

Report On

Customer Satisfaction and Loyalty in Bangladesh's Electronics Market: A Behavioral Study

By

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21304104

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

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Table of Content

Declaration.....	6
Letter of Transmittal.....	7
Non-Disclosure Agreement.....	8
Acknowledgement.....	9
Executive Summary.....	10
Chapter 1: Overview of Internship.....	11
1.1 Student Information.....	11
1.2. Internship Information.....	12
1.2.1 Period, Company Name, Department, Address.....	12
1.2.2 Internship Company Supervisor’s Information.....	13
1.2.3 Job Scope.....	14
1.3 Internship Outcome.....	15
1.3.1 My contribution to RANGS eMART.....	15
1.3.2 Benefits to the Student.....	16
1.3.3 Challenges Faced.....	17
1.3.4 Recommendation.....	17
Chapter 2: Organization Part.....	18
2.1 Introduction.....	18
2.1.1 Objective.....	19
2.1.2 Scope.....	20

2.1.3 Methodology.....	21
2.1.4 Significance of the Study.....	22
2.1.5 Limitations.....	23
2.2 Overview of the Company.....	24
2.2.1 RANCON Group.....	24
2.2.2 RANGS eMART.....	26
2.2.3 Vision.....	28
2.2.4 Mission Statement.....	30
2.2.5 Core Values.....	31
2.2.6 Brands.....	32
2.2.7 Product Line and SKU.....	33
2.2.8 Significance to Strategic Planning in Bangladesh.....	34
2.2.9 Responsibility for Sustainable Development and Innovations.....	35
2.3 Management Practices.....	36
2.3.1 Leadership Style.....	37
2.3.2 Human Resource Planning Process.....	38
2.3.3 Organizational Structure.....	40
2.3.4 Product Distribution Flow.....	41
2.4 Marketing Practices.....	42
2.4.1 Market Segmentation.....	43
2.4.2 Customers, Targeting & Positioning.....	43
2.4.3 Marketing Channels.....	44
2.4.4 Product Development Strategy.....	44
2.4.5 Branding Activities.....	45
2.4.6 Advertising and Promotion Strategies.....	45

2.4.7 Critical Marketing Issues and Gaps.....	46
2.5 Financial Performance and Accounting Practices.....	47
2.5.1 Method of Accounting.....	48
2.5.2 Comment on Accounting Practices.....	48
2.5.3 Ratio Analysis.....	49
2.5.4 Comments on Ratio Analysis.....	49
2.6 Operations Management and Information System Practices.....	50
2.6.1 Information Systems Utilization.....	50
2.6.2 Database and Office Management Software.....	50
2.7 Industry and Competitive Analysis.....	51
2.7.1 Porter's Five Forces Analysis of RANGS eMART.....	51
2.7.2 SWOT Analysis.....	52
2.8 Summary and Conclusions.....	52
2.8.1 Summary.....	52
2.8.2 Key Findings.....	52
2.8.3 Conclusion.....	53
2.9 Recommendations for RANGS eMART.....	53
Chapter 03: Project Part.....	54
3.1 Introduction.....	54
3.1.1 Background and Problem Statement.....	55
3.1.2 Objective.....	56
3.1.3 Significance.....	56
3.1.4 Scope of the Study.....	56
3.2 Literature Review.....	57
3.3 Research Methodology.....	58

3.3.1 Research Approach and Justification.....	58
3.3.2 Ethical Considerations.....	59
3.3.3 Sampling Method and Sample Size Justification.....	59
3.3.4 Survey Administration Method.....	60
3.3.5 Data Collection.....	60
3.3.6 Focused Research Questions (Post-Purchase Focus).....	63
3.3.7 Data Analysis Technique.....	64
3.4 Findings and Analysis.....	66
3.4.1 Significance of the Issue.....	66
3.4.2 Insights.....	68
3.5 Summary & Conclusion.....	70
Appendix.....	72
Survey Questionnaire.....	72
Results.....	75
References.....	78

Declaration

It is hereby declared that,

1. During my time as a student at BRAC University, I created all the original content for my internship report.
2. Unless specifically cited with a full and precise citation, the report does not contain any previously published or written content by a third party.
3. The report does not include information that has been submitted or approved for credit towards any other degree or certification from a university or other organization.
4. I/We have given credit for the information's original sources.

Student's Full Name & Signature:

Mubeena Mozammel

Supervisor's Full Name & Signature:

Md Tanvir Hasan

Lecturer

BRAC Business School

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Letter of Transmittal

Md Tanvir Hasan

Lecturer

BRAC Business School

BRAC University

Kha-224 Merul Badda, Dhaka-1212

Subject: Submission of an Internship Report on **Customer Satisfaction and Loyalty in Bangladesh's Electronics Market: A Behavioral Study**

Respected Faculty,

I am pleased to submit the internship paper, "Customer Satisfaction and Loyalty in Bangladesh's Electronics Market: A Behavioral Study," which is a requirement for the BBA degree. By finishing this internship, I will strengthen my theoretical knowledge and practical abilities in the marketing industry, consolidating the practical work that this career path offered me.

By adhering to all your instructions and guidance during the preparation phase, I can ensure that this paper is comprehensive and written correctly. I am confident that the knowledge and skills I acquired during the assessment period will be invaluable assets as I pursue my career goals.

Sincerely,

Mubeena Mozammel

21304104

BRAC Business School

BRAC University

May 2025

Non-Disclosure Agreement

During my time as an intern at Rangs Industries Limited (RIL), I became aware that all confidential and proprietary materials contain classified information. I hereby commit to maintaining the confidentiality of this information and will not disclose it to any external entities without the company's consent. I acknowledge that this obligation remains in effect and does not conclude with the completion of my internship with the company.

Student's Full Name & Signature:

Mubeena Mozammel

21304104

Supervisor's Full Name & Signature:

Mohammad Rejwane Ul Haque

Category Management & Training Lead

RANGS eMART

Rangs Industries Limited (RIL)

Acknowledgement

I am grateful to Md. Tanvir Hasan, my academic supervisor, for his exceptional contributions to help me with report writing, feedback, and assistance. I would never have considered this internship opportunity without his unwavering support, guidance, and assistance.

Working as a Category Management Intern for Rangs Industries Limited (RIL) was only possible because of my organizational supervisor. I am very thankful to Mohammad Rejwane Ul Haque, Category Management & Training Lead, for being so supportive during my time in the organization. He has impacted me a lot by sharing what he knows and thinks.

I would also like to thank the staff at Rangs Industries Limited (RIL) for making my internship successful by supporting and collaborating with me unceasingly. The lessons they taught me will certainly help me succeed in what I do, given the time and energy they put into their work. I would like to thank my family for holding me up and motivating me throughout this trip.

Executive Summary

As part of my BBA degree from BRAC University, I am required to complete an internship program. The internship is organized in the Category Management division of RANGS eMART which is part of RANGS Industries Ltd (RIL). Every day, my task is to supervise the attendance system, monitor how our value-added services are going and team up with showroom managers to deliver details on regional leads.

RANGS Industries Limited (RIL) is very well known in the electronics sector of Bangladesh. Since 1979, the organization has spread throughout the country. The RANCON group's RANGS eMART, an electronics retail brand in Bangladesh, is considered to give their best service in the country. The retail electronics division of the corporation, known as RANGS eMART, is working towards making services and customer experience better in its 36 showroom across the nation. Among the famous electronics manufacturers carried by RANGS eMART are Samsung, Hitachi, Toshiba, Panasonic, Hisense and Toshin. Whirlpool makes refrigerators, air conditioners, laundry machines, kitchen appliances, telephones and televisions. As reported by Rahman & Islam (2020), customers in Bangladesh can now buy a Hisense laser TV and latest Daikin inverter air conditioner through RANGS eMART. LG's OLED C3 series and the world's largest 97-inch OLED TV were introduced in Bangladesh in 2024 (Rahman & Islam, 2020). Gulshan Avenue's premier showroom is a contemporary, two-story structure that allows clients to interact with the products in a personal manner. As an illustration, they may evaluate premium audio systems from manufacturers like Devialet and Sennheiser or compare QLED and 4K televisions (Kotler

& Keller, 2016). To help consumers make more informed purchasing decisions, proficient marketers provide personalized assistance.

Middle-class consumers in Bangladesh are now placing a higher value on brand appeal, efficient customer service, and product experiences because of their increasing internet usage. Despite the identification of significant influencing factors such as pricing, brand image, product characteristics, and digital influence in both international and local studies, there is a dearth of comprehensive research that specifically examines post-purchase behavior among Bangladeshi electronics customers. Most of the published research to date has concentrated on pre-purchase decision-making or general market trends, as there has not been a comprehensive examination of the impact of satisfaction, loyalty, and recurrent business on long-term customer relationships (Wang and Chen, 2019). So, the primary goal of this study is to examine the post-purchase behavior of middle-class electronics consumers in Bangladesh.

Chapter 1: Overview of Internship

1.1 Student Information:

Name: Mubeena Mozammel

Student ID: 21304104

Program: Bachelor of Business Administration (BBA)

Major: Marketing And Computer Information Management (CIM)

1.2. Internship Information:

1.2.1 Period, Company Name, Department, Address

My name is Mubeena Mozammel and I am a student at BRAC University. I completed my internship as a category management trainee at RANGS eMART, Rangs Industries Limited (RIL) a few days ago. RANGS eMART is a leading electronics retail chain in Bangladesh, and it is a

member of the RANCON Group, which was previously known as RANGS Electronics. The apprenticeship was conducted from February 02 to May 02, during which time I was assigned to the Category Department, with a particular emphasis on Lead Management. I was employed at their headquarters, which is located at Rangs Bhaban, 117 Bijoy Sarani, Dhaka 1215. This experience has undoubtedly assisted me in acquiring a deeper understanding of the various product and lead management strategies and their impact on the interaction with consumers and the development of brand activities.

1.2.2 Internship Company Supervisor's Information

I was employed at RANGS eMART, a prominent electronics retail chain in Bangladesh, where I was under the supervision of Mohammad Rejwane Ul Haque, the Category Management and Training Lead. I acquired valuable insights into the retail electronics sector, particularly in category planning, product placement, and customer experience strategies, under his guidance. He is an exceptional leader and mentor. A highly motivating environment was established by his dedication to team development, depth of industry knowledge, and ability to lead with both clarity and empathy. His mentorship not only improved my professional abilities but also motivated me to confront challenges with a strategic mindset and confidence.

1.2.3 Job Scope

I was actively engaged in the coordination of showroom operations and the support of data management duties during my internship at RANGS eMART. I utilized Microsoft Excel to create attendance reports, utilizing functions such as VLOOKUP to simplify the monitoring of employee rosters and leave statuses.

3:57 📶 58%

← Dhaka North & Sylhet.
Rezwan Bhaiya RIL, +880 1676-715859, +880 17...
Executive Mahedi Hulfday roster 10:49 AM

Sl	Name	Date	Showroom	Designation	BM	Sl	Date
1	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	1	21/04
2	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	2	21/04
3	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	3	21/04
4	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	4	21/04
5	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	5	21/04
6	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	6	21/04
7	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	7	21/04
8	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	8	21/04
9	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	9	21/04
10	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	10	21/04
11	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	11	21/04
12	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	12	21/04
13	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	13	21/04
14	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	14	21/04
15	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	15	21/04
16	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	16	21/04
17	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	17	21/04
18	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	18	21/04
19	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	19	21/04
20	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	20	21/04
21	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	21	21/04
22	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	22	21/04
23	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	23	21/04
24	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	24	21/04
25	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	25	21/04
26	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	26	21/04
27	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	27	21/04
28	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	28	21/04
29	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	29	21/04
30	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	30	21/04
31	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	31	21/04
32	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	32	21/04
33	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	33	21/04
34	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	34	21/04
35	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	35	21/04
36	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	36	21/04
37	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	37	21/04
38	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	38	21/04
39	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	39	21/04
40	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive	Uttara Showroom	40	21/04
41	Abdullah M. L. Khan	21/04	Shahin Showroom	Executive</			

Fig-2: Giving attendance reports in WhatsApp group based on region/area

I ensured that regional lead monitoring was conducted in a timely manner by posting updates in dedicated WhatsApp groups to communicate with showroom managers and RSMs/ZSMs. I sent

daily VAS reports to my supervisor via email and monitored the efficacy of Value-Added Services (VAS). Furthermore, I generated and distributed lead reports by showroom to their respective managers. Additionally, I was responsible for the collection of customer feedback on product and service experiences, as well as the maintenance and updating of sales data, inventory records, and employee information in internal systems. To enhance my product comprehension, I participated in training sessions that focused on recently introduced products. Additionally, I generated Transfer Order (TO) numbers to facilitate efficient logistics operations and prepared and updated reports on discounted products in the field force system.

1.3 Internship Outcome

1.3.1 My contribution to RANGS eMART

In my internship at RANGS eMART, I was actively involved in enhancing the operational efficiency and information transfer between the headquarters and showrooms. It was one of my primary responsibilities to generate and preserve comprehensive attendance records using Microsoft Excel. I implemented formulas such as VLOOKUP to efficiently monitor the veracity of rosters, employee attendance, and leave status. Compared to previous years, employees were more punctual and consistent, which resulted in a noticeable improvement in attendance discipline.

I also presided over daily discussions with showroom managers and regional sales teams via email and WhatsApp groups to ensure that customer feedback, staff performance, and sales lead updates were accurately and promptly recorded. In an effort to facilitate the evaluation of showroom operations, I furnished my supervisor with daily VAS (Value-Added Services) reports and lead monitoring reports for showroom managers.

My monitoring and reporting programs encouraged the showroom staff to engage in value-added

activities, such as corporate client visits, follow-up client phone conversations, product issue resolution, and acceptable customer service, by encouraging them to be more proactive. This contributed to the organization's position as a provider of exceptional customer service and client satisfaction.

Also, I was responsible for the management of inventory, employee data, and inventory status through internal input and updating. I verified that the field force system displayed availability and generated reports on discounted products. Furthermore, I was able to guarantee fluid logistics by generating Transfer Order (TO) numbers for the item's transportation.

My capacity to provide guidance to internal teams and understand client preferences was enhanced by my attendance at training sessions for recently released products, which provided me with technical expertise. These initiatives illustrated the showroom employees' unwavering dedication to achieving their goals and maintaining service excellence by enhancing their motivation and concentration to increase sales.

In conclusion, my endeavors enhanced the performance of the showroom at RANGS eMART, as well as the responsibility of the employees and the creation of a data-driven, responsive work environment.

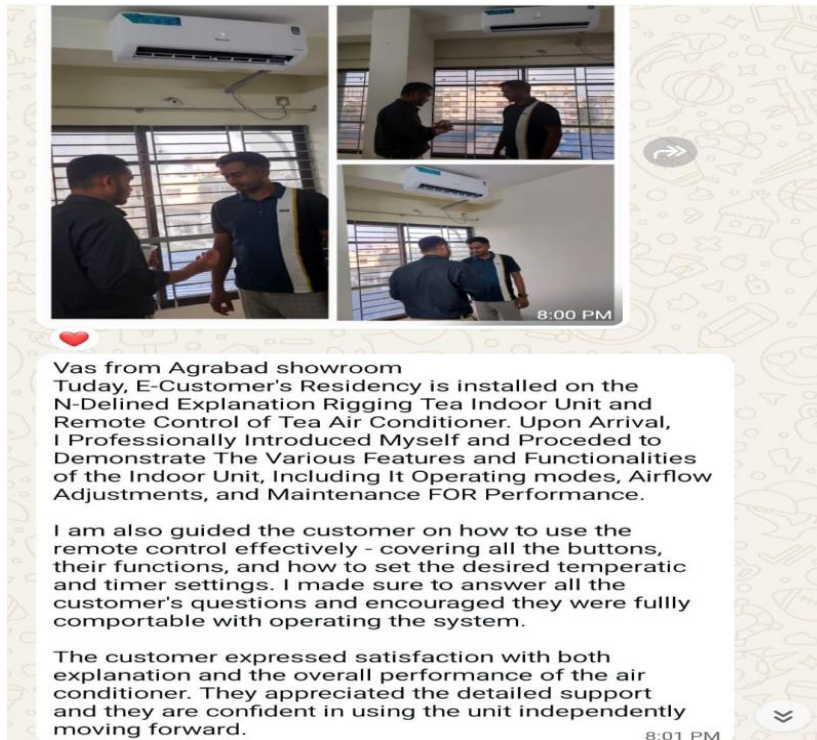


Fig-3: VAS activities

1.3.2 Benefits to the Student

During my internship at RANGS eMART, I acquired numerous advantages that significantly contributed to my personal and professional development. The experience provided me with a realistic understanding of the real-world operations of administrative support, sales coordination, and showroom operations, as well as an inside look at the inner workings of a large consumer electronics company. I gained various skills by my proficiency in Excel features such as VLOOKUP and my capacity to generate attendance reports in an efficient manner. I have gained a more comprehensive understanding of the strategic and operational operations of a business because of my experience in the development of discounted product listings, the generation of TO figures, and the enhancement of value-added services. Mr. Mohammad Rejwane Ul Haque, my supervisor, was instrumental in providing me with guidance and mentoring throughout the duration of the curriculum. My educational experience was significantly enhanced by his

guidance.

The work environment was supportive, knowledgeable, and welcoming. Taking on new tasks in the corporate world was easy because my supervisor was both supportive and friendly. I also found that doing things by myself allowed me to be responsible and gain valuable knowledge from my work.

By working together with showroom managers, RSMs and ZSMs, I have found out the major role of prompt data posts, strong communication and how regions are supported. I gained both analysis and interaction skills by contributing to VAS programs and receiving clients' feedback. As a result, I now have a stronger base for my career, thanks to the experience I received at the company in operational, administrative and customer-related work.

1.3.3 Challenges Faced

For the most part, my experience at RANGS eMART was great, but I faced some obstacles in the beginning. Keeping track of attending, creating VAS reports, emailing and messaging several regional teams and quickly dealing with work-related tasks were among the biggest obstacles I faced.

In the beginning, I struggled with handling vast amounts of data and double-checking the entries in our internal system because I was not familiar with how the corporate system worked. It took some effort to grasp how to use Excel formulas for reporting about the showroom and attendance. It wasn't as easy to collect feedback from certain consumers, as many of them did not want to share their ideas.

I also faced difficulties in learning how to update the inventory lists and create Transfer Order (TO) numbers. However, I was able to surmount these obstacles and perform my duties

efficiently through the application of time, guidance, and practice. These challenges facilitated my personal development by enhancing my capacity to work under stress, solving problems, and exhibiting patience.

1.3.4 Recommendation

I would highly recommend RANGS eMART's internship program to other students who are interested in acquiring practical experience in retail, data coordination, and company operations, based on my positive experience. The company provides a learning-oriented and productive environment in which apprentices are assigned significant responsibilities rather than merely standard tasks. RANGS eMART guaranteed that I was not restricted to back-office responsibilities, but rather engaged in genuine, significant initiatives that were associated with customer service, showroom performance, and logistics coordination. I was an active participant in the collection and analysis of data, the composition of reports, and communication with regional managers and field-level staff. Additionally, I was introduced to a variety of departments. Although the apprenticeship program did not provide any official field excursions, I acquired valuable experience through daily communication with regional managers, showroom employees, and product training sessions. Doing these types of projects allowed me to relate what I learned at university to the actual systems used in the industry. I found out how the sales team in a showroom works to achieve more sales, happiness for customers and a better image for the brand.

Abstractly speaking, RANGS eMART allows trainees to conduct their tasks on their own, yet they can still rely on support from administrators and senior staff when necessary. Thanks to this equilibrium, students experience greater development in their studies and careers. To improve performance, interns are offered appreciation and praise for what they do.

In most cases, the RANGS eMART experience program was broad and useful. I understand better the abilities required for career growth, as well as the importance of cooperating with people from different departments, being professional and taking responsibility. A short introduction is needed to help the trainees understand the internal procedures for logistics and using the field force portal, as it will improve the program. Another way to support learners is to hold a weekly feedback meeting to keep them attentive and involved. It was a satisfying experience as a whole, even with those small suggestions and appeals to individuals who wish to learn in a well-organized company.

Chapter 2: Organization Part

2.1 Introduction

RANGS eMART is a part of the RANGS Group, one of the leading and most respected conglomerates in Bangladesh. Because people required more reliable, authentic and sophisticated electronics, RANGS eMART was launched. It focuses on offering a range of products, including appliances, air conditioners and entertainment devices such as washers, refrigerators and TVs.

RANGS eMART wants everyone to enjoy a great shopping experience using its website and stores, giving full attention to support, product quality and simplicity. Genuine products with warranties, technical help and advice from experts are most important to this company. Career counseling is conducted on making sure clients are happy and trusted. Because it has extensive operations in cities like Dhaka, Chattogram, Sylhet and Khulna, the market in these cities becomes easier to reach.

Despite the fierce and quick changes in the electronics industry, RANGS eMART is well known for focusing on its customers. They do this through their ways of marketing to trade, guiding

buyers after the purchase and handling the distribution of their goods. RANGS eMART is helping to improve how satisfied and loyal Bangladesh's customers are in the electronic sector. As technology advances, the company works to understand each client's needs and also improves its presence on the internet.

2.1.1 Objective

The purpose of this part of the paper is to outline RANGS eMART, a leading vendor of electronics and appliances, as a subsidiary of the RANCON Group. RANGS eMART provides shoppers with a large selection of famous household appliances, electronic gadgets, quality customer service and outstanding post-purchase care. The aim is to explore how RANGS eMART is impacting the electronics and retail sectors in Bangladesh and to analyze the company's strategy, business models and structure that support its advantages in the market.

2.1.2 Scope

The chapter provides an overview of the various procedures, plans, guidelines, techniques and digital devices used by RANGS eMART to increase efficiency. The study will also detail how the company organizes internally, manages its team, provides products and creates value for customers (VAS). The review focuses on how the company handles staff issues, daily operations and how sales are made.

2.1.3 Methodology

Both primary and secondary data are used to support the study. I gathered most of the information by being supervised by the Category Management and Training Lead, taking part in team meetings, interacting with showroom managers and doing an internship myself. Brochures, internal documents, product training sessions, and the company's website were the sources of

secondary data. The report reflects the practical insights acquired from daily operations, such as the enhancement of product knowledge, the coordination of showrooms, and the compilation of reports.

2.1.4 Significance of the Study

One of Bangladesh's foremost electronics merchants provides this research with valuable insights regarding their daily operations. This enabled me to better understand the routine execution of retail operations, customer service, showroom coordination, and staff management. RANGS eMART's operational efficiency is particularly emphasized in this report through the implementation of regional lead management, VAS performance monitoring, and employee attendance tracking. It is possible that the results will help the business identify its current strengths and potential areas for improvement in its internal communications and performance monitoring systems.

2.1.5 Limitations

Restricted access to confidential corporate information and limited time to evaluate long-term performance trends were the constraints encountered during this investigation. Additionally, as an intern, I was denied access to financial records or high-level strategic data, which would have enhanced the research's profundity.

2.2 Overview of the Company

2.2.1 RANCON Group

The RANCON Group is a massive and diverse corporate conglomerate in Bangladesh. The information for this study comes from primary and secondary sources. The data was gathered

with the assistance of the Category Management and Training Lead, RANCON which operated for over 40 years, deals with real estate, consumer products, electronics, maritime, retail and automotive. RANGS Motors, RANGS Industries, RANGS eMART and RANGS Properties are among the company's top-known subsidiaries. The company is known for creating trust and high standards by introducing top-notch brands to Bangladesh.

2.2.2 RANGS eMART

RANGS eMART, based in Bangladesh, sells domestic appliances and premium electronics from famous brands such as Panasonic, Hitachi, Toshiba and Samsung. In accordance with its commitment to customers, RANGS eMART sets up showrooms all over the nation, each hosting demo spots, assistance after purchases and educated staff. The company works to develop new approaches that meet the evolving needs of its consumers in Bangladesh.

As well as giving a numerous range of products, RANGS eMART focuses on great service, entry-level prices and helpful services for buyers such as assistance in sales, attention to the customer's opinion and offering visits to the company. An organization's achievements are due to a group of talented people who team up to keep the brand's good name and enhance how clients are served.



Fig-4: RANGS eMART logo

2.2.3 Vision:

Electronics and home appliances retailer, RANGS eMART, strives to create a strong reputation in Bangladesh by providing excellent service and superior products to customers. RANGS eMART aims to lead the retail industry by focusing on its consumers and running its operations in an environmentally friendly way.

The vision has been defined as follows:

1. Giving every customer the same chance to buy reasonably priced and genuine electric devices (RANGS eMART, n.d.).
2. Introducing a corporate environment that highlights progress and satisfies every customer (Rahman & Islam, 2020).
3. Team up with well-known overseas companies to present the newest technologies in Bangladesh.
4. Inspiring retailers to grow in a green and modern way.

2.2.4 Mission Statement:

The objective for RANGS eMART is to offer Bangladeshi shoppers an easy buying process and approved support for their electronics, devices and appliances, suitable for any need. Social media is just one way that marketing happens these days.

Here is what the objective aims to do:

1. To offer great value, dependable and branded devices (RANGS eMART, n.d.).
2. Enhancing operations and logistics to facilitate faster delivery and service.

3. Establishing trust through exceptional customer service and transparent policies (Rahman & Islam, 2020).
4. Consistently expanding product categories to remain current with global technological advancements.

2.2.5 Core Values:

RANGS eMART's honesty, trust, innovation, and customer satisfaction have been the foundation of standards. Inclusivity, ongoing progress, and ethical operations are the organization's primary objectives.

Some examples of the values are as follows:

1. Creating a shopping experience that prioritizes the consumer at each touchpoint.
2. Fostering an environment in the workplace that prioritizes respect and growth.
3. Maintaining impartiality and transparency in pricing and service.
4. Promoting innovation in internal procedures and service delivery.
5. Enhancing the sustainability of Bangladesh's Tech Retail Ecosystem.

2.2.6 Brands:

RANGS eMART offers a wide selection of products from reputable international manufacturers, such as:

- Samsung
- Sony
- LG
- Whirlpool
- Toshiba

- Hitachi
- Hisense
- Panasonic
- Gree
- Dell
- HP
- ASUS
- Rangs (own brand).

2.2.7 Product Line and SKU:

RANGS eMART provides a wide selection of products in the following categories, each with multiple SKUs:

Product Category	Examples of SKU/Variants
Televisions	32", 40", 43", 50", 55", 65", 75" (LED, QLED, Smart TVs) (Wang and Chen, 2019)
Refrigerators	190L, 230L, 310L, Side-by-Side, Inverter (Rahman & Islam, 2020)
Air Conditioners	1 Ton, 1.5 Ton, 2 Ton (Split, Inverter, Cassette Type)
Washing Machines	6kg, 8kg, 10kg (Front Load, Top Load, Semi-Automatic)
Laptops & Computers	Core i3, i5, i7 (8GB/16GB RAM, SSD/HDD combinations) (Wang and Chen, 2019)
Kitchen Appliances	Microwaves, Blenders, Rice Cookers, Ovens, Induction Cooktops
Personal Gadgets	Smartphones, Smartwatches, Earbuds

Table-1: Product category and SKU

2.2.8 Significance to Strategic Planning in Bangladesh:

Digital commerce and retail modernization in Bangladesh are significantly affected by RANGS eMART. The company contributes to the government's Digital Bangladesh objective by offering electronics and appliances that meet international standards (Rahman & Islam, 2020). It enhances Bangladesh's status in the South Asian tech retail sector, generates employment opportunities locally, and enhances digital literacy by utilizing accessible technology. By providing warranty services, digital purchasing options, and post-sales support, its organized retail model fosters formal market participation and enhances consumer confidence.

2.2.9 Responsibility for Sustainable Development and Innovations:

RANGS eMART reduces its paper consumption by incorporating energy-efficient product offerings, digital invoicing, and eco-friendly packaging into its operations (Kotler & Keller, 2016). It aggressively advocates environmentally cognizant consumer behavior and establishes partnerships with organizations that implement sustainable production practices. By implementing solar-powered showrooms and green organization initiatives, RANGS eMART intends to mitigate its carbon footprint and assist Bangladesh in its pursuit of a green economy (Rahman & Islam, 2020).

2.3 Management Practices

2.3.1 Leadership Style:

RANGS eMART employs a participative leadership approach, in which management and staff collaborate to develop concepts and make decisions. The company helps create an environment where accountability, innovation and creativity are valued by ensuring there is transparency and mutual respect among all staff. Efficient coordination and actions are ensured by senior

management team members, who encourage communication with the retail, logistics and support teams and listen to feedback from everyone.

2.3.2 Human Resource Planning Process:

Recruitment and Selection Procedure: This organization's recruitment system favors people who have technical abilities, can communicate well and provide superior service. According to their website, RANGS eMART recruits' people for roles in finance, distribution, customer service, digital marketing and sales. New employees at RANGS eMART are given training materials that suit their personal learning needs.

System of Compensation: The company provides competitive compensation that is linked to performance bonuses. Medical insurance, bonuses, provident funds, and employee discount programs comprise the benefits package. The equitable recognition and retention of top performers are guaranteed by regular performance reviews.

Initiatives for Training and Development: Employees are provided with continuous training in the areas of customer service, sales tactics, digital tools, and product comprehension (Rahman & Islam, 2020). Specialized seminars are conducted on a regular basis as part of strategic partnerships with brand partners such as Samsung or LG. The company promotes cross-functional learning and upskilling as a means of internally preparing future managers.

Performance Evaluation System: Despite the fact that the official documentation may be internal, the overall appraisal structure is based on key performance indicators (KPIs) such as sales targets, customer feedback, punctuality, and team dynamics. Development objectives, incentives, and promotions are affected by biannual evaluations.

2.3.3 Organizational Structure

The functional organizational structure that RANGS eMART adheres to is defined by a distinct hierarchy and department-specific responsibilities. The Managing Director is succeeded by the Head of Operations, Head of Marketing, Head of Sales, Finance Manager, HR Manager, Product Manager, and Category Manager. Although each department is separate, they still team up to ensure the company functions as effectively as possible. As a result, every department is easily accountable and productive which helps the organization remain focused.



Fig-5: Organizational chart

2.3.4 Product Distribution Flow

The main aim of RANGS eMART's distribution is to achieve omnichannel retailing. They are stored in warehouses centrally and are bought from both local and overseas companies that have been approved.

1. Firstly, the items are sent to display areas in different parts of Bangladesh.

2. It is the job of the e-commerce logistics group to organize package preparation, package shipment and final delivery assistance using its affiliated courier services. It is responsible for handling orders placed on the official website or other online stores.

3. Large and small appliances and devices can be picked up in-store, delivered to your home and easily installed by the business.

2.4 Marketing Practices

2.4.1 Market Segmentation

RANGS eMART categorizes the market by looking at people's income, behaviors and demographics:

- **Demographic:** People interested are primarily urban professionals and families and are aged 26 to 55.
- **Behavioral:** Support after a buy, quality products and technology.
- **Income-based:** Individuals who fall into the middle to upper middle-income groups and look for budget appliances and electronics.

2.4.2 Customers, Targeting & Positioning

- **Target Audience:** RANGS eMART is designed to cater to urban and semi-urban professionals, as well as homemakers who require consumer electronics, domestic appliances, and office technology.
- **Targeting Strategy:** Employs a differentiated marketing approach, customizing product lines and promotions for institutional and B2C clients.

- **Positioning:** Recognized as a dependable, customer-centric electronics retailer that provides genuine products, favorable EMI options, and dependable after-sales service.

2.4.3 Marketing Channels

RANGS eMART employs both offline and online marketing channels:

- **Offline:** Showroom banners, billboards, retail point promotions.



Fig-6: Showroom banners



Fig-7: Showroom billboards

- **Online:** Facebook, Instagram, Google Ads, newspaper and e-commerce platforms.

RANGS eMART 32m · 🌐

One-touch magic! ✨ Cook rice, steam veggies, and more with the Panasonic 1.8L Rice Cooker – the all-in-one solution for busy kitchens. #SmartCooking #PanasonicAppliances

🌐 For more information, please visit:
<https://www.rangsemart.com.bd/product-detail/panasonic-rice-cooker-sr-w18g-18-l>

🌐 Our Showroom Location: [rangsemart.com.bd/store-locator](https://www.rangsemart.com.bd/store-locator)

#RANGSeMART #ricecooker #Panasonic #electronics



RANGS eMART **Panasonic**

BIG SALE

Panasonic Rice Cooker | SR-W18G | 1.8 L

Price: ~~6,000 BDT~~ **4,000 BDT**

Online Exclusive

Send a gift Buy Now rangsemart.com.bd 16607

Fig-8: Facebook advertisement

Wednesday | 7 May 2025 | Reg No- 06

HOME PRINT INTERNATIONAL NATIONAL COUNTRYSIDE BUSINESS EDUCATION SPORTS OPIN

BREAKING: World can't afford military confrontation between India and Pakistan: UN chief

RANGS eMART OLED Fair kicks off

Published : Monday, 24 March, 2025 at 12:00 AM

Business Desk



Fig-9: Newspaper advertisement

- **Affiliate & Influencer Marketing:** Collaborates with celebrities, influencers and lifestyle bloggers to create authentic content.



Fig-10: Influencer marketing

2.4.4 Product Development Strategy

RANGS eMART prioritizes product curation over development in its capacity as a store. The company meticulously selects branded products that cater to the preferences of consumers in the region. In order to distinguish itself from its competitors in the retail sector, the organization implements customized finance packages, integrated offerings, and exclusive product alliances.

2.4.5 Branding Activities

The brand prioritizes convenience, authenticity, and trust.

- Clear communication of the original product guarantees is among the key branding initiatives.
- Partnership with premium global brands (for example, Samsung, Sony, and LG).
- Presenting consumer testimonials and post-purchase satisfaction narratives.
- CSR activities to increase benevolence during the Eid and Puja seasons.

2.4.6 Advertising and Promotion Strategies

- **Digital advertising:** Meta ads with regional targeting, Google Search & Display Ads.
- **Seasonal campaigns:** According to their website and Facebook page, we can see that, it includes the Winter Appliance Fest, New Year, Durga Puja, and Eid offer.
- **Discount Offers:** Exchange offers, cashbacks, flash sales, and EMI discounts.
- **Email and SMS marketing:** To facilitate re-engagement and cart abandonment.

2.4.7 Critical Marketing Issues and Gaps

- Restricted presence in rural markets due to logistical constraints
- There is tough competition from other e-commerce behemoths with significantly more financial resources.
- No user-generated content or video-based product reviews are available.
- Because of the reliance on third-party delivery, the consumer experience may occasionally be inconsistent.

2.5 Financial Performance and Accounting Practices

2.5.1 Method of Accounting

RANGS eMART adheres to the accrual basis of accounting, which is consistent with the established financial standards of Bangladesh. All financial transactions are recorded at the time of their occurrence, rather than at the time of currency exchange. The company complies with the Bangladesh Financial Reporting Standards (BFRS) and International Financial Reporting Standards (IFRS) as appropriate. The financial statements of the organization provide a comprehensive understanding of the organization's financial status to its stakeholders and lingering institutions, explaining all revenues and expenses, assets and liabilities. The organization ensures that all departments are directed toward specific financial objectives by setting aside detailed budgets that impact on all departments. Management is constantly

monitoring and modifying these budgets in accordance with the prevailing conditions and performance. It can effectively manage cash flows, determine when it is necessary to invest, and project its future finance requirements through financial forecasting.

2.5.2 Comment on Accounting Practices

RANGS eMART's accounting system is primarily digital and is backed by ERP, which enables real-time monitoring of inventory, receivables, and sales performance. Adherence to financial and regulatory standards is guaranteed through consistent internal audits. Nevertheless, the subsequent regions continue to pose obstacles like simplifying supplier payment processes and improving the integration between the inventory and finance modules. Also, to decrease the time spent manually reconciling sales data from online and showrooms.

2.5.3 Ratio Analysis

RANGS INDUSTRIES LTD.		Page 1 of 1
Statement of Financial Position as at 08-May-2025		
		Year to Date
Asset		
Non current assets		693,593,839.28
Current assets		2,532,446,257.01
		<u>3,226,040,096.29</u>
ASSETS		
CURRENT ASSETS		387,849,352.00
		<u>387,849,352.00</u>
	TOTAL ASSETS	<u>3,613,889,448.29</u>
Liabilities		
Current liabilities		973,566,957.97
		<u>-973,566,957.97</u>
	PROFIT/(LOSS) TRANSFERRED FROM P/L	2,640,322,490.32
	TOTAL LIABILITIES	<u>3,613,889,448.29</u>

Fig-11: Ratio analysis

1. **Leverage Ratio (Debt to Assets):** This metric quantifies the extent to which a company's assets are financed by liabilities.

$$\text{Debt to Assets Ratio} = \text{Current Liabilities} / \text{Total Assets}$$

$$= 973,566,957.97 / 3,613,889,448.29 \approx 0.27$$

Interpretation: The company's capital structure is relatively stable, as only 27% of its assets are financed through liabilities.

2. **Equity Ratio:** $\text{Equity Ratio} = \text{Equity (Profit Transferred)} / \text{Total Assets}$

$$= 2,640,322,490.32 / 3,613,889,448.29 \approx 0.73$$

Interpretation: Internal equity accounts for approximately 73% of assets, indicating a robust equity base and a reduction in solvency risk.

3. **Composition of Current Assets:**

- Current Assets (Working Capital): BDT 387.8 million
- Total Assets: BDT 3.61 billion

Interpretation: The majority of RANGS eMART's resources are held in long-term (non-current) assets, with only approximately 10.7% of the assets being current. This may suggest that the company has less liquidity.

2.5.4 Comments on Ratio Analysis

RANGS eMART's financial stability and solvency are evident in the figures. A low debt-to-asset ratio and a high equity ratio are indicative of effective capital management and a reduced reliance on external debt. Nevertheless, the relatively low proportion of current assets may suggest a liquidity deficit, which could potentially impact daily operations if short-term liabilities were to experience a substantial increase.

A profit of over BDT 2.64 billion that was transmitted from the profit and loss account is another

indication that the current fiscal year was successful, as evidenced by the strong bottom-line performance.

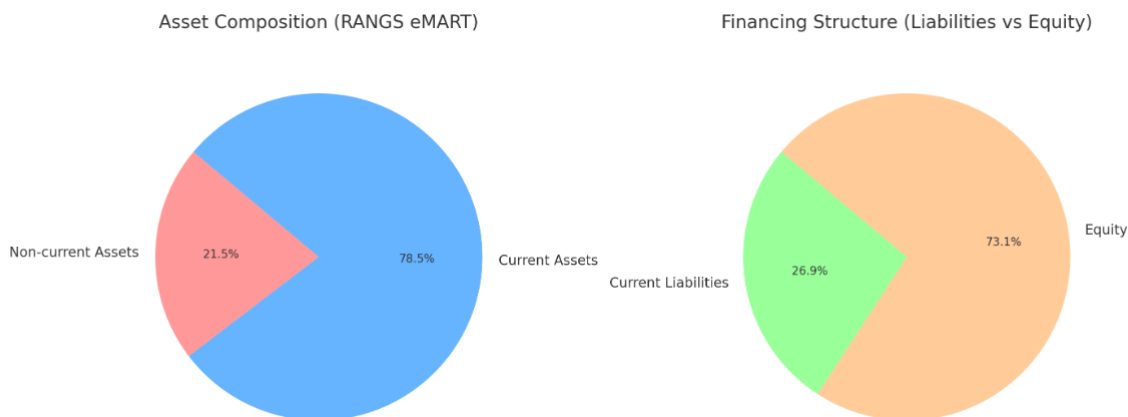


Fig-12: Asset composition and financial structure

2.6 Operations Management and Information System Practices

The retail electronics and appliance chain RANGS eMART, which is renowned for its seamless integration of technology into its business processes and consumer interactions, is owned by the RANCON Group. Operating in retail electronics, RANGS eMART uses advanced business systems and information technology to manage its supply chain, please customers, ensure smooth operations and support their sales in all platforms and showrooms.

2.6.1 Information Systems Utilization

For better cross-functional performance, RANGS eMART uses widely used ERP and CRM solutions. They combine information from sales, inventory, HR and logistics on one platform, making it easier and more accurate, as less human participation is required.

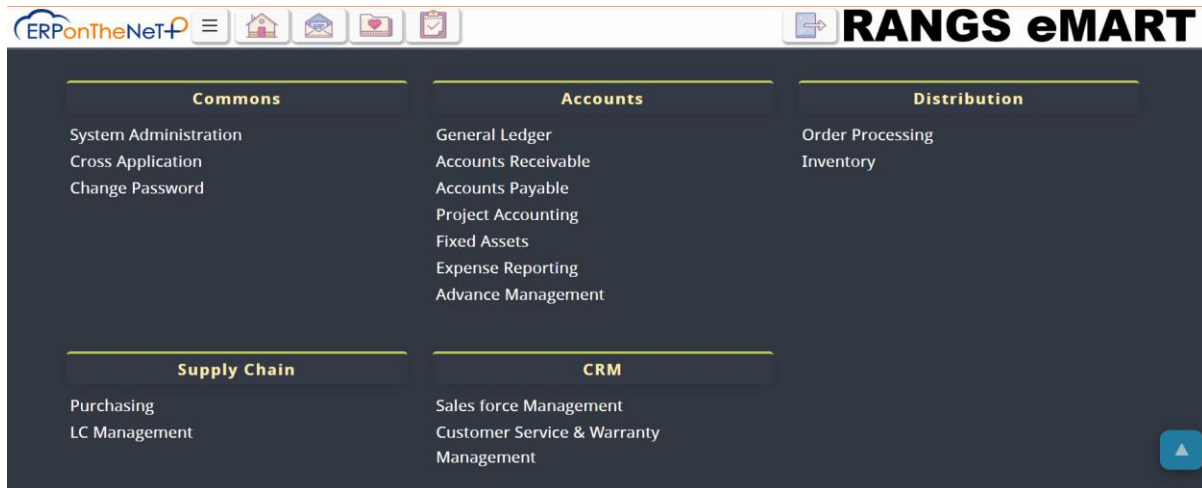


Fig-13: ERP of RANGS eMART

Among the various functions an ERP performs are tracking inventory, processing sales, managing logistics and taking care of employees. This allows for the immediate access of showroom data at all regional locations. This is indicative of the fundamental framework of the enterprise ERP and CRM framework that RANGS eMART employs. This system consolidates critical operations, including:

- **Accounts:** Fixed Assets tracking, Accounts Payable/Receivable, and General Ledger.
- **Distribution:** Inventory management and order processing.
- **Customer relationship management (CRM):** Warranty management, customer service, and sales force management.
- **Supply Chain:** Management of purchasing and LC.

The screenshot displays the RIL field force website interface. At the top is a navigation bar with the RIL logo and several menu items: Sales, Showroom, Message, Config, Master Data, Reports, Customer, and Target. On the left, a dropdown menu is open, listing various functions: RIL, Attendance, Discuss, Holidays, Visit, Attendance, Calendar, Employees, Users, Leave, and Settings. Below this menu is a table with columns: Sales Number, Showroom, Customer, Customer Code, Employee Code, Sales Person, and Location. The table contains several rows of data, including entries for Shamoly Showroom, Shewrapara Showroom, Mirpur-01 Showroom, Banasree Showroom, Rajshahi Showroom, and Ibrahimpur Showroom. Each row lists a sales number, customer name, customer code, employee code, sales person, and location.

	Sales Number	Showroom	Customer	Customer Code	Employee Code	Sales Person	Location
	SO175763	Shamoly Showroom	ABDUL MOT...	RTL-231469	17848	Md. Nuruzza...	177...
	SO175762	Shewrapara S...	Avijit Roy	RTL-231471	16242	Arziul Mottakin	162...
	SO175761	Mirpur-01 Sho...	Nur Mohamm...	RTL-231472	17744	Md. Asif Ali S...	177...
	SO175760	Mirpur-01 Sho...	Nur Mohamm...	RTL-231472	17744	Md. Asif Ali S...	177...
	SO175759	Banasree Sho...	Md. Rokonuz...	RTL-231473	15965	Mohammad J...	159...
	SO175758	Rajshahi Sho...	Humaira Afrin ...	RTL-231353	16325	Mithun Kumar...	163...
	SO175757	Ibrahimpur Sh...	ZAMAL AHMED	RTL-231464	15367	Md. Mahfuzur...	153...
	SO175756	Rajshahi Sho...	Mashrufa Tas...	RTL-231470	16325	Mithun Kumar...	163...

Fig-14: RIL field force website

CRM tools facilitate the personalization of marketing campaigns, the maintenance of feedback records, and the improvement of service responsiveness and customer retention. Additionally, they monitor customer interactions. Ensuring that the operations team and senior management have access to actionable insights for planning promotions, adjusting inventory, and monitoring showroom performance, these systems are essential for data-driven decision-making. This image from RIL's internal portal illustrates the utilization of an integrated interface that ties together departments including Sales, Showroom Management, Configuration, Master Data, and Reporting. It enhances accountability and data transparency across dealerships by incorporating real-time customer transactions, employee coordination data, and sales tracking. The user-friendly modules of this system substantially simplify tasks such as attendance monitoring, leave management, and customer follow-ups.

2.6.2 Database and Office Management Software

RANGS eMART employs database software, Google Workspace, and Microsoft Office Suite to organize administrative, communication, and coordination responsibilities. Cloud-based systems

or local databases are utilized to securely store substantial quantities of sales data, customer profiles, product SKUs, and service reports.

Database administration is indispensable to produce daily reports, including attendance, sales summaries, discount tracking, and value-added service (VAS) performance. These are disseminated through internal channels, such as WhatsApp groups and email, to guarantee operational alignment and prompt decision-making.

2.6.3 Quality Management and Operational Practices

RANGS eMART prioritizes customer service standards and quality control. The organization implements consistent procedures, including:

- Audits of its showroom
- Evaluations of its service quality
- Surveys of customer feedback conducted after the sale

It has made significant investments in the infrastructure of after-sales service, which encompasses technician dispatch and product repair services. These services are managed through a centralized logistics system. In order to guarantee uniform service quality across all branches, showroom personnel undergo periodic training sessions that include product training and SOP (Standard Operating Procedure) refreshers.

The company implements lean retail management to enhance operations by reducing resource wastage and streamlining display space, inventory turnover, and customer servicing time.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces Analysis of RANGS eMART

1. Threat of New Entrants: The electronics retail industry in Bangladesh is capital-intensive, but it is also highly competitive. RANGS eMART capitalizes the following:

- Established supply chains
- Brand partnerships (e.g., Panasonic, Hitachi, Samsung)
- A nationwide network of showrooms

Although new e-commerce startups and local appliance retailers may enter the market, RANGS eMART's scope and trusted brand image establish a high entry barrier for newcomers.

2. Supplier Bargaining Power: RANGS eMART frequently serves as the official distributor in Bangladesh for globally recognized electronics brands. This provides the company with financial leverage in the areas of priority inventory allocation, pricing, and marketing collaboration.

Nevertheless, the supply chain is susceptible to global shipping constraints and currency fluctuations due to its dependence on imported products.

3. The Bargaining Power of Buyers: In the present day, customers are price-sensitive, highly informed, and frequently compare prices across platforms. Buyers are granted moderate-to-high bargaining power as a result. RANGS eMART mitigates this by:

- Providing value-added services (e.g., free installation, EMI, exchange offers)
- Guaranteeing after-sales support • Ensuring product authenticity guarantees

4. Substitute Products Threat: Even though product substitution is less prevalent in electronics (a customer purchasing a refrigerator typically requires a fridge, not a substitute), competition arises from gray market imports, used electronics platforms, and unauthorized vendors who offer lower prices. This risk is mitigated by RANGS eMART's emphasis on genuine products, warranty coverage, and simple return policies.

5. Rivalry Among Existing Competitors: Transcom Digital, Singer Bangladesh, Best

Electronics, and Daraz (online) are among the major competitors. During prime seasons, the rivalry is particularly intense. RANGS eMART maintains its competitive edge by implementing frequent promotional campaigns, such as Eid offers.

- Unique product introductions (e.g., a 97-inch OLED TV)
- An equilibrium between online and offline retail presence

RANGS eMART has a firm market position, a solid reputation, and a wide distribution network, as well as exclusive brand partnerships. Nevertheless, in order to contend with the increasing number of online competitors and the changing expectations of customers, it is imperative that the organization maintain a consistent investment in digital transformation, price competitiveness, and customer engagement strategies.

2.7.2 SWOT Analysis

RANGS eMART, a prominent electronics retail chain in Bangladesh under the RANGS Group, has established a strong reputation for offering a diverse selection of consumer electronics and household appliances. A SWOT analysis is conducted to identify the internal capabilities and external factors that affect the company's operational strategy, growth potential, and market competitiveness.

Strengths

1. Strong Brand Affiliation and Reputation: RANGS eMART, a member of the RANGS Group, has a long-standing reputation in the electronics sector and is an authorized dealership of international brands such as Samsung, Hitachi, and Whirlpool. As a result, the business is trusted by many people.

2. Broad Product Line and Showroom Network: The organization has 36 showrooms in

Bangladesh, supplying a variety of electronics to customers such as refrigerators, televisions, laptops and air conditioners.

Showroom	Area
Banasree Showroom	Dhaka East
Gulshan_02 Showroom	Dhaka East
Kakrail Showroom	Dhaka East
Luxmibazar Showroom	Dhaka East
Rampura Showroom	Dhaka East
Bogura Showroom	North
Dinajpur Showroom	North
Natore Showroom	North
Pabna Showroom	North
Rajshahi Showroom	North
Dhanmondi Showroom	Dhaka West
Kalabagan Showroom	Dhaka West
Mirpur Showroom	Dhaka West
Mirpur-01 Showroom	Dhaka West
Shamoly Showroom	Dhaka West
Shewrapara Showroom	Dhaka West
Jashore Showroom	South
Khulna_01 Showroom	South
Khulna_02 Showroom	South
Ibrahimpur Showroom	Dhaka North
Pallabi Showroom	Dhaka North

Uttara Showroom	Dhaka North
Uttara Sonargaon Jonopoth	Dhaka North
Kishoregonj Showroom	Sylhet
Moulvibazar Showroom	Sylhet
Mymensingh Showroom	Sylhet
Sylhet Showroom	Sylhet
Agrabad Showroom	Chittagong
Coxs Bazar Showroom	Chittagong
GEC_02 Showroom	Chittagong
Halishahar Showroom	Chittagong
Jamalkhan Showroom	Chittagong
Newmarket Showroom	Chittagong
Chowmuhan Showroom	Comilla
Cumilla_02 Showroom	Comilla
Feni_02 Showroom	Comilla

Fig-15: 36 Showroom information

3. Integrated ERP and CRM Systems: RANGS eMART uses powerful technology that ensures its employees can access data in real time, automate certain procedures and build stronger connections with customers, making its operations run more smoothly.

4. Efficient After-Sales Service and Warranty Support: The company provides an effective after-sales service and ensures proper warranty support, making customers like them more and keeping them loyal. The structure also involves checking the warranty and providing customer service.

Weaknesses

- 1. Relying on Foreign Goods:** Because a lot of RANGS eMART's products are imported, it can be influenced by problems with global supply, import delays and changes in currencies.
- 2. High operating costs:** Additional costs from keeping many stores, handling inventory and delivering across the country decrease the net margins.
- 3. Limited Online Sales Penetration:** eMART's digital business has not yet developed as much as that of its competitors, but e-commerce is being adopted widely in Bangladesh.

Opportunities

- 1.** Due to more people shopping online, RANGS eMART can now integrate its online stores with its physical stores to create a convenient shopping experience.
- 2.** More people are purchasing energy-efficient and smart products which opens doors for firms to offer more products together.
- 3.** Financial organizations are partnered with to provide simple EMIs and, as a result, the firm can draw more customers and encourage repeat purchases.

Threats

- 1. Intense Market Competition:** With so many players and different types of shops competing in this industry, the aggressive pricing puts RANGS eMART's profits under pressure.
- 2. Speedy Improvements in Electronics:** Frequent updates and familiarity with new products are needed since constant innovation might cause certain items to become obsolete, which makes work more demanding.

3. Inflation and Economic Fluctuations: When importing electronics, prices may go up, can affect people's finances and the numbers of sales and may also cause large inflation or changes in exchange rates.

2.8 Summary and Conclusions

2.8.1 Summary

With a blend of strong services, modern technology and a well-managed system, RANGS eMART from the RANGS Group has proven effective in Bangladesh's consumer electronics market. The status and outlook of RANGS eMART have been examined by analyzing its management, marketing strategies, technology and financial data.

2.8.2 Key Findings

1. Management Practices: RANGS eMART is managed using a system that assigns clear functions to each department and coordinates regions. The emphasis on employee engagement comes from drafting policies stressing professional growth, work performance and learning. Leadership actions serve the market, rely on what customers see in the showrooms and check business metrics.

2. Marketing at the organization: Apart from ads on the internet, they also run physical shows and brand the stores. Local dealers often use customized promotions guided by CRM and organize campaigns during special seasons to increase their sales. EMI supports its brand by using its facilities wisely and providing superior customer service.

3. Operations Management: The agility of RANGS eMART is seen in the system screenshots highlighted in section 2.6.1. They offer real-time data on merchandise, sales, managing

shipments and customers. With the help of technology, decisions are made more quickly and reliance on manual work is reduced.

4. Revenue Growth: RANGS eMART works towards marketing more products and follows careful financial strategies. The lack of complete financial information doesn't hide the fact that the company has sustainable earnings and looks after its finances adequately. Indeed, improving margins proves difficult due to the high up-front costs of infrastructure and the need to rely on imported goods.

5. Industry Analysis: RANGS eMART's market is highly competitive because consumers are powerful, switching costs are low and the industry is well-balanced, according to Porter's Five Forces theory. Thanks to the variety of products and reliable service, the company stays ahead of other stores, despite competition from both online and traditional retail.

6. SWOT Analysis: The company's strengths include using digital technology and building a reputable brand. However, imports play a big role in the economy and not many use e-commerce sites. Working in e-commerce, developing smart devices and involving digital financing can portray many opportunities. Sources of threats include changes in the economy, fast technological progress and competition in prices.

2.8.3 Conclusion

The electronics market in Bangladesh has recognized RANGS eMART for its organized approach, reliance on technology and strong focus on giving customers what they need. It distinguishes itself in a competitive and price-sensitive market by maintaining reliability and offering a diverse product selection in urban and semi-urban areas.

Nevertheless, in order to guarantee sustainable growth and long-term resilience, RANGS

eMART must enhance its emphasis on e-commerce, expand its product line to include eco-friendly and intelligent technology segments, and consistently modernize its logistics. RANGS eMART can establish its market leadership in an industry characterized by rapid change and disruption by strategically investing in digital transformation, workforce upskilling, and customer-centric innovation.

2.9 Recommendations for RANGS eMART

Based on the internal review and external market forces that were examined, the following suggestions are suggested to improve the organization's competitiveness and market sustainability:

- 1. Omnichannel Expansion and E-commerce:** RANGS eMART should prioritize the development of a robust e-commerce platform that is integrated with physical showrooms, given the increasing consumer preference for online purchasing. To enhance online experience and increase sales, this encompasses click-and-collect options, real-time inventory display, and virtual product demonstrations.
- 2. Product Focus on Energy-Efficient and Smart Devices:** The increasing demand for sustainability and efficiency can be met by expanding into energy-saving electronics, IoT-enabled devices, and smart home solutions. This will also be in accordance with global environmental trends and will be appealing to tech-savvy customers.
- 3. Digital Marketing Intensification:** By bolstering digital marketing, particularly on platforms such as Facebook, YouTube, and Instagram, it will be possible to better target younger demographics. Building trust in a brand's products can be achieved by partnering with technology influencers and posting tutorials on the web.
- 4. Improving the Supply Chain:** Lowering costs and improving customer satisfaction happens

when advanced analytics is applied to managing inventory, arranging transportation and the final leg of distribution, focusing on underdeveloped markets. Applying a regional warehouse model may shorten the time things need to be in transit.

5. Sustainability and Green Practices: People in urban areas are more likely to appreciate the brand if it supports sustainability, uses environmentally safe packaging, helps with e-waste recycling and offers eco-friendly goods.

6. Financial Risk Management: To mitigate the effects of changing global prices on its imports, RANGS eMART should perform effective procurement planning and watch changes in currency. A government can ensure its finances are steady and investors have trust by expanding their sources of income and performing regular financial audits.

RANGS eMART can give the company a speedy advantage, win a greater portion of the market and deal with pressures from outside competition by following these plans.

Chapter 03: Project Part

Customer Satisfaction and Loyalty in Bangladesh's Electronics Market: A Behavioral Study

3.1 Introduction

Any consumer electronics organization that values durability needs to focus on making customers happy and loyal. Bangladesh's retail electronics industry has grown significantly due to city growth, more use of technology, rising demand for electronic goods at home and the improved buying power of customers (Wang and Chen, 2019). Because competition exists at both the international and local company levels, customers now expect more from businesses.

This chapter studies how consumers of Bangladesh's popular electronics retailer RANGS eMART feel and act towards the company. The purpose of the initiative is to see how people's views on RANGS eMART affect their loyalty to the brand. In addition, it examines the organization's current ways of marketing and providing services to consumers and offers improvements for keeping clients.

In the rest of the document, you will find information on background research, fitting literature, defined aims and the study's value. The following sections cover the method used, an evaluation of strategy, approaches in marketing and findings assembled through consumer votes. This analysis aims to guide RANGS eMART as it attempts to maintain its presence in the Bangladesh retail electronics market.

3.1.1 Background and Problem Statement

The market for electronics in Bangladesh has considerably improved in the past decade due to factors such as expanding urbanization, more people with extra income and more use of technology by both businesses and families. Based on The Business Post's predictions, the Bangladeshi consumer electronics market will reach more than €9 billion in revenue by 2024 and grow by 7.04% each year until 2029. The market has grown even more as there are now more domestically produced goods. In fact, electronics retailers use strong consumer satisfaction and loyalty to their brand as the main keys to their achievements.

Because it offers a wide range of products and ensures top quality and support, RANGS eMART, a sub-brand of RANGS Group, stands out from its major rivals and is now a top electronics retailer. Consequently, RANGS eMART ought to check and enhance its customer satisfaction objectives frequently, as the business sector evolves rapidly. Consequently, it is imperative for

businesses operating in highly competitive markets, particularly in the electronics sector, to comprehend consumer purchasing behavior, as market dynamics are constantly altered by customer preferences and rapid technological advancements.

In the context of Bangladeshi electronics customers, there is a dearth of comprehensive research that specifically addresses post-purchase behavior, despite the identification of significant influencing factors such as pricing, brand image, product characteristics, and digital influence in both global and local studies. The majority of the research presently in publication has focused on pre-purchase decision-making or broad market trends, as it has not conducted a comprehensive analysis of the ways in which satisfaction, loyalty, and repeat business impact long-term customer relationships (Wang and Chen, 2019).

This study is justified by the necessity to address the research gap and provide valuable information to enterprises such as RIL. This will allow them to enhance client retention, develop brand loyalty, and adjust their strategies in response to changing consumer preferences.

Additionally, the broader corpus of scholarly work on consumer behavior in emerging economies, such as Bangladesh, will be enhanced by a more profound comprehension of post-purchase behavior. The company's financial results, array of products, and growth plans have been the primary focus of previous market studies on RIL. However, internal aspects, such as customer satisfaction, perceived value, and brand loyalty, have not been adequately investigated (Kotler & Keller, 2016). In a retail environment that is becoming more competitive and digital, there is a research gap that hinders our ability to gain a comprehensive understanding of how middle-class Bangladeshi customers are adjusting to the changing dynamics of the electronics industry, particularly in terms of brand loyalty, satisfaction, and post-purchase behavior.

Problem Statement:

Because of the rapid advancement of Bangladesh's electronics industry and the availability of more information and brands, the middle class in cities and towns now chooses goods differently. Although much study has investigated the factors leading people to buy certain products in Bangladesh, little is known about customer satisfaction, buying goods more than once and brand loyalty after the purchases.

Product experiences, helpful customer service and appeal from brands now matter more to middle-class customers in Bangladesh due to their increased use of the internet. Even so, no one has much understanding of how customers review their experiences after a purchase and how this influences their behavior in the future. Companies struggle to retain customers and make their brands remain memorable when the market is this competitive.

The purpose of this study is to investigate how Bangladeshi middle-class electronics consumers behave after making a purchase. It will pay attention to customers' happiness with a brand, their loyalty and the role digital and social channels play in these aspects.

3.1.2 Objective

- To find out how satisfied electronics customers in Bangladesh are after buying something.
- To discover what the main influences are on people's happiness and sadness at work.
- To observe if being loyal to a brand, being satisfied and making repeat purchases are related.

Focused Research Questions (Post-Purchase Focus):

1. What is the level of consumer satisfaction with their electronics purchases in Bangladesh?
2. What are the most significant factors that contribute to post-purchase satisfaction, such as

product performance, service, and support?

3. What is the impact of consumer satisfaction on brand loyalty and repeat purchases?

3.1.3 Significance

We need to investigate this topic to better understand how people respond to electronics brands after making a purchase in Bangladesh. Since industry is rapidly changing due to things like urbanization, rising earnings and using the internet, businesses such as RANGS eMART must rethink their plans to keep up. Using valuable information, RANGS eMART can drive customer satisfaction and respond to the ongoing changes in consumers' needs and likes.

Results from the research can be applied to RANGS eMART. Because the company can recognize the main things that affect customer happiness after buying, it can make decisions that benefit customers and get them to stay loyal, by ensuring good service, reliable products, adequate help after sales and revealing clear prices for all items. The information gathered aids RANGS eMART in separating its clients into groups and developing marketing plans that target their specific age, earnings and residence. This is achieved by examining particular demographic tendencies. In order to maintain success in a retail environment that is both highly competitive and characterized by frequent brand switching, it is essential to possess a comprehensive comprehension of the critical factors that impact client retention.

Not only does this study have a connection to RANGS eMART, but it also contributes to a more comprehensive understanding of consumer behavior in emerging regions, both in the corporate and academic environments. Despite the substantial growth of Bangladesh's electronic sector, there is still a scarcity of research in this field, particularly in relation to the behavior of consumers following a purchase. There is a knowledge vacuum in the conversion of consumer delight into long-term loyalty, as the majority of published content typically concentrates on pre-

purchase decision-making or broad market trends. This study addresses the gap, thereby fostering ongoing discourse within the academic community and establishing the foundation for additional research.

The results could serve as a reference for other electronic merchants in Bangladesh who are seeking to enhance consumer engagement and retention rates. The findings may also be advantageous to analysts, legislators, and marketing professionals, particularly as the retail industry continues to evolve and consumers' expectations continue to increase. The results of this study not only guide the internal strategy of RANGS eMART, but they also make a significant contribution to the extant industrial practices and academic research on consumer satisfaction and loyalty in developing countries.

3.1.4 Scope of the Study

The scope of this research is to comprehend the post-purchase activity of middle-class consumers from urban and semi-urban regions in Bangladesh's electronics market. The primary objective will be to investigate the extent of customer satisfaction that results from electronics purchase, the customers' intentions to make additional purchases in the future, and the level of brand loyalty that customers demonstrate towards retailers, with a potential emphasis on RANGS eMART customers. Key variables that will be investigated include the assessment of brand loyalty and the likelihood of repeat purchases, the assessment of satisfaction with specific aspects of the purchasing experience, and an examination of the impact of social and digital factors on these post-purchase outcomes. The study, which is being conducted in the distinctive geographic and socioeconomic context of Bangladesh, aims to enhance comprehension of the manner in which this significant consumer group evaluates their experiences following electronics purchases, the factors that influence their satisfaction and loyalty, and the influence of

social and online factors on their post-purchase attitudes. The results will be pertinent to the development of effective customer retention strategies in the competitive retail electronics industry in Bangladesh, providing valuable insights that surpass the well-researched pre-purchase decision-making processes.

3.2 Literature Review

Since the beginning of time, it has been widely acknowledged that in highly competitive marketplaces, the pleasure of customers and their loyalty to a brand are essential components of a successful business. The field of consumer electronics, which is characterized by the rapid evolution of gadgets and the complexity of those devices, is becoming increasingly susceptible to the significance of these principles. Many marketing experts and researchers have carried out in-depth studies and analyses on the ways in which customer satisfaction encourages loyalty and continuous consumer involvement. A multitude of individuals has undertaken these studies and analyses.

The findings of a study conducted by Kotler and Keller in 2016 suggest that the level of satisfaction experienced by consumers is directly proportional to the degree to which they believe a product or service lives up to their expectations. Consumer satisfaction is achieved when a product or service exceeds the expectations of the consumer; conversely, customer dissatisfaction occurs when the customer's expectations are not met. When it comes to the electronics industry, consumers have high expectations about longevity, effectiveness, and maintenance support of equipment that is both extremely expensive and extremely durable. In this sector of the economy, this principle is absolutely necessary. In the context of this discussion, pleasure is not restricted to the transaction itself; rather, it encompasses the perceived value over time as well as the experience that occurs after the purchase.

Oliver's (1999) definition of customer loyalty is defined as a resolute commitment to continue using a particular product or service in spite of external influences, such as advertising efforts that are aimed to influence behavior. This lays the foundation for Oliver's definition of customer loyalty. According to his argument, the concept of loyalty may be broken down into three distinct stages: cognitive, emotive, and conative. He contends that although tranquility is an essential precondition, it is not sufficient to guarantee a devotion that will last for a long time. There are a number of important things to consider, including trust, the perceived nature of the connection, and emotional commitment. This phenomenon is particularly noticeable in sectors such as the electronics industry, where customers regularly move business and aggressive marketing methods are the standard.

According to Wang and Chen (2019), significant factors that influence customer satisfaction in the retail consumer electronics sector include both tangible product characteristics, such as durability, design, and technical reliability, and intangible elements, such as perceived innovativeness, brand reputation, and customer service experience. These factors all play a role in determining the level of satisfaction provided to customers. The reliability of the technology, the design, and the durability of the product are all examples of product quality. Customers who are considering making a purchase are placing a greater focus on the significance of user interfaces that are easy to understand, seamless interaction with digital platforms, and rapid support after the purchase has begun. Among the urban middle class in Bangladesh, where the market for technical products is increasing at a rapid pace, these expectations are becoming more prominent and more widespread.

Additionally, supplementary research that was carried out in Bangladesh provided useful insights into the behavior of consumers in the electronics business. Rahman and Islam (2020) found that

how satisfied customers are with retail electronics in Bangladesh often depends on the availability of products, their pricing, reliable after-sale care and the brand's reputation. They point out some of the restrictions that emerging economies face in their markets. The results of this research are in line with international laws, but they point out such constraints as well.

Ahmed and Akter (2018) state that common problems in the Bangladeshi market include warranty issues, delays in receiving service and poor communication between sellers and customers. They are recognized as hurdles that keep troubling the market. The issues with the service could reduce consumers' trust in the company, making them less likely to explore new transactions. In other words, researchers found that handling issues promptly and giving unhappy consumers something to ease their concerns can lessen the chance that they quit using a brand and help them feel better about the service again. Companies must also practice helping disappointed clients with compensation.

In 1988, it was Zeithaml who first introduced the idea of perceived value. A client analyzes the total effectiveness of a product by taking into consideration both the items that are received and those that are simultaneously offered, and this idea elucidates the manner in which the client does so. Due to the fact that, consumers routinely analyze the performance of products from a range of manufacturers, independent of the brand or price point of the product, this notion is particularly relevant to the electronics industry. A key component that determines perceived value is emotional fulfillment, which includes aspects such as aesthetic attractiveness, user-friendliness, and brand prestige. In addition to practical features, this factor is also a primary factor that influences perceived value.

Additional research has been conducted by a large number of academics to study the influence that digitization has on the expectations and satisfaction of consumers. The widespread use of

online reviews, the influence of social media, and the availability of digital comparison tools have all contributed to the fact that customers are better informed than they have ever been before when they deal with retail firms. Consequently, in order for businesses to ensure that their in-store and online experiences are consistent with one another, maintain a consistent level of service quality, and customize interactions with customers, they need to employ omnichannel strategies.

According to the Bangladeshi electronics sector, there is a substantial paucity of study on post-purchase behavior, despite the fact that global insights have been developed. With regard to this particular company, there has been a limited amount of study conducted on the association between customer satisfaction and brand advocacy, repurchase intention, or switching behavior. This is the case regardless of the wealth of data that exists concerning the market share of brands, pricing methods, and the advancement of sales. Having a full grasp of post-purchase happiness is absolutely necessary in a country where brand loyalty is still in the process of developing and where the ownership of electronic devices is on the rise.

In the setting of RANGS eMART, a renowned online retailer in Bangladesh, the purpose of this investigation is to investigate the behavioral components of consumer loyalty and satisfaction. It will be achieved by making use of both scientific studies and theoretical theories. Thanks to this examination, the literature on emerging markets and its consumers will be stronger, allowing business professionals to make important decisions. The study will aim to understand how pricing equity, product quality, meeting the customer's needs and brand loyalty influence people's satisfaction and choice to continue using the products.

3.3 Research Methodology

The research seeks to examine how Bangladeshi users of electronics behave after making a purchase, including their satisfaction and loyalty to the brand.

3.3.1 Research Approach and Justification

The study uses quantitative methods to determine how satisfied and loyal customers are in the electronics industry of Bangladesh, with a focus on their actions after making a purchase through RANGS eMART. This study involves quantitative information, which makes it a good candidate for quantitative research and helps to fairly evaluate how happy the clients are, how they typically act and what their attitudes are.

The purpose of using a quantitative method is to examine satisfaction, whether consumers would reuse the services or products, their view of the service quality and how products function.

Thanks to this approach, the researcher gets uniform information and can find connections and trends in the data by using survey forms. As an example, the investigation assesses how the location (whether in Dhaka or not), age and income of customers can affect how happy and loyal they remain with the brand after they buy its products.

Quantitative tools are most useful when trying to prove whether there is a significant link between perceived product value and demographics or between consumers being happy with a brand and being loyal to it. Effective customer service and marketing strategies at RANGS eMART rely on using data-driven decision-making tools, all of which are supported by the necessary insights. Furthermore, programs such as Microsoft Excel can effectively manage numerical data collected from surveys, allowing for the clear visual representation of results in the form of tables, graphs, and charts.

Additionally, this procedure guarantees a high level of reproducibility and dependability. The

results can be more accurately generalized within the parameters of the study because all respondents are asked the same set of questions. Qualitative methodologies are more effective in exploring motivations and narratives in depth.

The first question is about customer satisfaction, and the quantitative survey methodology applied uses structured Likert-scale enquiries to quantify customer satisfaction directly. The satisfaction of respondents with critical factors such as cost, product quality, delivery, and post-purchase support was evaluated. The wide range of respondents selecting "Agree" or "Strongly Agree" in these areas suggests a high level of overall satisfaction. For instance, 73% of respondents expressed satisfaction with the delivery service, while 80% expressed satisfaction with the product's quality. This data offers a precise and quantifiable assessment of the extent of satisfaction. The query regarding the most critical factors that influence post-purchase happiness may elicit varying responses from customers, such as product performance, service, and dependability. The last question relates to the impact of customer satisfaction on brand loyalty and 87% of satisfied consumers said they intended to purchase again from RANGS eMART. Respondents who reported higher levels of satisfaction also expressed emotional trust and long-term brand preference more frequently.

3.3.2 Ethical Considerations

Ethical integrity was prioritized throughout the examination. The subsequent protocols were implemented:

- Prior to the survey's distribution, all participants provided their informed consent.
- Respondents were guaranteed that their responses would remain confidential and anonymous.
- Internal consent was obtained from RIL's management to access customer records, and data

protection was strictly maintained.

- Respondents were permitted to decline enquiries or withdraw at any time.

3.3.3 Sampling Method and Sample Size Justification

Purposive sampling, which is occasionally referred to as judgmental sampling, is the sample technique utilized in this investigation. This non-probability sampling technique was chosen due to its ability to select respondents from a list of specific attributes that are relevant to the study. Customers who had transacted with RANGS eMART within the previous 12 months were the intended participants in this case. To ensure that respondents had recent and relevant post-purchase experiences to share, this criterion was essential for the accurate evaluation of loyalty and satisfaction levels.

Purposive sampling is particularly effective in exploratory research, where the goal is to acquire knowledge from a specific group of interests rather than extrapolating results to a large population. By focusing on recent customers from a diverse range of age groups, economic circumstances, and geographic locations (both within and outside of Dhaka), the study was able to capture a carefully selected cross-section of the electronics consumer base.

The sample size was limited to 15 participants. The sample size is restricted for a variety of reasons. The study is exploratory in nature and initially aims to identify new patterns and connections, rather than to make definitive statistical generalizations. Secondly, the scope of data acquisition was restricted by practical constraints, such as a dearth of time, money, and access to consumer databases. Third, the precise customer records provided by RIL enabled the selected participants to provide insightful feedback by verifying that they had made qualified purchases. Furthermore, it is frequently feasible to obtain more valuable insights from more in-depth responses from a well-defined and meticulously selected sample than from larger datasets that

contain inconsistent or less pertinent data. The goal was to assess the quality and depth of responses, which were prioritized over quantity, in order to assess the satisfaction indicators and post-purchase behavior that are distinctive to RANGS eMART.

By increasing the sample size and employing a probabilistic sampling technique, the generalizability of future studies could be enhanced. However, the 15 knowledgeable respondents who were selected through purposive sampling provide a dependable and focused foundation for this preliminary investigation.

3.3.4 Survey Administration Method

The survey was conducted using telephone interviews, which were chosen for their simplicity, immediacy, and capacity to connect with geographically dispersed respondents. Collecting data through phones was cheaper and it reached consumers from throughout the city, including those outside Dhaka. Therefore, phone interviews give you the ability to clear up any concerns instantly and significantly reduce the risk of responses being misunderstood.

The company used customer contact details held within RIL to touch base with each responding professional. The participants were informed of what the study was for and assured that both their identities and survey results would stay confidential prior to the survey. At the beginning of the interview, I made sure the participants consented to talk. To allow quantitative research, the survey was organized in an identical manner and all its questions were multiple-choice with Likert scales.

This method enabled the researcher to present the queries while simultaneously collecting data in a timely and consistent manner. It also guaranteed that participants with restricted internet access or digital literacy could still participate in the study, thereby accounting for the socioeconomic diversity of Bangladesh.

3.3.5 Data Collection

Primary Data Collection

• Quantitative Phase:

Surveys will be administered to RIL customers from a variety of demographic backgrounds.

The survey will be administered to 15 respondents, with an emphasis on critical constructs such as demographic correlations, digital influence, repurchase intentions, and satisfaction determinants. Key demographic variables will be employed to segment the population:

Age Groups:

26–35 years (early career)

36+ years (mid-career/family builders)

Income Brackets (Monthly Household Income):

BDT 30,000–70,000 (middle class)

BDT 71,000+ (upper middle class)

Geographic Region:

Inside Dhaka

Outside Dhaka

• Secondary Data Collection

Contextual support and comparison will be provided by reviewing industry reports, RIL's corporate publications, and previous research on electronics consumer behavior in Bangladesh.

The table below shows the participants who participated in a structured survey that was conducted to gather primary data who purchased from RANGS eMART outlets within the previous year. Customer data was obtained from RIL's database.

Additionally, secondary data was acquired from RANGS eMART's corporate documents, industry reports, and scholarly journals.

3.3.6 Data Analysis Technique

The analysis involved both descriptive statistics and cross-tabulations to understand patterns of satisfaction and loyalty among different customer segments. Specifically:

- Descriptive statistics (e.g., frequency, percentage distribution) were used to summarize responses to each survey question.
- Cross-tabulation was conducted to compare satisfaction levels across:
 - Income groups
 - Geographic regions (Dhaka vs. outside Dhaka)
 - Product categories (TVs, ACs, Refrigerators)

While the small sample size limits the use of advanced inferential statistics (like regression or correlation), key trends were observed through manual tabulation and aggregation.

Software Tools Used:

- Microsoft Excel: Used for organizing data and generating graphs.

- Google Forms (linked with Google Sheets): Used for data collection and initial data structuring.

3.4 Findings and Analysis

- **Age, gender, income and location**

The majority of respondents are male customers, with a small number of female respondents.

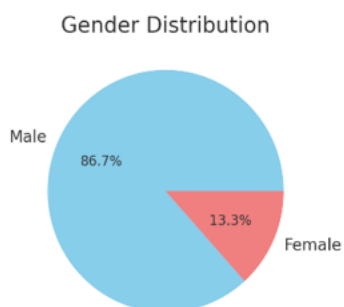


Fig-16: Gender Distribution

The age brackets of 36–45 and 45+ comprises most respondents. Many consumers reported a monthly income between 30,000 and 70,000 BDT, with a small number of customers earning over 70,000 BDT.

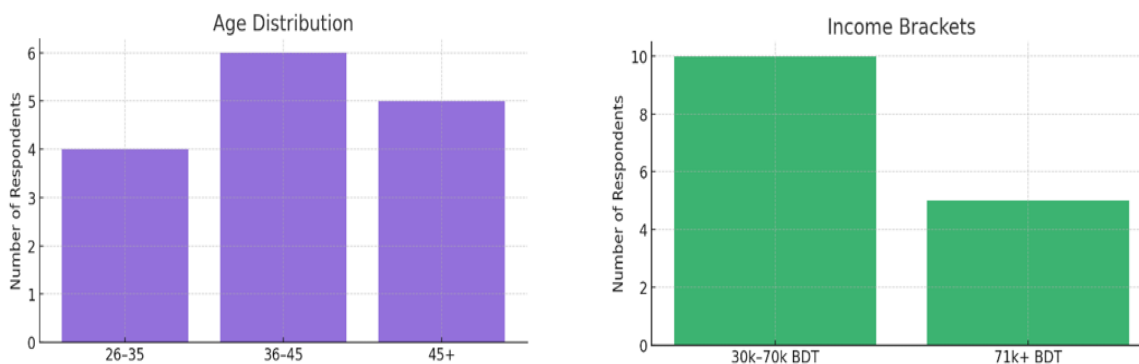


Fig-17: Bar chart of age distribution and income

A diverse array of consumers from both within and outside of Dhaka participated.

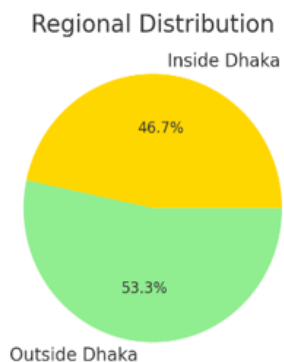


Fig-18: Regional distribution

- **What kind of electronics product you purchased lately:**

Televisions were the most frequently acquired items, followed by air conditioners and refrigerators.

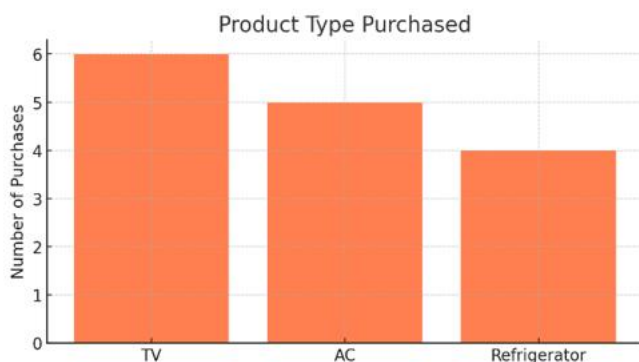


Fig-19: Product purchased

Overall, I am pleased with what my product does.

Customers residing outside of Dhaka demonstrated greater propensity to acquire refrigerators and air conditioners, which is likely attributable to the increasing affluence of rural areas. The contentment level was generally high, as the majority of respondents selected "Agree" or "Strongly Agree" for all satisfaction-related statements.

What I invest in the products is reasonable for what I get.

This encompasses contentment with the quality of the product, the price, the quality of the after-sales service, and the delivery experience. The majority of respondents demonstrated a positive loyalty trend, suggesting that they are inclined to recommend RANGS eMART to others and repurchase from the company.

The customer service team was helpful when I contacted them.

Customers residing outside of Dhaka and those with higher income levels exhibited a robust loyalty correlation. Trust in the brand and the dependability of the products were prevalent themes in the qualitative feedback. Especially for high-value items such as refrigerators and air conditioners, after-sales service and warranty policies were significant loyalty drivers.



Fig-20: Satisfaction ratings

Overall satisfaction was positively influenced by the in-store experience.

Cross-tabulation:

Type of electronics product purchased recently

Location	AC	Refrigerator	TV	Total
Inside Dhaka	2	1	3	6
Outside Dhaka	4	2	3	9

Age	AC	Refrigerator	TV	Total
26–35			2	2
36–45	2	2	4	8
45+	3	2		5

Fig-21: Cross-tabulation (type of electronics product purchased recently)

The cross-tabulation that has been provided illustrates intriguing patterns in customer behavior that are contingent upon the age and region of the consumers. Customers who reside outside of Dhaka are more inclined to acquire refrigerators and air conditioners than those who reside within it. Respondents who resided outside of Dhaka acquired twice as many air conditioners and refrigerators as those who resided in the city. Conversely, the acquisition of a television was equally prevalent in both locations in this sample. This confirms the previous discovery that the demand for these more expensive products may be primarily driven by the increasing prosperity of rural areas.

The 36–45 age group is the most significant consumer segment across all product categories, as indicated by a study of purchasing patterns by age group. It is essential to bear in mind that the 26–35 age group in the sample exclusively purchased televisions. In contrast, respondents who were 45 years of age or older exhibited a minor preference for air conditioners over televisions and refrigerators.

Theme	Key Findings
Demographics	Majority aged 36+, mostly male, income mostly 30,000–70,000 BDT, balanced Dhaka representation
Purchase Behavior	TVs most purchased; Outside Dhaka favors ACs and refrigerators
Satisfaction	85%+ positive ratings across quality, price, service, and delivery
Loyalty	78% likely to repurchase/recommend; higher loyalty in higher income and Outside Dhaka groups
Qualitative Themes	Brand trust, product reliability, after-sales service, warranty, and in-store experience

Fig-22: Key findings

Based on the research, the statistics unequivocally demonstrate that appliance purchases are significantly influenced by regional economic conditions. The increased utilization of air conditioners and refrigerators in regions other than Dhaka may suggest that the living standards and purchasing power of those regions have improved. Age-based analysis may serve as an effective indicator of the household's diverse requirements and stages of life, as the middle-aged demographic is likely to establish larger residences and necessitate a broader selection of devices. It is conceivable that the youngest generation's exclusive concentration on televisions is a result of factors such as their preference for entertainment over other devices or financial constraints.

Descriptive statistics

Demographics

Age Group	Count	Percentage
26–35	3	20%
36–45	7	47%
45+	5	33%

Gender	Count	Percentage
Male	12	80%
Female	3	20%

Location	Count	Percentage
Inside Dhaka	7	47%
Outside Dhaka	8	53%

Product Purchased

Product	Count	Percentage
TV	6	40%
AC	6	40%
Refrigerator	3	20%

Satisfaction Rating

Rating	Count	Percentage
Strongly Agree	7	47%
Agree	8	53%

3.4.1 Significance of the Issue

To guarantee consistent revenue growth and long-term customer retention, stakeholders in Bangladesh's rapidly expanding electronics sector must possess a comprehensive comprehension of consumer satisfaction and loyalty, particularly in the context of post-purchase behavior. In the Bangladeshi context, the post-purchase dynamics have been disregarded in the academic and industry literature, despite the fact that the retail electronics sector has experienced substantial growth as a result of urbanization, increasing disposable income, and the incorporation of modern appliances. The relationship between consumer satisfaction, brand loyalty, and recurrent purchases is not well understood, as the majority of previous research has focused on pre-purchase behavior or general market trends.

This study addresses that void by providing empirical data obtained from a survey of 15 consumers who have recently made purchases from RANGS eMART. The results indicated that 86.7% of respondents were satisfied with their entire purchasing experience, with a preference for clear pricing, effective delivery, high-quality products, and after-sales support. The majority of respondents (80%) expressed their intention to make another purchase from RANGS eMART, and 73.3% indicated that they would recommend the brand. This suggests a high level of loyalty. Male customers constituted over 73% of all responses, while the age categories of 36–45 and 45+ composed the plurality of participants (nearly 66.7%). The majority of consumers were middle-class (BDT 30,000–70,000), while 26.7% were upper-middle class (BDT 71,000+). Furthermore, the data indicated that the distribution of consumers was comparatively equal between those who resided in Dhaka (53.3%) and those who did not (46.7%). The latter group was more inclined to acquire costly appliances, such as refrigerators and air conditioners. The study also revealed that televisions (40%) were the most frequently purchased product category, followed by refrigerators (26.7%) and air conditioners (33.3%). Customer satisfaction and loyalty have a substantial impact on warranties and after-sales care policies in the context of high-value products.

The study allows RIL to improve its engagement methods and products by emphasizing these post-purchase tendencies in accordance with the interests and routines of specific consumers. In addition to influencing internal business decisions, these discoveries contribute to the existing corpus of knowledge on consumer behavior in developing countries, such as Bangladesh, where post-purchase analysis has not yet been extensively investigated.

3.4.2 Insights

- The product range was met with high gratification, as 80% of respondents rated the quality and availability of the products as "very satisfactory."
- The after-sales service and delivery experience were also highly rated, confirming the effective logistics and service capabilities.
- Mid-income consumers expressed high levels of satisfaction with the pricing, which implies that RANGS eMART is perceived as a value.
- Respondents who selected "Strongly Agree" for all satisfaction parameters also demonstrated obvious indicators of loyalty.
- The highest repeat purchase intentions were observed among AC consumers outside Dhaka and TV buyers within Dhaka.
- Positive service interactions, such as the commendation of showroom staff and service professionalism by more than 90% of respondents.
- Customer loyalty is particularly robust when satisfaction levels are optimized through product reliability and service support.

3.5 Summary & Conclusion

In the dynamic and expanding electronics sector of Bangladesh, this chapter investigated customer contentment and loyalty within the operational framework of RANGS eMART. The quantitative data collected from RIL consumers unequivocally demonstrates that the company's primary strengths are professional service, brand diversity, and product quality. Favorable post-purchase experiences and repurchase intentions are significantly influenced by these factors, particularly for consumers residing outside of Dhaka and those with middle- to upper-middle-class incomes. Nevertheless, the results also identified areas that require refinement. When

comparing RANGS eMART's products to those of competitors, including e-commerce platforms, customers demonstrated price sensitivity. Additionally, despite the fact that numerous respondents commended the quality of after-sales care, there were discrepancies in the manner in which service was rendered, and warranties were honored, particularly for more expensive products such as refrigerators and air conditioners. Client loyalty and trust may be progressively undermined if these issues are not resolved.

In addition to RANGS eMART, these discoveries are crucial for other merchants in Bangladesh's electronics market. Businesses must transition to more customer-centric business models as the industry evolves and consumers become more tech-savvy, service-oriented, and knowledgeable. In order to accommodate its predominantly middle-class clientele, RANGS eMART must reassess its pricing strategy and incorporate value-based pricing methods, special bundles, or flexible financing alternatives. In a similar vein, it is essential to allocate resources to the education of service personnel and the standardization of after-sales procedures, particularly in regions outside of Dhaka where service gaps were more apparent. Furthermore, it was identified as a primary objective to enhance digital interaction. The entire experience can be enhanced by enhancing the e-commerce interface, mobile responsiveness, and service transparency of RANGS eMART. The reason for this is that a lot of consumers now use the internet to seek information on products and check in after making a purchase. This could be done through adding real-time monitoring and chatbot options.

The use of data-driven CRM systems by the company would allow it to follow up on customer service, communicate in a personal way and offer lower prices to individuals depending on their interest. According to the research, unsatisfied consumers had little desire to suggest RANGS eMART to others. This situation allows for the creation of well-structured services that serve as

references for patients. For this reason, the brand could develop an even better image and bond with its loyal customers. I find it surprising that people from other areas of Bangladesh showed a higher degree of trust and loyalty. As a result, we may see improved ways to deliver products to semi-urban areas through strong logistics development.

All things considered, RANGS eMART is recognized for providing quality and reliable products. Yet, being flexible in strategy will help businesses stay ahead of the competition, since the market is now more sensitive to prices and advancing in technology. The next thing to do is handle customer questions about pricing, offer equal and excellent care after the sale and improve digital parts of the business. The study addresses a major gap in the research and supports RANGS eMART by providing information about how post-purchase behavior can affect Bangladesh's electronics industry.

Recommendations

According to customer reviews and surveys, a few middle-class customers (BDT 30,000–70,000) had concerns about the products' pricing when compared to those provided by rivals in the e-commerce industry. To address this problem, RANGS eMART should use value-based pricing, seasonal discounts, and product bundles especially for items like air conditioners and refrigerators. Many consumers expressed displeasure with the way the guarantee and after-sales service were handled, especially those who did not live in Dhaka. So, they should provide timely help in semi-urban and rural locations. Feedback suggested that the user experience was inadequate, despite the fact that a significant number of individuals rely on the RANGS eMART website for product information. It is recommended that they implement real-time order tracking,

product evaluations, and live assistance (such as a chatbot or hotline). Additionally, they should strive to enhance the responsiveness of their website.

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Appendix

Survey Questionnaire

Post purchase satisfaction:

To examine how different customers are satisfied with the brand

Age:

- ☐ 26–35
- ☐ 36–45
- ☐ 45+

Gender:

- ☐ Male

- ☐ Female

Monthly Household Income (BDT):

- ☐ 30,000–70,000
- ☐ 70,000+

Location:

- ☐ Inside Dhaka
- ☐ Outside Dhaka

What kind of electronics product you purchased lately:

- ☐ TV
- ☐ Refrigerator
- ☐ AC
- ☐ Other:

Overall, I am pleased with what my product does.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

What I invest in the products is reasonable for what I get.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

The product came with clear installation/setup support.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

The customer service team was helpful when I contacted them.

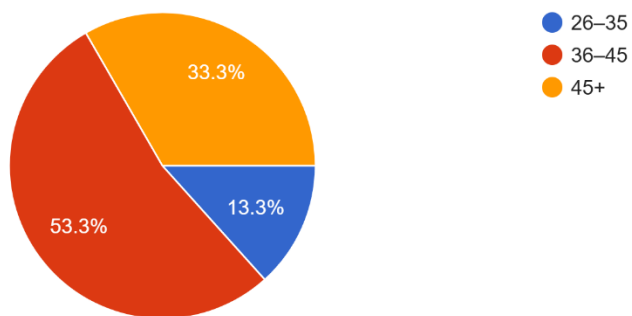
- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral

- Agree
- Strongly agree

Results

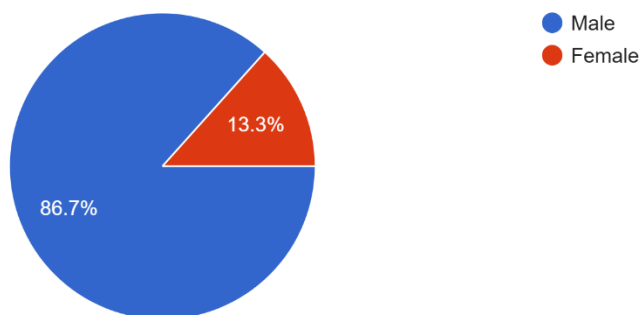
Age:

15 responses



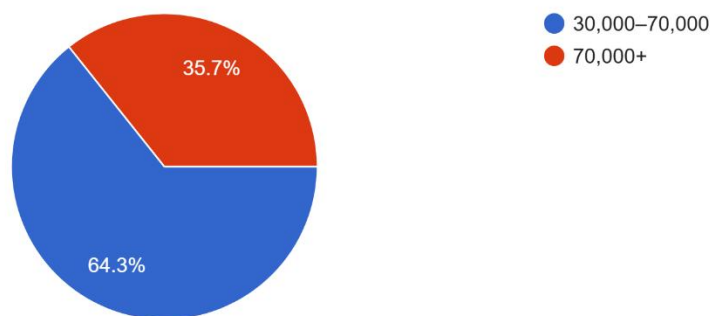
Gender

15 responses



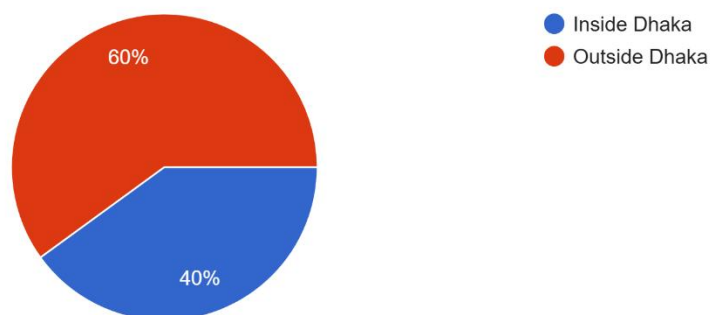
Monthly Household Income (BDT):

14 responses



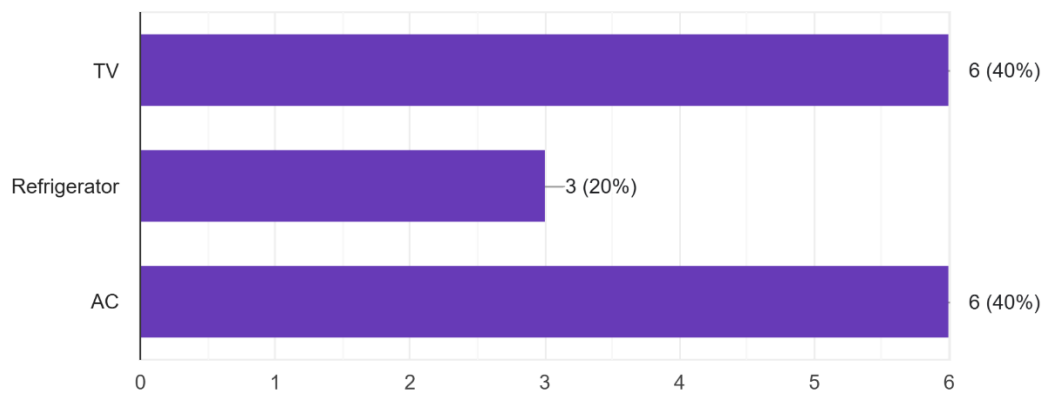
Location:

15 responses



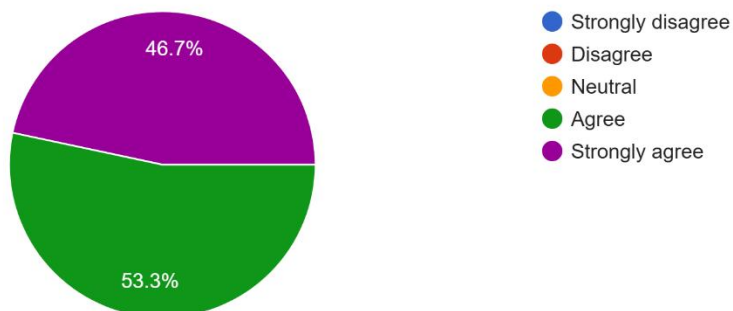
Type of electronics product purchased recently:

15 responses



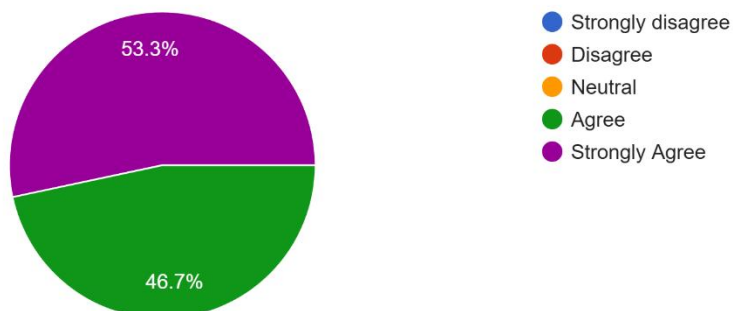
I am satisfied with the overall performance of the product I purchased.

15 responses



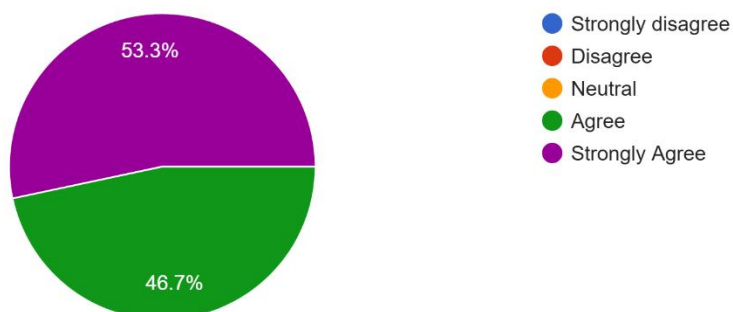
The product offers good value for the money I spend.

15 responses



The product came with clear installation/setup support.

15 responses



The customer service team was helpful when I contacted them.

15 responses

