

Report On
**Consumer Buying Behavior during the Pandemic- A Sales
analysis on Bikroy.com.**

By

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

Brac Business School
Brac University
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Declaration

It is hereby declared that

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

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Letter of Transmittal

Ms. Mahreen Mamoon

Assistant Professor,

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66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “Consumer Buying Behavior during the Pandemic- A Sales analysis on Bikroy.com”.

Dear Sir / Madam,

With due respect, I would like to declare that I have completed my internship report on the topic: “Consumer Buying Behavior during the Pandemic- A Sales analysis on Bikroy.com” as a part of BUS400 course which is a requirement for the completion of the BBA program. This report is based on my three months internship period experience at Bikroy.com, where I have tried to provide information from my last three months journey. I achieved this information working in their Aftersales department.

I have tried my level best to complete the report as per the requirements of the university and to make it as informative as I can. I tried to follow your valuable instructions throughout making the whole report. It will be a pleasure if you are kind enough to accept this report with thoughtful consideration and provide remarks on the overall report considering my endeavor.

Sincerely yours,

Nishat Sultana

Nishat Sultana

15204049

BRAC Business School

BRAC University

Date: January 9, 2021

Acknowledgement

At first, I would like to thank Almighty Allah for always helping me and because of his mercy I am here today. During my internship I have faced so many difficulties and it was very tough to complete the internship report. But some people genuinely helped me out with either information or guidance and I will always be grateful to them.

Firstly, I would like to express my sincere gratitude towards Ms. Mahreen Mamoon ma'am my internship advisor, who has been an inspiration for me throughout my undergrad life at BRAC University and she has been a tremendous mentor throughout these three months and was always available as my guide. I would also like show my gratitude and thanks to Ms. Salma Anwar Shova (Junior Executive of Bikroy.com) who had helped me with necessary information about Bikroy.com. Secondly, I am extremely grateful to Bikroy.com for allowing me to be working as an intern. Besides, I am especially thankful to my team, that is the After Sales team for putting their trust in me and allowing me to work on multiple tasks. These all has been possible because of my manager, Amzad Hossen who has been a constant support. He helped me know about the workflow at Bikroy.com and how they operate independently and collectively. Without his continuous support my experience at Bikroy.com and this report would not be the same.

Executive Summary

Bikroy.Com is known as the biggest online marketplace and the popularity of Bikroy.Com is huge. The main objective of my internship is to know about Bikroy.Com and how does it operate the work , the relationship between coworkers and the communication between them also to know about their future plan after COVID-19. During Covid-19 what was Bikroy.com's initiative towards their customers. Almost about 9 years Bikroy.Com is running their business in Bangladesh. To sustain in the market what they will do in future and what unique selling proposition they will offer to their current target market. Currently, in Bikroy.Com people can post few free ads for every sector on Bikroy.Com but previously they had to pay for posting ads. They are doing this for capturing a huge target audience for themselves. This is one of the most popular marketing strategies that they did recently. They are now even more popular for doing this free ad promotion strategy and Bikroy.Com would be the best online platform for the customers if they continue on doing this kind of unique marketing promotions.

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Chapter 1: Overview of Internship

1.1 Student Information

Student Name	Nishat Sultana
Student ID	15204049
Major	Marketing
Minor	Human Resource Management

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

Joined Bikroy.Com, Bangladesh as an Marketplace (Aftersales) intern for three months internship program. Internship started from 27th October and internship will end on 24th January. Her office address was at Prasad Trade Centre , Kamal Attaturk Avenue, 5th floor , Bonani , Dhaka.

1.2.2 Internship Company Supervisor's Information

Md. Mofassal Hossain (Manager, VAS Sales) was her supervisor for three months internship program. He was in charge of everything that is related with sales & service center.

1.2.3 Job Scope

She worked in Marketplace (Aftersales) department of Bikroy.com. In her first day her supervisor showed a presentation during her orientation program where she learned about the all the senior employees and saw the demo of the work that she will be doing throughout these three months. Her main job was to search ad (Mobile and Electronics buying and selling posts) from social media site such as Facebook and also from Ebazar, Cellbazar, Birkibd etc. and search their numbers on Bikroy's Admin panel to check whether they have accounts on Bikroy.Com or not .She also checked the new adds are available on Bikroy.Com or not . Then she has a separate excel sheets where she used to put all the information regarding that ad and client. If the ad is not available on Bikroy.Com then she was assigned to call that client and ask his/ her permission to post his /her current ad on Bikroy.Com. As previously Bikroy.Com used to take money for posting ads but currently they are offering free ads for every category such as for mobiles and electronics one can post 4 free ads per month and it is a part of Bikroy's new campaign. So when she gave this information to the client most of the time she got the

permission from the client that they are interested to post ad on Bikroy. Then she had to post ad by creating individual account for every client who's interested to post ad. Then after posting that ad she had to double check the ad by another admin panel to get the ad the actual ad link. She had to give all the links in her google spreadsheet. She used to review around 300 ads per weeks and posted 110 ads per week. Furthermore, learned how to handle clients. Clients who were interested to take membership packages from Bikroy she used to forward the information to the relevant department. Besides, she worked for telecommunication department and talked with clients regarding the issues they are facing while posting ads. During the last month of her internship she posted service ad and here she had to talk with wedding planners, photographers and rent a car service provider to know about their business and also informed them about 3 free service ads that Bikroy.Com was offering to them also posted business ads on behalf of them. Here she learned how Covid-19 has created a bad impact on almost every service sector. Lastly, these are the things that she has learned during these three months.

1.3 Internship Outcome

1.3.1 Students Contribution to the company

This was the first step for her to know about corporate culture. One thing she learned that in Bikroy everyone was helping each other to generate revenue for the company as much as possible. As because of Covid-19 everything was messed up . She also worked hard to help them out. Most of the day she used to go to early at office so that she could get more ads. Sometimes she used to make coffee for her seniors when the pressure was much more specially during the end of the month. She made another google sheet for the clients who was willing to take membership and shared with her supervisor. Whenever any issues occur regarding IT she informed to the IT department to solve the issues before the office hour starts. As her office hour was from 9 am but for regular employee it was from 10 am. Lastly, she was the only person in telecommunication department who handled every client who is related with free ad posting in Bikroy. As an intern she didn't have any KPI but she made sure that in every month she improves her KPI even more than previous month. So, she tried her level best to reach the company at it is best level from her side.

1.3.2 Benefits to the student

- 1) It was a great journey for her to start her career through Bikroy.com. She was not comfortable with communicating with other people. But after this internship she was confident enough to talk with everyone. As for three months she had to deal with so many clients regarding various issues.
- 2) She gathered experience from her seniors how to behave properly with office colleagues.
- 3) She learned so many new things such as ad posting, ad searching, giving approval for ads and reasons for deleting ads, agent calling and so on. She can add all these things to my CV and in future she can use these experiences in her future jobs.
- 4) Most importantly she learned the value of time. She was being able to complete her tasks within the given period. So, these are the assets she got from her internship journey.

1.3.3 Problems/Difficulties

- 1) Though the internship journey was good but in some phases she had to face difficulties such as not getting enough support from her seniors as everyone was not helpful. Even though most of them were friendly so she managed it nicely.
- 2) However, the amount of work pressure they give sometimes it was unbearable and it was tough for her to manage. There were already so much works, but sometimes other coworkers give extra works, so it was tough to handle that pressure.
- 3) Lastly, there was only one lift that was in good condition so most of the she had to use stairs to reach office on time.

1.3.4 Recommendations

- 1) Firstly, she want to suggest that the work pressure should be reduced for an intern.
- 2) Seniors should be more friendly in terms of helping interns.
- 3) The safety measurement was not good, and people did not use mask while moving around. So, it was a risky environment. So, they should be more careful about this issue.

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

2.1 Introduction

The main objective of the company is to build up a large online marketplace in underserved markets so that it creates a long-term value for the community. People who have internet access can easily use Bikroy.Com. The official site of this company is very convenient to use for anyone as it has two languages (English and Bengali). People who are not educated they can also use this website easily.

Apart from Dhaka Branch Bikroy.Com has 3 branches (Chittagong, Sylhet and Khulna Branch). Dhaka Branch is the biggest one. Employees from every branch communicate with Dhaka Branch if any problem arises.

However, currently Khulna Branch has been stopped as the number of executives was very less. During Covid-19 this branch faces so many difficulties such as no revenue was generated from this branch. So, at first, they sacked many employees but later on there was no other way left. They had to shut down their Khulna Branch.

Currently, they are delivering goods all over Bangladesh, but they now have only 2 Branches and because of having less branches currently the work pressure is very huge for the existing employees.

Global CEO - Nills Hammer

- Bikroy.Com (Bangladesh)
- Ikman.IK (Sri Lanka)
- Tonaton (Ghana)

Figure 1: Organogram

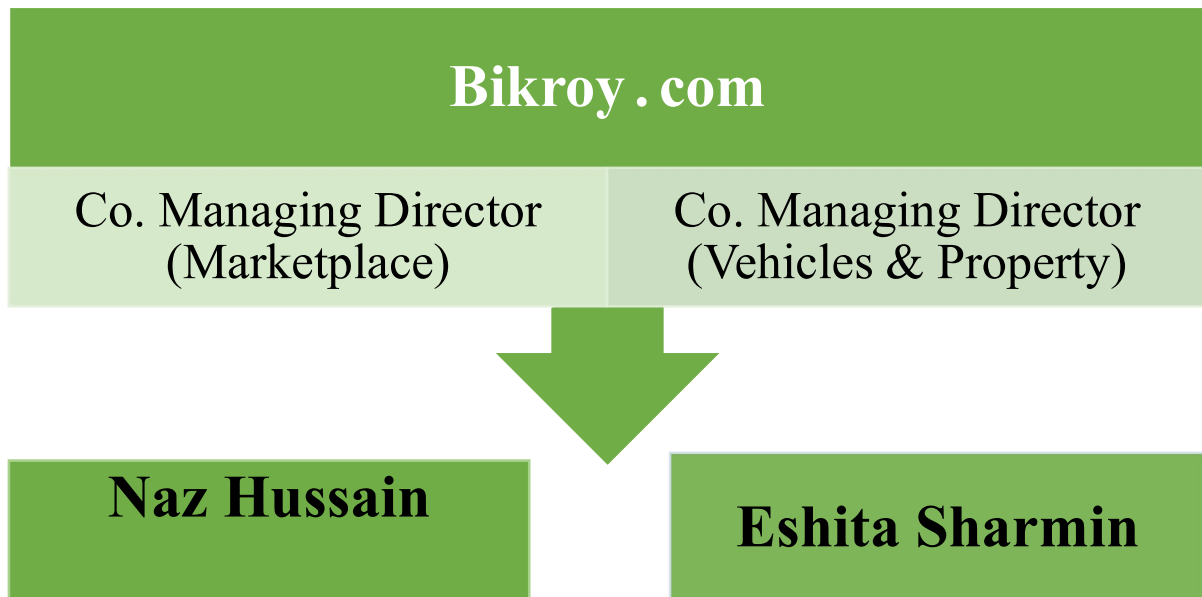


Figure 2: Organogram (Continued)

In Marketplace department revenue related stuffs such as Sales and service center, Ad review , QA team , Finance , Door step deliveries are involved. For every section one supervisor is assigned to guide the whole team such as for After Sales department my supervisor MD. Mofassal Hossain is in charge. On the other hand, In Vehicles department Property , Marketing, Ad sales , Human Resource Management and jobs are involved. Naz Hussain takes all the revenue related decisions and also financial part such as how much money they will invest in every month in each sectors she decides it. As Bikroy follows monthly closings. Furthermore, HR department major decisions such as hiring, firing these things are handled by Eshita Sharmin.

2.2 Overview of the Company

Bikroy.com's journey was started in 2012. This is known as the largest online marketplace. People from anywhere inside Bangladesh can buy and sell their products such as mobile phones, cars , gadgets , houses, pets etc through Bikroy.Com. This is the first company in Bangladesh who introduced online buying and selling and the customer base is very strong of this company . 94% people dependent on Bikroy.Com for buying and selling purposes. Saltside Technology is the mother company of Bikroy.com.Bikroy generates revenue from Ad posting, memberships.

2.3 Management Practices

There are 2 main departments of Bikroy.Com (Marketplace and Vehicles).Among them marketplace has the largest share.Both has separate Co.MD. Basically, for the welfare of the employee they also have a team. During Covid they provided financial support to those family who suffered from Covid-19. Lastly, Human Resource Management teams also take important decisions such as staffing, employee compensation, health insurances and so on.

2.4 Marketing Practices

In the current situation Bikroy has started various types of campaign for increasing the clients. One of them is named “Sell Fast”. Here they were providing free membership to their agents also for the members the ad limit has been increased. However, in the previous time they used to take money for memberships. Also according to the new policy, they have decided that they will give free ad for every criteria such as for electronic and mobiles per month one can post 4 free ads per month and for services 3 ads were free. For jobs one can post 2 ad per month and so on. These are all the new promotional activities they are offering to the customers. But mostly they go for integrated marketing strategy. For this they use Billboard, Search Engine Marketing, YouTube etc for promotional activity.



Figure 3: Marketing Campaign

	BUSINESS PLUS	BUSINESS PREMIUM
	25 ads per month (+5) Monthly Free Vouchers: BDT 299+	300 ads per month Monthly Free Vouchers: BDT 1200+
<ul style="list-style-type: none"> ✓ Mobiles ✓ Home & Living 	Monthly Payment BDT 2,799 3 Months Payment BDT 7,557 SAVE 10% 6 Months Payment BDT 12,596 SAVE 25%	Monthly Payment BDT 7,999 3 Months Payment BDT 21,597 SAVE 10% 6 Months Payment BDT 35,996 SAVE 25%
<ul style="list-style-type: none"> ✓ Electronics ✓ Business & Industry ✓ Education ✓ Services * 	Monthly Payment BDT 2,799 3 Months Payment BDT 7,557 SAVE 10% 6 Months Payment BDT 12,596 SAVE 25%	Monthly Payment BDT 6,499 3 Months Payment BDT 17,457 SAVE 10% 6 Months Payment BDT 29,246 SAVE 25%
<ul style="list-style-type: none"> ✓ Fashion, Health & Beauty 	Monthly Payment BDT 2,299 3 Months Payment BDT 6,207 SAVE 10% 6 Months Payment BDT 10,346 SAVE 25%	Monthly Payment BDT 4,499 3 Months Payment BDT 13,497 SAVE 10% 6 Months Payment BDT 22,496 SAVE 25%
<ul style="list-style-type: none"> ✓ Pets & Animals ✓ Hobbies, Sports & Kids ✓ Food & Agriculture 	Monthly Payment BDT 2,299 3 Months Payment BDT 6,207 SAVE 10% 6 Months Payment BDT 10,346 SAVE 25%	Monthly Payment BDT 4,499 3 Months Payment BDT 12,147 SAVE 10% 6 Months Payment BDT 20,246 SAVE 25%

* For Services, Business Plus offers 10 ads per month and Business Premium 100 ads per month
 All prices mentioned include 5% VAT. Any changes in the VAT rate will result in a change of price.
 Additional discounts: Chattogram 30%, Rest of Bangladesh 40%.

Figure 4: Current Membership Package limit and price for Marketplace

2.5 Financial Performance & Accounting Practices

Revenue comes from three sources at Bikroy.com.

Firstly, from selling membership packages. There are two type of packages such as business plus membership and Business unlimited membership and this has started from 2016. Members can post their ads by taking these packages and majority of the revenue come from this sector.

Secondly, from promoting the ad. There are several options they have made for different product category such as Bump up service. Top ad service and so on. Top ad means the ad will be on the top of the page for a limited period of time and user has to pay a certain amount for this service. For Bump up service the ad will jump and get back to the previous position , as in Bikroy people post so many ads so ad can easily go down but if one person choose Bump up package then the ad will be on the same position for seven days or three days . It depends on the package to package.

There are the sources of income of Bikroy.Com and monthly they have fixed KPI for every existing employee that they have to bring fixed number of member or they have to sell the services and they have monthly closing policy. These are the basic financial information she got to know from Bikroy.Com as Bikroy.Com does not disclose any internal financial data as they believe it is highly confidential. So, these are the basic information she got to know.

2.6 Operations Management & Information System Practices

Every department has one supervisor who guides the team to fulfil the target of every month.

After Sales Department:

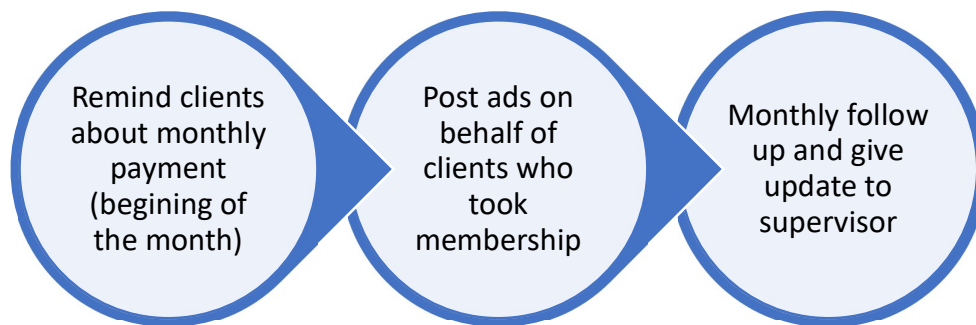


Figure 5: After Sales Department

Marketplace Department:

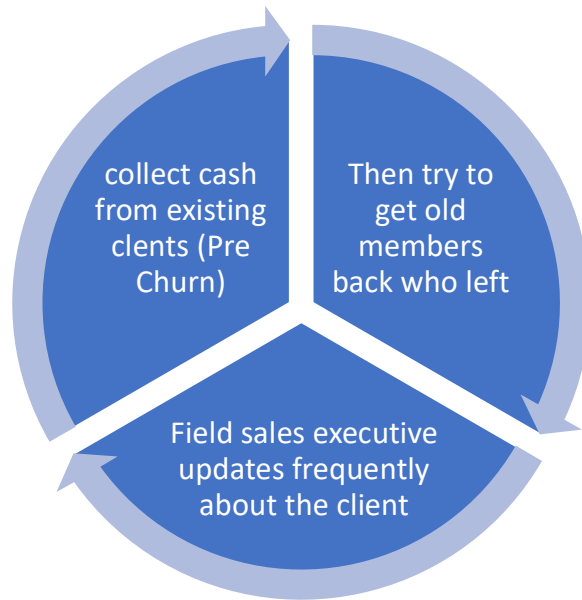


Figure 6: Marketplace Department

Human Resource Department:



Figure 7: Human Resource Department

Lastly, all the departments are interconnected with each other so before taking any decision they always conduct a formal meeting with supervisors.

2.7 Industry and Competitive Analysis

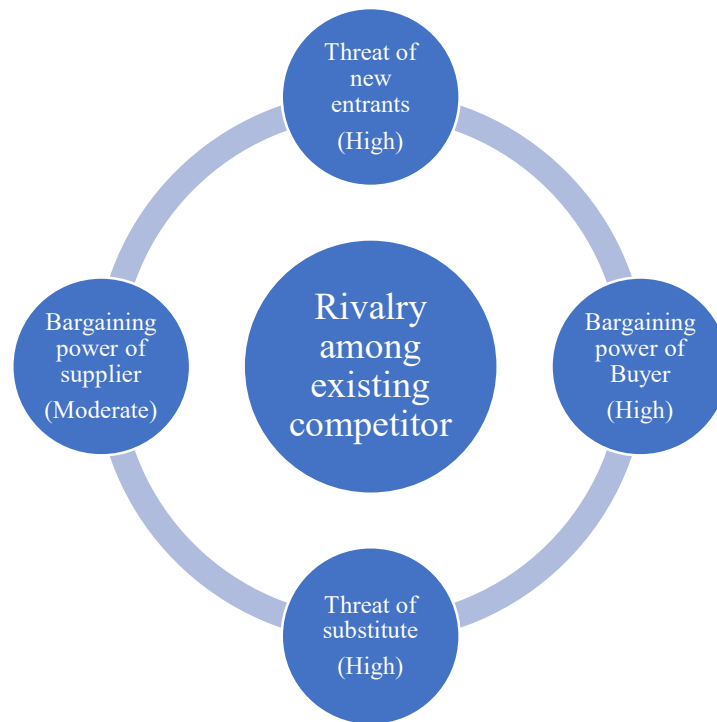


Figure 8: Porters five force model of Bikroy.com

Threat of new entrants:

Previously Bikroy.Com was the only company who was doing this kind of business and there was no other company like them . But currently there are so many companies are coming like Evaly . So gradually more companies can come to this sector because the amount of capital is needed to ruin this type of business is low compare to other businesses. They are also offering almost same services to their clients . Anyone can easily open a new company like Bikroy.Com because the investment amount is low . So , the threat of new entrants will be high for Bikroy.Com .

Bargaining power of buyer :

Every buyer has almost the same tendency to get the product in a cheaper price so whichever company will give them this facility they can easily switch the company. So, bargaining power of buyer is also high for Bikroy.Com.

Bargaining power of supplier :

Buyer have to bought their product in a higher price from supplier as it's a new industry (property) . So, the bargaining power of supplier is moderate for Bikroy.Com .

Threat of Substitute:

Threat of substitutes is also high for Bikroy.Com because consumers have so many options such as B.property, agencies. And Facebook is also now known as a marketplace for online seller and it's completely free to use . So , Facebook can be a big threat for Bikroy.Com



Figure 9: SWOT Analysis of Bikroy.com

2.8 Summary and Conclusions

Bikroy's strategy was to create a sustainable market for the underserved people which they successfully did. The Co.MD from both departments are very sincere to giving the instructions properly. Before Covid the market scenario of Bikroy. Com was outstanding. Last year also the revenue was satisfactory. The management team was very cooperative as they also announce employee of the month every month to encourage the employee and the current marketing strategy is very good. So in near future Bikroy can expect a growth.

2.9 Recommendations

As Bikroy has gained a huge popularity in Bangladesh so they should improve their services. And they should open few outlets and customer care center as some people still prefers physical shop for buying and selling. In this way they can get more customers also the trust issues they face because of fraud seller that will be gone. They should add more innovative marketing strategies to attract their customers even more and the weakness they have such as they cannot take online payment. So they should find a solution for this problem.

Chapter 3: Project Part

Consumer Buying Behavior during the Pandemic – a sales analysis on Bikroy.com

3.1 Introduction

Origin of the report:

Covid- 19 has changed so many things and among them one major change is the buying behavior of a consumer. Previously people were very comfortable while purchasing anything from anywhere. However, because of this deadly virus people are mostly purchasing goods online. By doing this they can save their time also the risk is very low to get infected. So, during these three months internship her task was to communicate with customers and get to know about their conditions such as because of pandemic consumers became more concerned about hygiene factors. She also done survey to know about the most selling items during this pandemic also people will stick to this online shopping after the pandemic is over .So, while collecting information about ad posting and while getting free agents she used to talk about their current financial conditions to know more about the present situation of majority of people .

Objective of the study:

Bikroy.Com is known as the largest marketplace and before this pandemic the growth rate was very good. However, during this pandemic how the buying pattern of a consumer has created a major impact on Bikroy.Com. This is the main objective of this report.

Specific Objectives:

The objectives of this studies are to-

- To know what kind of goods consumer purchases during pandemic using Bikroy.Com app.
- To know consumers opinion about the pricing of goods.
- To gather valuable feedback from consumer who purchased from Bikroy.Com.
- To find out whether consumers are satisfied with the service of Bikroy.Com or not.

Significance of the study:

The significance of the study is to know about the consumers buying behavior during this pandemic. Because of this pandemic the whole market faced huge loss and big business

companies had to shut down their business. So, by these findings they will know what the consumers currently want from them and which kind of product they are buying more. So, it will help Bikroy.Com to categorize the product sections more precisely.

3.2 Methodology

This report is prepared based on survey analysis and also from interview .The main motive behind the survey is to know about the income level of the consumer and their opinion about the pricing of goods of Bikroy.Com and the buying behavior during the pandemic. She has conducted the survey among 55 people from varies background. The respondent's ratio of both males and females were almost same. This survey was based on qualitative research as during her internship period she talked with so many clients and took their interviews over phone to know about their opinion and also by talking with her project supervisor she got this information.

3.3 Findings and Analysis

The data for analysis was collected by performing the survey and concluding the interviews.

Analysis from the Interview:

While working on “Sellfast” project she had to talk with so many people who already have an established business such as grocery store, restaurant etc and they want to work as an agent of Bikroy.Com. As Bikroy.Com was offering free agent ship and she get to know that the current buying behavior of consumers. Most of the people were buying their necessary goods. The agents also agreed to work for Bikroy.Com because they just have to post ads on Bikroy.Com's site to increase the view and monthly Bikroy.Com will pay them for posting ads. The agents would not have to go anywhere to complete the task. They just have to post ads by using their own laptop or computer. So, there is no risk of Covid. She also got to know that people are now mostly concerned about online shopping. So, by seeing this Bikroy has introduced this free agent ship campaign. Also, this project manager, Md.Mofassal Hossain thinks that this will bring a fruitful results for Bikroy.Com. As initially the main moto is to increase the number of free agents. Their target is to get 50 agents before January ,2021. By doing this the viewers will increase and if the viewer increases then the consumer will also increase.

Analysis from the Survey:

This survey was done to know about consumers buying behavior during pandemic.

1. Gender?

55 responses

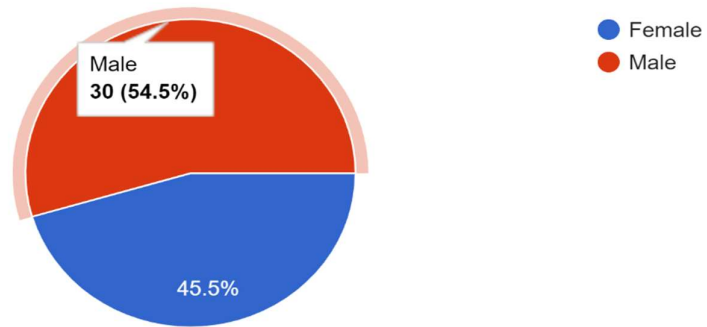


Figure 10: Demographic Distribution (Gender)

This survey was conducted among different group of people and some of them were students and majority of them are job holders. Male and female ratio were almost close. Male was 54.5% and female was 45.5%. There was no gender bias ness present in this survey.

2. What is your monthly income?

55 responses

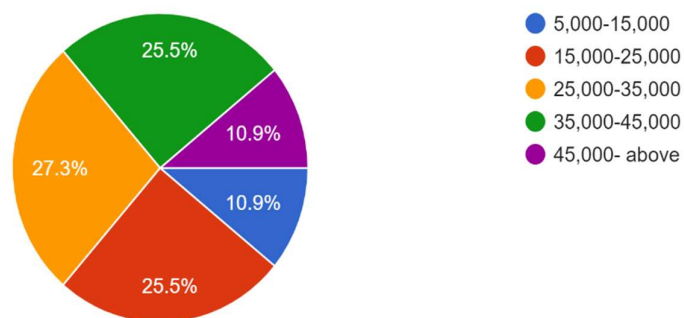


Figure 11: Financial Distribution (Monthly Income)

According to the result of the survey, the most number of monthly income is 25,500-35,000 and the percentage rate is 27.3% . The monthly income has a great relationship between purchasing products. So this is why this question was added.

3. How often do you shop online?

55 responses

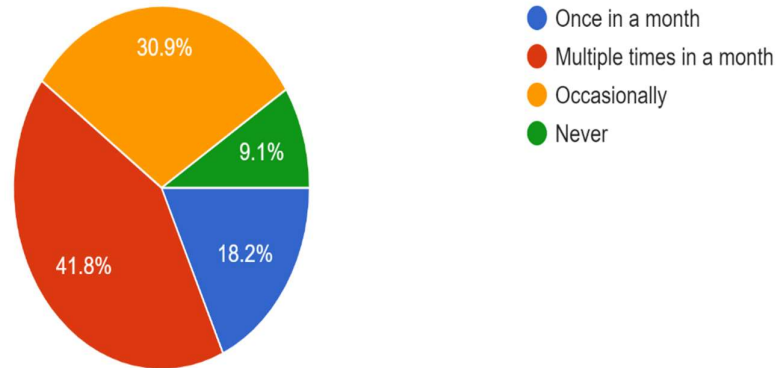


Figure 12: Online Shopping Percentage

By seeing the survey result, one can say that now a day's people are purchasing goods from online as the question was how often they shop online and the most percentage was 41.8% . This percentage of people did online shopping multiple times in a month.

4. Do you know about Bikroy.Com?

55 responses

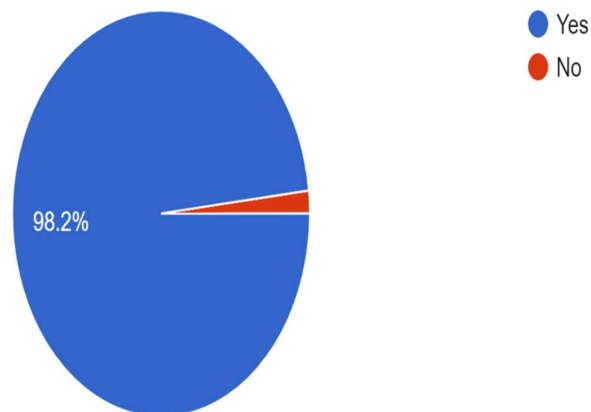


Figure 13: Do you know about Bikroy.com?

Bikroy.Com is known as the largest online marketplace so 98.2% people responded that they know Bikroy.Com.

5. During this pandemic, did you buy any product through Bikroy. Com?

55 responses

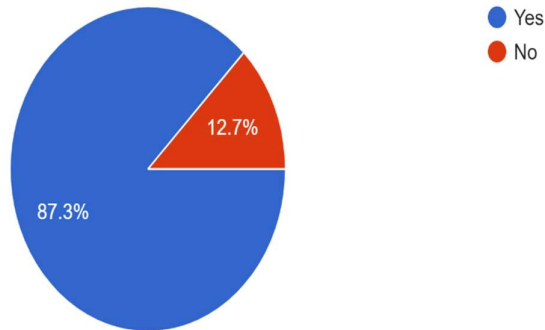


Figure 14: Products purchased from Bikroy.com percentage during the pandemic.

By seeing the service result, one can say that Bikroy.Com is very popular among Bangladeshi people and the result of purchasing from Bikroy.Com was 87.3% which was a very good number.

6. If yes then which payment method are you using?

50 responses

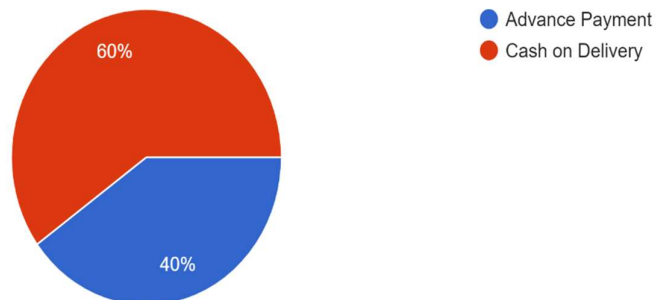


Figure 15: Payment method percentage

People are accepting online shopping but still they could not trust advance payment easily because of fraud issues that's why the advance payment rate is only 40%. On the other hand, the people who preferred cash on delivery rate was 60%.

7. What kind of products did you purchase during Covid- 19 from Bikroy.Com?

49 responses

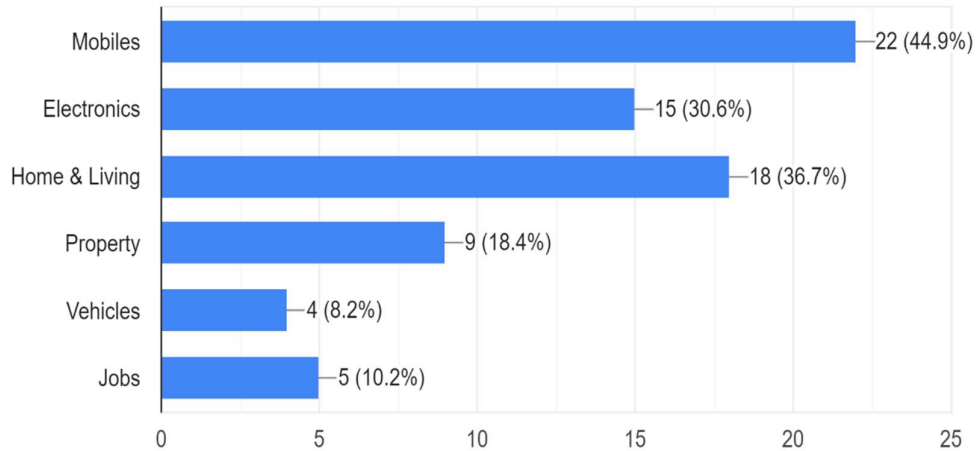


Figure 16: Products purchased during pandemic.

Consumers purchased mobile phone during Covid-19, and the percentage rate is 44.9%. As most of the shops were closed during that time. So, they had no other option left expect online shopping and Bikroy.Com was a very trustable apps for the consumer. So, they used Bikroy.Com for purchasing mobiles. Secondly they bought household items such as AC, Fridge etc were the most selling items during COVID-19 and the percentage rate was 36.7.

8. Do you think during this pandemic online shopping is more safe than going to a physical shop?

55 responses

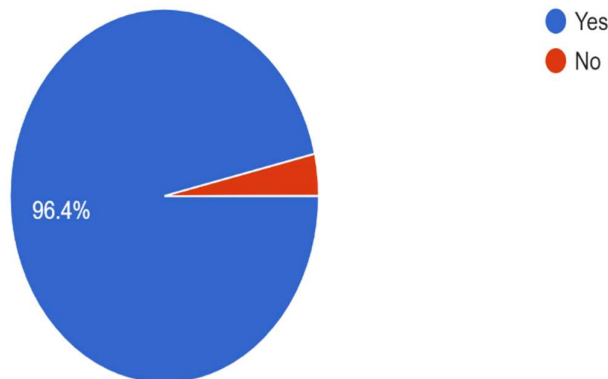


Figure 17:Opinion on Online Shopping vs Physical Shopping

Most people agreed that online shopping was the safest option for everyone, and the percentage rate was 96.4 %. They prefer to shop online.

9. While purchasing from Bikroy.Com did you get any extra facility from Bikroy.Com?

55 responses

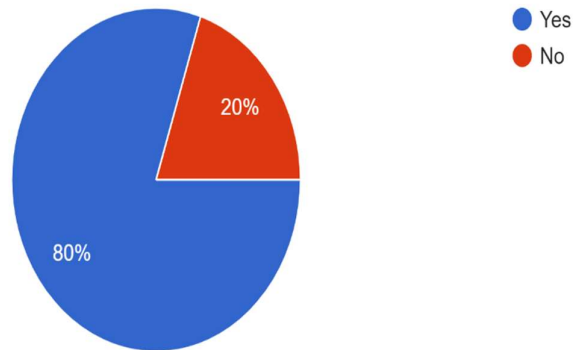


Figure 18: Did the respondent get extra facilities during Covid-19.

Bikroy.Com provided so many facilities for their customers during COVID-19. And 80% people got the facilities. Still now Bikroy.Com has been providing so many facilities for their customers.

10. If yes then which facility did you get ?

36 responses

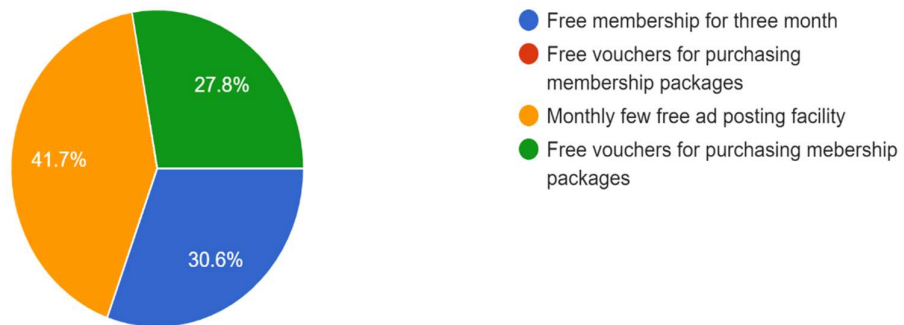


Figure 19: Facilities provided during Covid-19.

Previously in Bikroy.Com there was no facility of free ad posting. Everyone had to pay for posting ads. But now they are providing free ad facilities. Monthly they are giving free ad posting facility for every category and according to the survey 41.7% people got that facility.

11. Because of pandemic the price of the services that are available at Bikroy. Com has been increased or decreased

55 responses

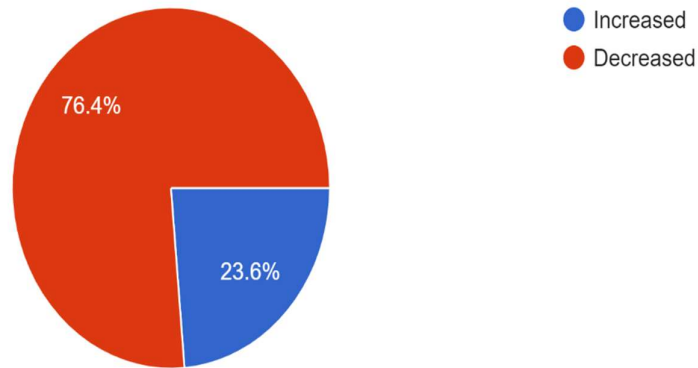


Figure 20: Increase or decrease of service price during the pandemic.

As already mentioned before Bikroy.Com previously used to take money for everything. But now they are providing free membership and also prices of every services have been dropped. So, according to 76.4% people agreed on this fact that the price has been decreased.

12. Are you satisfied with Bikroy.Com's service during this pandemic?

55 responses

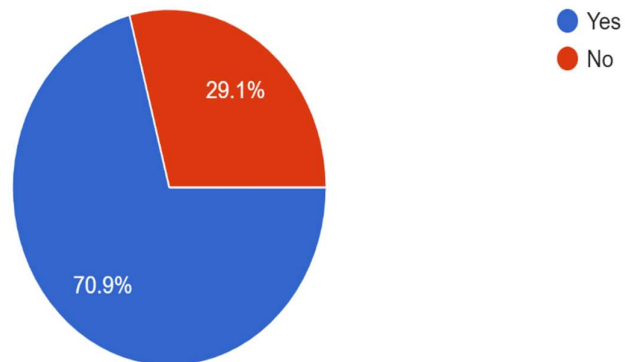


Figure 21: Respondent satisfaction based on Bikroy.com's services during the pandemic.

According to the survey results, 70.9% was satisfied with the service of Bikroy.Com and which was a pretty good number.

13. During Pandemic while purchasing the product did you get enough information about the product at Bikroy. Com's official site?

55 responses

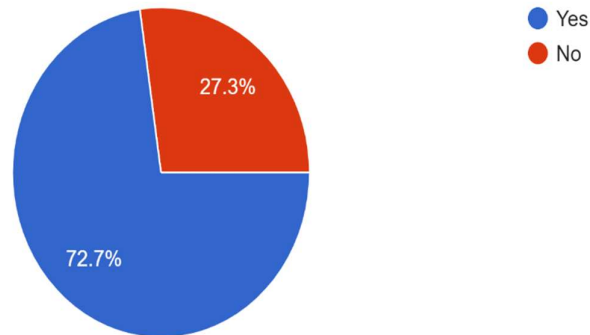


Figure 22: Product information during the pandemic

Lastly, 72.7% people got enough information while purchasing products and 27.3% people didn't get enough information while purchasing products.

Key Findings:

There are few key findings that she got after doing the survey and interview-

- Though people were doing online shopping but still they were not fully satisfied with online shopping.
- People are still preferring cash on delivery because of not having fully trust issues.
- During pandemic most people were happy with the service of Bikroy.Com
- During this pandemic the most selling items was mobiles and second most selling items were household items.
- Online shopping saves the time of a working person and it's very easy for them to use Bikroy.Com

3.4 Summary and Conclusions:

Because of Covid -19 the buying behavior of a consumer has completely changed and drastically everything is changing. Majority of people were willingly accepting this change and they are also satisfied with Bikroy.Com's service. The image that they created in the market was very praiseworthy. While talking with agents she got to know many people were genuinely happy with Bikroy.Com's service. Though the overall buying expenses were less than before but still people relying on Bikroy.Com as an intern she noticed this. The trust that Bikroy.Com has gained over these 9 years that is very important for them to hold. So, they did a great job during this pandemic. So, the brand image of Bikroy.Com was very good.

3.5 Recommendations:

During this three months of internship she learned so many things from Bikroy.com and in future this will be very helpful for her and to conclude the recommendations for Bikroy.Com would be:

- 1) While doing her internship she got to know how to communicate with other people and she learned how to deal with customers in a polite way, but her recommendation would be to conduct a demo session for the intern to understand their business practice properly.
- 2) During the survey and interview she observed that what was the buying behavior of a consumer. Because of pandemic so many things have been changed and buying behavior was one of them and she would suggest that the products those are most wanted from consumer the availability should be increased on their site.
- 3) She tried to collect as much data as she can to add a value in her report but also the findings can be helpful for the company.
- 4) During this pandemic people had to suffer a lot and some people didn't know how to use internet properly so they had to suffer a lot at that time .So they need to know how to use internet properly for their betterment and Bikroy.Com can hold a session for them specially for rural people to teach them basic internet use .
- 5) Last but not the least Bikroy.com has introduced a new concept of online shopping and gradually people are accepting it. However, it will take time but Bikroy.Com should be more concerned about their marketing strategy as the competition is huge and in order to sustain they should have USP for their customers. Finally, she is hoping this report will be helpful for

getting information about consumers perspective towards their buying behavior during COVID-19.

Appendix A.

Survey on "Consumer Buying Behaviour during the Pandemic – a sales analysis on Bikroy.Com

This survey information will be only used for completing internship report of a Brac University student (Nishat Sultana , ID- 15204049). This will be helpful for her if you give some time to fill up the form.

* Required

1. Gender? *

- Male
- Female

2. What is your monthly income? *

- 5,000-15,000
- 15,000-25,000
- 25,000-35,000
- 35,000-45,000
- 45,000- above

3. How often do you shop online? *

- Once in a month
- Multiple times in a month
- Occasionally
- Never

4. Do you know about Bikroy.Com? *

- Yes
- No

5. During this pandemic, did you buy any product through Bikroy.Com? *

- Yes
- No

6. If yes then which payment method are you using?

- Advance Payment
- Cash on Delivery

7. What kind of products did you purchase during Covid- 19 from Bikroy.Com?

- Mobiles
- Electronics
- Home & Living
- Property
- Vehicles
- Jobs

8. Do you think during this pandemic online shopping is safer than going to a physical shop? *

- Yes
- No

9. While purchasing from Bikroy.Com did you get any extra facility from Bikroy.Com? *

Yes

- No

10. If yes then which facility did you get?

- Free membership for three months
- Free vouchers for purchasing membership packages
- Monthly few free ad posting facility

Other-

11. Because of pandemic the price of the services that are available at Bikroy. Com has been increased or decreased *

- Increased
- Decreased

12. Are you satisfied with Bikroy.Com"s service during this pandemic? *

- Yes
- No

13. During Pandemic while purchasing the product did you get enough information about the product at Bikroy.Com's official site? *

- Yes
- No