

Title: Prospects of Eco-Friendliness in Promoting Dhaka's
Small E-Businesses During COVID-19 Pandemic.

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A thesis submitted to the Department of Brac Business School, in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration.

BRAC Business School
Brac University
October, 2021

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Prospects of eco-friendliness in promoting Dhaka's small e-businesses during COVID-19 pandemic.

Approval Page:

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Acknowledgement:

The research paper acknowledges the primary participants in this research, especially the brick-and-mortar businesses who are eager to go online and eco-friendly with a proper business model that's executable within their limited means as small business owners in Dhaka Metropolitan City, Bangladesh during the COVID-19 pandemic.

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Abstract:

The research seeks to understand the current landscape of Dhaka city's small businesses during the COVID-19 pandemic that are both online and offline or follow the brick-and-mortar business model. It also shows a way to convert the risky brick-and-mortar business model during the pandemic situation in Dhaka to an online one which is also able to market itself as holistically eco-friendly as the demand from the mid-range earning Dhaka city dwellers suggests. This category of eco-conscious customers earns from 70 thousand to 1 lakh and 50 thousand Bangladeshi Taka per month. The COVID-19 pandemic and lockdowns since March 2020 has caused the Dhaka Metropolitan City's local brick-and-mortars to either shut down completely or fail to make profit for months. This gave a never-before-seen rise to the e-business sector as more buyers looked up online on webpages of businesses who were able to set up their sales on the internet. That is to say, many local businesses who target the mid-range earning customers still fail to move online as they lack the resources and knowledge for how to do it profitably. Moreover, the ones doing business online often fail to consider and promote the values eco-friendliness that the mid-range earning Dhaka dwellers ask for. This research shows prospects of using eco-friendliness for promoting online small businesses and provides a reason to narrow down the customer base that demand eco-friendly products and are more profitable as their value resonate with the businesses' offers.

Introduction:

The COVID-19 pandemic started to take a toll on the Dhaka city dwellers mainly from March of 2020. The government-imposed lockdown came as a severe shock to many small business owners as they had to shut down their business for leaving Dhaka in a very short notice. This even took a toll on those who live permanently in the city, as they couldn't avail simple products for day-to-day life such as getting a key made or buying fresh milk from the trusted local milkman. The local small businesses also suffered to go online to offer their services as they didn't know how to reach a buyer that's profitable and has a demand to sustain the revenue. On the other hand, the mid-range earning Dhaka dwellers found themselves in a fix as they couldn't find the products that they once bought online, which were eco-friendly and ethically produced but had to be delivered from out of the city. The definition for the mid-range earning in Dhaka City is given a monthly income of 70 thousand Bangladeshi Taka to 1 lakh and 50 thousand (1,50,000) Bangladeshi Taka (Billah, M., 2020, October 4). The products that were not readily available but had high demand, a perfect case for a profit generating product for businesses, included organic health products, fresh fruits, even cosmetics as they needed to be imported. Another major issue appeared, the problem of waste that comes with ordering online. The leading online marketplace, Daraz, packages their products in often 3 layers of plastic packaging, that is on top of the plastic packaging provided by the small-scale sellers. When looking up online, there was little to no literature on this issue that the heavily populated and polluted city faces. There are a few sellers who moved their operations online, but

they did it as a crisis management rather than something with a long-term vision that helps them make business decisions that's purposeful to building a goodwill online with an emphasis on selling holistically eco-friendly products for generating sustained revenue from loyal customers over time. The motivated sellers for an eco-friendly goodwill online will need to break down their business on paper and analyze each part for effectiveness and efficacy. They also need to plan their way to generating growth over time while keeping their business environment in mind.

Literature review:

A study by Leung, A. (2011), looks at five main initiatives aimed at identifying and setting up values that are essential to eco-friendliness through focusing on businesses that value eco-friendliness. It depicts actual patterns in human and economic development, the environment, and driving factors in values, attitudes, and behaviors such as capitalism, globalization, and equality. A review by Castaldi, M. J. (2014) identifies significant barriers between beliefs and conduct, offers several conclusions regarding the value, attitude, and behavioral changes needed for eco-friendliness, and suggests future study directions. Although many attempts to describe eco-friendly development involve some combination of development, environment, and equality, it has a broad appeal and a restricted meaning. Despite the fact that there are still some definitional questions surrounding environmentally friendly development, a substantial amount of work (over 500 efforts) has gone into developing quantitative indicators. Davidsson, P. et al (1995) gives us a fresh

perspective on waste streams that have emerged as a result of the growing attention on the environmental repercussions of human activities, as well as the expanding need energy and resources. The utilization of waste streams for energy and material recovery is becoming more common. Parris, T. M., et al (2003) says achieving a genuinely eco-friendly energy transition needs development in multiple dimensions, in addition to climate change mitigation objectives. The findings of several lines of research on the coeffects of mitigation are examined and synthesized to guide climate policy decisions. R.G. (2000, February 1) made a unique and extensive data collection that tracks all births, deaths, expansions, and contractions of commercial firm premises in Sweden from 1985 to 1989, six regions with distinct patterns of dynamics are discovered using cluster analysis. The findings demonstrate that business patterns are influenced by regional structural variables, and that an increase in economic well-being is linked to high establishment creation and turnover. Based on in-depth interviews, a theoretical model is developed by Leiserowitz, A. A., et al (2006) to describe how financial management methods are used to help the attainment of class-specific life goals. In these countries, essential conditions were created that provided favorable environments for investment coordination. The country's rapid economic development was fueled by the ensuing investment boom. Von Stechow, C., et al. (2015) says Bangladesh's economic difficulties are due to a refusal to participate in economic change, rather than corrupt governments or crony capitalism, and the measures used to address them are causing

havoc on the world's most vulnerable people. As a result, the scope of e-objectives government continues to be broad and ambitious.

As seen above, the literature concerning the small businesses in Dhaka city, that too, during the COVID-19 situation amid the lockdowns, is close to non-existent. This research is an intersection between the needs of the local businesses and the needs of the profitable customer base, identified as the mid-range earners. There's also no data on the eco-conscious customer base in Dhaka, Bangladesh. Hence the research chooses to address the issue of the local small businesses closing down due to not being able to meet the customer base to mitigate the existing research gap.

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Research Methodology:

Research Questions:

Question 1: Do the mid-range earning buyers in Dhaka city prefer to buy eco-friendly products from online businesses during the COVID-19 pandemic?

Question 2: Is it profitable for the small brick-and-mortar businesses in Dhaka city to move to the online business model with eco-friendly products?

Question 3: What stops small businesses in Dhaka to scale up their profit online?

Research Design:

The research design includes collecting primary data from a sample of the mid-range earning Dhaka dwellers to assess their needs and mindset with simple questions. The primary data also includes opinions from a sample of online and brick-and-mortar businesses to assess their needs. Then the research analyses the quantitative data collected and interprets it to disburse the findings among a sample of brick-and-mortar businesses in a focus group discussion, and come up with recommendations that'll help them mitigate hurdles in making more sales.

Data Collection Method:

The primary data is collected with online forms for all 3 samples. The researcher helped the brick-and-mortar businesses by going to them in person to help them understand the questions. Then the researcher took notes during the focus group discussion to form an idea of the needs of the participating businesses and make recommendations through this research.

Data Analysis Method: The data collected is then analyzed with simple additions of the similar opinions (example: strongly agree, agree) to a question. The data is turned into percentages in a pie chart for each question asked, to get a comprehensive view of the different opinions per sample.

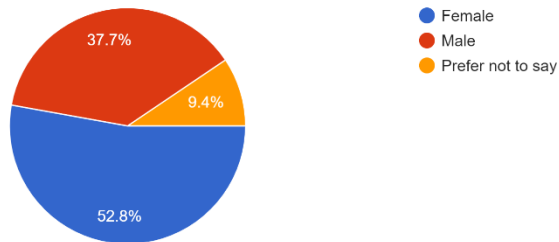
Therefore, the overall research methodology contains analysis of the primary data from a sample of 53 people from the Dhaka Metropolitan City's mid-range earning population who make purchases from both online and offline small businesses. The primary data also includes primary data and verbal interview from 10 brick-and-mortar shops in Dhaka city and 10 online shops who deliver goods in Dhaka Metropolitan City - both of the samples confirmed to serve the mid-range earning population in Dhaka city. The definition for the mid-range earning in Dhaka City was given a monthly household income of 70 thousand Bangladeshi Taka to 1 lakh and 50 thousand (1,50,000) Bangladeshi Taka (Billah, M., 2020, October 4). All primary data was received through conducting surveys in online forms, where the researcher had to go to the 10 brick-and-mortar

shops to help them fill up the online survey after helping them understand the questions non-partially so the local small business owners answered responsibly. The sample of 53 shoppers, were asked questions that give us a comprehensive picture of their moral standing when they make a purchase online or offline. This includes if they wanted to spend more on a holistically eco-friendly product or service and then actively asking for an eco-friendly version of packaging during shopping. The goal was to have an idea of the customer base's ethics from those shoppers in terms of their eco-friendly attitude which helped the researcher determine the proper business actions. The 10 brick-and-mortar and online businesses were asked the same questions, which mostly revolved around their profit generation and mindset during the COVID-19 pandemic and their willingness to go eco-friendlier in conducting their business, and if they wanted to serve the customers online. Furthermore, right after analyzing the surveys, the researcher has conducted a Focus Group Discussion with 5 brick-and-mortar business owners to distribute the findings from the primary data and recommending them a way forward that suits their capacity and needs during the COVID-19 pandemic to serve their targeted customer base.

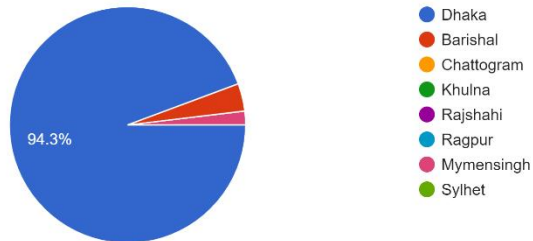
Findings and Analysis:

Findings from the sample of 53 mid-range earning Dhaka City dwellers:

I am
53 responses



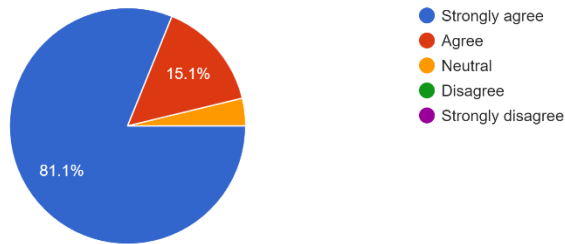
I am currently residing in the division of
53 responses



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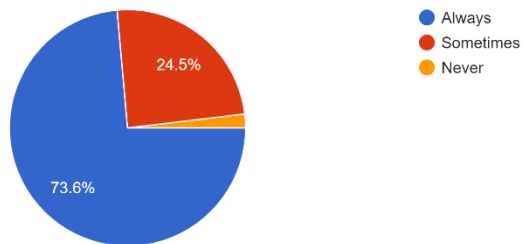
"I prefer shopping online than going out to a store to buy things"

53 responses



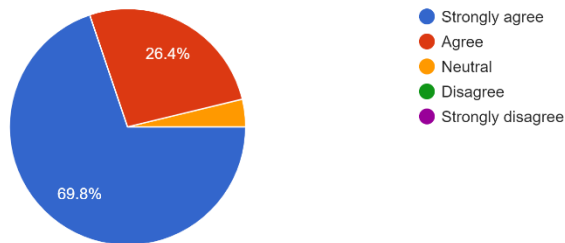
"When grocery shopping, I ask for an eco-friendly alternative to the plastic bag / polythene bag"

53 responses



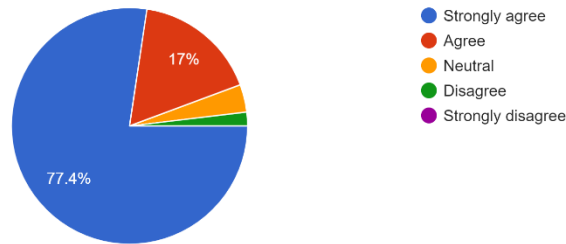
"I like to make sure the things I buy are ecofriendly"

53 responses

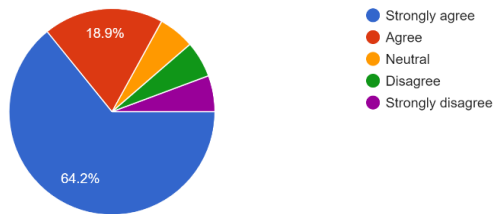


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"The COVID-19 pandemic has uprooted many local businesses in my neighborhood"
53 responses



"I think it's justified if I spend a bit more on an eco-friendly product than on a product that doesn't certify any sustainability"
53 responses

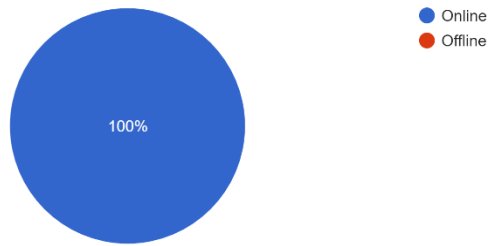


Analyzing the primary data from the sample of 53 Dhaka dwellers, the research finds that among the customers, 53% identified themselves as female and 38% of the respondents are male. A bit more than 9% didn't want to disclose their gender identity. Although the sample included people from Dhaka only, a bit more than 94% of them said they're Dhaka dwellers currently. Among them, 81% strongly agreed and 15% just agreed that they preferred to shop online during the pandemic situation. Roughly 74% of the respondents always asked for an eco-friendly alternative to the plastic bag. Moreover, 96% of the middle-range earning customer sample liked it when

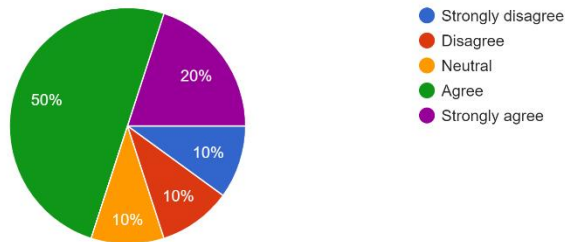
something has been made sustainably and is eco-friendly. 94% of them also acknowledged that the COVID-19 situation has uprooted many local businesses in their respective neighborhoods in Dhaka. Furthermore, 82% of them said that they're willing to spend a bit more on purchases that said that they're holistically eco-friendly. The respondents then confirmed that roughly 93% of them are mid-range earning citizens or from similar households, but 4 of them belonged to the upper mid-range earning category.

Findings from the sample of 10 brick-and-mortar businesses:

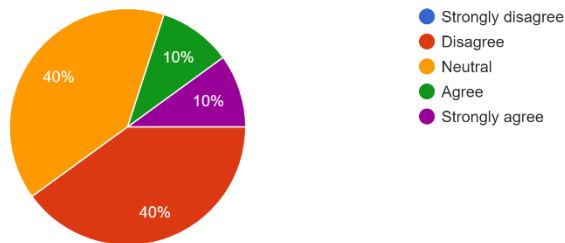
"Most of the business we get is from - "
10 responses



"The business's revenue has increased during the COVID-19 pandemic"
10 responses



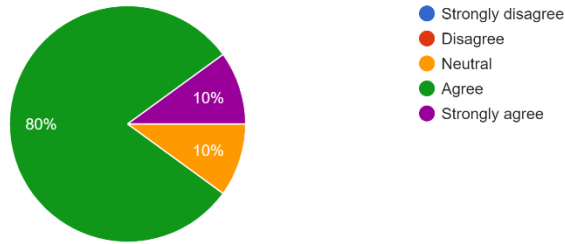
"We were clueless as to what to do to generate profit during the COVID-19 pandemic"
10 responses



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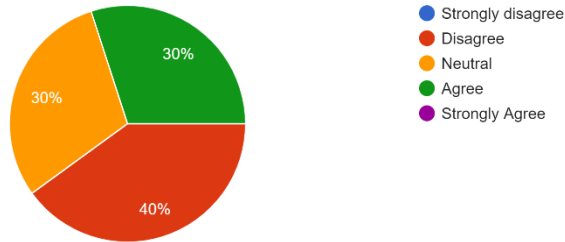
"I believe our business could be much more eco-friendly in its approach"

10 responses



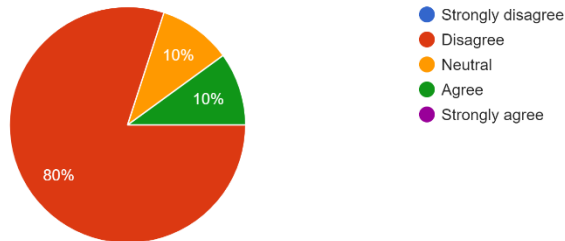
"As a business, we've never given much of a thought to the eco-friendliness of the products we sell and our actions"

10 responses



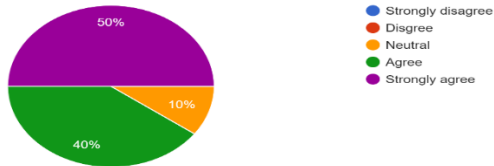
"We think going too sustainable will not sit well with our local customers in Dhaka"

10 responses

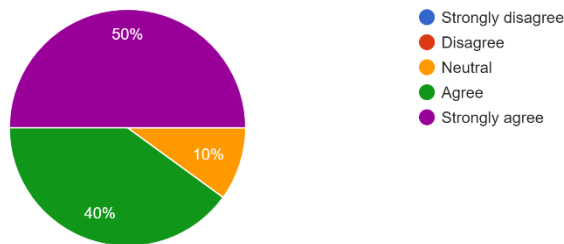


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"We believe it's only a matter of time that we adopt a more eco-friendly approach in doing business and do it more ethically"
10 responses



"We believe having a more defined strategy for going online is necessary for our business in the long term during the pandemic situation"
10 responses



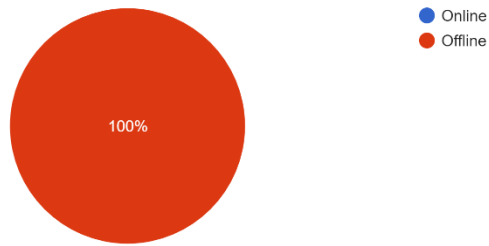
Also, the primary data included opinions from 10 brick-and-mortar businesses where subsequently 60% and 40% of them responded that they strongly disagree and just disagree that their revenue increased during the COVID-19 pandemic. 100% of them agreed that they are clueless about what to do with their businesses during the COVID-19 pandemic situation with all the lockdowns. 80% of them agreed that their businesses could really use being much eco-friendlier in their approach. Although 90% of them said that they never gave much thought to being eco-friendlier towards their actions and sales of the products. While 80% of them said that being more holistically eco-friendly would increase sales, 10% of them are still unsure of it. Also, 50% of them agree and 40%

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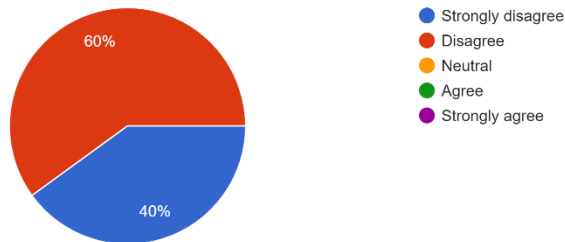
of them strongly agree that having a more defined strategy for going online is necessary for them in the long run as the pandemic situation persists and expected more lockdowns during colder seasons.

Findings from the sample of 10 online businesses:

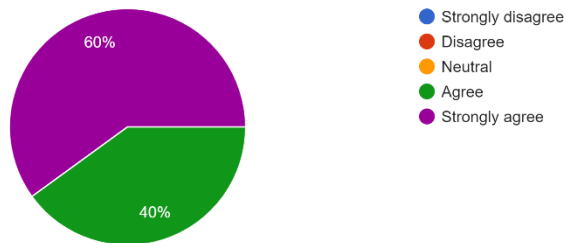
"Most of the business we get is from - "
10 responses



"The business's revenue has increased during the COVID-19 pandemic"
10 responses



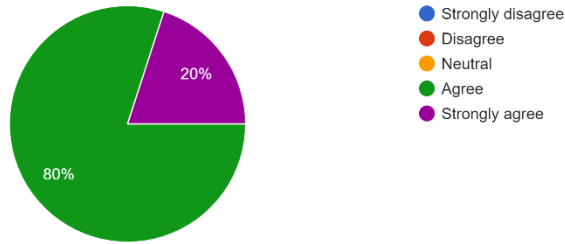
"We were clueless as to what to do to generate profit during the COVID-19 pandemic"
10 responses



Prospects of eco-friendliness in promoting Dhaka's small e-businesses during COVID-19 pandemic.

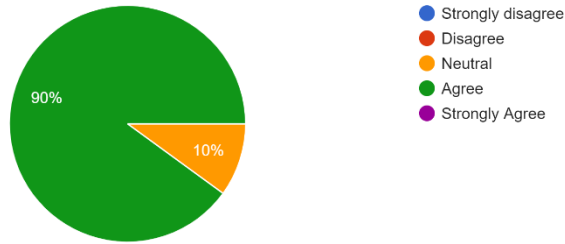
"I believe our business could be much more eco-friendly in its approach"

10 responses



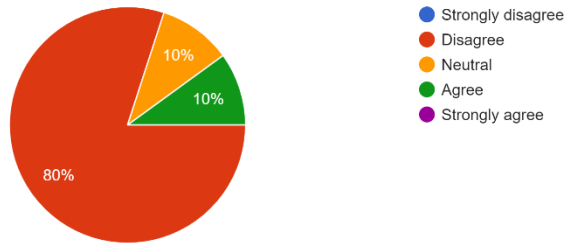
"As a business, we've never given much of a thought to the eco-friendliness of the products we sell and our actions"

10 responses



"We think going too eco-friendly will not sit well with our local customers in Dhaka"

10 responses

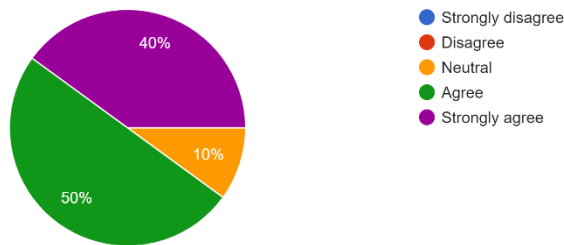


Prospects of eco-friendliness in promoting Dhaka's small e-businesses during COVID-19 pandemic.

"We believe it's only a matter of time that we adopt a more eco-friendly approach in doing business and do it more ethically"
10 responses



"We believe having a more defined strategy for going online is necessary for our business in the long term during the pandemic situation"
10 responses



On the other hand, the primary data also included opinions from 10 online businesses (shown above) where the findings are completely different from the physical store or brick-and-mortar business category. Here, among the 10 online business owners, 50% agree and 20% of them responded that they strongly agree that their revenue increased during the COVID-19 pandemic. 40% of them disagreed, 20% agreed that they were clueless about what to do with their businesses during the onset of the pandemic situation. Also 80% of them agreed that their businesses could really use being much eco-friendlier in their approach. Whereas 40% of them said that they gave much thought to being eco-friendlier towards their actions and sales of the products but 30% of

them didn't and 30% of them are simply neutral on this matter. 80% of them said that being more holistically eco-friendly would increase sales, 20% of them were still not convinced. 90% of them are convinced that being holistically eco-friendly is the way forward. Also, 90% of them agreed that having a more defined strategy for improving operations online is necessary for them in the long run as the pandemic situation persists.

From the results retrieved analyzing the primary data, we see that both the brick-and-mortar and the online businesses hope to benefit from strategizing their businesses to meet the needs of the mid-range earning Dhaka dwellers who frequent online services. But when it comes to them taking account of their deeds that were not eco-friendly, such as selling products that aren't made ethically, using plastic or polythene packaging in large quantities, the businesses fall behind in admitting their shortcomings and prosper with a clean slate. Nevertheless, the most economically powerful aspect is the fact that both the mid-range earning target customers and the small businesses understand the need to go online and use eco-friendliness for promotion which uplifts the user experience as per the sample of the customers themselves.

The research also consists of a Focus Group Discussion with 5 currently brick-and-mortar businesses who participated in the brick-and-mortar sample earlier showing their need to convert online for the pandemic situation. The researcher disbursed the primary data received from the mid-range earning customers and the data from 10 online businesses. During the FGD, the 5 business owners of the brick-and-mortar model restated their necessity to move online as the online

businesses are making more profit during the COVID-19 pandemic. The FGD also came up with two concerns from the physical or offline business owners. Firstly, they didn't know how to shape the business when going online and secondly, they were not sure how to sustain sales online. Nevertheless, they again wanted to work with the prospect of selling eco-friendly and ethically made products online with a focus on using these attributes in their marketing to serve the profitable niche identified that is the mid-range earning customer base for these small businesses in Dhaka.

Recommendation:

The research recommends that the followers of the obsolete brick-and-mortar business model hybridize and then move to only online sales as the COVID-19 pandemic situation persists. Although hybridizing the two models is not an option when the Bangladesh Government imposes lockdowns during the colder seasons when flus occur more often in the heavy Dhaka city population. In that case, these businesses should make firm efforts to move online to sustain the business with eco-friendly attributes in marketing according to the surveys and analysis. The research also recommends the businesses to use the established 9 Building Blocks or Business Model Canvas to help them narrow down the business to segments that matter. The Business Model Canvas consists of a page structured with separate boxes to write down the key partners, key activities, key resources, cost structure, value propositions, customer relationship, channels for communication and providing values, customer segments, and revenue streams (Morgan, E., 2015). This helps businesses have a comprehensive look of their business in one page and lets the business owners and managers identify gaps and mitigate clutter when moving from one business model to another (Simonse, L., 2014).

Conclusion:

Thus, from identifying the gaps in the literature concerning the sales of eco-friendly products in Dhaka while empowering small businesses during the COVID-19 pandemic situation, the research has surveyed the customers to form an idea of their demand and mindset to combine it with the hopes of the obsolete brick-and-mortar model to help form online businesses that suit their ability. The primary data analysis combined with the recommendation should help the business owners and managers have a comprehensive and revisable look into their businesses. They can review the different segments of the business as they please to update their business propositions as time changes, just like it did for them in March of 2020 and onwards.

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Appendices

- Primary data from the sample of 53 mid-range earning Dhaka City dwellers
- Primary data from the sample of 10 brick-and-mortar businesses
- Primary data from the sample of 10 online businesses

Prospects of eco-friendliness in promoting Dhaka's small e-businesses during COVID-19 pandemic.

Timestamp	I am	I am currently residing in -	"I prefer shopping online than going out to a store to buy things"	"When grocery shopping, I ask for an eco-friendly alternative to the plastic bag / polythene bag"	"I like to make sure the things I buy are ecofriendly"	"The COVID-19 pandemic has uprooted many local businesses in my neighborhood"	"I think it's justified if I spend a bit more on an eco-friendly product than buying a product that doesn't certify any form of sustainability"	My household income is:
9/19/2021 14:14:48	Female	Dhaka	Agree	Sometimes	Agree	Agree	Disagree	From 70,000 to 1,50,000 BDT
9/19/2021 14:15:01	Female	Dhaka	Strongly agree	Always	Agree	Strongly agree	Disagree	From 70,000 to 1,50,000 BDT
9/19/2021 14:16:18	Female	Dhaka	Agree	Sometimes	Agree	Agree	Neutral	From 70,000 to 1,50,000 BDT
9/19/2021 14:18:46	Female	Barishal	Agree	Sometimes	Agree	Agree	Agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:19:13	Female	Barishal	Strongly agree	Always	Agree	Disagree	Strongly disagree	From 70,000 to 1,50,000 BDT
9/19/2021 14:32:37	Male	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly disagree	From 70,000 to 1,50,000 BDT
9/19/2021 14:33:27	Prefer not to say	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly disagree	From 70,000 to 1,50,000 BDT

Prospects of eco-friendliness in promoting Dhaka's small e-businesses during COVID-19 pandemic.

9/19/2021 14:34:18	Male	Dhaka	Agree	Sometimes	Neutral	Agree	Strongly agree	More than 1,50,000 BDT
9/19/2021 14:35:45	Male	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:36:35	Male	Dhaka	Agree	Sometimes	Neutral	Strongly agree	Agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:37:19	Female	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:37:56	Female	Dhaka	Strongly agree	Always	Agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:38:09	Male	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Neutral	From 70,000 to 1,50,000 BDT
9/19/2021 14:39:26	Female	Dhaka	Strongly agree	Always	Strongly agree	Agree	Agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:40:40	Female	Dhaka	Agree	Sometimes	Agree	Agree	Agree	More than 1,50,000 BDT
9/19/2021 14:43:00	Female	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:43:27	Male	Dhaka	Agree	Always	Agree	Agree	Disagree	From 70,000 to 1,50,000 BDT
9/19/2021 14:44:33	Male	Mymensingh	Neutral	Sometimes	Agree	Neutral	Agree	More than

Prospects of eco-friendliness in promoting Dhaka's small e-businesses during COVID-19 pandemic.

								1,50,000 BDT
9/19/2021 14:44:57	Male	Dhaka	Strongly agree	Never	Strongly agree	Strongly agree	Agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:45:13	Prefer not to say	Dhaka	Strongly agree	Always	Agree	Neutral	Agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:45:30	Male	Dhaka	Strongly agree	Sometimes	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:45:45	Male	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:45:58	Prefer not to say	Dhaka	Strongly agree	Sometimes	Agree	Strongly agree	Neutral	From 70,000 to 1,50,000 BDT
9/19/2021 14:46:32	Male	Dhaka	Strongly agree	Sometimes	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:47:12	Female	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:47:18	Prefer not to say	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:47:41	Male	Dhaka	Strongly agree	Sometimes	Agree	Agree	Agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:47:52	Female	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT

Prospects of eco-friendliness in promoting Dhaka's small e-businesses during COVID-19 pandemic.

9/19/2021 14:48:55	Female	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:49:12	Female	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:49:25	Female	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:49:54	Female	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:51:03	Male	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:51:28	Female	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:51:42	Female	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:51:57	Male	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:52:13	Female	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:52:27	Female	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:52:42	Female	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to

Prospects of eco-friendliness in promoting Dhaka's small e-businesses during COVID-19 pandemic.

								1,50,000 BDT
9/19/2021 14:53:13	Female	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:53:29	Male	Dhaka	Strongly agree	Sometimes	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:53:42	Male	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:53:58	Female	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:54:16	Female	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:54:32	Female	Dhaka	Neutral	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:54:50	Female	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:55:08	Male	Dhaka	Strongly agree	Always	Agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:55:22	Female	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:55:48	Male	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT

Prospects of eco-friendliness in promoting Dhaka's small e-businesses during COVID-19 pandemic.

9/19/2021 14:56:12	Female	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:56:32	Prefer not to say	Dhaka	Agree	Sometimes	Agree	Agree	Agree	More than 1,50,000 BDT
9/19/2021 14:57:07	Male	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT
9/19/2021 14:57:27	Male	Dhaka	Strongly agree	Always	Strongly agree	Strongly agree	Strongly agree	From 70,000 to 1,50,000 BDT

Prospects of eco-friendliness in promoting Dhaka’s small e-businesses during COVID-19 pandemic.

Timestamp	from - "	"The business's revenue has increased during the COVID-19 pandemic"	"We were clueless as to what to do to generate profit during the COVID-19 pandemic"	"I believe our business could be much more eco-friendly in its approach"	"As a business, we've never given much of a thought to the eco-friendliness of the products we sell and our actions"	"We think going too eco-friendly will not sit well with our local customers in Dhaka"	"We believe it's only a matter of time that we adopt a more eco-friendly approach in doing business and do it more ethically"	"We believe having a more defined strategy for going online is necessary for our business in the long term during the pandemic situation"
9/19/2021 21:13:58	Offline	Disagree	Agree	Agree	Agree	Agree	Agree	Strongly agree
9/19/2021 21:17:07	Offline	Strongly disagree	Strongly agree	Agree	Agree	Disagree	Strongly agree	Strongly agree
9/19/2021 21:22:12	Offline	Strongly disagree	Strongly agree	Strongly agree	Neutral	Disagree	Strongly agree	Agree
9/19/2021 21:24:18	Offline	Strongly disagree	Strongly agree	Agree	Agree	Disagree	Strongly agree	Neutral
9/19/2021 21:28:07	Offline	Disagree	Strongly agree	Agree	Agree	Disagree	Strongly agree	Agree
9/20/2021 8:48:03	Offline	Strongly disagree	Agree	Agree	Agree	Disagree	Strongly agree	Strongly agree
9/20/2021 8:49:21	Offline	Disagree	Strongly agree	Agree	Agree	Neutral	Strongly agree	Strongly agree
9/20/2021 8:50:41	Offline	Disagree	Agree	Strongly agree	Agree	Disagree	Strongly agree	Agree
9/20/2021 8:52:24	Offline	Disagree	Agree	Agree	Agree	Disagree	Agree	Agree
9/20/2021 8:54:03	Offline	Disagree	Strongly agree	Agree	Agree	Disagree	Agree	Agree

Prospects of eco-friendliness in promoting Dhaka’s small e-businesses during COVID-19 pandemic.

Timestamp	"Most of the business we get is from -"	"The business's revenue has increased during the COVID-19 pandemic"	"We were clueless as to what to do to generate profit during the COVID-19 pandemic"	"I believe our business could be much more eco-friendly in its approach"	"As a business, we've never given much of a thought to the eco-friendliness of the products we sell and our actions"	"We think going too sustainable will not sit well with our local customers in Dhaka"	"We believe it's only a matter of time that we adopt a more eco-friendly approach in doing business and do it more ethically"	"We believe having a more defined strategy for going online is necessary for our business in the long term during the pandemic situation"
9/19/2021 20:57:12	Online	Strongly agree	Neutral	Agree	Disagree	Disagree	Strongly agree	Agree
9/19/2021 21:04:01	Online	Agree	Disagree	Strongly agree	Agree	Disagree	Strongly agree	Strongly agree
9/19/2021 21:05:37	Online	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
9/19/2021 21:07:57	Online	Agree	Disagree	Agree	Agree	Disagree	Strongly agree	Strongly agree
9/19/2021 21:09:03	Online	Agree	Strongly agree	Agree	Neutral	Disagree	Agree	Strongly agree
9/20/2021 8:55:55	Online	Strongly agree	Disagree	Agree	Disagree	Disagree	Agree	Agree
9/20/2021 8:57:35	Online	Strongly disagree	Agree	Agree	Disagree	Disagree	Agree	Agree
9/20/2021 8:59:10	Online	Disagree	Neutral	Agree	Neutral	Agree	Agree	Strongly agree
9/20/2021 9:00:36	Online	Agree	Neutral	Agree	Disagree	Disagree	Strongly agree	Agree
9/20/2021 9:02:37	Online	Agree	Disagree	Agree	Agree	Disagree	Strongly agree	Strongly agree