

Project Part

3 Introduction

3.1 Background/ Literature Review:

The E-commerce industry has become a significant pre-condition for rapid economic development in the field of trade and commerce from any country's perspective. For a developing country like Bangladesh, it can be considered a booster in the economy. E-commerce refers to the process of buying and selling goods and services over the Internet and in exchange funds are also transmitted through an electronic network. E-commerce has become popular all around the world since the 2000s. The government of Bangladesh is trying its best to promote online trade and, in our country, the accessibility of the internet has also been made very easier. "Kepios analysis indicates that internet users in Bangladesh increased by 5.5 million (+11.6 percent) between 2021 and 2022. (Kemp, 2022)³. Even after this analysis, they are claiming that the actual number should be higher due to the Covid-19 effect.

The Internet shopping behavior of consumers during Covid-19 depended on many different factors. Price, security, time-saving factor, administrative factors, psychological factors, demographic factors, and so on. "All factors except price factor and security factor had a momentous and positive association with consumers' internet shopping behavior during the coronavirus disease (COVID-19) pandemic in Bangladesh" (Uddin, B. 2020)⁴. From the report, we can have some idea why people became more inclined towards online marketing during that specific time. Everything has its pros and cons. In online shopping there is an absence of physical presence of products rather there is a detailed descriptions and pictures of products by which customers can judge and compare and come to a decision. There are times when sellers miss a lot of points to mention while selling certain goods to their customers. But, netizens get to know everything that is available, along with the pictures, so that they can compare the goods. Previously in our country, online payment was quite difficult and was available only with debit or credit cards which very few people had access to, but with the opening of different digital wallet payment systems like bKash, Rocket, Nagad, etc. online payment is no more concentrated to a limited number of people rather it has become a regular thing for citizens.

³ Kemp, S. (2022). *DIGITAL 2022: BANGLADESH*. Datareportal.

⁴ Uddin, B. (2020). *Factors Affecting Consumers' Internet Shopping Behavior*. Meher, Nagar: DAVID PUBLISHING.

From the website of the E-Commerce Association of Bangladesh, learned about the fact that they are working with the government to formulate policy regarding e-commerce business. “It is very important to have a strong policy, and legal framework that will assist in paperless trade in goods and services, consumer protection, data privacy, and protection, measures for cybercrime and market access (Rafa, H. 2021)⁵”. The three policies are,

- Foreign investors can have a maximum share of 49% in any type of e-commerce business in our country.
- Sellers of the e-commerce platform have to give a proper description of products along with pictures there must be a return policy.
- E-traders must ensure consumer rights by maintaining proper delivery chains and payment gateways.

Despite these legal frameworks and policies, people’s personal information was used on different platforms without them even knowing. That is, our personal information is being used randomly without our consent. Most of us know this fact but somehow it is not a big issue for us. According to Jahangir Alam, a professor at Tejgaon collage, did research on this topic by the theory of planned behavior (TPB) and the technology acceptance model (TAM) and came up with, “Perceived e-benefit had a positive effect on e-attitude. Perceived ease of use had a positive effect on e-attitude and e-shopping intention. Results revealed that e-attitude had a positive effect on e-shopping intention. Results showed that perceived e-risk had no effect on the e-attitude and e-shopping intention.” (Alam, March, 2020)⁶. Therefore, from this study, we can say that, while there are privacy concerns, people just ignore it and keep using the net for meeting their daily needs.

Product & price are always major factors when it comes to the buying behavior of people. The revenue through the e-commerce site is almost tripled over the years and will continue to increase because people embraced technology as their basic need. In our country, there has been a number of cases where we have witnessed e-commerce fraudulence over the years, for

⁵ Rafa, J. H. (2021). *E-commerce and its evolution and growth in time of corona in Bangladesh*. Dhaka:Goggle Scholars.

⁶ Alam, J. (March, 2020). Buying Behavior Under Coronavirus Disease (COVID-19) Pandemic Situation: A Online Perspective Case in Bangladeshi. *David Publishing*.

example, Evaly, Alehsa Mart, Dhamaka Shopping, etc. According to a journal published by the Canadian Center of Science & Education, “The industry has been working to build a stronger e-commerce ecosystem across the country, some rogue sites like Evaly, Dhamaka, and Eorange have enticed millions of people to pay in advance for big-ticket items like electronics, two-wheelers, and even cars, with some insane discounts of up to 50%. They pretended to pursue their growth goals through topline warfare, but in truth, they were burning customer advances and supplier credits on high-value advertising, sponsorship, and personnel hiring. Now, the platforms owe their consumers and merchants billions of takas, and with no recourse in sight, some of those who have been scammed have sued them.” (Chowdhury, Bappi, Imtiaz, & Hoque, 2022)⁷. Since the e-commerce industry is new in our country, it is already burdened with numerous problems but if the government does not intervene and lets the frauds use this opportunity robbing away people’s hard-earned money then it is going to take a while for this industry to be properly established in our country.

Covid-19 has affected all the sectors of the economy, mostly the RMG sector, on which our country’s GDP depends on. At the first stage of the Coronavirus breakout, most of the businesses in our country tried to keep their online footprint and those who had online stores tried to strengthen their online activity. But the crisis was faced in another domain. According to an article, “E-commerce platforms have been adversely affected. Most of them have been hit with supply-side constraints. Daraz has closed its doors for 10 days.”⁸ (Amit, 2020). There was no lack of demand for goods, but the supply chain was broken. A lot of institutions had to stand shut down their normal day-to-day activities among those Daraz was also one. Although Daraz was an online platform still it could not save itself from the blow of the Coronavirus.

3.2 Purpose of the Study:

During the pandemic, people were unable to go out of their houses and the online marketplace became their last resort for shopping even for necessities. So naturally the online markets got a huge boost in the number of potential customers. The study will be conducted from a growth perspective. Apart from the study of the customers, the report will also address different activities or functions of Daraz Bangladesh, especially of the Finance department of Daraz, which was my work area of mine during my internship period at Daraz Bangladesh Limited. The study will be using descriptive analyses for studying the organization from different aspects.

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Mohammad Arafat Uddin Bappi, Mohammad Nahid Imtiaz, Md Shahnur Azad Chowdhury, & Sayema Hoque. (2022). The Transition of E-Commerce Industry in Bangladesh: Added Concerns & Ways of Recovery. *International Journal of Economics and Finance*.

⁸ Amit, S. (2020). Coronavirus and Impact on the Bangladesh Economy. *The Asia-Pacific Journal*.

3.3 Scope of the Study:

The focus of this study is to determine and analyze the underlying demographic, socioeconomic, and pandemic factors which may have influenced the customers of Bangladesh to shift from offline to online shopping. As studying the customers is a great way to expand the business further, it's necessary to find out the factors influencing the shift of customers. By finding out the influences that affect decisions, it will be possible to take necessary steps to strengthen the customer base that promotes both organizational and economic development and growth.

3.4 Limitation of the Study:

There were certain limitations to the study while it was being carried out. Because the research was undertaken for academic purposes, there was a limited amount of time and resources available. As a result, identifying credible sources to obtain data for the study article was tough. Only 71 respondents' data were considered in this study. Due to a lack of time, the information was not used for studying factors impacting buying decisions. If the study could be conducted with a larger sample size, the results of the analysis could be influenced.

3.5 Methodology:

This study attempts to determine the factors influencing the growth of Daraz during the Covid period. The samples used in the study have been collected from the population who have purchased from Daraz during the Covid period. In this study, I have used primary data to conduct this research. The data have been collected from the filled-out application forms of the existing customers of Daraz.

Demographic and socioeconomic information of about 71 customers of Daraz has been used in this study. For choosing the sample, a random sampling technique has been used in the study. I have given the application to 150 people, making a set of 50 people based on their age group. Among those 50 people set, I also tried to balance out the number of males and females. Among those 71 applications were filled out. 71 customers from different regions and different backgrounds helped me to conduct the study so that we get a complete overview of the situation that caused the growth of the company. Secondary data were used in the study too. Secondary data were mostly collected from existing literature, journals, websites, and books. By collecting the secondary data, a literature review for the conducted study has been drafted. Through the literature review, the significant demographic and socioeconomic factors underlying the growth of Daraz have been identified. Thus, the literature review has helped to choose the relevant demographic and socioeconomic factors for collecting the data for the study. Responses from the sample were both in descriptive and numerical form. All the responses were coded in numerical form for running the statistical analysis. Following that, the acquired data were statistically analyzed to arrive at useful conclusions.

- **Primary Data Collection:**

This study will use primary data for analyzing the influential factors of the customers shifting from offline to online platforms. The data will be collected directly from the people who make online purchases at least once a month.

- **Secondary Data Collection:** Secondary data was collected from the internet, from different valid sources with related topics of which references are given with citation. Dara’z website was also one of the key sources.

3.6 Findings &Analysis:

In this analysis, descriptive statistics were used. This research tried to find out the theme of this very report. We all have suffered directly or indirectly from the coronavirus pandemic, and this has affected all aspects of our life. We faced the situation by staying at home as much as possible. Therefore, online shopping platforms started to get attention, got customer boosts, sell and everything without even asking. I have worked for Daraz and one of the common stories among the retail people is that there was a lot of demand and China was off and they suffered from a serious supply crisis. Here, in this report, I asked very basic and simple questions to know about their Covid period shopping experience from online platforms.

Gender
71 responses

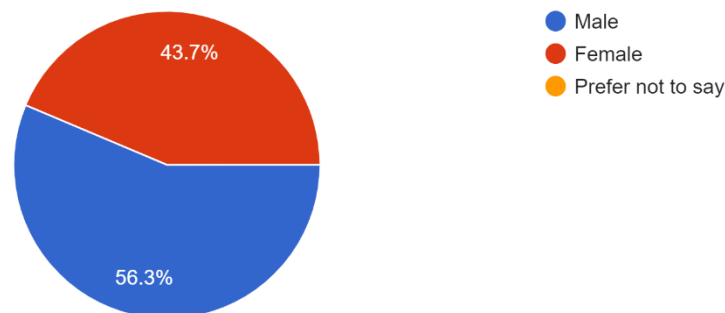


Figure 1

While doing the literature review, I encountered quite an interesting fact about gender. Males are more inclined in shopping online than females. At first, a lot of people will disagree, and even I used to think the opposite, but this claim is factually supported. In that report, there was actual

numerical data proving the very point. However, while doing my research, I send this questionnaire to the same number of males and females. Almost the whole male crew responded to the topic but there were some females who had no interest in shopping online. They prefer to buy stuff by judging the product right before their eyes. As a result, 56.3% of respondents were male, and 43.7% of respondents are female. Now, I see those facts as reality as they happened before my eyes.

Age Group
71 responses

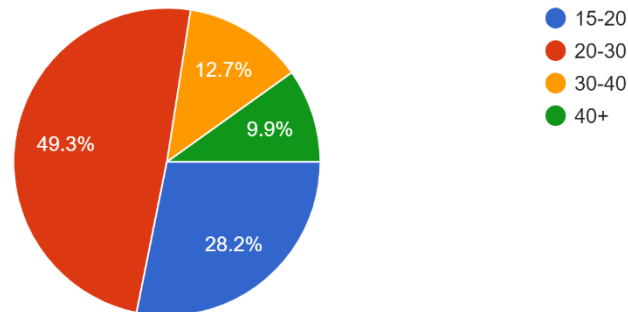


Figure 2

Here we can notice that 49.3% of the respondents are between the age group of 20-30 years. Particularly, this group of people is mostly familiar with online platforms and could make purchases by themselves mostly with their own money. Next, 28.2% of respondents are from the age group of 15-20, this group of people is a bit impulsive, but most of them do not have the freedom to buy for themselves with their own money as a result they come in second despite being more attached to it. Only 12.7% of people responded from the age group of 30-40 years. This age group people have the money but are more comfortable buying things offline, so they did not involve in this that much. Lastly, 9.9% of elderly people responded. Most of them are not interested in online shopping, they depended on the younger ones if they needed anything.

Do you prefer online shopping?

71 responses

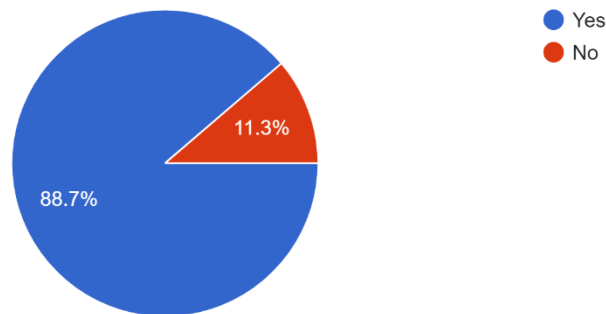


Figure 3

From the 71 respondents, 88.7% of the respondents preferred online shopping and 11.3% did not. This 11.3% was mostly from the elderly section of the respondents. There are a lot of elderly people who consider online shopping is full of deceit and they just try to avoid it at any cost.

Have you noticed any changes in pricing or availability of products online during the pandemic in Daraz's platform?

71 responses

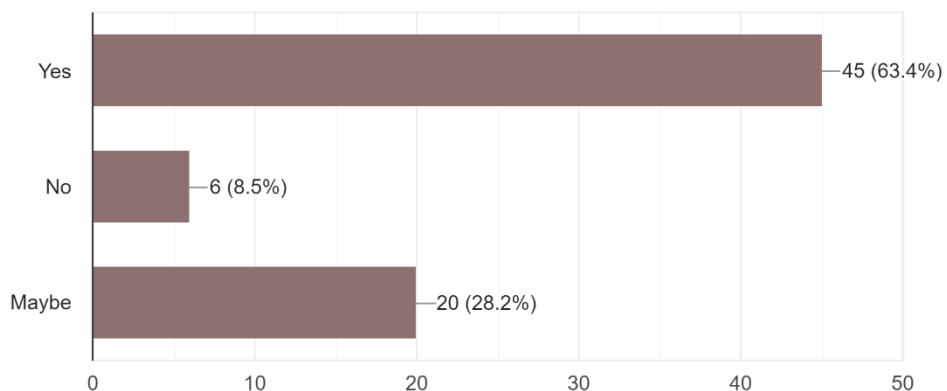


Figure 4

Among the respondents, 63.4% noticed a direct change in price and availability of the products. At the commencement of Covid-19, there was a huge deficit in the supply sector of the country. As a result, the price was abnormally high of all daily used goods. So, Daraz had to also increase the price of certain goods which were scarce in the beginning. 28.2% of respondents was not sure of the price and availability of products on online platforms. Lastly, 8.5% of respondents did not have any idea about the situation, again this was mostly from the elderly section.

What types of products have you been purchasing online more frequently since the start of the pandemic?

71 responses

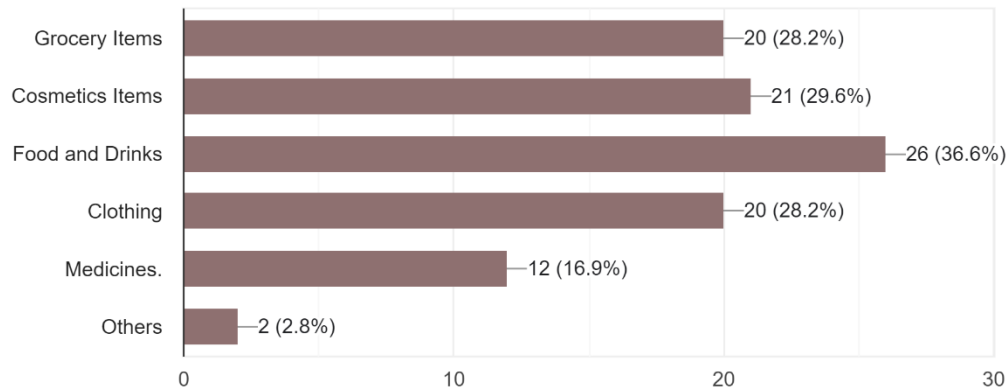


Figure 5

Here, we can see 36.6% of the respondent ordered food and drinks during covid times. Grocery and cosmetics items were purchased somewhat close around 28.2% and 29.6% respectively. During Covid times, almost everyone participated in cooking food, and many were interested in making online video tutorials about makeup. Clothing was also purchased through online platforms and about 28.2% of respondents bought clothes frequently. And that was the time when most of the stores had their online presence. Medicines were also sold through online platforms, this was to serve the community, since everyone had to stay home the delivery guys did a fantastic job. 16.9% of the respondents bought medicine more frequently than other kinds of stuff. So, we can see how online platforms played a role here.

Have you experienced any difficulties or challenges when shopping online during the pandemic? If yes, please elaborate.

10 responses

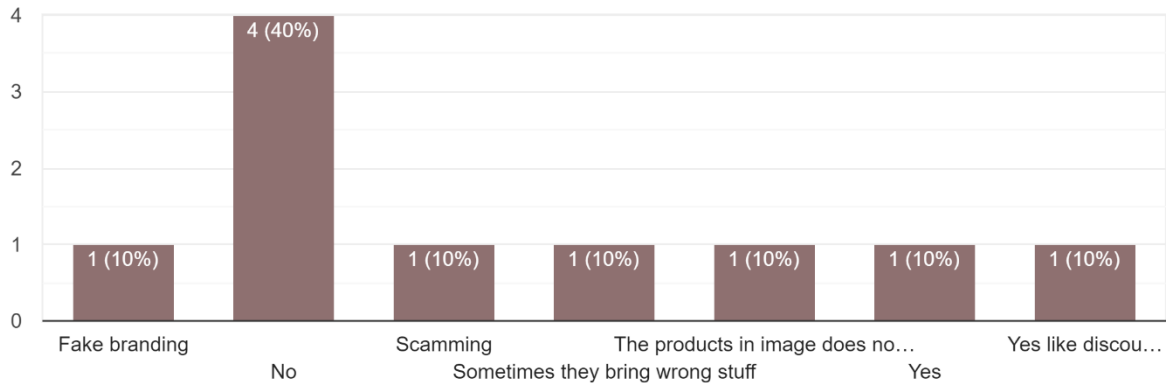


Figure 6

40% of respondents did not face any trouble ordering online. But the other 60% of respondents faced problems like fake branding, scamming, wrong discounts, etc. So, we can see that our online industry has a long way to go to overcome these problems. From the customers' end there was trouble in understanding different platforms in their own unique way, so we as customers and online service providers need to work together to solve these problems.

Which platform you used most for shopping during the pandemic?

71 responses

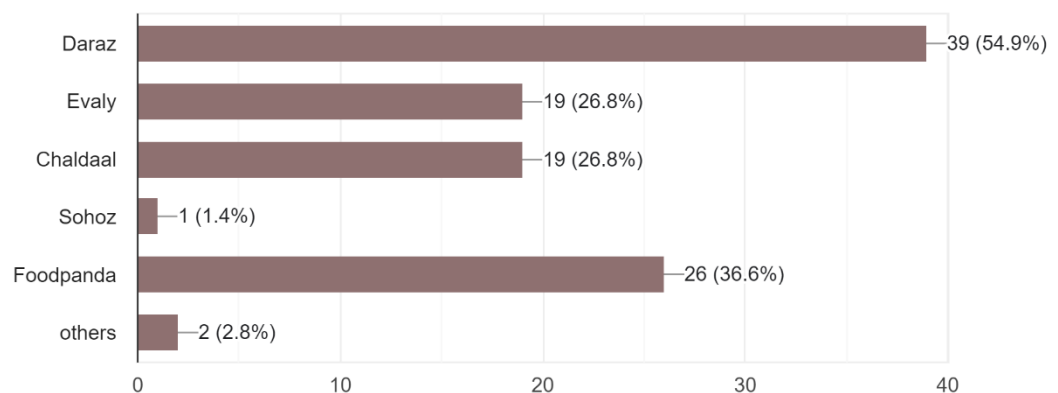


Figure 7

According to my survey, the most used platform was Daraz, which is of 54.9%. Daraz worked as a one-stop solution for all day-to-day necessities. Secondly, Foodpanda was another platform that offered food even grocery items in their Pandamart platform, so 36.6% of the respondents used the Foodpanda app as their most popular platform. Evaly and Chaldaal had kind of similar influence over the consumers which is about 26.8%.

The safety measures taken by online retailers during the pandemic ?

71 responses

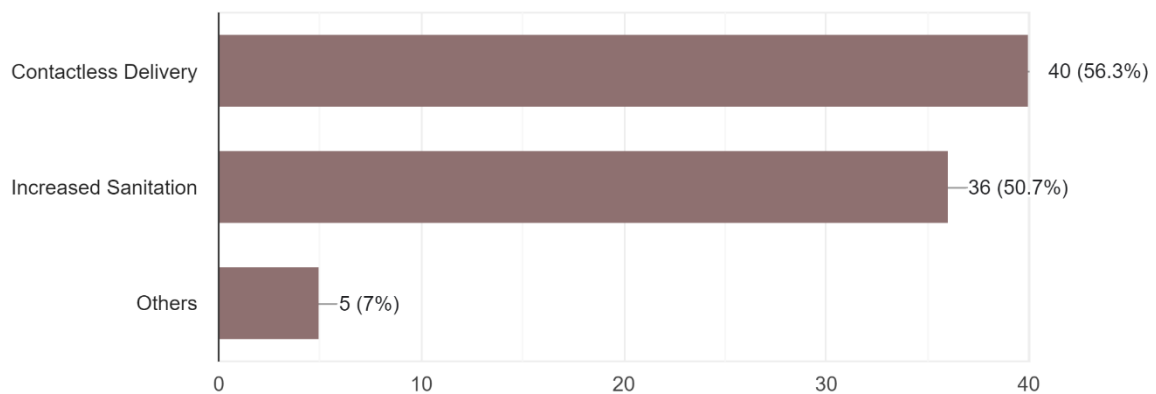


Figure 8

Here, we can see that most of the respondents favored contactless delivery. Customers did online payments and the delivery guy used to put the items on the customer's doorstep. 56.3% of respondents preferred contactless delivery. The other 50.7% preferred increased sanitation. Other 7% tried to follow other means to be safe from Covid-19.

Have you been more or less satisfied with the quality of the products you have purchased from daraz during the pandemic?

71 responses

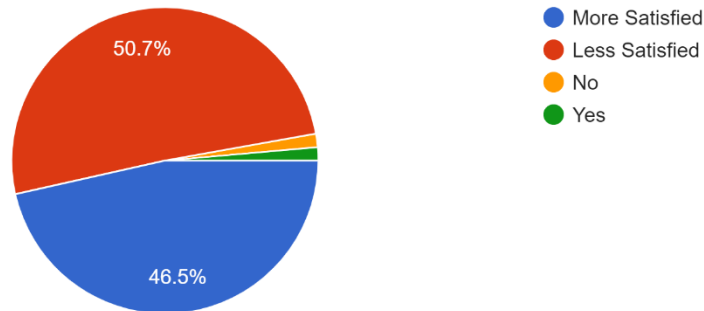


Figure 9

Here, 46.5% percent of the respondents were more satisfied with the service from Daraz and 50.7% were less satisfied with the service. But the number of totally dissatisfied respondents is very low. Therefore, we can see, most of the respondents were satisfied but the satisfaction level varied.

Have you increased your online shopping during the COVID-19 pandemic?

71 responses

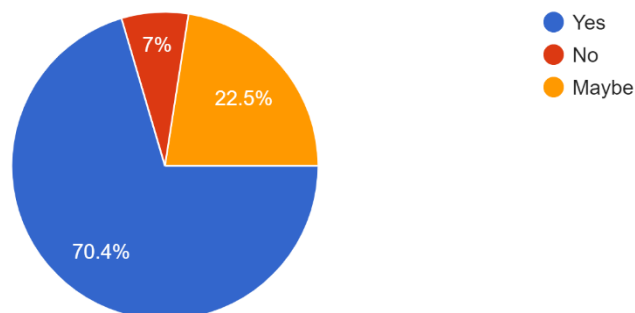


Figure 10

We can see that 70.4% of respondents increased their online footprint. Most respondents did shop online because they had no other option. 22.5% of respondents were somewhat confused about their online shopping habits. It happened mostly because, they already used to buy online, and during Covid, it didn't change that much. 7% of respondents did not increase their online shopping.

On a scale of 1-10, overall how would you rate your online shopping experience from Daraz during the COVID-19 pandemic?

71 responses

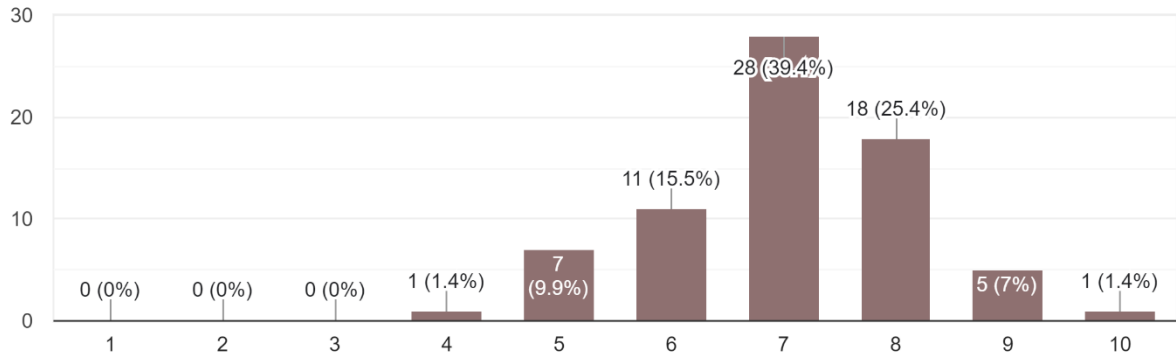


Figure 11

By taking an average look at the graph, we can say that 39.4% of the respondents had moderate experience. 25.4% of people had better and around 7% of people had the best experience. But there were also a few cases where people did not have a good experience overall.

3.7 Summary & Conclusion:

In the end, we can say that Covid-19 worked as a catalyst to increase the online footprint for almost each kind of business in our economy. The lockdown and safety concerns among people bought a significant change in the behavior of the customers. At the commencement of Corona, Daraz already had an established market in our country. So, when it saw a surge in demand, Daraz capitalized on this opportunity and increased its digital infrastructure, and adapted to its operation according to the demand. The whole unprecedented situation worked as a wake-up call for businesses across industries, to embrace digitalization and thrive in a competitive market. These digital platforms hold immense potential for businesses, if they can navigate through the challenges, companies can have a huge customer base and lots of profit.

3.8 Recommendations:

Daraz still has a long way to go. There are a lot of cases where customers are treated badly by the sellers and vice versa.

- They should work on improving communication style.
- Contactless delivery, with free one-time use sanitation for the delivered products.
- A Supervised online portal for customers to tower their products Preview before Getting delivered to their homes.
- Improve communication with customers and order cancellations.
- Focusing more on delivery lead time. Containing more quality items
- More security
- The retailers in Daraz need to be more responsive.
- Fast delivery
- The platforms must be more honest about the image of the products.

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