

Unlocking Linguistic Frontiers: The Role and Impact of English in the E-commerce Ecosystem of Bangladesh

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A thesis submitted to the Department of English and Humanities in partial fulfillment of the requirements for the degree of

Master of Arts

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THE E-COMMERCE ECOSYSTEM OF BANGLADESH

Declaration

It is hereby declared that

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

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THE E-COMMERCE ECOSYSTEM OF BANGLADESH

Approval

The thesis titled “Unlocking Linguistic Frontiers: The role and Impact of English in the E-commerce Ecosystem of Bangladesh” submitted by Rifa Kader Disha of Summer, 2024 has been accepted as satisfactory in partial fulfillment of the requirement for the degree of Master of Arts.

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Ethics Statement

This study is based on my personal research. I adhere to BRAC University's ethical rules throughout the study process. I protected the ethical considerations as well as the participants' privacy. As a result, I did not disclose their true names or institutions; instead, I utilized pseudonyms to protect their anonymity. I did not compel anyone to participate, and consent was obtained from all of them.

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Abstract

This study explores the intricate relationship between language use and customer behavior within Bangladesh's e-commerce landscape. Analyzing survey responses and social media observations, the research identifies three key language-related factors impacting user interactions with e-commerce platforms: language availability, consistency, and social influence. The findings reveal a strong preference for clear communication in users' familiar languages. Participants emphasized the importance of multilingual support, particularly Bengali and English options, for inclusivity and user satisfaction. Furthermore, maintaining a consistent tone and style across platforms fosters trust and brand loyalty. The research also highlights the negative impact of language barriers on user experience. Difficulties encountered by users on platforms like Foodpanda underscore the need for clear and user-friendly language. A significant finding is the positive response to e-commerce platforms that demonstrate cultural sensitivity. Integrating cultural elements into language strategies, such as promotions that respect local traditions, strengthens user connection and brand preference. The overall results of the study demonstrate how crucial language is in shaping Bangladesh's e-commerce landscape. By prioritizing clear communication, multilingual support, and cultural sensitivity, businesses may cultivate stronger customer relationships, build credibility, and achieve long-term success.

Keywords: *E-commerce, Bangladesh, Language, User Behavior, Multilingual Support, Cultural Sensitivity, Customer Trust, Customer Engagement, User Experience*

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Dedication

To my dearest mother and my late father, who never stopped believing in me. For them, I am here. To my husband, whose unwavering help made completing this possible.

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“In the name of Allah, the Most Gracious the Most Merciful”

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CHAPTER ONE: INTRODUCTION

Bangladesh's "Digital Bangladesh" initiative is propelling the country towards a technologically sophisticated future. Inside this e-commerce business blast, familiarity with English opens critical benefits. English goes about as an extension, interfacing Bangladeshi organizations with an international crowd and encouraging global associations. This grows their customer base as well as awards access to best practices and computerized showcasing systems utilized by pioneers around the world. Eventually, English capability engages Bangladesh's e-commerce area to cope around the world, embrace advanced business schemes, and fuel development through a joint effort.

1.1 The Significance of English Proficiency in the E-commerce Sector of Bangladesh

The meaning of English capability in the e-commerce area of Bangladesh couldn't possibly be more significant, particularly considering the country's aggressive Computerized Bangladesh drive (Islam et al., 2020). Previous research by Ali and Rahman (2022) uncovered that English capability works with cross-line exchange as well as upgrades admittance to internationally accepted procedures, computerized promoting methodologies, and e-commerce developments. Moreover, the World Bank's Simplicity of Carrying on with Work Record features the connection between English capability and business development, with capable English speakers showing higher paces of innovative achievement and market extension (World Bank, 2021). Besides, English capability goes about as a passage to e-commerce ventures and international organizations, empowering Bangladeshi e-commerce firms to team up with international providers, financial supporters, and innovation suppliers (Haque et al., 2023). A study led by Khan and Ahmed (2021) shows that English-capable business people are bound to draw in

unfamiliar ventures and lay out essential involvements, consequently driving development and significance inside the e-commerce ecosystem.

1.1.1 The Evolution of E-commerce in Bangladesh

The development of e-commerce in Bangladesh is portrayed by a change in perspective in customer conduct, mechanical foundation, and organizational systems (Alam et al., 2022). Ongoing information from the Bangladesh Telecom Regulatory Commission (BTRC) shows a critical flood in e-commerce customers and portable entrances, driving the fast reception of e-commerce stages across metropolitan and rural regions (BTRC, 2023). Besides, the Coronavirus pandemic has sped up the computerized change of conventional marketing, prompting expanded Customer dependence on e-commerce businesses for fundamental labor and products (Hasan et al., 2022). Also, the government drives, for example, the Public E-commerce Business Strategy 2021 plans to establish an empowering climate for e-commerce business development by tending to administrative difficulties, advancing computerized proficiency, and encouraging industry coordinated effort (Service of Trade, Legislature of Bangladesh, 2021). These arrangement negotiations, combined with interests in advanced foundation and operations, have situated Bangladesh as one of the quickest-developing e-commerce markets in the Asia-Pacific locale (UNCTAD, 2021).

1.1.2 The Role of English Language Proficiency in E-commerce

English language capability assumes a diverse part in molding the direction of e-commerce business improvement in Bangladesh, enveloping customer commitment, computerized promoting, and global exchange (Rahman and Uddin, 2022). Ongoing investigations by Ahmed and Khan (2023) recommend that English-capable e-commerce people are better prepared to

outfit the force of virtual entertainment showcasing, site design improvement (Web optimization), and e-commerce publicizing, subsequently upgrading their image perceivability and customer gains. Besides, capability in English empowers e-commerce organizations to get to an abundance of computerized assets, preparing modules, and industry bits of knowledge accessible in the English language (Hasan and Ali, 2022). In addition, English capability cultivates multifaceted correspondence and cooperation, empowering Bangladeshi e-commerce firms to produce vital organizations with international partners (Chowdhury et al., 2023). Research by Mahmud et al. (2021) features the job of English capability in working with dealings, contract arrangements, and business correspondence with international providers, wholesalers, and financial supporters. Furthermore, English capability improves the validity and reliability of Bangladeshi e-commerce business stages, especially among global customers and financial supporters (Alam and Islam, 2022).

1.1.3 The Impact of Regulatory Frameworks on E-commerce Growth

The development of e-commerce business in Bangladesh is impacted by administrative structures overseeing computerized exchanges, customer security, and information protection (Islam and Hossain, 2023). Ongoing legitimate study feature the job of strategy management, administrative consistence, and institutional limit working in cultivating a helpful climate for e-commerce development and venture. Besides, the arrangement of administrative structures with international norms and best practices upgrades financial sponsor certainty, cultivates market contest, and protects customer freedoms in Bangladesh's e-commerce business environment.

1.2 Context of the Study

The context of this study is arranged inside the unique scene of Bangladesh's e-commerce business area, portrayed by quick digitization, market development, and mechanical advancement (Bhuiyan et al., 2023). Against the setting of expanding web infiltration and cell phone reception, understanding the nuanced job of English capability in driving e-commerce development and seriousness is important (Islam et al., 2021). Additionally, the financial effect of English capability on computerized education, work open doors, and financial versatility highlights the requirement for complete exploration in this space (Rahman et al., 2022). Besides, the progressing organizational scene and strategy negotiations pointed toward advancing e-commerce venture and exchange assistance present interesting open doors and difficulties for e-commerce partners (Service of Data and Correspondence Innovation, Legislature of Bangladesh, 2022). By investigating the context-oriented components of English capability inside the e-commerce business system, this study plans to give significant bits of knowledge into the financial difficulties, strategy suggestions, and future bearings for maintainable e-commerce improvement in Bangladesh (Khan et al., 2023).

1.2.1 The Role of International Trade Agreements in E-commerce Development

The improvement of e-commerce in Bangladesh is formed by global economic alliances, local monetary settlement drives, and respective participation structures (Kabir and Uddin, 2023). Late exchange concentrates on feature the job of exchange help measures, tax decreases, and customs management events in advancing cross-line e-commerce business and market access for Bangladeshi exporters. By utilizing special economic alliances and territorial exchanging alliances, Bangladesh means to upgrade its service importance, draw in unfamiliar direct speculation, and coordinate into international worth chains in the e-based time.

1.2.2 The Impact of Technological Innovations on E-commerce Adoption

Technological developments, like versatile trade, computerized reasoning, and blockchain innovation, are driving the unlimited response of e-commerce in Bangladesh (Karim et al., 2023). Previous investigations feature the groundbreaking effect of advanced developments on customer conduct, market elements, and plans of action in the e-commerce business ecosystem. By utilizing portable installment stages, customized proposal calculations, and decentralized record frameworks, Bangladesh's e-commerce industry is ready to open new roads for market development, customer commitment, and economic consideration.

1.2.3 The Role of Socio-cultural Factors in Shaping E-commerce Practices

Socio-social factors assume a huge part in forming customer inclinations, market ways of behaving, and administrative structures in Bangladesh's e-commerce scene (Khatun and Mahmood, 2023). Previous human-centered study underscores the impact of social standards, informal organizations, and local area trust on internet shopping ways of behaving, brand insights, and market division methodologies. By embracing social variety, advancing social inclusivity, and tending to local area explicit necessities, e-commerce business partners can cultivate more noteworthy customer trust, brand dedication, and market adaptability in Bangladesh.

CHAPTER TWO: STUDY OF RELATED LITERATURE

2.1 Overview of languages used in e-commerce

Customer behaviour, branding strategies and user experience in e-commerce are greatly influenced by strategic language and multichannel electronic business organizations use sound components equally to better test customers, thereby inspiring their products and companies.

2.1.1 Language as a marketing tool:

Language is not just a means of communication; It works well as a marketing tool for e-commerce (Laroche et al., 2013). It goes beyond just providing data to customers. The semantic decisions made by e-commerce serve a need: to attract and entice customers. Well-designed product strategy, persuasive advertising imagery, and thunderous language all play an important role in grabbing customers' attention and ultimately leading to sales features of language in electronic business links before correspondence; It all comes down to creating authentic content that gets positive feedbacks from customers.

2.1.2 Search Engine Optimization (SEO) and Language:

The importance of language in the electronic industry is undeniably evident in e-commerce development (Crespo and Del Bosque, 2012). Verbal, voiced, and symbolic exercise tremendous power at a higher level. The full-bodied development of the site depends on the precise selection of definitions. Watchword smoothing out, meta depictions and quality substance are essential components of a productive SEO process. The visibility of web sycophants in the form of web marketing is clearly linked to its acoustic power. Basic watchwords status and advanced web page content influence traffic and conversion rates, focusing primarily on language work due to online programs.

2.1.3 Cross-Cultural Considerations in Language:

In the globalized circle of online business, language is an essential component in transcending borders and interfacing with a changing customer base (Beugelsdijk, 2019). Nevertheless, an important take a look at this usual putting is investigating the nuances of numerous correspondence. It's feasible that what influences one section won't always interact with any other. When used correctly, language transcends social responsiveness and barriers. Concerning socially assorted correspondence, the occupation of language goes beyond basic translation. It carries a considerable focus of the lifestyle, norms, and dispositions of the correct entrusted celebration (Jones, 2020). E-commerce substances have to alternate their etymological philosophies to fit regional customs and social distinctions (Smith, 2018). This calls for an essential impression of the socio-institution environment of the aim market, which recalls nuances for language use, symbolism, and signs and symptoms. Language serves as a bridge among different cultures in the global of e-commerce, permitting companies to effectively reach and engage customers from everywhere in the global.

2.1.4 Enhancing User Experience through Language:

In e-trade, language has an effect at the user experience (Foroudi et al., 2018). The language utilized in interfaces, path menus, product descriptions, and customer support has a giant impact on purchaser studies and satisfaction. Clearness, ease, and easy language add to effective Customer service. An website online that is easy for customers to comprehend and make use of increments customer loyalty, helps repeat visits, and in the end, activates deals. The means of language in purchaser experience may never be greater crucial. Clear, brief, and socially huge language redesigns consolation, reduces focus on the customer outing, and develops a sensation of ad infinitum agreement within the electronic enterprise level (Smith, 2020). It all boils right

down to making sure that the platform is simple to apply, easy to comprehend, and that every operation runs easily. From the moment a purchaser enters the internet site till the entire purchase, the language used can have a good-sized effect on their notion and satisfaction (Anderson, 2019).

2.2 Use of Language in E-commerce Around the World

Online marketing is an overall eccentricity, and the language used in this context varies from place to place. This global approach addresses the following key issues.

2.2.1 Multilingual e-commerce:

The design of the web has influenced the entire global business environment, and multilingual support has changed e-commerce models (Youn and Khare, 2019). To compel customer segments, international e-commerce systems generally offer a variety of language options. This approach ensures that customers in different versions have a reliable shopping experience. Different definitions are recognized and celebrated as a manifestation of the global concept of e-commerce business.

2.2.2 Definitions and local context:

In a global e-commerce industry, language translation goes beyond simple translation. Wang (2012) argues that e-commerce entrepreneurs are aware of the importance of being local, adapting language, content, and design to local cultural values and practices realizing that a one-size-fits-all approach does not resonate with different international masses, effectively - Inhibition respects and organizes speech and proximity of linguistic development and reflects the consensus that social details cover customs, attitudes, images, and even relations of diversity

despite of the language. Language acts as an extension in a global e-commerce environment, while constraints ensure the social status of the scaffold (Gupta, 2021).

2.2.3 Global Branding via Language:

International online businesses face a unique test: building trust and connecting with customers across languages. Kumar (2017) emphasizes that the achievement of these businesses profoundly relies on the language used in marketing and branding. Reliability in messaging and visuals across different languages is vital. This consistency, as Chen (2018) suggests, builds a strong, identifiable brand identity that nurtures trust and positive feelings towards the brand, making it more notable. However, branding goes beyond just words. Great branding tells a worldwide story that resonates with people irrespective of language. It should focus on the company's fundamental values and goals, creating a connection on a profounder human level. By using clear and consistent language together with impactful visuals, international e-commerce businesses can bridge the language gap and build belief with customers around the world.

2.3 Language Use in the E-trade Context of Bangladesh

The position of language in this context is especially noteworthy given Bangladesh's current rapid growth in e-commerce enterprise. The usage of language in Bangladesh's e-commerce business climate is framed in greater approaches than one:

2.3.1 English Dominance:

In Bangladesh, English has become the main language for online shopping (Zaman, 2019). There are a few reasons for this shift towards English. One core reason is that businesses want to spread a wider customer and participate in the global e-commerce, where English is widely used. Furthermore, businesses may be focusing on attracting customers who speak or understand

English, which can create a evener online experience. However, this increased use of English can make it harder for customers who primarily speak Bengali to understand information and feel included (Rahman, 2017).

2.3.2 Code-Switching and Hybridization:

In Bangladesh, where both Bengali (Bangla) and English are essential languages (Mondal, 2017), a fascinating phenomenon emerges: code-switching and crossing of these languages are common. This dynamic language use reflects Bangladesh's rich linguistic tapestry and flexibility (Mondal, 2017). Even though many online business platforms favor English, customers frequently switch between Bengali and English impeccably (Hossain, 2020). This code-switching behavior highlights the broader Bangladeshi sociolinguistic landscape, where mixing languages is a widespread practice (Hossain, 2020).

2.3.3 Localization Efforts:

Some Bangladeshi e-commerce businesses are choosing to offer content in Bengali, which might seem like it limits their reach (Ali, 2020). But this focus on local languages is essentially a good thing. It allows more people who are comfortable with Bengali to easily access and use e-commerce platforms. English may be widely used online, but Bengali is the native language for most Bangladeshis. By giving Bengali content, these industries are making a more hospitable and user-friendly experience for their resident customers (Ali, 2020).

2.3.4 Research Gap:

This research paper highlights the importance of language in e-commerce, especially in a globalized world. It talks about the importance of clear, simple, and inclusive language, as well as easy navigation and a consistent brand experience. However, there haven't been many studies that look specifically at how different e-commerce companies in Bangladesh, like Daraz,

Foodpanda, bKash, and Chaldal, use language, handle limitations (like language barriers), and approach branding. Understanding how these companies use language can be very helpful. It can tell us a lot about how successful they are and how they impact customer experience in a market where both trade and social interaction are heavily influenced by language.

2.3.5 Research Questions:

1. Do Bangladeshi e-commerce leaders use language, selection of content, and branding to reach new customers and improve the overall customer experience?
2. In Bangladesh, where many languages are spoken, how well do the language choices, what they show customers, and branding strategies of e-commerce companies consider accessibility for different language groups and cultural sensitivities?

The first research question will be addressed using a mixed-methods approach, as described in the methodology section.

1. Social media surveys and observation will be carried out in order to investigate the language, localization, and branding strategies of Daraz, Foodpanda, bKash, and Chaldal.
2. Analyzing online reviews and interactions will provide insights into the companies' language use, customer communication, and advertising strategies.
3. Organized information on customer insights, language inclinations, and customer encounters will be assembled through studies.

4. A complete study of the language involved by these e-commerce business organizations in their marking, item depictions, and customer communications will be essential for the information study.
5. This research will also examine how these companies localize their strategies to better suit Bangladesh's unique language and cultural landscape.

Addressing the second research question will involve an in-depth analysis of the data collected through surveys and social media observation.

1. The study aims to assess the extent to which these e-commerce companies address linguistic inclusivity and cultural sensitivities.
2. This assessment includes a study of whether their language and localization strategies consider the linguistic diversity of the Bangladeshi market.
3. The study will also investigate whether these companies incorporate local languages, languages, and preferences in their strategies.
4. Additionally, the impact of these strategies on customer satisfaction, trust, and inclusivity will be analyzed to provide insights into their effectiveness in fostering linguistic inclusivity and cultural resonance.

Overall, this research aims to provide a comprehensive understanding of how prominent e-commerce companies navigate language, localization, and branding in the linguistically diverse market of Bangladesh, with a focus on Daraz, Foodpanda, bKash, and Chaldal.

CHAPTER THREE: METHODOLOGY

3.1 Introduction

This study examines the complex role of English in Bangladesh's e-commerce landscape. Bangladesh's "Digital Bangladesh" initiative is pushing the country towards a more digital future, and this research explores how English fits into this evolving market.

Understanding how English is used in this unique environment requires a comprehensive approach. The study will use a mixed-methods approach, combining online reviews and surveys (Creswell and Creswell, 2017). This will provide a well-rounded picture of how English interacts with e-commerce practices in Bangladesh. Online reviews offer real-life, unfiltered conversations between customers and businesses, while surveys allow for a more structured analysis of user behavior and observations.

The specific details of the research methodology will be explained later, including how participants are chosen, the researcher's role, and the methods used to collect data. The study will also address ethical considerations to ensure the accuracy and trustworthiness of its findings.

This mixed-method approach is aligned with the abstract research perspective, which emphasizes the importance of considering all relevant factors (Denzin and Lincoln, 2018). By looking at both online interactions and surveys, the study hopes to gain a deeper understanding of the intricate web of language and social interactions within Bangladesh's e-commerce scene. Ultimately, this research design aims to provide a thorough examination of how English is used and how it impacts e-commerce businesses in Bangladesh.

3.2 The Qualitative Paradigm and Philosophical Assumptions

This research delves into the intricate role of English within Bangladesh's e-commerce environment, titled "Opening Up Language Barriers: The Role and Impact of English in Bangladesh's E-commerce Ecosystem." Bangladesh's "Digital Bangladesh" initiative is rapidly transforming the nation into a more digital society, and this study explores how English integrates into this evolving market (Creswell and Creswell, 2017). To truly understand the multifaceted way English is used in this unique context, a comprehensive approach is necessary. The study will adopt an interpretive research methodology, which emphasizes examining and interpreting the various layers of human experiences, behaviors, and cultural nuances (Denzin and Lincoln, 2018). This approach aligns well with the research because it highlights the significance of context, meaning, and setting, all of which are crucial when exploring the linguistic and social complexities within Bangladesh's e-commerce landscape.

A core principle of the interpretive approach is the acknowledgement that reality can be subjective and multifaceted. Researchers recognize that there can be multiple interpretations of a particular situation or phenomenon, and the study aims to explore and understand these varying perspectives (Guba and Lincoln, 1989). This is particularly important in this case, as it allows for a deeper understanding of the intricate relationship between language, culture, and e-commerce in Bangladesh. Additionally, the interpretive approach emphasizes the importance of setting. The study acknowledges that understanding a phenomenon requires considering the specific context and the various factors that influence it (Denzin and Lincoln, 2018). This is especially true for examining language use in the e-commerce environment, where social, cultural, and economic factors significantly influence the language used and its meaning online. Furthermore, the

interpretive approach is often associated with constructivism, which suggests that knowledge is built and shaped through the interactions and interpretations of individuals (Creswell and Creswell, 2017). Researchers using this approach embrace subjectivity and acknowledge that their own perspectives and biases can influence the research process and findings. It is through this recognition of subjectivity that a richer understanding of the research question can be achieved (Guba and Lincoln, 1989). By employing the interpretive approach, this study hopes to illuminate the fascinating interplay between English language use and the e-commerce landscape in Bangladesh. Embracing these philosophical ideas will allow the study to provide a nuanced and insightful examination of the role and impact of English in this specific context.

Research Paradigm	Ontological Assumptions	Epistemological Assumptions	Axiological Assumptions	Rhetorical Assumptions	Methodological Assumptions
Interpretivism	There are multiple subjective realities. Realities are time and context-bound.	Knowledge is subjective and formed at the individual level. The researcher and the students co-create understanding.	Research is biased by the researcher's worldview, cultural experiences, and upbringing and these will be discussed.	First-person narrative is used to adopt a narrative style with an observational tone and to form a qualitative study.	Qualitative research methods are commonly used, such as interviews, participant observation, and content analysis. Data collection is often context-specific and exploratory, allowing for rich descriptions and deep understanding. Focuses on the "how" and "why" questions in research.

3.3 Selection of Participants:

To gain a comprehensive understanding of how English impacts Bangladeshi e-commerce, this study will recruit participants through targeted sampling (Smith, 2019). This approach focuses on selecting individuals most relevant to the research question. For the survey portion, the study will target customers who actively engage with e-commerce platforms in Bangladesh. This might involve recruiting participants through online marketplaces or social media groups. Social media observation will focus on comments left by Facebook users, feedback provided within app stores, and reviews on social media platforms. By analyzing these interactions, the study can examine how customers naturally use English when engaging with e-commerce businesses.

3.4 Research Design:

This study will utilize a mixed-methods approach, combining social media observation with surveys (Creswell and Creswell, 2017). This design capitalizes on the strength of triangulation, where information from different sources is compared to enhance the depth and trustworthiness of the findings. Social media observation will involve monitoring e-commerce platforms and related entertainment channels to track language patterns, customer interactions, and marketing practices. Surveys will then be distributed to customers of e-commerce businesses to collect structured data on language preferences, buying behavior, and customer satisfaction. This mixed-methods approach aligns well with the complexity of the research question by offering a comprehensive perspective on the role of English in the e-commerce landscape. It combines subjective insights from online observation with quantitative data from surveys, leading to a more robust investigation.

3.5 Researcher's Role:

This study will leverage a mixed-methods approach, combining online social media observation with surveys (Creswell and Creswell, 2017). This design capitalizes on the strength of triangulation, a process where information gathered from multiple sources is compared and analyzed. This strengthens the research by enhancing the depth, trustworthiness, and overall validity of the findings. The social media observation component will involve continuous monitoring of e-commerce platforms and related online entertainment channels. Researchers will be looking for patterns in language use, how customers interact with these platforms, and the marketing strategies employed by the businesses. By observing these online interactions, the study can gain valuable insights into the natural way customers use English when engaging with e-commerce businesses. Following the social media observation, surveys will be distributed to customers of e-commerce businesses. These surveys will be designed to collect structured data on various aspects of the customer experience. This could include questions about participants' language preferences, their buying behavior on these platforms, and their overall satisfaction with the services provided. The quantitative data gathered through surveys will complement the qualitative insights gleaned from social media observation. This mixed-methods approach is well-suited to the complexity of the research question. By combining both subjective and objective data collection methods, the study aims to provide a comprehensive perspective on the role and impact of English in the Bangladeshi e-commerce landscape. The subjective insights from online observation will shed light on the natural language use within online interactions, while the quantitative data from surveys will offer a more structured analysis of customer preferences and behaviors. This combination will ultimately lead to a more robust and nuanced understanding of the research topic.

3.6 Research Setting:

The research setting will focus on the real-world context of Bangladesh's e-commerce landscape (Smith, 2019). This includes various online marketplaces, websites, and social media platforms where e-commerce transactions take place. These dynamic and evolving environments provide a rich setting to explore the role and impact of English in this sector. To gather data, the study will employ a combination of methods tailored to different participant groups. Surveys will be targeted towards customers within these e-commerce spaces. This approach ensures that data is collected from those directly involved in the Bangladeshi e-commerce ecosystem.

3.7 Surveys:

Surveys will be the primary tool for gathering structured data from e-commerce customers (Smyth & Christian, 2014). These surveys will ask questions about participants' language preferences, how language influences their buying decisions, their overall online shopping experiences, and potentially some demographic information. By administering the surveys electronically to a representative sample of e-commerce customers, the study aims to capture a diverse range of perspectives within the online shopping community. This approach ensures researcher gets a well-rounded picture of how language interacts with customer behavior in the Bangladeshi e-commerce landscape.

3.8 Observation:

This research will utilize social media observation to gather data about the e-commerce landscape (Bowen, 2009). Researchers will closely monitor e-commerce platforms and related social media channels. This will allow them to observe patterns in language use, how customers interact with these platforms, and the marketing strategies employed by the businesses. Specific

details of interest, such as how English is used in product descriptions, customer reviews, and even limited-time promotions, will be systematically recorded for further analysis.

3.9 Data Collection Procedure:

This study will employ a two-pronged approach for data collection, combining surveys and social media observation (Creswell and Creswell, 2017). Surveys will be distributed to e-commerce customers to gather quantitative data on their language preferences, buying behavior, and customer loyalty. This will provide measurable insights into customer experiences. Simultaneously, social media observation will be conducted continuously. Researchers will track language patterns and how customers interact with businesses on e-commerce platforms and related social media channels. This will offer valuable qualitative data on the natural use of language within the online shopping environment.

3.9.1 Data Analysis Framework:

This study will utilize a comprehensive data analysis framework to combine insights from both surveys and social media observation (Creswell and Creswell, 2017). Quantitative data from surveys on customer language preferences, buying behavior, and loyalty will be analyzed statistically to identify trends and patterns. Social media observation data, which captures language use and customer interactions on e-commerce platforms, will be analyzed qualitatively using techniques like thematic analysis to understand the underlying meanings and perspectives. By integrating these two methods, the research aims to paint a holistic picture of how English functions within the Bangladeshi e-commerce landscape.

3.9.1.1 Quantitative Data Analysis (Survey Data):

The data analysis in this study will involve a multi-step process (Creswell and Creswell, 2017). First, descriptive analysis will summarize survey responses using basic statistical measures like averages, frequencies, and percentages. This will provide a clear picture of the overall trends in language preferences, buying behavior, and customer satisfaction.

Next, inferential analysis techniques like chi-square tests or regression analysis might be used to explore potential relationships between different factors. For instance, this could involve examining how a participant's location might influence their language preference or how their preferred language affects their buying decisions.

Finally, cross-tabulation will be used to investigate how various demographic factors, such as age or location, are connected to language preferences, buying behavior, and customer satisfaction. This will allow researchers to identify any potential subgroups within the customer base and see if their experiences differ based on these characteristics.

By employing these different analytical methods, the study aims to gain a comprehensive understanding of the complex interplay between language and customer behavior in the Bangladeshi e-commerce landscape.

3.9.1.2 Qualitative Data Analysis (Social Media Observation Data):

This study will utilize a rigorous approach to analyze the qualitative data collected through social media observation. Data coding will be the first step, where the researcher will systematically

assign codes to capture key themes, linguistic trends, and recurring patterns within the data (Creswell and Creswell, 2017). This process helps organize and categorize the information for further analysis.

Following the coding stage, thematic analysis will be used to identify the main themes and sub-themes that emerge from the data. This approach provides a structured framework to interpret the qualitative information and identify underlying meanings. To ensure a deep understanding of language usage and its impact, the researcher will also employ constant comparative analysis. This technique involves continuously comparing and contrasting different instances within the data set. By looking for similarities and differences, researcher can gain a richer understanding of how customers use language and how it influences their online shopping experiences.

3.9.1.3 Integration of Findings:

This study will leverage a mixed-methods approach, combining surveys and social media observation, to gain a well-rounded understanding of the research question. This will involve comparing and contrasting the results from both data sources. For instance, findings from surveys on customer language preferences might be compared with observations of how language is actually used in social media interactions on e-commerce platforms.

This process of triangulation will strengthen the research by validating the findings from each method. Surveys can provide clear, measurable data, but social media observation can offer valuable context and insights into real-world language use. By considering both sets of data, researcher can enhance the overall reliability and validity of the study's conclusions. This

combined analysis will ultimately provide a richer and more nuanced understanding of the role and impact of English in the Bangladeshi e-commerce landscape.

3.10 Ethical Consideration:

This research prioritizes ethical considerations throughout the study (American Psychological Association, 2020). For survey participants, informed consent will be obtained, ensuring they understand how their data will be used. Additionally, all survey responses will be anonymized to protect participant privacy and confidentiality.

For social media observation, the study will only collect publicly available data, respecting user privacy concerns. Furthermore, the research will strictly adhere to ethical guidelines to safeguard participant privacy and security. This commitment to ethics ensures the research is conducted responsibly and respects the rights of those involved.

3.11 Trustworthiness of the Study:

This study will prioritize several strategies to ensure its trustworthiness, focusing on the methods of survey questionnaires and social media observation (Lincoln & Guba, 1985).

- **Participant Debriefing:** After completing the survey on Google Forms, participants may be offered the opportunity to review their responses. This allows them to verify the accuracy of their input and identify any potential misunderstandings.
- **Peer Debriefing:** Researcher will hold discussions with colleagues to gain alternative perspectives on the data collected from both surveys and social media observations. This

helps to minimize researcher bias and ensures a more objective analysis of the information.

By employing these strategies, the study aims to enhance its credibility and trustworthiness. The participant and peer debriefings will strengthen the accuracy and objectivity of the findings.

CHAPTER-4: FINDINGS

4.1 Social Media Observation Data and Analysis

This section bars into the findings from the social media observation aspect of the study, concentrating on the role and impact of English in Bangladesh's e-commerce landscape. Data was composed over a three-month period, from January to March 2024, diagonally various social media platforms such as Facebook and online forums. The research meant to uncover intuitions into customer behavior, engagement metrics, sentiment analysis, and trends related to exact e-commerce companies like Daraz, Foodpanda, Chaldal, and bKash.

4.1.2 User Behavior

The analysis of social media observations reveals interesting variations in customer behavior across different e-commerce platforms in Bangladesh. Here's a breakdown of some key findings:

Daraz (online marketplace): Customer engagement on Daraz often revolved around promotions and product inquiries (Sarah, 2024). This involved commenting on posts to ask about product availability, delivery options, and pricing. For example, a customer named Sarah commented on a post showcasing a new phone, expressing interest in purchasing it and seeking information about its specifications.

Foodpanda (food delivery): Social media interactions on Foodpanda were frequently characterized by customer recommendations and social ordering (Emily, 2024). This involved tagging friends or family members in posts highlighting their favorite restaurants or food items. This suggests a desire to share recommendations and potentially place group orders. For instance, a customer named Eva tagged her friends in a post featuring a popular restaurant's new menu items, encouraging them to try it together.

Chaldal (grocery delivery): Customer comments on Chaldal primarily focused on product suggestions, recipe ideas, and feedback on the quality of fresh produce delivered (Aisha, 2024). This indicates that customers utilize the platform to not only purchase groceries but also to seek advice and recommendations from the community. For instance, a customer named Aisha requested suggestions for organic vegetables, looking for recommendations from other customers.

bKash (mobile payment service): Customer inquiries on bKash primarily centered on account verification procedures, transaction limits, and security measures employed by the platform (Kamal, 2024). This suggests a potential concern among users regarding account security and understanding platform functionalities. For example, a customer named Kamal queried about how to link his bank account to bKash for easier in-store transactions.

These observations highlight how communication patterns differ across these e-commerce platforms. Customers on Daraz seem price-conscious and focused on product details, while Foodpanda users leverage social media for recommendations and potentially coordinated orders. Chaldal customers seek advice on products and recipes, potentially reflecting a desire for a more community-oriented grocery shopping experience. Finally, bKash users prioritize understanding security measures and transaction processes. By studying these trends, e-commerce businesses can adapt their social media strategies and communication styles to better occupy with their target audiences on each stage.

4.1.3 Engagement Metrics

The social media analysis also examined customer engagement levels across the different platforms, revealing variations in how customers interacted with content (Ahmed, 2024; Fatima, 2024; Rahim, 2024; Nadia, 2024).

Daraz (online marketplace): Posts featuring limited-time offers and flash sales generated high engagement, attracting numerous comments expressing interest or tagging friends. For example, a post promoting a limited-time discount on electronics received various comments from customers demonstrating enthusiasm and tagging their companions, potentially indicating a desire to share the deal or make a joint purchase.

Foodpanda (food delivery): Engagement on Foodpanda was particularly high with content featuring contests and giveaways. These challenges encouraged customers to part their food experiences or participate in challenges for a chance to triumph vouchers or free meals. For example, a post announcing a food photography challenge gathered numerous entries from customers showcasing their cooking creations. This suggests that contests can be an operative way to spark user-generated content and increase interaction.

Chaldal (grocery delivery): Customer testimonials and reviews contributed significantly to high engagement levels on Chaldal. Here, customers shared their experiences and product recommendations with others. For instance, a post containing a customer survey praising the cleanliness of organic produce received plentiful likes and comments. This highpoints the potential for positive customer knowledges to generate positive word-of-mouth and social evidence, influencing others' purchasing decisions.

bKash (mobile payment service): Enlightening posts explaining the benefits of using mobile money services acknowledged positive feedback and studies from customers seeking clarification on specific landscapes or services. For instance, a post outlining the process of transferring money to a bank account using bKash received various comments from customers thanking the platform for its convenience. This suggests that educational content can be valuable for user engagement, particularly when it addresses potential concerns or clarifies functionalities.

These findings establish that the type of content suggestively effects customer engagement on social media. E-commerce businesses can influence this knowledge to adapt their social media strategies. For example, creating limited-time offers and contests could be real for Daraz and Foodpanda, while Chaldal might benefit from stressing positive customer experiences. Finally, bKash's success with educational content proposes that speaking user concerns and explaining platform functionalities can substitute trust and engagement.

4.1.4 Sentiment Analysis

Sentiment analysis of social media observations exposed varying customer opinions to the different e-commerce platforms, inclined by factors like product quality, delivery speed, and customer service (Anika, 2024; Rafi, 2024; Sara, 2024; Tarek, 2024).

Daraz (online marketplace): Sentiment analysis showed a predominantly positive perception, with customers stating satisfaction with product quality and customer support. Though, negative

sentiment was frequently associated with delayed deliveries or issues with product returns. For instance, an analysis of customer comments exposed that 80% were positive, fawning the platform's diverse product range and user-friendly shopping experience. The lasting 20% expressed frustration with delayed deliveries or damaged items, highlighting extents for improvement.

Foodpanda (food delivery): Sentiment on Foodpanda was diverse, with customers rising the convenience of food delivery but also uttering concerns about order accuracy and delivery interruptions. For example, 60% of comments expressed fulfillment with the platform's debauched delivery and wide restaurant selection, while 40% complained the platform for late deliveries or incorrect orders. This proposes a necessity to focus on keeping delivery efficiency and order accuracy to improve customer satisfaction.

Chaldal (grocery delivery): Sentiment analysis on Chaldal discovered primarily positive feelings from customers who appreciated the convenience of grocery delivery and the value of received items. Negative sentiments, though rare, typically revolved around unavailable items or delivery delays. For example, 90% of comments were positive, applauding the platform's reliability and user-friendly boundary, while 10% expressed dissatisfaction with delayed deliveries or missing items. This shows a strong foundation of customer satisfaction, but highpoints the importance of maintaining consistent inventory and delivery timeframes.

bKash (mobile payment service): Sentiment analysis on bKash showed a commonly positive perception towards the platform, highlighting the convenience of mobile banking and the reliability of money transfer services. Though, negative sentiments were primarily linked to technical issues with the app or transaction failures. For example, 70% of comments were

positive, highlighting the platform's convenience and security landscapes, while 30% expressed concerns about app crashes or failed transactions, reassuring the platform to prioritize technical improvements.

These findings offer important insights for e-commerce businesses to polish their customer service strategies and tackle areas of concern. By understanding the factors influencing customer sentiment, companies can arrange improvements in product quality, delivery efficiency, order accuracy, and technical constancy. Eventually, by addressing these aspects, e-commerce platforms can nurture a more positive and trusting online environment, leading to increased customer satisfaction and faithfulness.

4.1.5 Trend Analysis

Examining customer engagement patterns over time revealed interesting trends across the different e-commerce platforms, influenced by factors like seasonal events, promotions, and market conditions (Farhana, 2024; Imran, 2024; Nazia, 2024; Rahima, 2024).

Daraz (online marketplace): Customer engagement on Daraz exhibited periodic peaks during major sale events like the Daraz 11.11 Sale or Ramadan Super Sale. Additionally, specific product categories, for example electronics also fashion, experienced bigger popularity during certain periods, leading to a rise in customer activity. For example, during the Daraz 11.11 Sale, customer engagement pointed by 50%, with customers actively participating in flash deals and limited-time campaigns. This proposes that strategic promotions and highlighting popular product categories can meaningfully boost customer engagement.

Foodpanda (food delivery): Customer activity witnessed a growth during weekends and holidays, reflecting a greater demand for food delivery services during free time. Special promotions or collaborations with popular restaurants also drove spikes in engagement, with customers actively participating in contests and giveaways. For instance, during the New Year weekend, customer visit on Foodpanda's social media platforms increased by 40%, with customers sharing their food experiences and taking part in festive challenges. This highlights the effectiveness of leveraging special events and partnerships to create customer interest.

Chaldal (grocery delivery): In contrast, Chaldal observed a more reliable level of customer engagement through the week, with a little increase during evenings and weekends when customers might be more to be expected to plan meals. Promotions tied to holidays or special events also led to delicate activity, with customers taking advantage of exclusive offers and discounts. For instance, during the Eid-ul-Fitr celebration, customer visit on Chaldal's social media profiles rushed by 60%, with customers stocking up on groceries and sharing cooking tips for traditional dishes. This suggests that Chaldal's customer base relies on the platform for consistent grocery needs, but strategic promotions during festive periods can further incentivize purchases.

bKash (mobile payment service): Similar to Chaldal, bKash displayed consistent customer engagement over time, with spikes in activity observed around salary disbursement dates or during festive seasons when financial transactions are more frequent. Additionally, limited-time campaigns and incentives, such as cashback offers or referral rewards, drove increased customer activity, with customers actively utilizing money transfer services. For instance, during the Spring season, customer engagement on bKash's social media profiles increased by 30%, with

customers taking advantage of special cashback offers for utility payments and mobile recharges. This indicates that bKash has established itself as a reliable platform for everyday financial transactions, but targeted promotions can further encourage customer engagement.

In conclusion, the analysis of social media observation data provided valuable insights into customer behavior, engagement metrics, sentiment analysis, and patterns associated with Daraz, Foodpanda, Chaldal, and bKash within the Bangladeshi e-commerce landscape. These findings highlight the importance of understanding customer preferences, ideas, and online behaviors to improve e-commerce platforms and boost customer experiences. By utilizing data-driven insights, e-commerce businesses can adapt their marketing strategies, promotions, and customer service efforts to more efficiently address customer needs and expectations, eventually driving growth and loyalty in the digital marketplace.

4.2 Survey Data & Observation

This study explores the demographics of its participants (participant information not shown). The data, collected from 50 responses, provides a factual profile of the individuals who contributed to the research omits several citations as it refers to unpublished data. This demographic analysis offers valuable insights into the characteristics of the sample population, allowing for a more nuanced understanding of the research findings.

Age Distribution: The demographic analysis of the study revealed a significant response from young adults (participant information not shown). The largest portion of participants (50%) fell within the 26-35 age group, followed closely by the 18-25 age bracket (34%). This suggests a potential focus on the preferences and behaviors of this younger demographic segment within the broader context of the study's objectives. While representing a smaller portion of the sample, the

36-45 (8%) and 45-50 (2%) age groups contribute to the overall diversity of the participants, ensuring a range of perspectives for analysis.

Gender Representation: The demographic analysis revealed a noteworthy gender skew, with females comprising the majority of participants (70%). While males represent a minority (30%), their inclusion ensures a more balanced representation of the population studied. This gender difference highlights the importance of considering possible gender-based variations in responses when rendering the study's findings.

Occupational Background: The analysis of participant demographics discovered a central presence of full-time employees (56%) among the respondents. This reflects a significant portion of individuals actively engaged in professional occupations. Students (34%) also comprised a substantial group, indicating a healthy mix of educational pursuits within the sample. While independent contractors (6%), part-time workers (4%), and unemployed individuals (4%) made up smaller segments, their inclusion reflects the diverse professional landscape of the studied population. This demographic breakdown provides context for understanding the research findings and ensures the results are relevant to a broad range of working individuals.

Educational Attainment: This study's educational attainment paints a picture of a well-educated sample population. The widely held of participants (54%) had a Bachelor's degree, followed closely by those with postgraduate degrees (40%). Only a minor portion (6%) stated a high school certificate or equal qualification. This educational background is an significant factor to consider when understanding the study's findings, as it may effect participants' responses and perspectives.

Looking outside education, the demographic breakdown discloses a diverse sample with a focus on early adults. The 26-35 age group was the major (50%), followed by 18–25-year-olds (34%). Besides, females included the majority of participants (70%) compared to males (30%). The inclusion of both genders is crucial for a balanced representation. In terms of employment, full-time workers dominated (56%), with students forming a significant group (34%). Smaller segments included independent contractors (6%), part-time workers (4%), and unemployed individuals (4%). This mix reflects the varied professional landscape of the population studied.

Overall, the educational attainment highlights the importance of seeing potential variations in responses based on factors like age, gender, occupation, and educational attainment. By acknowledging this diversity, researchers can ensure the study's findings are relevant and generalizable to a broader audience.

Survey Question 1: Consistency in Online Shopping

The study investigated online shopping frequency among 50 participants, revealing diverse consumer behaviors. Nearly half (48%) reported occasional online shopping, indicating they don't make online purchases constantly but do so when necessary or attracted by a particular product. A significant portion (32%) shops online monthly, suggesting a regular habit of online purchases, possibly concentrated towards the end of each month. For 16% of the participants, online shopping is a weekly activity, potentially driven by the convenience it offers and the pursuit of deals or discounts. A dedicated group, representing 4% of the participants, shops online daily, highlighting their heavy reliance on e-commerce platforms for their shopping needs. This diversity in online shopping frequency underscores the importance for businesses to understand these consumer trends.

Survey Question 2: Factors Persuading E-commerce Platform Choice

The survey researched into the factors influencing consumer choice of e-commerce platforms, finding key priorities for online businesses. Price emerged as the leading consideration, with over half (58%) of respondents listing the best deals and cheapest options. This highpoints the price-sensitive nature of online customers. Variety also plays a vital role, as more than half (54%) of participants charge a wide selection of products. This highlights the importance for businesses to offer a diverse product catalog to provide to varied customer preferences.

Building trust through positive social proof is another main factor. A significant portion (42%) of respondents count on reviews and testimonials to inform their purchase decisions. This emphasizes the power of customer reviews and the need for businesses to nurture a positive online reputation.

Website usability is dominant, with 40% of participants emphasizing the reputation of a user-friendly and intuitive platform. A unified navigation and checkout process can meaningfully influence customer experience and conversion rates. Finally, consistent and convenient delivery options are essential for over a third (34%) of respondents. Offering a variety of delivery methods and guaranteeing timely fulfillment can enhance customer satisfaction and trustworthiness.

Interestingly, the survey also revealed the potential impact of language accessibility. While a smaller percentage (10%) prioritized partaking the website in their language, this nonetheless shows a niche market that could be taken by businesses offering multilingual support.

By comprehending these main factors influencing customer choice, e-commerce businesses can modify their strategies to become more attractive destinations for online shoppers. This translates to offering competitive prices, a various product ranges, fostering positive customer reviews, generating user-friendly interfaces, and ensuring efficient delivery options. By prioritizing these aspects, businesses can nurture a loyal customer base and increase a competitive edge in the e-commerce landscape.

Survey Question 3: Preference for Native Language E-commerce Platforms

A study examining user preferences regarding language on e-commerce platforms revealed valuable insights. While nearly half (48%) of the 50 participants prioritized factors like price and design, a noteworthy portion (30%) placed a high value on by means of platforms in their native language. This highpoint the importance of multilingual support for businesses pointing to expand their global reach and build customer loyalty. Interestingly, another 22% of respondents showed a situational preference for their native language, suggesting the value of offering language options to cater to diverse user needs and enhance the overall user experience. These findings underscore the strategic value of multilingualism in e-commerce. By embracing multilingual platforms, businesses can increase accessibility, cater to a wider audience, and ultimately drive customer satisfaction, potentially gaining a competitive edge in the global marketplace.

Survey Question 4: Availability of Bengali/English Language Options

A study investigating the availability of Bengali and English language options on e-commerce platforms discovered a concerning lack of multilingual support. Analyzing data from 50

participants, the survey originate that a substantial portion (60%) met platforms missing these language options. This creates a significant barrier for users who rely on Bengali or English to navigate the platform and access product information. Limited access can delay their ability to make informed purchases and enjoy an even shopping experience. Even more concerning, 40% of participants stated none of their usual platforms offered Bengali or English support. This highlights a critical gap in accessibility for a possibly large user base. These findings underscore the vital need for businesses to prioritize multilingual support in the e-commerce landscape.

Survey Question 5: Importance of Clear Language on E-commerce Platforms

A study examining the importance of clear language on e-commerce platforms, analyzing data from 50 participants, revealed its critical role in customer experience. An irresistible majority (86%) considered clear language "very important" for understanding product descriptions and directing the website. This stresses clarity and highlights its connection to user trust and satisfaction. Nearly all users (96%, including those who find it "important") valued clear communication for an even online shopping experience. Even with a small neutral group (4%), the findings validate the need for e-commerce platforms to prioritize clarity. By using clear language, businesses can boost user satisfaction through a user-friendly experience, increase engagement by allowing users to understand product information, and gain a competitive edge in the market through a reliable and user-friendly image. In conclusion, clear language is a vital element for e-commerce success in today's digital landscape.

Survey Question 6: Language and Trust in E-commerce

This survey studied the relationship between language comprehension and user trust in e-commerce platforms, studying data from 50 participants. The findings focus on the critical role of clear communication in building trust:

A significant majority (64%) of participants strongly agreed that they trust e-commerce businesses more when the content is offered in a language they understand well. This underlines the importance of clear communication in creating a foundation of trust with users. When combined with the 20% who simply "agreed," nearly all participants indicated that clear language is a crucial factor persuading their trust on e-commerce platforms.

These findings highlight the need for e-commerce businesses to prioritize clear and user-friendly language across all aspects of the user experience. Clear communication nurtures a trustworthy environment, letting users to navigate the platform with confidence and ultimately driving achievement in the competitive online marketplace. Building trust through clear language is vital for buyer confidence and e-commerce success.

Survey Question 7: Does Brand Language Influence Credibility?

This survey, analyzing data from 50 participants, studied how a brand's language choices influence user perception of credibility. The findings disclose a clear connection between clear communication and brand trust. A significant portion (38%) of respondents strongly agreed that a business's language choices meaningfully affect how truthful they appear. Clear and well-crafted communication nurtures a perception of competence and capability, eventually building trust and strengthening a brand's reputation. When combined with the 32% who simply "agreed,"

nearly three-fourths of users showed that clear language plays a significant role in establishing brand credibility. While a quarter of users remained neutral, the overall trend highlights the importance of prioritizing clear, professional, and authentic language across all communication networks. This approach can improve brand credibility, figure trust with the target audience, and eventually drive long-term success in today's competitive marketplace.

Survey Question 8: Importance of Language Options on E-commerce Platforms

This survey explored the significance of language choices, such as multilingual support, on e-commerce platforms. Analyzing data from 50 participants, the findings disclose a strong emphasis on catering to diverse language needs.

A large majority (66%) of participants placed high importance on language options. Within this group, 36% found them extremely important, and 30% evaluated them very important. This focuses on the critical need for multilingual support to reach an extensive audience and cater to user preferences in today's globalized marketplace.

Even seeing the additional 24% who find language options subtly important, nearly all users recognize their value in enlightening the user experience. By giving products and information in a user's preferred language, businesses can make navigation and exploration less tough, eventually leading to a more satisfying shopping experience.

The trend highlights the strategic benefits of multilingualism in e-commerce. Multilingual support lets businesses to tap into a worldwide audience, significantly increasing their market potential. Participants are more likely to involve with a platform and explore products in detail if the material is presented in their native language, leading to enhanced engagement. Moreover,

providing a user-friendly experience through language options nurtures trust and builds customer loyalty, finally leading to long-term success.

In conclusion, language options are not just a subtlety; they are a vital element for e-commerce success in today's global marketplace. By offering multilingual support, businesses can bridge the language gap, increase their reach, and achieve workable growth.

Survey Question 9: Importance of Consistent Language in E-commerce

This survey investigated the importance of maintaining steady language for e-commerce businesses, investigating data from 50 participants. The findings prodigiously emphasize the importance of a unified brand voice.

A vast majority (96%) of participants considered consistent language to be tremendous (20%) or very important (76%) for e-commerce businesses. This focuses on the vital role of a steady brand voice in building brand recognition and establishing trust with customers. Even the remaining 4% of participants initiate consistent language as moderately important, with none rating it unimportant. This confirms a clear consensus on its value in the e-commerce landscape.

The findings underscore the critical role of steady language across all communication channels. Consistent language reinforces a brand's unique voice and image, making it recognizable and distinct in the market, ultimately strengthening brand identity. Also, consistent communication across platforms fosters trust by projecting a professional and reliable image to potential customers, leading to enhanced trust. Furthermore, maintaining a consistent language throughout the user journey generates a seamless experience, ultimately leading to user satisfaction and loyalty, and refining the overall customer experience.

In conclusion, reliable language is not simply a nicety, but an essential element for building strong e-commerce businesses and attaining long-term success in today's competitive market.

Survey Question 10: Language Accessibility on Foodpanda's Platform

This survey examined the frequency of language-related problems encountered by users on Foodpanda's platform, investigating data from 50 participants. The findings reveal that language can sometimes be a barrier to a smooth user experience.

A large majority (80%) of participants stated experiencing language difficulties at least rarely. This includes 42% who experience them sometimes, 12% who encounter them rarely, 2% who face them frequently, and 6% who have issues with them always. The most mutual experience is occasional difficulty (42%), telling areas for improvement in clear and consistent communication across the platform. While 38% of participants reported never facing language issues, the remaining 62% indicate that a significant portion may still encounter challenges.

These findings highlight the need for Foodpanda to prioritize improvements in language availability. Increasing the range of language options would allow users to navigate the platform comfortably in their preferred language. Executing clear and concise language throughout the platform can minimize confusion and frustration for all users. By addressing language barriers, Foodpanda can advance accessibility and create a more user-friendly experience for a wider audience. This emphasis on clear communication is critical for success in today's globalized online food delivery market.

Survey Question 11: Foodpanda's Recognition of Local Celebrations

This survey, analyzing data from 50 participants, studied how Foodpanda's recognition of local festivities and traditions in promotions impacts users' decisions to order. The results reveal a potential advantage for Foodpanda through culturally sensitive marketing.

Nearly half (44%) of participants showed that Foodpanda recognizing local festivities and traditions influences their decision to order. This highlights the power of cultural marketing to connect with customers on a more significant level. The remaining 34% of users reported a neutral response, telling that while cultural recognition might not be a key deciding factor, it doesn't discourage them from ordering either.

These findings underscore the importance of cultural marketing for Foodpanda's accomplishment. Recognizing local traditions lets Foodpanda to build a deeper connection with its customer base, fostering a sense of community and understanding. Celebrating local customs generates a positive association with Foodpanda, positioning them as a brand that values its diverse user base. Moreover, culturally-sensitive marketing fosters customer loyalty by indicating that Foodpanda understands and appreciates the traditions that are important to its users.

In today's globalized market, a one-size-fits-all method simply won't work. By embracing local traditions, Foodpanda can progress stronger connections with customers, build trust, and ultimately achieve long-term success.

Survey Question 12: Foodpanda's Language Clarity and User Trust

This survey, investigating data from 50 participants, investigated the impact of clear communication in a user's preferred language on their trust in Foodpanda. The findings disclose a strong connection between clear language and user confidence.

A large majority (74%) of respondents showed that clear communication in their preferred language has at least a moderate influence on their trust in Foodpanda. Nearly half (46%) find it moderately influential, while an additional 28% see a significant impact. This highlights the importance of clear communication as a foundation for building trust with buyers.

These findings highlight the need for Foodpanda to prioritize clear communication in resident languages. When users can interact with the platform in a language they comprehend fully, it fosters trust and user confidence in Foodpanda's services. Furthermore, offering a wider range of languages allows users to choose their most comfortable language, further strengthening trust by creating a more user-friendly and accessible experience.

By prioritizing clear communication in user-preferred languages, Foodpanda can strengthen customer relationships, improve trust, and achieve long-term success in the competitive food delivery market. In today's digital world, clear and multilingual communication is vital for building trust with users.

Survey Question 13: Importance of Multilingual Customer Service for bKash

This survey explored the importance of bKash offering customer service in a user's preferred language, analyzing data from 50 participants who rated its importance on a scale of 1 (not

important) to 5 (extremely important). The findings reveal a strong stress on multilingual support.

A vast majority (70%) of respondents gave high importance on bKash offering customer service in their preferred language. Among this group, 42% rated it extremely important and 28% rated it highly important. This highlights the serious need for bKash to prioritize clear communication in user-preferred languages to shape trust and strengthen customer relationships.

While not the top priority for everyone, an additional 18% of users still ponder customer service in their preferred language to be moderately important. A small minority found it less important.

These findings underscore the critical significance of multilingual customer service for bKash's success. Providing service in user-preferred languages fosters trust and fortifies customer relationships. Customers are more likely to trust and rely on a financial service provider who can communicate effectively in a language they understand fully. Additionally, users can communicate their needs and resolve issues comfortably and efficiently in their language, leading to a more helpful customer experience. Training customer service staff on the cultural nuances associated with different languages can further enhance the user experience by demonstrating sensitivity and understanding.

In conclusion, multilingual customer service is vital for bKash to build trust, ensure user satisfaction, and achieve success in the competitive digital financial services market.

Survey Question 14: bKash's Cultural Understanding and User Engagement

This survey studied how bKash's understanding of cultural preferences impacts users' service usage, analyzing data from 50 participants. The findings show a strong emphasis on cultural sensitivity.

A large majority (78%) of respondents showed that bKash understanding their cultural preferences influences their usage of the service to some extent. Nearly half (40%) find it significantly influential, while 38% say it somewhat influences their user experience. A smaller group (18%) finds it has less influence. This highlights the importance of cultural sensitivity in fostering user engagement and satisfaction with bKash's services.

These results underscore the need for bKash to prioritize cultural sensitivity. By understanding and respecting cultural preferences, bKash can generate a more user-friendly and engaging experience, ultimately leading to higher user satisfaction. In a competitive digital financial services market, prioritizing cultural sensitivity can give bKash an important edge over competitors. Understanding cultural preferences lets bKash to develop features and services that resonate with different user groups, creating a more relevant and valuable user experience.

By considering and accommodating cultural preferences, bKash can improve user engagement, build customer loyalty, and accomplish success in the competitive digital financial services market. Cultural understanding is increasingly significant in today's globalized world.

Survey Question 15: Consistent Language and User Confidence in bKash

This survey investigated how consistent language use across its services impacts user confidence in bKash, studying data from 50 participants. The findings reveal a strong relation between consistent language and user trust.

A large majority (76%) of participants indicated that consistent language use across bKash's services positively affects their confidence in using the platform. This highlights the importance of consistent language for building trust with customers. While a smaller group (24%) reported no impact from language consistency, the overall trend focuses the value of clear and consistent communication.

These findings underline the need for bKash to prioritize consistent language across all its services, such as the app and website. Consistent language use makes customers feel more confident navigating the platform and understanding the services provided. Moreover, clear and consistent communication throughout the user experience builds trust in bKash as a reliable financial service provider.

By ensuring clear and consistent language across all its touchpoints, bKash can improve communication, build user trust, and achieve success in the competitive financial services market. Clear communication is important for building trust in today's digital world.

Survey Question 16: Importance of Language in Daraz Product Descriptions

This survey investigated the significance of product descriptions in a user's familiar language on Daraz, analyzing data from 50 participants. The findings reveal a clear emphasis on clear communication in user-preferred languages for a successful e-commerce experience.

A vast majority (88%) of respondents consider product descriptions in a familiar language to be important or very important. This highlights the need for Daraz to prioritize clear and concise information accessible to all users. Over half (56%) of users stated that familiar language descriptions are very important, emphasizing the critical role of providing clear product information in the language users understand best. While not necessarily the top priority for everyone (32% consider it important, 10% are neutral, and 2% find it not very important), language accessibility is still generally valued by a significant portion of users.

These findings underscore the importance of language accessibility for Daraz's success. By offering product descriptions in familiar languages, Daraz empowers users to understand product details and make confident purchasing decisions. Clear communication across the platform, including product descriptions, builds trust in Daraz as a reliable e-commerce platform.

In conclusion, prioritizing multilingual product descriptions increases user experience, builds trust, and is essential for Daraz's success in the worldwide e-commerce market. Clear communication is critical for success in today's e-commerce landscape.

Survey Question 17: Cultural Sensitivity in Daraz Promotions: A Pathway to Increased Sales

This survey investigated how likely users are to purchase from Daraz if products are promoted in a way that respects their cultural values, analyzing data from 50 participants. The findings reveal a strong connection between cultural sensitivity in marketing and user purchasing decisions.

A large majority (78%) of respondents indicated they are more likely to buy from Daraz if promotions respect cultural values. Nearly half (40%) are very likely to purchase from Daraz with culturally sensitive promotions, while an additional 38% are likely to purchase. A smaller group (14%) reported being neutral on the influence of cultural sensitivity. These findings highlight the significance of cultural sensitivity for Daraz's success in the global e-commerce market.

Culturally sensitive promotions can lead to increased sales by nurturing a more positive user experience and influencing purchasing decisions. By respecting cultural values in its marketing strategies, Daraz can encourage a positive brand image and build trust with a wider audience. Understanding cultural nuances and developing respectful marketing strategies are important for Daraz to create positive user experiences, increase sales, and achieve success in today's diverse e-commerce landscape.

Survey Qyuestion 18: Daraz's Acknowledgement of Cultural Diversity and Brand Loyalty

This survey investigated the impact of Daraz acknowledging cultural diversity on user loyalty, analyzing data from 50 participants. The findings reveal a strong connection between inclusivity and brand loyalty.

A large majority (82%) of respondents indicated that Daraz acknowledging cultural diversity impacts their brand loyalty to some extent. Nearly a third (32%) are significantly influenced, while half (50%) are somewhat influenced. A smaller group (18%) is not very influenced. This highlights the significance of inclusivity for building brand loyalty.

These results underscore the importance of cultural sensitivity for Daraz's success in the competitive e-commerce market. Recognizing cultural diversity nurtures brand loyalty by creating a sense of belonging and making customers feel valued. When users see themselves reflected in Daraz's marketing and product offerings, they are more likely to grow a strong connection to the brand.

By embracing inclusivity in its marketing strategies and offering a wider range of products that cater to diverse cultural tastes and needs, Daraz can reinforce its brand image and position itself as a brand that comprehends and respects its global audience.

In conclusion, developing inclusive marketing strategies and offering diverse products are vital for Daraz to cultivate a sense of belonging, build brand loyalty, and attain success in today's competitive e-commerce market.

Survey Question 19: Chaldal's Website: Progress on Multiple Languages, Room for Improvement

This survey of 50 users investigated how often they encounter multiple language options on Chaldal's website. The findings tell positive developments in multilingual accessibility, but also highlight areas for improvement.

A large majority (84%) of participants reported encountering multiple language options at least sometimes on Chaldal's website, demonstrating progress towards offering multilingual support to a noteworthy portion of their user base. However, 46% of users (30% often encountering multiple languages and 16% encountering them rarely) experienced inconsistencies in finding language options. This suggests that Chaldal may not offer languages consistently across all areas of the website.

These findings emphasize the importance of Chaldal prioritizing consistent multilingual support. Consistent availability of language options throughout the website would enhance user experience by making Chaldal more user-friendly and accessible for a wider audience. By confirming consistent multilingual access, Chaldal can foster a more inclusive platform that provides to the diverse language needs of its customer.

In conclusion, by offering a broader range of languages constantly across the entire website, Chaldal can improve customer experience, promote inclusivity, and gain greater success in the competitive e-commerce market.

Survey Question 20: Chaldal's Website: Addressing Cultural Sensitivity for User Trust

This survey investigated user perception of Chaldal's website regarding cultural sensitivity, analyzing data from 50 participants. The findings reveal a need for improvement in this area.

A large majority (76%) of respondents expressed mixed views. While some users (38%) agreed that Chaldal respects cultural sensitivities in how products and promotions are displayed, another 38% remained neutral on the issue. A small but significant portion of users (4%) disagreed with the website's cultural sensitivity, while only 8% strongly agreed.

These findings highlight the importance of Chaldal prioritizing cultural sensitivity on its website. When users feel that their cultural sensitivities are respected, it fosters trust and satisfaction with the platform. Furthermore, a more inclusive platform that demonstrates cultural sensitivity strengthens Chaldal's connection with its diverse user base.

By regularly evaluating cultural sensitivity and incorporating user feedback, Chaldal can improve its website and build stronger relationships with its customers.

Survey Question 21: Chaldal's Cultural Recognition: Building Trust Through User Preferences

This survey investigated how users perceive Chaldal's recognition of their cultural preferences impacting trust in their services, analyzing data from 50 participants. The findings reveal a strong emphasis on cultural sensitivity for building trust.

Almost all respondents (96%) indicated that Chaldal recognizing their cultural preferences impacts trust in the platform, although the degree of impact varies. This highlights the importance of cultural sensitivity for building strong relationships with users. Most users (52%) reported a moderate influence on trust, while some (28%) felt a little impact and others (16%) felt a significant impact. A small group (4%) was not affected by cultural recognition.

These findings underscore the potential for Chaldal to strengthen user trust by improving cultural sensitivity. When Chaldal recognizes customers' cultural preferences, it nurtures trust and builds stronger relationships with its customer base. Chaldal has a diverse customer base, and acknowledging their cultural preferences shows a commitment to understanding and catering to their needs. This can lead to a more helpful customer experience and increased customer loyalty.

By acknowledging cultural preferences and incorporating user feedback, Chaldal can build trust, improve user experience, and achieve greater success in the e-commerce market. Cultural sensitivity is an essential element in building trust and user loyalty today.

Clear Language on E-Commerce Sites: Unlocking Confidence and Trust

In today's globalized world, e-commerce stages serve as vital devices for cutting edge customers, advertising comfort and availability for online shopping. Central to the viability of these stages is the language utilized to communicate with customers. Language serves as the foundation of clear communication, inclusivity, and trust-building within the online shopping encounter. Understanding how language utilization impacts users' recognitions and behaviors on e-commerce destinations is basic for optimizing stage plan and upgrading customer fulfillment. Through an investigation of customer reactions, this considers points to investigate three common topics with respect to the part of language in e-commerce stages: clarity in communication, inclusivity and availability, and believe and certainty. By analyzing 50 customer reactions with respect to the effect of language utilization on e-commerce stages, we pick up important experiences into customer inclinations and the significance of clear, available communication.

Common Themes:

Clarity in Communication: Numerous respondents highlighted the significance of language for clear communication on e-commerce stages. They emphasized that understanding item depictions, terms, and informational is pivotal for making educated obtaining choices. Clear language utilization guarantees that customers can effortlessly explore through the site and comprehend the points of interest of the items they are fascinated by. Respondent 4 mentioned,

"Language is important to navigate through the e-commerce websites. It's important that I understand what I'm ordering." This reflects the assumption that clear language utilization is basic for encouraging compelling communication and guaranteeing that customers can explore the stage without perplexity. Respondent 10 emphasized, "It's very important to communicate easily or offering the product in an easy way so that Customers can understand." This underscores the need of clear language utilization to encourage viable communication between the stage and customers, guaranteeing that data approximately items, terms, and forms is effortlessly comprehensible. Respondent 32 stated, "Using clear language on e-commerce sites helps me find what I need quickly and understand product details easily." This demonstrates how clear language usage updates the user experience, enabling effective navigation and informed decision-making when browsing products.

Inclusivity and Accessibility: Another predominant subject is the require for bilingual back and language choices to cater to differing customer inclinations. Respondents said that having choices to switch between languages, especially English and Bengali, improves the availability of e-commerce stages. This inclusivity guarantees that customers from distinctive etymological foundations can successfully lock in with the stage and feel more comfortable whereas shopping online. Respondent 25 stated, "E-commerce sites should have both languages as there are many customers who prefer their native language over English." This highlights the significance of catering to assorted phonetic inclinations to form the stage open to a more extensive gathering of people, eventually improving customer engagement and fulfillment. Respondent 20 highlighted, "Bangla & English... If it's in my preferred language then it's easier for me to navigate." This represents the significance of advertising language alternatives to suit assorted phonetic inclinations, subsequently upgrading the openness of the stage and cultivating

inclusivity. Respondent 41 noted, "Having preferable language options in different e-commerce sites is quite important... attracting people who are not good at foreign languages." This further highlights the necessity for bilingual support to provide to users who may not be proficient in English, confirming that language barriers do not delay their online shopping experience.

Trust and Confidence: A few respondents communicated that appropriate language utilization ingrains believe and certainty within the platform's administrations. They expressed that when e-commerce destinations communicate clearly and viably in their favored language, it motivates certainty within the unwavering quality and validity of the stage. This believe calculate impacts their decision-making handle and contributes to a positive customer involvement. Respondent 29 noted, "If the language usage is not consistent, it may confuse the customers... [bKash] seems to have a convincing effect... for their culturally inclusive language usage." This shows that reliable and socially comprehensive language utilization contributes to building believe and certainty within the stage, driving to expanded customer fulfillment and dependability. Respondent 45 highlighted, "Language usage enhances e-commerce site navigation by enabling clearer communication with customer service representatives and refining search queries for more accurate product results." This recommends that reliable and compelling language utilization ingrains believe within the platform's unwavering quality and contributes to a positive customer recognition. Respondent 48 mentioned, "When I use words correctly, I can ask for help if I'm confused... making shopping online less of a hassle." This reflects how legitimate language utilization cultivates certainty in customers, consoling them that they can look for help and explore the stage with ease, eventually driving to a more fulfilling shopping involvement.

In today's interconnected world, language plays a significant part in forming the flow of e-commerce biological systems, especially in districts with differing phonetic scenes like

Bangladesh. The study digs into the noteworthiness of language alternatives, consistency in tone and fashion, and the effect of language-related troubles on customer behavior inside the Bangladeshi e-commerce division. This considers points to investigate how language availability, capability, and social affectability impact customer engagement, believe, and devotion in e-commerce stages. The study survey and social media perceptions surrender a few key discoveries:

Importance of Language Options: A solid agreement among respondents emphasizes the essential part of language choices on e-commerce stages. The larger part see language openness as pivotal for improving customer engagement and fulfillment, highlighting the require for multilingual back to cater to differing etymological inclinations.

Consistency in Tone and Style: Respondents stretch the noteworthiness of keeping up a reliable tone and fashion in language over e-commerce stages. This underscores the significance of phonetic coherence in passing on brand character and cultivating customer believe and devotion.

Language-Related Difficulties: A notable portion of respondents report experiencing language-related troubles whereas utilizing particular e-commerce stages, such as Foodpanda. This underscores the pertinence of language convenience issues in forming customer involvement and possibly affecting customer behavior.

Preference for Multilingual Support: The overview reflects a inclination among respondents for e-commerce stages advertising multilingual back, showing a request for phonetic inclusivity to improve openness and suit different customer inclinations.

Impact on Trust and Credibility: Language capability and clear communication within the favored language essentially impact respondents' believe in e-commerce stages. This highlights

the relationship between etymological compatibility and seen validity, asserting the thesis's center on the part of language in forming customer believe and certainty.

Cultural Sensitivity and Recognition: Respondents decidedly respond to e-commerce stages outlining social affectability and affirmation through their lingo utilize and constrained time methods. This suggests that phonetic and social course of action can update customer engagement and develop brand enjoying interior the Bangladeshi e-commerce natural framework.

CHAPTER FIVE: CONCLUSION

This study observes the complex relationship between language use and customer behavior in Bangladesh's e-commerce market, revealing key insights that highlight the significant role of language in forming user engagement, trust and loyalty. By inspecting survey responses and social media observations, the study finds three key language-related factors that have a significant impact on user interactions with e-commerce platforms: language availability, consistency, and social influence. These factors show an important role in how users interact, trust, and rely on e-commerce businesses.

5.1 Summary of the Study

The study results demonstrate a strong agreement among participants on the importance of language choice on e-commerce platforms. The vast majority of respondents stressed that language availability is extremely important for improving customer satisfaction and driving engagement. This highlights the need for e-commerce platforms to provide multilingual support to accommodate diverse language preferences, thereby confirming inclusivity. Moreover, the study highlights the importance of keeping a consistent tone and style in the language used on e-commerce platforms. Participants emphasized that linguistic consistency is critical to efficiently convey brand personality and promote customer trust and reliability. Consistent language use has emerged as a key factor in shaping user perceptions and influencing purchasing decisions, making users more likely to trust and engage with communication platforms. Communicate more clearly, consistently, and professionally.

Additionally, the study shows the potential negative impact of language proficiency issues on customer engagement. A big portion of those surveyed said they encountered language-related

difficulties, especially on platforms like Foodpanda. This result highlights the importance of clear, user-friendly language for e-commerce businesses. Language barriers can delay navigation and understanding, hindering customer engagement and satisfaction. Guaranteeing clear and accessible language is therefore essential to create a more user-friendly experience and drive positive user behavior.

The research also discovered a strong preference among participants for e-commerce platforms that offer multilingual support. Participants expressed a desire for language inclusion, telling a need for platforms that can put up diverse language preferences and improve accessibility. Multilingual support appeared as a main driver of customer satisfaction and loyalty, with participants saying they felt welcomed, better understood, and empowered to freely use the platform when there were multiple language options. This can lead to increased customer satisfaction, trust, and loyalty.

The study further highlights the significant role of language proficiency and the ability to connect clearly in a user's preferred language in building trust in e-commerce platforms. The study highlighted the connection between language compatibility and perceived trustworthiness, with respondents indicating that platforms that communicate effectively in the user's preferred language are supposed as trustworthy and reliable. This demonstrates that clear and concise communication in the user's native language is important to create positive brand perception and build customer loyalty.

Moreover, this study highlights the importance of cultural sensitivity and recognition in the use of language and advertising strategies. Participants expressed positive responses to e-commerce platforms that show cultural sensitivity and understanding through their language choices and marketing campaigns. This finding suggests that a combination of linguistic and social

adaptation can improve customer engagement and promote brand loyalty in the e-commerce environment in Bangladesh. The study also highlights the multifaceted impact of language on customer behavior in this context, emphasizing the need for e-commerce businesses to prioritize clear and precise communication that meets their preferences in diverse languages.

Overall, the result of the study highlights the important role of language, especially English, in shaping and driving the e-commerce ecosystem of Bangladesh. By showing language challenges and demonstrating an consideration of linguistic and cultural nuances, e-commerce platforms can nurture customer engagement, trust, and loyalty more. This, in order, can contribute to the continued growth and development of the e-commerce business in Bangladesh.

5.2 Implications

The implications of these findings are reflective of e-commerce platforms operating in Bangladesh. First, the strong preference for multilingual support proposes that platforms must accommodate diverse language options to ensure inclusivity and customer satisfaction. Multilingual support is important to promote a feeling of welcome and consideration among users, improving their overall experience and engagement with the platform. This is specifically important in linguistically diverse situations such as Bangladesh, where different regions and communities may have diverse linguistic preferences. Consistency in language use is another significant factor highlighted by the study. Maintaining a consistent tone and style across all communications is vital to convey brand personality and foster trust. E-commerce businesses should prioritize linguistic consistency in their communications to shape a strong and trustworthy brand identity. Constant use of language contributes to brand recognition and differentiation, influencing customer perception and purchasing decisions. Users are more likely to trust and

engage with platforms that connect in a clear, consistent, and professional manner, underpinning the importance of this aspect of e-commerce operations. It is also important to overcome language barriers effectively to improve customer experience and satisfaction. Language challenges faced by users, such as navigation and comprehension difficulties, highlight the need for e-commerce platforms to accept strong localization efforts. This includes providing language-specific customer support and creating user-friendly language lines that accommodate a variety of language options. By overpowering language barriers, e-commerce platforms can optimize customer engagement and drive business growth in the competitive e-commerce landscape.

Moreover, the positive response to e-commerce platforms that determine cultural sensitivity through language use highlights the importance of linguistic and social adaptation in cultivating customer engagement and brand preference. By integrating cultural elements into their language strategy, e-commerce platforms can shape stronger connections with customers and differentiate themselves in the market. This approach not only improves the customer experience but also drives brand loyalty and preference, contributing to the long-term achievement of the platform.

5.3 Future Research

Future research should discover several areas to build on these findings. Conducting linguistic analysis and sentiment mining on user-generated content, such as product reviews and social media posts, can deliver deeper insights into the perceptions and attitudes of customers regarding language use on e-commerce platforms. By analyzing patterns of language and emotional expression, researchers can reveal the underlying trends and preferences that shape user behavior and inform the development of language strategy. Furthermore, exploring the relationship between language accessibility, customer experience, and interface design can improve our

understanding of how language interfaces effect engagement and customer satisfaction. Future research could examine the design elements and language features that contribute to a seamless and intuitive user experience, thereby informing best practices in interface and copy design language localization. Research into cross-cultural communication dynamics and branding strategies in the context of e-commerce platforms can deliver valuable insights into how language is used to reverberate with audiences' diverse cultural icons. Future research could examine the effectiveness of culturally appropriate language content and advertising strategies in building rapport and brand loyalty among diverse groups. Technological innovations, such as natural language processing (NLP) and machine translation, also show new opportunities to improve language accessibility and usability on e-commerce platforms death. Future research could determine the effectiveness of NLP-based language interfaces and translation tools in overcoming language barriers and improving customer engagement and satisfaction. These technological advances can show innovative solutions to address language challenges in the e-commerce sector.

In brief, this study highlights the fundamental importance of language in exploiting the full potential of Bangladesh's e-commerce ecosystem. By prioritizing language availability, consistency, and social influence, e-commerce businesses can recover customer engagement, foster trust, and generate brand associations with long-lasting effects. Going forward, it will be significant for e-commerce industry stakeholders to recognize the central role of language in customer behavior and effectively leverage language strategies to drive business success.

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