

Factors affecting mega sales day promotion perception of Daraz shoppers

Report on
Factors affecting mega sales day promotion perception of Daraz shoppers

Tasmim Benta Salakin

ID:17104016

An internship report submitted to the Bachelor of Business Administration in partial fulfilment
of the requirements for the degree of
BBA - 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 original work while completing my degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate 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.

Student's Full Name & Signature:

.....
Tasmim Benta Salakin
17104016
BRAC Business School
BRAC University

Supervisor's Full Name & Signature:

.....
Shamim Ehsanul Haque
Assistant Professor
BRAC Business School
BRAC University

Letter of Transmittal

Shamim Ehsanul Haque
Assistant Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka- 1212

Subject: Submission of internship report on “Factors affecting mega sales day promotion perception of Daraz shoppers”.

Dear Sir,

As a requirement for the completion of a project under the BBS program of BRAC University, I would like to submit my project report titled “Factors affecting mega sales day promotion perception of Daraz shoppers”. I have completed my 4 months internship report paper at BRAC University under your supervision.

I sincerely hope that this report satisfies the expectations and goals of my project and meets your satisfaction. I have tried my best to wrap up the report as concisely and comprehensively as possible with the relevant information and suggested solution.

At every aspect of my work on this report, I am grateful for your assistance and kind guidance. I would be really grateful if you would take the time to review the report and evaluate my work.

Sincerely yours,

Tasmim Benta Salakin
ID- 17104016
BRAC Business School
BRAC University
Date: 3rd January, 2022

Non-Disclosure Agreement

[This page is for the Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between Daraz Bangladesh Limited and the undersigned student at BRAC University Tasmim Benta Salakin (ID: 17104016)

Acknowledgement

The outcome of this research comes after a lot of guidance from a few people. Firstly, all my gratitude goes to the Almighty Allah for giving me so much dedication to complete this project. Secondly, I would like to thank my honorable supervisor Shamim Ehsanul Haque, Assistant Professor, BRAC Business School, BRAC University for his guidance from the beginning, starting from choosing the topic to give me advise, feedback and sharing his knowledge in the fulfilment of the entire project.

I would like to express my gratitude to my parents, BRAC University's respected faculty members, friends, and classmates for their constant inspiration. I also would like to express my deepest gratitude to all respondents for taking the time to complete the survey and assisting me in conducting the study effectively.

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Executive Summary

Daraz Bangladesh seems the potential to significantly reshape the shopping patterns of the people of Bangladesh in a remarkably short period of time by establishing a new benchmark for the e-commerce business in Bangladesh. Daraz Bangladesh is at the market forefront when it comes to internet businesses, and it is the organization that established such an innovative benchmark. Daraz Bangladesh is launching a unique platform that will exclusively connect individuals who appreciate shopping online.

In Bangladesh, Daraz Bangladesh has been functioning since February 2015, and it is progressively acquiring popularity. In May 2018, upon discovering its competitiveness in the market, Alibaba company acquired it in its entirety.

The purpose of an internship for BBS undergraduates is to earn a degree from BRAC University. Hence, I completed my internship with Daraz Bangladesh Limited, a leading and rapidly expanding online marketplace with eCommerce retailers in Bangladesh. I have strived to collect all possible information about the appropriate authorities and their activities.

The Mega Sales of Daraz Bangladesh Limited and the Related Factors Garnering Shopper's Perception are emphasized in this research along with the Promotional Functions of E-commerce Platforms. To facilitate comprehension, the entire subject has been divided into three segments.

In the initial part, an overview of internships was discussed. In this step, certain internship specifics have already been defined. In addition, the entire outcome of my internship was extensively discussed in this section of the chapter. This section outlines my contributions to the organization as well as my personal growth as a result of my internship. In the concluding portion of this part, recommendations for future internships with Daraz Bangladesh are provided.

In the second part, I have addressed the institutional framework of Daraz Bangladesh Limited, and in the first portion, I have discussed the organization's objectives, methodology, and boundaries. Then, I concentrated on the organizational overview and financial performance of Daraz. After this part, I propose several recommendations to the organization.

Keywords: Mega Sales, Daraz, 11.11, F-Commerce, Online Shopping, Sales.

List of Acronyms

3PL - Third-Party Logistics

4PL - Fourth Party Logistics

IR- Issue Resolution

11.11 - Sales Campaign of Daraz

CAU – Campaign App User

12.12 - Sales Campaign of Daraz

SEO- Search Engine Optimization

KPI - Key Performance Indicator

SMM - Social Media Management

DAU – Daily Active Users

1. Overview of Internship

1.1 General Information

1. Information Student

Name	Tasmim Benta Salakin
Student ID	17104016
Email Address	Tasmim.benta.salakin@g.bracu.ac.bd
Concentration	Finance and Marketing
Program	Bachelor of Business Administration
Department	BRAC Business School

2. Information of University Supervisor and Co-Supervisor

Supervisor Name	Shamim Ehsanul Haque
Designation	Assistant Professor
Email Address	sehaq@bracu.ac.bd
Co-Supervisor Name	Md. Hasan Maksud Chowdhury
Designation	Assistant Professor
Email Address	hasan.maksud@bracu.ac.bd

1.2 Company Profile

1. Company Information

Organization Name	Daraz Bangladesh Limited
Industry	E-Commerce
Address	Asfia Tower, House: 76, Block: E, Road: 11, Dhaka- 1213
Job Type	Internship
Duration	4 months

2. Company Supervisor Information

Supervisor Name	Md. Azadur Rahman
Designation	Head of Financial Reporting, Logistics
Email Address	azad.rahman@daraz.com.bd

1.3 Information of Internship

1. Responsibilities

- Collection update from 3pl and 4pl partners-The partners paid us twice each week via bank transfer and provided the collection tracking information. Need to verify the collection data using the bank statement.
- Prepare weekly receivable file and share with the partners to encourage them to process overdue payments
- Checking the 3PL and 4PL monthly invoices to generate the billing process.
- Reconciling the monthly handover file with the collection, return, lost and system files for individual partners.

2. Outcomes

- *Student's contribution to the company-* During my three-month internship at the headquarter of Daraz Bangladesh, I worked practically with 3PL and 4PL partners. I do my best in the organization and maintain all the directions of my supervisor from 9:30 am to 6:30 pm. I ended up working 45 hours a week on my internship program. I attempted to engage in the organization's daily operations, either directly or indirectly. First of all, I began my work by checking the emails of the 4pl deposit slips and updating the deposit amount by checking the attachments to the daily collection sheet. After that, I went through the 3pl portal to identify the newest payment summary to update the disbursement amount to the daily collection sheet. Moreover, I collect the monthly invoices of 3pl partners and then send bi-requests for the system information against the invoice tracking. After getting the bi file, I check the invoice manually with the verified zone, and weight and charge accordingly. After calculating the invoice bill, I submit the bill to my supervisor for further process. Furthermore, for reconciliation purposes, I collect the handover data from the transport team, then reconcile the monthly receivables against handover packages with the return, collection and package lost files. I also verify the information with the system information. Then the file is sent to the 3pl partner to confirm the summary of the reconciliation. Along with that, I update the 4PL collection by checking the deposit slips as well as preparing the invoice against the disbursed amount from the other side. Also, at the end of the month, I settle the receivables against the bill.
- *Benefits to the student-* It is a clear indication that real-life scenarios often do not reflect the existing theories. Most of the departments at Daraz were observed throughout my three-month internship program. I have learned about how an organization makes a profit with receivables management, deposits and loans, how to handle partners, how they analyze the risk etc. While working with 3pl and 4pl partners, I learned about how to communicate and settle the accounts and how the operations directly affect the economy of Bangladesh. From the billing process, I have learned about delivery rates and charges depending on categories such as weight, zone

etc. Along with that, I have learned about the receivable process and the importance of reconciling the accounts every month.

3. Problems/Difficulties (Faced during the internship period)

I have learned that concept differs from practice in some aspects; however, three months was not a sufficient period to uncover every inconsistency between practice and theory.

4. Recommendations (To the company on future internships)

Usually, they do not appoint interns frequently with particular work routines. As a result, the participants had to complete the work assigned to them. If companies could supply an intern with a particular routine, the interns would have been able to learn more as well as contact supervisors for guidance relatively fast. It has been noticed that people from other departments may not always distinguish the intern. As a result, the authorities could identify the intern's identification card, making it easier for the surroundings to identify.

2. Organization Part

2.1 Introduction

A website or web application that functions as a platform for the display and sale of a diverse range of product brands that have been sourced from several different sellers, shops, or individuals is commonly referred to as an online e-commerce marketplace. Within the scope of an online marketplace, a shopper and a merchant can interact with one another through the site or app of a distributor. The objective of online marketplaces is quite similar to that of conventional intermediaries; specifically, they are designed to make it easier for both shoppers and sellers to engage effectively. It is feasible for both the shoppers and the sellers to have the option of choosing things that are most suitable to their requirements and preferences, respectively.

No one can refuse to acknowledge that the e-commerce marketplace is an important part of building a social and economic basis. The eCommerce platform serves as a middleman by advertising the products of different sellers to make sure that the marketplace modules are secure and convenient for shoppers. A further benefit of this kind of platform is that it helps people decide whether they are open to taking risks while buying any product, while still giving both purchasers and sellers pretty reasonable security with good policies. The eCommerce platform also satisfies the requirements of several shoppers who want a lot of huge amounts of goods and fast operation. So, it's clear that the most important part of online operations is getting two or more independent but connected clients to interact with each other.

Daraz Bangladesh Limited is a notable and rapidly expanding e-Commerce platform that has had and continues to have a significant influence on Bangladesh's economy and communities. According to the progression of the economy, Daraz Bangladesh's innovative accomplishments in promoting company operations were highly acknowledged and appreciated.

2.2 E-Commerce Industry in Bangladesh

The pace of economic expansion in Bangladesh is changing every single moment which is pretty unpredictable yet it appears to be heading in the right direction. In the past ten years, there has been a discernible improvement, and even during the most recent period of global economic instability, GDP growth has been phenomenal. With a GDP growth rate of around 6.7%, it is currently regarded to be the third of the main economies that are expanding at the quickest rate in south-east Asia. Additionally, it garnered recognition as well as established itself as one of the most important frontier marketplaces for investors from all around the world. According to the International Monetary Fund (IMF), it was the second fastest-growing major economy in the world in 2016. (Payal, 2017).

However, the rising cost of living has increased spending and new investment in Bangladesh after Covid. Challenges in assessing the economy are caused by the absence of accurate high-frequency statistics.

E-commerce arrived in Bangladesh a few years ago and was expected to be a large sector by 2013. Due to significant traffic, Bangladesh is a good place to do e-commerce, and the government is appreciating the module. About 17.61% of the population, buy things online (Isfara, 2022). Due to this market's tremendous growth, the internet business is booming rapidly. Due to traffic congestion, online shopping is booming in our region. Web-based purchasing enables sophisticated mechanical devices such as the web, mobile phone, mixed card, EMI, bKash, Rocket etc. to purchase and sell items from various merchants. It primarily leverages a web browser to enable direct seller-to-buyer transactions. E-commerce is referred to as e-shop, e-web-store, online store, virtual store, online marketplace, online storefront, etc. (Ahmed,2016)

Websites are replacing physical storefronts for major brands. The majority of business owners, especially in e-commerce, conduct operations online (Facebook commerce). Online retailers provide special discounts on their products and services. Shopping online is convenient. Customers place orders online and receive deliveries at their homes. As more businesses move online, the distinction between "traditional" and "digital" commerce will erode. (Mohiuddin, 2014)

The e-Commerce industry is flourishing due to being the most convenient alternative to traditional shopping and its success enables individuals to improve the technical infrastructure for the generation. Social media is being integrated into B2B business models by intermediaries as e-commerce becomes a viable field enterprise. Today, in Bangladesh, e-commerce is the finest method for determining the feasibility of a business. (Ahmed, 2016)

The expansion of the Internet is a result of online companies buying and selling products. There exist platforms for B2B, B2C, and C2C e-commerce. However, Bangladeshi purchasers choose B2C. In urban and rural areas, online purchasing is prevalent. Now, Facebook sites offer products. In addition, they use Amazon.com, eBay.co.uk, and Alibaba.com to shop. The E-commerce Association of Bangladesh believes that 800 eCommerce websites and 9,000 Facebook pages produce 10-billion-taka worth of sales yearly, according to Hride, Ferdousi & Jasimuddin (2022). Due to their lack of computer literacy, people do not shop online.

2.3 Overview of Daraz

Daraz Bangladesh started operating in Bangladesh in 2015 as the newest startup of Rocket Internet Group. In that same year, Daraz Group became a part of the infrastructure maintained by Alibaba Group. This move was made around two years after Alibaba acquired Lazada Group, which was also a South East Asian company formed by Rocket Internet Group. In that transaction, Alibaba paid approximately \$16 billion. In addition, the Alibaba Group runs Redmart in Singapore and has

an equity stake in both Paytm and Tokopedia in Indonesia. Both of these companies are based in Southeast Asia. Within this sector, Daraz has established itself as the dominant player attributable to its rapid expansion. Individuals who are enthusiastic, dynamic, and ambitious are utilized by Daraz Bangladesh. The Company are looking forward to introducing the fast-developing market to the cutting-edge digital technologies that have been established. The expansion of Daraz's company operations in Bangladesh is the primary focus of the company's efforts currently.

Bangladesh is still in the process of being bloomed and has promising potential for sustainable progress. It is a tremendous location to invest money in terms of return potential. In addition to that, improvements are occurring throughout the world, but it looks like Bangladesh is striving to thrive despite the challenges it faces. On the other hand, it looks like a change is on the horizon as more businesses migrate their activities online, which results in higher efficiency. This is beneficial to the vast majority of the company's operations. Additionally, as a result of the advancements and shifts readily accessible by websites, the concept of "online business" emerged into being. The concept of indulging in commercial contracts or the exchange of information by digital communication is not a contemporary one; rather, it has been around for a long time. E-commerce has only been around for a short while, yet it is already widely available in every of the world's countries. As a consequence of globalization and the ongoing expansion of the country's economy, online businesses are opening up shops in previously untapped markets.

A digital market place, Daraz Bangladesh is an eCommerce business that functions in Bangladesh. It is a shopping platform that allows customers access to a wide variety of goods and services, such as clothing, gaming and sports equipment, home appliances, stationaries, groceries and so on. Shoppers of Daraz are able to anticipate forth to incredible shopping experiences because all orders are fulfilled promptly and delivered straight to their front doors. They are steadily broadening their coverage to obtain the most cutting-edge technologies, trends, and commodities.

Bangladesh is inhabited by a significant population, whose responsiveness allows a substantial number of businesses to setup shops and offer their products. On the other hand, a considerable percentage of our population is still acquainted with online purchasing alternatives and must be informed on how to access them. The fact that a significant section of the population has no idea about the use of the internet offers a dilemma for businesses that conduct digital marketing. Even though the government of Bangladesh is working diligently to ensure that everyone in the country has an internet connection, there is still a huge way to go. The most exciting factor, though, is that along with this availability, the number of online communities is rising exponentially.

Daraz is a platform that links buyers and sellers, allowing businesses to display their commodities and offering shoppers the possibility of buying several items at once. It is a business-to-consumer (B2C) service that is available on the website, and this specific mode of business operations tends to be positive from the customers' standpoint. Daraz strives to expand the volume of its customer base, also it intends to accomplish this by introducing multiple vendors to its platform. It is a place

where shoppers will have a better chance of discovering vendors and will have access to an extensive range of products.

There are eleven broad categories of products available at Daraz now and these are:

1. Fashion products
2. Phones & Tablets
3. Sports & Travel
4. TV, Audio & Camera
5. Computing and Gaming
6. Home & Living
7. Baby, Kids and Toys
8. Beauty & Health
9. Appliances
10. Grocer's shop
11. Top-up (mobile recharge)

Above mentioned categories undergo constant modification to fulfil shoppers' demands. In addition, the combination of grocery items to the Bangladeshi market in the middle of 2017 has been relatively new and has been extremely successful. Daraz strives to deliver the greatest customer experience and the most user-friendly system accessible in Bangladesh. Clients can choose their preferred payment method from a range of alternatives, such as Bkash, Nagad and card payments. Moreover, Daraz offers cash-back benefits based on its 7-day product return policy.

Vision

For Daraz Bangladesh the vision is- "To provide internet commerce more inclusive and user-friendly for clients"

Mission

The mission of Daraz is to promote itself as the go-to destination for google shopping in the country leveraging credible online information, allowing users to access reliable product details and achieving the largest market share in the eCommerce business by operating across Bangladesh.

Targets

To accomplish the mission and vision, certain targets must be achieved. Daraz Bangladesh works on several aims to realize its full potential, including the following:

- Daraz will focus on capturing the field by establishing potential clients by offering the largest assortment of various things at the best deals.
- Through efficient and effective order fulfilment, the service quality will be boosted.
- Diverse support programs will be designed to help Daraz vendors expand their businesses.
- Comprehensive recruiting, training, engagement, and guidance will be implemented to accomplish Daraz's objective as well as build significant organizational advantages.
- Assessing market trends to expand Bangladesh's e-commerce sector. besides, fostering an efficient organizational culture where employees may grow and collaborate with the company.

Daraz Bangladesh Hierarchical Organogram

Daraz Bangladesh has experienced significant growth since its inception in 2015. the company has sustained heavy expenses throughout the past two years. Recently, 19 hubs have been sited outside of Dhaka city, while the number of workplaces within the city has increased. Daraz has also collaborated with several merchants after they arrived in Bangladesh. As the activities expand, so does the intricacy of the organizational structure. The diagram below depicts a simple hierarchical structure.



Figure: Daraz Organogram

Bangladesh Daraz Key Departments

Each company needs a progressive structure to maintain operations, based on its size and aspects. The organization strives to accomplish operational processes and meet objectives without the appropriate authoritative techniques. Daraz has a designated department with the proper individuals to oversee its global supply chain. Daraz Bangladesh's main departments are:

Administration; Business Development; Customer Service; Commercial; Category Management; Graphics and Design; Human Resources; Information Technology; Issue & Resolution; Finance and accounts; Operations; Onsite and Content Management; Sales Management; Marketing; Public Relations.

3. Factors Affecting Mega Sales

Mega sales have a key marketing trend in the current business environment as the global market has become more competitive firms are seeking new strategies to attract and expand potential customer lines. The introduction of mega sales has added significant value to modern marketing trends and global enterprises are using this tactic to boost their sales. The market KPI suggest that this technic has been a sustainable marketing strategy for all kind and sizes of business. Some key factors make the mechanism successful and viable namely competitive pricing, product quality, shipping facilities, return policy, discounts, online reviews etc. Hence companies try to balance these factors to mega sales approach successful. Evidence has suggested that Daraz has been successful to utilize this marketing approach to its utmost potential maintaining coherence between its parent company Ali baba's strategy. This allowed the company to secure sustainable growth in both sales volume and revenue generation.

3.1 Origin of Study

3.1.1 Background of the study

In recent years, e-commerce has grown tremendously significantly. Findings indicate that the majority of potential shoppers are comfortable with their e-shopping experiences. It is preferable to pursue additional research that identifies potential factors that influence the online purchasing behavior of customers.

Our people rarely consider individuals can buy anything without visiting the market or examining it. The purchasing power of individuals' items based on sights and facts, having them delivered to their homes and paying for them seemed to be overwhelming. Online shops and classifieds were unique in Bangladesh a few years back. Advanced realities altered substantially. Technology and the experimental premise of web-based commerce fostered development.

Web-based life has been around for 50 years, and with each passing year, increasingly more organizations enlist the online market and new optimizations and breakthroughs are formed. Since it was initiated in the 1970s, digital marketing has garnered much convenient to use, secure, and satisfying for shoppers. (Ahmed, 2018).

Online shopping's key advantage is product accessibility. Suppliers and shoppers may transact seamlessly without time or transit costs. However, shoppers will always dispute product quality considering they can't hold and see it. Effective websites have both fabulous appearance and technological functionality. To develop a business, it must establish a long-term client relationship. To generate online transactions, businesses must coordinate both resources and time for website development, operation, management as well as governance. Attracting clients is more challenging than losing them. Any premium website that does not respond to queries, notifies clients, conducts

transparently, and secures client information will fail to perform. Fixing problems and getting new customers is crucial for the majority of website businesses, that evaluate client feedback. Shoppers want marketers to tailor their purchases. By assessing the shopping behaviors of individuals, businesses may optimize their offerings. Therefore, Daraz Bangladesh is the premier e-commerce platform in Bangladesh, regardless of the attempts of its rivals to eclipse it. As shopping online is not yet well-established, Daraz's master project is to entice clients to shop with them.

The phrase "Mega Sales Days" refers to big sales events that take place all around the world. As the number of such events increases to ascend, they are assuming a progressively vital position on the agenda of e-commerce engagements.

During mega sales events, many retailers and e-commerce companies provide a variety of discounts and deals. Daraz Bangladesh provides around 40 crores BDT in discounts and vouchers. Additionally, they organize several game segments for client involvement, so that individuals may profit from a variety of options. Additionally, they presented several mystery boxes to entice customers. In addition, several retailers and brands offered an abundance of discounts.

3.1. 2 Object Of the study

Identifying strategies for enhancing Daraz's sales on mega sales day while retaining shopper experience.

Broad Objective

To capture the significance of mega sales from Daraz's promotional perspective.

Specific Objective

- To identify the importance of mega sales campaigns as marketing strategies.
- To understand the customer perception on mega Sales day.
- To evaluate the impact of the mega sales campaign on Daraz sales.
- To provide recommendations on improvement of Daraz mega sales approaches.

3.1.3 Scope of the Study

The preliminary survey will reveal Daraz Bangladesh's online marketing strategies through campaigns and mega sales, and since the participants are from several leading e-commerce review organizations, it will be credible. This research is based on experimental approaches. This study evaluated primary and secondary data and constructed a questionnaire based on earlier studies. Especially internet shoppers are considered in this research. Quality and reliability are influencers of the Daraz Bangladesh customer's purchase behavior as measured by gender, age, and occupation. In this study, we have 24 easy questions so people may react promptly.

3.1.4 Significance of the Study

I have strived to rectify the inadequacies of online marketing with this research. This study also highlighted customers' opinions on ad campaigns, which influence purchase decisions. In addition, this study may benefit brand strategists in the field of digital marketing, as well as individuals who require the information to make enlightened decisions based on the research's discoveries. The suggestions based on the preliminary findings will provide a boost to the company for further flourishing. The study also investigates the most effective internet marketing strategy. Additionally, the company may comprehend general consumer preferences as well as the factors affecting purchasing behavior.

3.2 Methodology

3.2.1 Exploratory Research

Extensive steps were taken to conduct this study. Each of these approaches is significant for comprehending the e-commerce industry, its consumers, and the factors that influence the evolution of the perception of shoppers. Below are detailed explanations of the research methodology:

Analysis of secondary data: I have brought it down to a handful of studies. These studies helped me to understand and evaluate the causes and impacts of mega sales on customer perception and the e-commerce business.

Interview of Industry Partners: As part of my partner analysis, I conducted interviews with frequent shoppers, Daraz employees, marketing strategists, fulfilment companies, and merchants. All of these fundamental professional perspectives and experiences assisted me to have a comprehensive knowledge of the subject matter.

Qualitative Research: I did qualitative research for this study by interviewing Daraz customers, potential consumers who had never experienced Daraz, and distributors. This discussion aided me in completing my qualitative study.

Pilot Research: To acquire insight into the topic, I conducted a single online, open-ended survey. This research aimed to recruit male and female participants between the ages of 20 and 45. For my pilot research, I contacted 30 people in various cities in Bangladesh.

3.2.2 Descriptive Research

I utilized a survey to evaluate the purchasing decisions of Daraz customers. Using this method, I also attempted to identify the factors fueling the tremendous growth of e-commerce during mega

sales events. Demographic and psychological features of e-commerce users were also the focus of my descriptive research.

3.2.3 Obtaining Data

Journals were reviewed for secondary information gathering. These publications may be accessed in the section including the literature review and references. Due to the lack of company-specific information, it was necessary to rely on online sources to analyze information and publications.

Primary Data: Questionnaire surveys were utilized to collect primary data. I obtained information from 100 respondents and utilized it to conclude the research paper. Because of the time constraint, I collected data online. Consequently, I used Google Surveys to collect my data. Before sending out this Google survey form, I outlined my surveys to the participants to minimize any misconceptions.

Secondary Data: Journal articles, newspapers, and internet sites were explored for secondary data, which is acknowledged in the literature review and reference. Due to time constraints, I had to count on internet platforms to collect information.

3.2.4 Sample Area & Size

Sample Respondents	Selection Criteria	Those who use Daraz directly, as well as e-commerce entrepreneurs, suppliers, and other stakeholders. These organizations are important to this study and can contribute information that can help us get useful insights.
	Area	Dhaka
	Time	December 2022
Sample Size	100	
Scaling Technique	Likert scale, Multiple Choice Question	

3.2.5 Data Analysis Method

Data has been analyzed using a prior assumption through thematic analysis. I have used primary data and secondary data for data analysis. In the primary data analysis method, quantitative data has been used which was obtained by an online survey from the ultimate shoppers of data. I completed conclusive research, which entails that I assessed the survey data using statistical methods to get a legitimate conclusion. After completing data collection, I utilized excel to

evaluate and analyze the information. In the case of secondary data analysis, qualitative data has been used which was collected through desk research.

3.2.6 Sampling Method

In this research, the convenience sampling technique has been used which mainly goes under the non-random sampling technique. In statistical analysis, sampling is the act of selecting a predefined number of observations from a larger population. Depending on the sort of study being conducted, the approach utilized to sample from a broader population may include simple random sampling or systematic random sampling. Here the research is based on 100 people of Dhaka City which is a group of people of the overall city people so here nonprobability convenience sampling technique has been used.

3.3 Theoretical Framework

3.3.1 Marketing Strategy

According to Coursera (2022), to succeed in the long run, businesses need to develop marketing strategies that take into account the wants and desires of their target demographic and give them a leg up on the competition (Coursera, 2022). Everything from identifying target audiences to selecting appropriate distribution channels is included in this process. (Varadarajan, 2020) also defined marketing strategy as a strategy of spreading the word about a product or service. Its only purpose is to interest and encourage potential buyers to make a purchase. Innovation and originality form the foundation of marketing, which in turn provides for the wants of a certain consumer group. The ultimate goal is to increase sales and awareness of a product or service.

Importance of Marketing Strategy

Many businesses employ marketing strategies that encourage customer participation. It is also used to educate consumers about the merits of the company's goods. The main goal is to attract the desired demographic to purchase the advertised goods and services. The promotional approaches may be completely novel, or they may be based on tried-and-true methods. Successful advertising campaigns allow businesses to stay ahead of the competition (Slater et al., 2020).

Significance of Mega Sales: Special marketing approach

Large-scale sales events known as "Mega Sales Days" are becoming common in Southeast Asia, where they play a vital part in the region's e-commerce calendar. The concept of Mega Sales Days is spreading rapidly outside of their home nations, first on a regional level, and later on a worldwide scale, with Europe as its point of origin. According to Lyons et al. (2018), mega sales day is a significant online/offline marketing approach where customers can order/purchase their desired goods and products with discounts and free shipping (Lyons et al., 2018). This enabled customers to purchase various necessities at their leisure, resulting in an increase in the organization's overall sales. A study conducted by Syahrin (2011) found that both locals and foreigners had more positive perceptions of Malaysia as a shopping destination after experiencing the Shopping Carnival's massive bargains (Syahrin, 2011). Locals, however, were far more enthusiastic about the retail funfair than the visitors. In reality, travelers were still not thinking of Malaysia as a premier shopping destination of choice. Despite this, the shopping carnival (mega sales) promoted Malaysia as a cheap shopping destination, improved shoppers' overall experiences, and made it possible for them to take advantage of improved facilities. It was proposed that to get the desired results from an advertising campaign, marketers should work to alter the cognitive, emotional, and behavioral aspects of consumers' attitudes.

3.3.2 Psychological Marketing

Identity Marketing

An imprecise definition of marketing psychology might read something like this: "using a variety of psychological concepts in content, marketing, and sales strategy." In addition, the business may use marketing psychology to analyze consumer behavior in relation to their purchasing choices by looking for recurring trends as described by Sersland (2020). To provide a different view Arumsari & Marka (2018) stated that before deciding on a marketing plan, businesses must do market research to understand and create the identity of the approach which may provide a wealth of information that can be used again to improve future product iterations and adapt to the ever-changing preferences of the target market (Arumsari & Marka, 2018). Because of advancements in digital information, even modest enterprises may now get very specific data on potential clients.

Replacement Policy

On the contrary, Flint et al. (2019) argued that Brands with substantial resources may afford to try and fail at an advertising campaign before moving on to something else. Policies regarding the product or the company can be a fundamental issue that triggers the potential customer and their buying decision (Flint et al., 2019). Such as the inclusion of an emplacement policy has greater significance in the purchasing process. According to WEBER (2022), the organization could create marketing strategies according to the mentality of the majority of its customers. In other words,

the company offers customers services that meet their physiological needs, such as payment discounts, replacement policies, and shipping options (WEBER, 2022). The study finds that facilities such as the replacement policy of the product, and after-sale service plays a key psychological role.

Payment Discount

Cox & Katona (2019) stated that a business may spend months developing a marketing plan that has little impact on the company's performance since the yield on investment is minimal. Many times, even the most meticulously prepared marketing initiatives end in failure (Cox & Katona, 2019). Little services offered by firms such as payment facilities, and discounting have a greater impact on the psychological marketing process. adding to this view Kimmel (2020) stated that efficient and simplistic marketing approaches draw customer attention and impact their psychology regarding their purchasing decision (Kimmel, 2020). The study includes that simplistic payment methods, discounting through payment, and sales services are among the features that change the purchasing decision and these kinds of marketing strategies are more suitable for online businesses.

Shipping Policy

A corporation's marketing strategy is its overarching plan to achieve all of its marketing aims and objectives. Market research is the foundation from which business leaders create effective marketing strategies (Faisal, 2022). To maximize earnings, they also give careful consideration to the assortment of goods they sell. A marketing strategy is any plan of action devised to increase sales of a product or service based on Chung (2021). The marketing strategy of a company is the comprehensive and unassailable plan or instrument developed to achieve the company's marketing goals. The company's desired destination may be gleaned from the marketing goals, while the route to get there can be deduced from the marketing plan according to Faisal (2022).

3.3.3 Customer Engagement

BOGO offers

According to Aoki (2020), from a sales and advertising standpoint, there must be a profile of a consumer or enterprise that is most probably to become a loyal customer. When a business has a particular customer in mind, it may tailor its pitch to address that person's concerns and convince them that its offering is the best way to fulfil their requirements and satisfy their goals. For an organization to know who to focus its resources on (Aoki, 2020). The study shows that customers may prefer different offers such as buy one get one etc., that may impact their decision. Saleh& Aimin (2020), argued that investing in the effort to craft a marketing strategy may be crucial to a corporation's long success, but putting that plan into action is not without its drawbacks. The study points out issues like various offers associated with products such as buy one get one, and mega sales that directly influence customers (Saleh& Aimin, 2020). Getting started is not always easy,

for one thing. There is no assurance of success, even if the organization has a novel concept and a competent staff to implement it.

Mistry Box and Games

Stapel (2020) discusses various approaches of modern-day organizations, that involve psychological tactics and customer engagement objectives. According to the author, the approaches taken by firms play a key role in customer impact and market performance (Stapel, 2020). The author entails that modern firms tend to add various games, Mistry prize and box, offers to attract the customer, and they are getting success in the market. but Kimmel (2021) provides a different idea regarding the importance of such marketing campaigns. According to the author, these factors are important to gain momentarily market attention, but these aren't sustainable in the long run. Businesses can only gain sudden KPIs through these active campaigns (Kimmel, 2021).

Cashback and Discount

Chung (2021) discusses the importance of modern-day marketing, and critical shift-like approaches. According to the authors in recent years the trend of providing financial remigration for purchasing has been practiced widely (Chung, 2021). The study indicates that cashback offers, discounting, and buy-one-get-one assure potential customers of possible financial gains, and these factors critically impact the buying intention and decision. Bachelor (2022) adds a different approach to the significance of the thinking, according to the study cashback or discount this kind of marketing approach is important to draw the monetary attention of the customer base, but the product quality and customer satisfaction level is huge issue can't only be dependent on two factors mentioned. But the author recognizes the importance and significance of the approaches in a modern competitive market (Bachelor, 2022).

Prize and Coupon

Day (2021) the shift in the current marketing environment. In the paper, the critical changes and how they impacted customer behavior are critically analyzed and highlighted. The study includes some example of modern marketing approaches of firms such as including prize offering along with the product, and introducing a coupon system. the tactic impacts the customer psychologically and create a sense of financial achievement and possibilities (Day, 2021). Many customers tend to buy products just for the idea of achievement and gain.

3.3.4 Brand Images

Product Quality

Mazloomi et al. (2022) stated that branding is an essential aspect of marketing. This is how the company convinces consumers to buy from them rather than a competitor: by explaining the benefits of their product over the competition (Mazloomi et al., 2022). Building a marketing plan will help the company identify its unique selling points and develop a method for effectively conveying them to customers. On the other hand, Sabbagh (2021) stated that developing a marketing plan may also help a business and its leader identify areas of opportunity as well as weaknesses. This might be difficult and perhaps threaten the company's long-term goals. Data analysis and interpretation errors may also contribute to inaccurate financial forecasts and poor marketing judgements (Sabbagh, 2021).

Quick Shipment

Day & Wensley (2020) critically analyzed in their paper the extent of marketing and how within-the-service marketing goals can be achieved. One of the critical emphases of the study is that through service offerings companies can achieve their marketing goal (Day & Wensley, 2020). The customer tends to value the timing of the shipment, the duration, the efficiency etc. the study shows that quick shipment meets the expectation of the customer and positively impacts the customer's mind.

Online Review

Accordant to Trudell (2021) in online businesses, social media trends are highly influenced by the work of mouth marketing. How the clients have reviewed the product, their perception of the product, and their level of satisfaction play a crucial role in the marketing approach (Trudell, 2021). the author identifies that in online businesses, the customer often tries to seek reviews from other users and companies that allow seeing their product reviews tend to perform better. WEBER (2022) also think that modern marketing has adopted this strategy properly as it allows the customer to exploit various options and make an information-driven decision (WEBER, 2022).

Preferable Collection Point

Stapel (2020) emphasizes that along with delivery timing, the preferable collection point system to reduce the cost of shipment has been a key trend in current business environment. Companies are taking this as a critical marketing approach that can enable the firms to attract more customers (Stapel, 2020). The author discusses the current trend of the marketing environment and finds that these approaches are successfully being used by big curators that is allowing the company to gain momentum and growth.

3.3.5 Customer Attitude

Yeh & Chang's (2018) study shows how well a company's products and services measure up to what consumers want. Market researchers can create a meaningful and useful customer satisfaction survey if they have a firm grasp on what features and benefits customers value most in a certain product or service (Yeh & Chang, 2018). The author state that there is a link between the customers' opinions and expectations, as shown by the consumer research survey data, and the customers' actual purchase behavior. The study finds that customer attitude is the initial image of the customer that shapes their demand for the product and measures the extent of their necessity for the product. Based on these assumptions and data organizations design their products and select pricing satrapy and marketing strategies. Susanti (2022) states that there are three parts to a customer's attitude: their thoughts, their feelings, and their past actions and plans. In a nutshell, this piece incorporates customer insights into how they feel and act in response to a product or service. The intensity of a customer's attitude reflects the ideals they hold (Susanti, 2022).

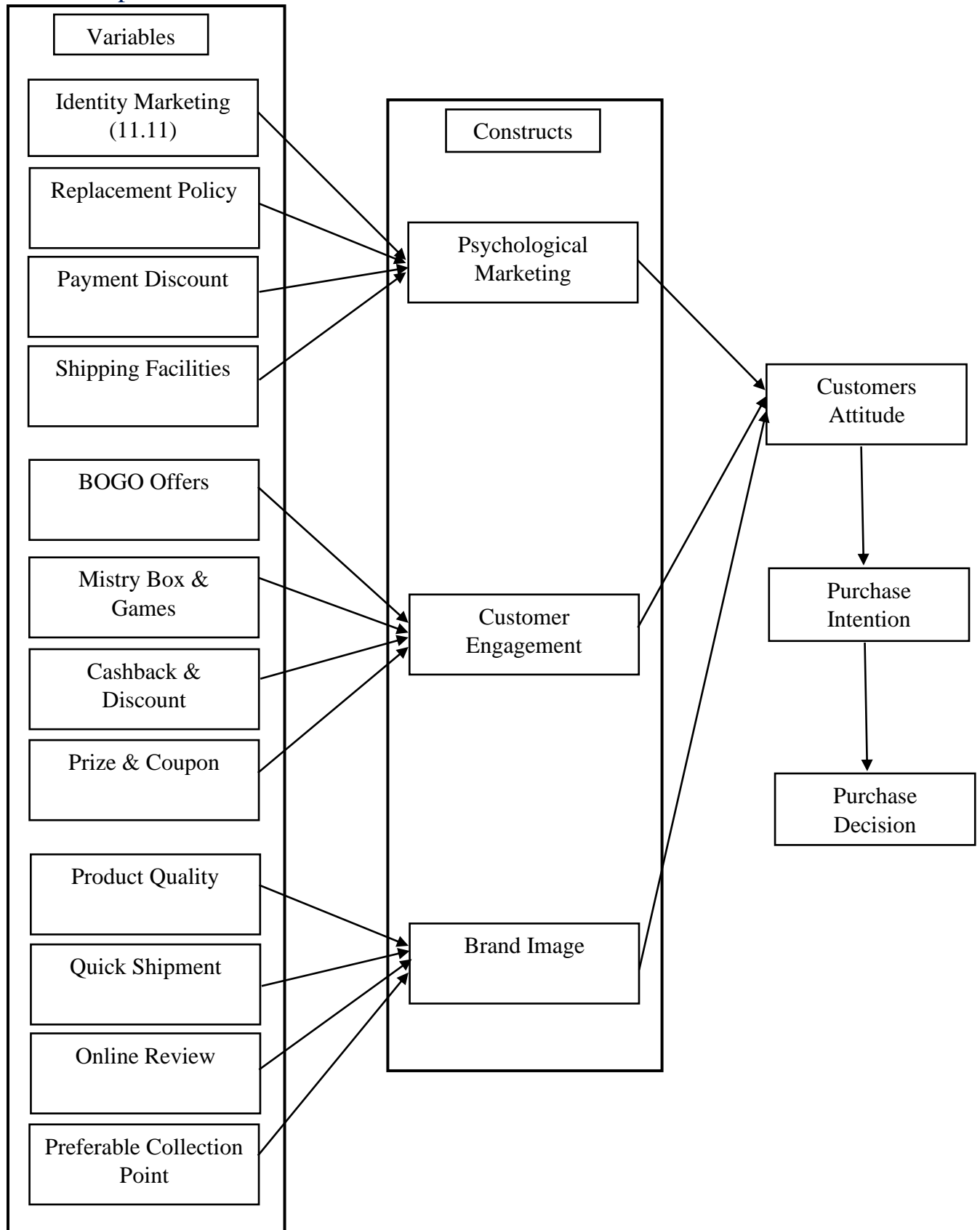
3.3.6 Purchase Intention

According to Lorenz et al. (2020), a consumer's likelihood to acquire a good or service is known as their "purchase intention." Several internal and external elements influence a consumer's propensity to make a purchase. The willingness to buy a product or use a service can be gauged by asking respondents about their purchase intentions. Consumers' intent to buy is a crucial indicator of success in advertising (Lorenz et al., 2020). Intentional marketing, also known as "intent marketing," refers to the practice of promoting products and services following consumers' stated or unstated desires to accept, purchase, or make use of those products and services, whether or not those desires match what the company or brand has explicitly stated. Providing a similar view Kimmel (2021) marketing campaigns and promotions benefit greatly from using purchase intent as a metric. It can be quite simple to precisely iterate what kind of material should be displayed in an advertisement if you know the customer's intent. The consumer's level of awareness can be gleaned from their intents (Kimmel, 2021). To add to that, the design of marketing initiatives might be based on the data gathered from these measurements. Customers' propensity to make purchases can be used to plot out a strategic advertising plan.

3.3.7 Purchase Decision

Binangkitsari & Sulistiono (2020) indicates that the most important process of purchasing behaviour is final decision-making. The factors affecting the process are narrowed down to 2 critical ways, buying or not buying (Binangkitsari & Sulistiono, 2020). According to the authors, the positive impact of the associated factors can influence and drive customers' motives to purchase the product. Adding to the analysis Fikri & Silvianita (2022) emphasize that customer attitude, customer intention, and critical factors such as psychological issues, brand image etc. play a crucial role in purchase decision-making (Fikri & Silvianita, 2022). The organizations firmly concrete on these issues to change the outcome of the purchased design of the individual customers.

3.4 Conceptual Framework



4. Data Analysis and Discussion

4.1 Primary Data Analysis

To investigate the factors that affect the mega sales day promotion perception of Daraz shoppers, primary data has been collected through a survey using a questionnaire. The collection of primary data fits the requirements of the study. The respondents include people from different professions and ages with different levels of disposable income to reduce bias. The sample was selected using a random sampling method. The respondents responded in different ways. The responses from the respondents are summarised in this section with the aid of a pie chart.

Question 1: You find yourself looking forward to the mega sales days.

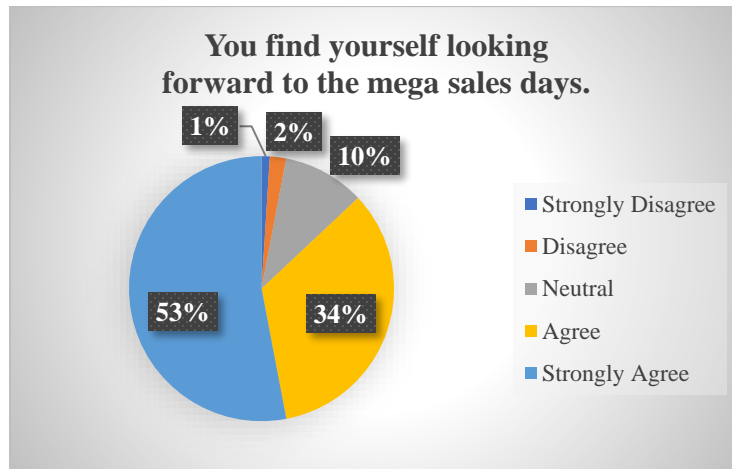


Figure 1: Responses to Question 1

The first question that was asked to the respondents was if they look forward to the mega sales day. majority of the respondents strongly agreed that they find themselves looking for the mega sales day. 10% of the respondents responded neutrally. A very insignificant portion of the respondents has opined that mega sales day doesn't incentivise them. From the responses to the first question, it can be said that the lion's share of the people is interested in mega sales day as it provides them with the opportunity to purchase items at a discounted price with other benefits. So, it is a powerful element that shapes the perceptions of Daraz shoppers regarding mega sales day.

Question 2: Daraz's return policy affects your purchasing behaviour.

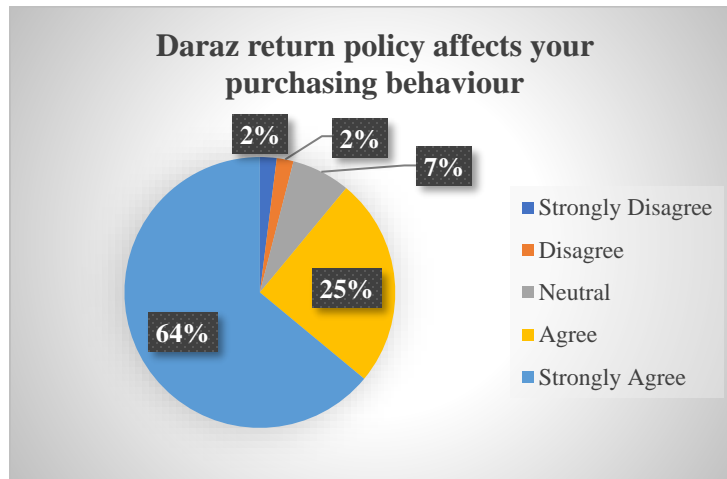


Figure 2: Responses to Question 2

Figure 2 shows that a lion's share of the respondents has opined that Daraz's return policy affects the purchasing behaviour of the shoppers. A good and customer-friendly return policy might incentivise customers to place more orders. And on the contrary, if the business fails to deliver a fair return policy, it may create fear among the buyers that they may incur a loss if the company fails to deliver the exact product that has been ordered. So, this factor also shapes the perception of the buyers.

Question 3: Daraz mega sales fascinate you as they provide payment discounts.

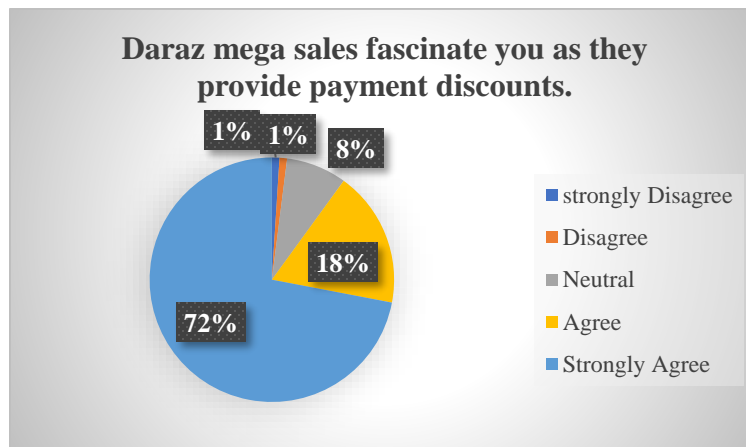


Figure 3: Responses to Question 3

Figure 3 shows if the respondents are fascinated by the mega sales day offer of Daraz. 90% of the respondents have opined that Daraz mega sales fascinate them as they provide payment discounts. Price-conscious buyers are expected to be fascinated by mega sales day. 8% of the respondents have demonstrated neutrality as they are not moved by the payment discounts. Rather than price, they are incentivized by product quality and after-sales services.

Question 4: You consider different delivery facilities while ordering a product from Daraz.

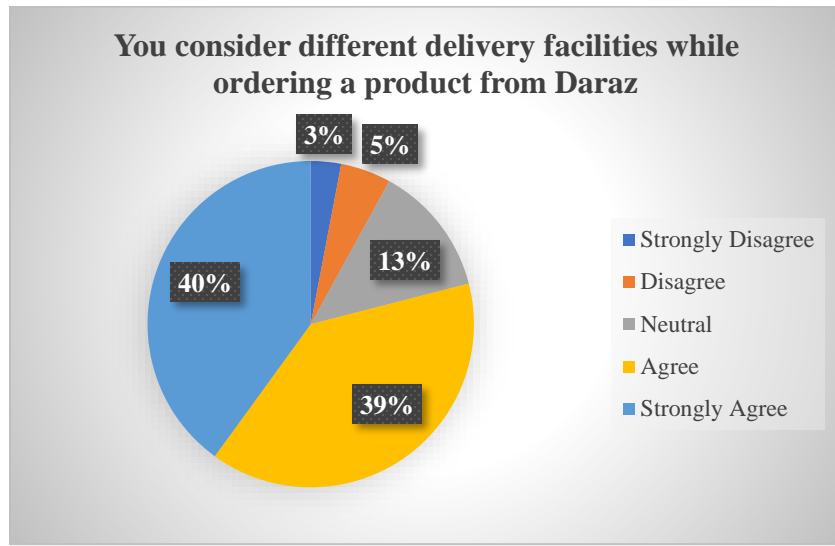


Figure 4: Responses to Question 4

Figure 4 shows that majority of the respondents have agreed that different delivery facilities motivate them to purchase from Daraz. In this way, the business can provide flexibility to the customers by providing different delivery channels. 13% of the respondents have said that they are indifferent to the delivery facility as long as they get the exact order intact and within the predetermined timespan.

Question 5: You tend to buy more when there are different types of offers in Daraz.

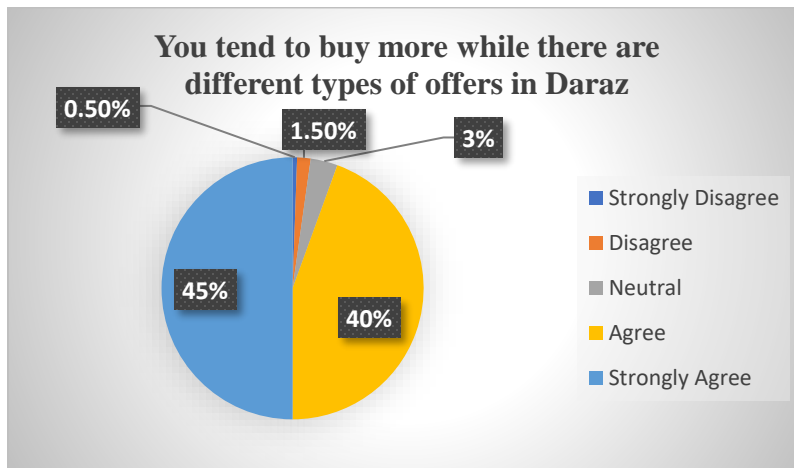


Figure 5: Responses to Question 5

Figure 5 shows that customers tend to purchase more when they are provided with different types of offers in Daraz. It is quite obvious. Offers include payment discounts, cash back, gift vouchers etc. These things incentivise a buyer to place more orders so that it becomes a win-win situation

for the buyers. This technique of marketing creates a positive impression and helps the buyers shape a positive perception.

Question 6: You participate in gaming events and purchase a Mistry box from Daraz.

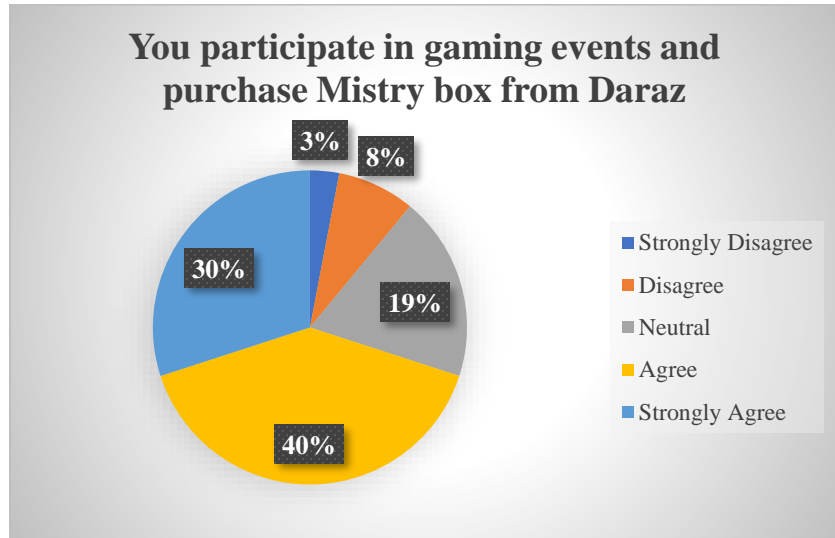


Figure 6: Responses to Question 6

Figure 6 shows that a lion’s share of the respondents take a keen interest to participate in gaming events and purchasing mystery boxes. Such events take the form of a surprise and people often like to take it. At the same time, a large amount of the respondents has shown apathy towards this as many don’t believe that they are going to win. Nevertheless, such things are required to create a positive perception among the shoppers.

Question 7: Cashback and discounts positively affect your buying behaviour

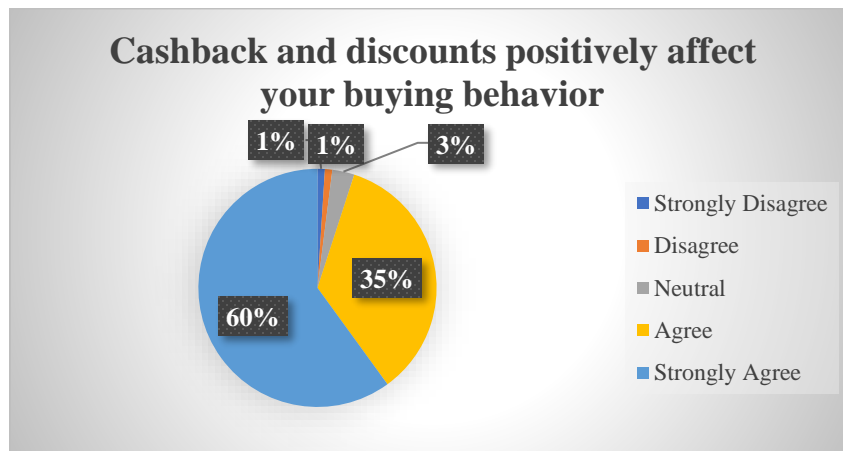


Figure 7: Responses to Question 7

Figure 7 shows that cashback and discount offer positively affect the buying behaviour of the buyers. 95% of the respondents have opined that they would buy more if there was any discount or cashback. It allows the customers to buy more within the available resources.

Question 8: You look for different types of coupons and prizes while purchasing from Daraz.

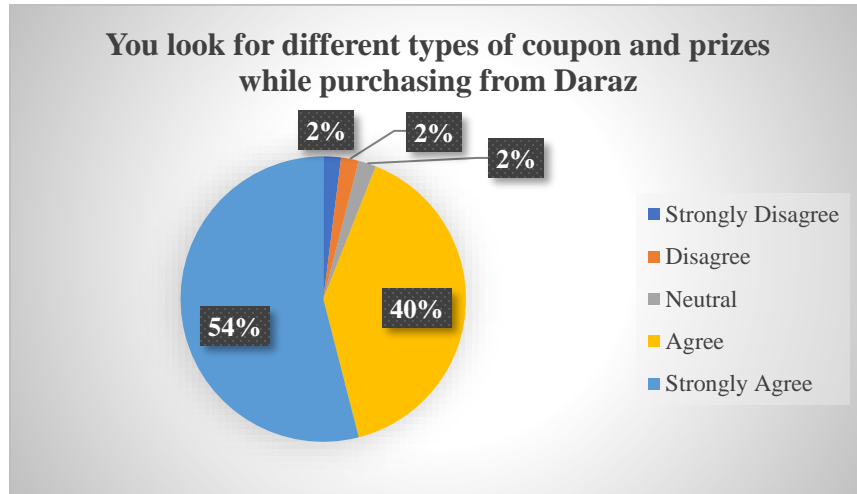


Figure 8: Responses to Question 8

Figure 8 shows that the largest number of respondents look for a coupon while purchasing from Daraz. The coupon provides the customers with different offers and gifts and these things motivate a buyer to purchase. So, different types of coupons and prizes might help the business create a positive perception among the buyers.

Question 9: Merchants of Daraz ensure the quality of the products.

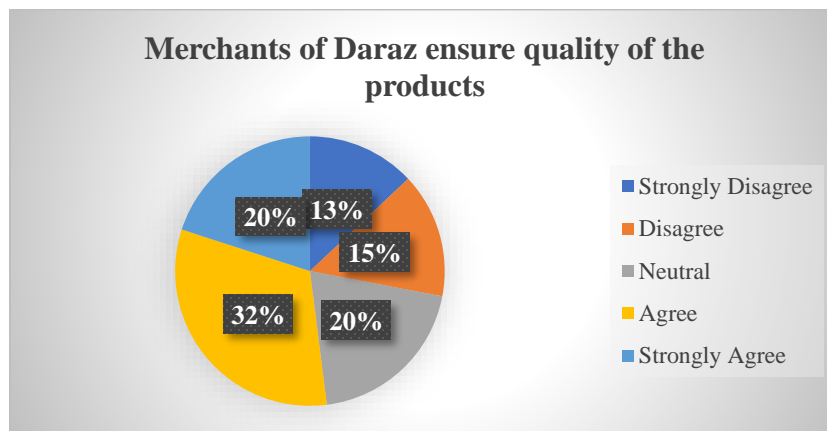


Figure 9: Responses to Question 9

Figure 9 shows that there is doubt whether Daraz merchants ensure the quality of products. It is often discovered that the customers did not receive the right product. Discrepancies are found. Though the majority of the respondents have said that merchants ensure quality products but again,

many have had a different experience. This thing creates a negative perception among the shoppers.

Question 10: Daraz delivers shipments more quickly than any other e-commerce platform.

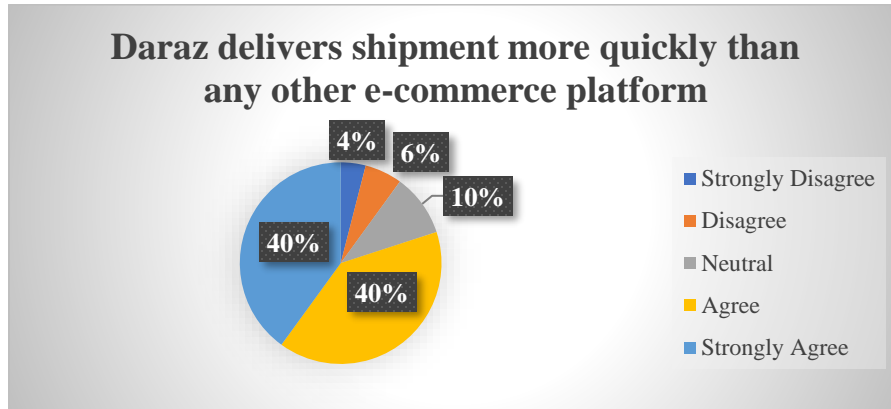


Figure 10: Response to Question 10

Figure 10 shows that majority of respondents are satisfied with the delivery time of Daraz. Some people might have faced difficulties in receiving delivery within the prespecified time. the company should look into the matter.

Question 11: You consider product reviews while purchasing a product.

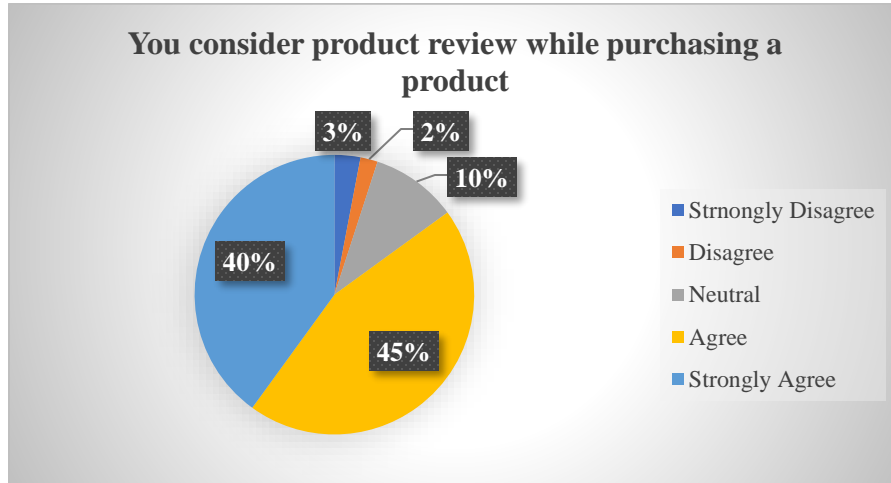


Figure 11: Responses to Question 11

Figure 11 demonstrates that most of the respondents consider watching a product review before purchasing to know the experience of the existing user from Daraz. The company should focus on ensuring quality products to create a positive perception through the review.

Question 12: Different product collection point of Daraz positively affects you toward Daraz.

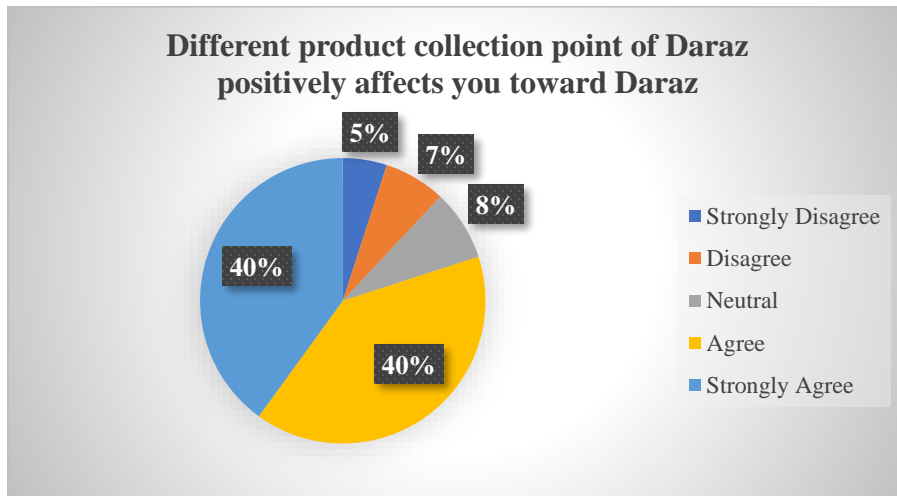


Figure 12: Responses to Question 12

Figure 12 portrays that different product collection point of Daraz attracts customers towards Daraz. Different product collection point means a varied distribution network and this thing helps the customers get the product in time. This is why this factor creates a positive perception.

Question 13: Your attitude toward Daraz is positively influenced by different campaigns of Daraz

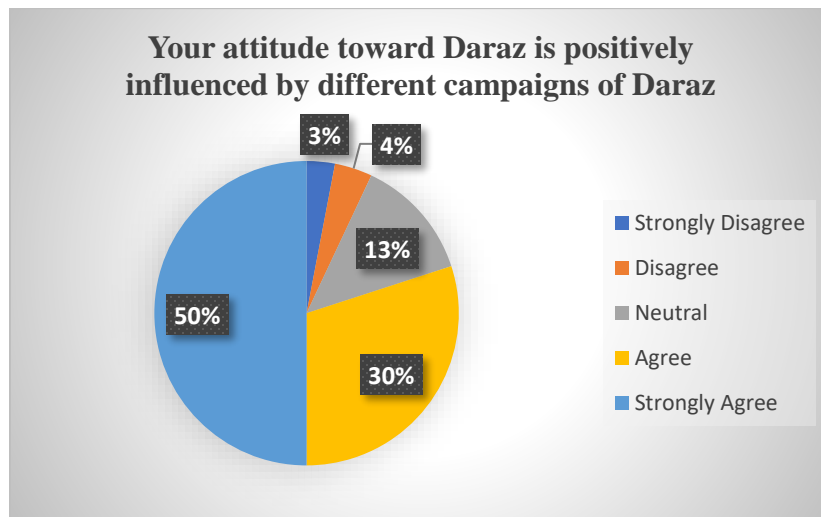


Figure 13: Responses to question 13

Figure 13 shows that a buyer's attitude can be positively affected by different campaigns. Such campaigns increase credibility among the buyers and at times include exciting offers though 13% of the respondents have shown apathy towards it. This creates a positive perception for mega sales day.

Question 14: You always consider Daraz when you look for any product.

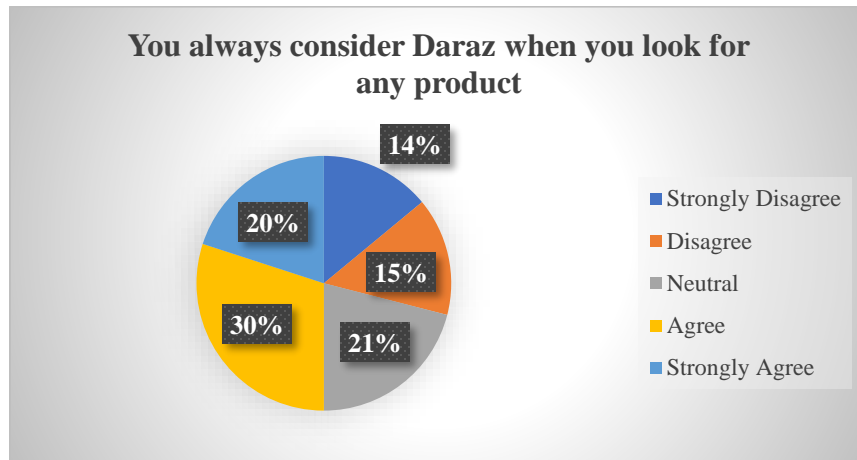


Figure 14: Responses to Question 14

Figure 14 gives a message that e-commerce and online shopping are not quite popular in Bangladesh yet and this is why a large portion of the respondents don't look for Daraz when they plan to purchase something.

Question 15: You prefer to do shopping from Daraz on different sale occasions.

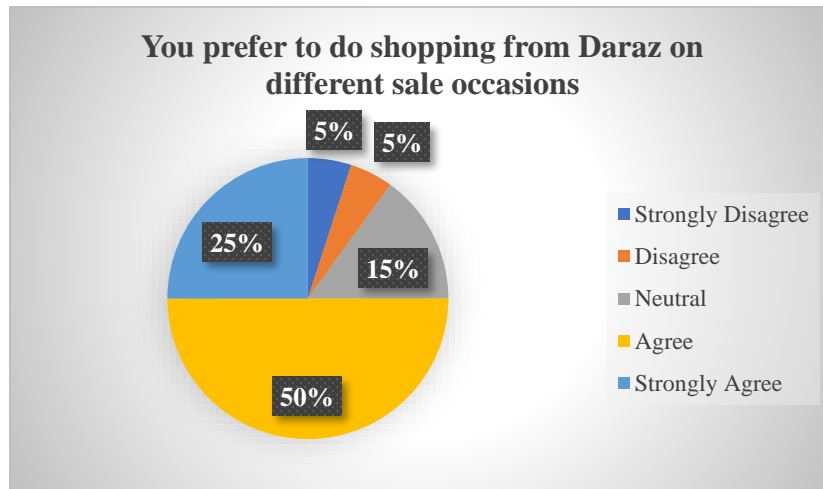


Figure 15: Responses to Question 15

Figure 15 shows that the respondents have opined that the larger portion of the respondents prefer to purchase from Daraz on sale occasions as sale occasions involve different campaign that often comes with discounts, cashback and other offers.

4.2 Secondary Data Analysis

A marketing-based online publisher apparelresources.com (2022) has stated in their 2022 report that the 11.11 shopping festival, organized by Daraz Bangladesh has achieved a serious milestone, this figure includes Taka 320 crore in sales from Daraz Bangladesh's flagship campaign, which began on November 11th. There was talk in the media about how this purchase might boost Daraz's standing in the Bangladeshi e-commerce sector, and it appears that this has happened. Dhakatribune.com (2021) famous news outlets have cited that since Alibaba's acquisition of Daraz, sales through the platform increased during the campaign, reaching Taka 45 crore in 2018. Furthermore, reports indicated that this year, 60.43 lakh app users engaged in the 11-day campaign, with 10.10 lakh of them have made purchases, suggesting growth of 20% and 26%, respectively.

Tbsnews.net (2022) has discussed how recent times the flagship campaign of Daraz Bangladesh has left a mark in the Bangladeshi retail and e-commerce sector, and how it has become a symbol of marketing for Bangladesh. As reported by Tbsnews.net (2022) according to officials from the country's leading online marketplace, more than one in every six app users placed an order during the ten-day sale mega fest, and the number of orders to its 50,000 vendors increased to over 25 lakhs. Daraz increased its daily package delivery rate from 3 million to 5 million during the campaign, an incredible achievement. With their delivery channel dEX and 3rd party logistics partners, the company has enhanced their capacity to service the order of the buyer and guarantee timely delivery.

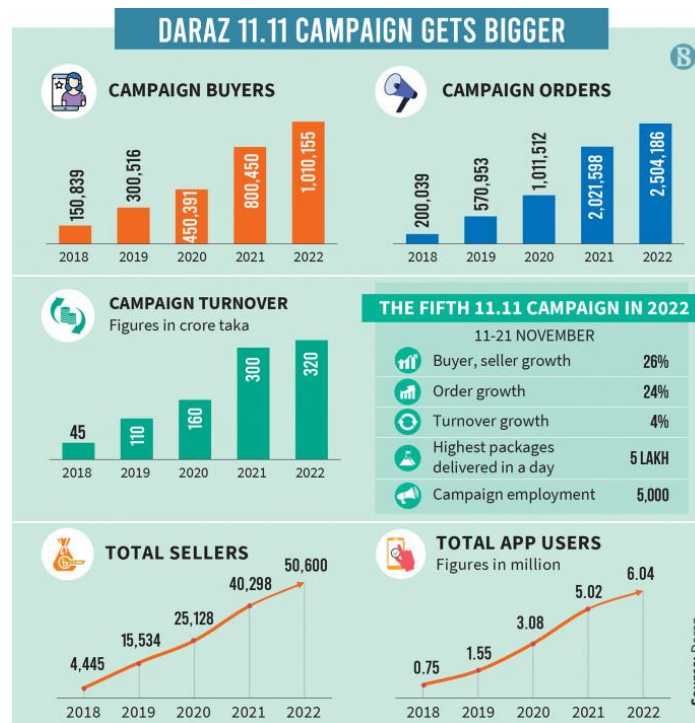


Figure 1: Insights of Daraz's Mesa Sale Campaign
Source: (Tbsnews.net, 2022)

According to Newagebd.net (2022) during the campaign this year, Daraz's normal staff of 5,500 people was joined by 5,000 young contractors. The company has expanded its fleet of delivery vehicles to include 2,300 bicycles and 600 delivery vans, and it has set up 235 distribution centers across the country where customers may pick up their products at no cost. In addition, the company is investing more to fuel the development of Digital Bangladesh, and its nine digital locker locations enable consumers to pick up their items whenever it's most convenient for them, day or night, by simply tapping a certain code. The company had previously declared in August that it would be investing Tk1,000 crore in Bangladesh over the following three to four years.

Finance.yahoo.com (2022) projected that by 2022, the B2C e-commerce market in Bangladesh will have grown annually by 17.61%, reaching US\$6,596.6 million. The business case for B2C e-commerce in Bangladesh looks promising in the medium to long term. From 2022 to 2026, the B2C e-commerce sector is predicted to expand at a compound annual growth rate (CAGR) of 12.30%. The total gross merchandise value of business-to-consumer (B2C) electronic commerce in the country is expected to grow from \$5,608.7 million in 2021 to \$10,492.8 million in 2026. To predict this growth and analyze the market competition, the KPI of Daraz Bangladesh was brought to the attention of Finance.yahoo.com (2022).

TheDailyStar.net (2022) points to the growth of sales, and growth of users and emphasized the progression of the company using the campaign in the industry. The data indicate that this promotion is associated with the 11.11 global shopping festival hosted by Alibaba Group, which brought in \$84.54 billion in GMV this year. In 2018, when Daraz launched the promotion in Bangladesh following Alibaba's takeover, sales were Tk 45 crore. There were 60.43 million app users who took part in the 11-day campaign, and 10.10 million app users who made purchases this year, representing a 20% and 26% increase, respectively, from last year. When Daraz launched the promotion, 4,445 vendors were using the site. This figure has increased dramatically year over year, with Daraz reporting that they collaborated with 50,600 vendors on 11.11 this year. Blog.daraz.com.bd (2022) emphasized the growth by focusing that the company has had a strong track record over the past five years in several facets of its business. In 2019, it will have 5,000 workers, up from 200 in 2018. When operations began in 2019, Daraz had only 48 collection stations; today, that number has grown to 235. While the company now has 2,300 two-wheelers and 600 vans, it started its campaign delivery services in 2018 with only 25 vans. It has also collaborated with a2i to launch nine new automated collecting "Digibox" sites.

4.3 Analysis and Discussion

In this study the participants were asked about if they are eager to participate or looking forwards to engaging in Daraz mega sale day campaign, majority of the respondents replied positively. The study by Lyons et al. (2018) and study by Syahrin (2011) have disused in their paper the growing significance of the campaign such as messages day, how it is becoming more influential and how customers are tending to participate in such activities. The published news on Tbsnews.net (2022) has also shown how since early 2018, this trend of Daraz has been growing and becoming more successful. This data, evidence and literature findings are coherent with the primary data.

The participants were asked if they find the return policy affecting their purchasing decision and the majority of the respondents replied in an affirmative manner saying it impacts their chain decision. The study of Flint et al. (2019) and WEBER (2022) have mentioned in their study the significance of marketing approach and customer satisfaction. The authors emphasized that issues such as replacement and return policies play a crucial role in customer decision-making. The majority of the customers have provided feedback on the mega sales offer such as payment discount in the primary survey. Cox & Katona (2019) and Kimmel (2020) provided a view on the growing trend of payment-based discount systems, where the authors found a significant positive impact on customers on their purchasing decision-making based on the payment-based discount.

It asked the customers if they think about the different delivery options before the purchasing decision. And the majority of the respondents say they think about this. The study of Chung (2021) clearly stated in his paper the importance of shipping policy and how the customer's decision-making relies on this approach. blog.daraz.com.bd (2022) also mentioned in its report how the company has improvised its shipping and delivery policy to cope with the pressure of the mega sale, as the company thinks this is the key time to create a positive impact on the potential customers.

Customers were asked about their tendency to purchase when they find out about the availability of offers and more than 90% of the customer said they consider the veniality of the discount while purchasing. Dhakatribune.com (2021) stated in their report clearly that the growth of the trend and success of the comparison is mainly due to the massive discount on products provided by Daraz. The study of Chung (2021), Kimmel (2021) and Bachelor (2022) also showcased in their study the importance of discounting in the marketing approach and how customer perception is driven by this approach.

Customers were asked about how the availability of the gaming event and mystery box offers play role in their purchasing decision. The reaction was slightly mixed, though the majority of the respondents said yes there was a significant portion that replied no. Stapel (2020) identify this kind of marketing approach such as gaming content, prize, Mistry box etc. are new trends that are gaining momentum and creating attraction among customers. Tbsnews.net (2022) also suggest in

their report that gaming contest, mix try box etc. are providing excitement to the mega sale campaign, and these little factors are behind the success of the campaign.

In the study, it was asked to customers about their tendency to purchase when they find out about the availability of cashback and discounts 80% of the customer said they consider the veniality of the discount while purchasing. Thedailystar.net (2022) stated in their report clearly that the growth of the trend and success of the comparison is mainly due to the massive discount on products provided by Daraz. The study of Chung (2021) and Bachelor (2022) also showcased their study of the importance of discounting in the marketing approach and how customer perception is driven by this approach.

The majority of the customer says that they look for coupon and prizes while participating in the mega sale campaign of Daraz. Thedailystar.net (2022) stated in their report clearly that the success of the comparison is mainly due to the coupon and prize offered by Daraz. Day (2021) emphasized in the study that coupons, prizing, and gift packages are emerging marketing trends that companies implement in a special campaign. These marketing steadies are gaining momentum in the market.

The study identifies that there is doubt whether Daraz merchants ensure the quality of products. It is often discovered that the customers did not receive the right product. Discrepancies are found. Though the majority of the respondents have said that merchants ensure quality products but again, many have had a different experience. This thing creates a negative perception among the shoppers. The study by Mazloomi et al. (2022) and Sabbagh (2021) critically emphasized in their study the significance of product quality and how it impacts business sustainability in the long term. Despite that, Daraz tend to increase its sales volume during this campaign on an exponential basis as reported by Tbsnews.net (2022).

The majority of respondents are satisfied with the delivery time of Daraz. Some people might have faced difficulties in receiving delivery within the prespecified time as discovered from the primary data. Day & Wensley (2020) in their study highlighted the significance of the shipment and delivery process, and how it impacts business operations and customer satisfaction levels. Newagebd.net (2022) mentioned in their article that Daraz has hired more people, and improvised the supply chain, including human resources, and technology to cope with the pressure of mega-sale campaigns and provide more lucrative services to customers.

Most of the respondents consider watching a product review before purchasing to know the experience of the existing user from Daraz. Trudell (2021) and WEBER (2022) have provided utmost importance on the significance of the online review in their paper. According to the authors, this factor plays a crucial role in the customer repurchasing decision.

The study finds that there is a different product collection point in Daraz that attracts customers towards Daraz. Different product collection point means a varied distribution network and this thing helps the customers get the product in time. Stapel (2020) discussed in the study that in coaptate markets organizations are trying to provide more options to the customs hence there is

the significance of the availability of the collection point as it drives the motive of purchase. Newagebd.net (2022) has reported that Daraz has increased its collection point to provide more options to customers.

The study finds that buyers' attitudes can be positively affected by different campaigns. Such campaigns increase credibility among the buyers and at times include exciting offers though 13% of the respondents have shown apathy towards it. Yeh & Chang's (2018) stated that market research is the key way to discovering customer attitudes. Finance.yahoo.com (2022) has provided an image of Bangladesh's current e-commerce and retail sector, and said that Daraz through its marketing approach, research and development has created a sustainable model that properly captures customer demand.

4.4 Key Findings

The secondary and primary data also the relevant literature have provided some key insight. Especially market and firms' specific data have shown the current scenario of the Mega-Sale Day campaign, its success, customer perception and overall scenario;

- Daraz's mega sale campaign has mostly been successful and growing at an exponential rate as the report stated.
- The customers are mostly satisfied with the delivery approach, shipping timing, duration, delivery points etc.
- The customers of Daraz are satisfied with discounts, replacement policies, Misty boxes and coupon offers, and cashback offers.
- The product quality of the merchandisers isn't up to the mark and there is admixed reaction among the core customer base.
- The selection of merchandisers and quality of the product is a scope where Daraz can do better through its monitoring, internal control and screening process.

These are some key findings that have been identified and observed through the secondary and primary data.

5. Recommendations

In this rapidly evolving era of contestability, it is of the utmost importance for all businesses to build a solid connection in the market by growing total sales as much as possible through the process of satisfying their consumers to the greatest extent feasible. It is necessary to keep up with the most recent development standards while operating an e-commerce site. Being an exceptional e-commerce website, Daraz has the potential to grow and flourish. It has encountered several barriers; however, they have to modify several approaches to conquer those. The following is a list of things that need to be taken into consideration by Daraz Bangladesh:

- To attract more customers, it is required to contrive strategies for enhancing the customer-impacting factors.
- To improve greater perception, greater marketing campaigns must be conducted.
- For ensuring that clients will receive error-free items, the concerns must always be possible rounds of screening.
- Popular brands should offer their products through Daraz, and the organization should make an effort to engage larger brands in the foreseeable future.
- For shoppers to have a more accurate idea of the products they will get, greater emphasis should be centered on the website information.
- It is essential to do a comprehensive market analysis to establish the optimal course of action for each of the numerous factors that are involved.
- More commercials should be aired on television and more ads should be placed in newspapers.
- Further multinational initiatives similar to Bangladesh's 11.11 campaign are required. People are often supportive of such activities.

After conducting the study, and evaluating the evidence these are some probable scopes where Daraz could improve are identified and discussed.

6. Limitation

There are several limitations to this discussion. Firstly, the number of secondary data was limited. Secondly, a larger sample size could have been used but due to time and budget constraints, these were not implemented. Thirdly, Researchers, the prior experience was very inadequate which impacted the study process. Finally, this discussion focuses on mega sales-related issues so there is a possibility of missing other sales occasion-related information.

7. Future Scope

Mega sales have been used as a successful tool by Daraz Bangladesh. They branded 11.11 as a key date for people who seek discounts. So, another analysis can be conducted on how Daraz used its digital marketing strategies to make its campaign reachable to the people and generate maximum sales from it.

8. Conclusion

Daraz Bangladesh is one of the fastest-growing businesses in Bangladesh, and it has been acknowledged as the dominant player in e-commerce. In recent years, Daraz has seen a plethora of ups and downs, but it has been able to maintain an exceptional pace of growth due to the advancement of innovation. As of now, the business landscape is evolving. Bangladesh is also advancing with other contemporary and prosperous nations by embracing the prospective commercial sector. Due to the extensive availability of the internet throughout the country, the market is expanding fast. The e-commerce business in Bangladesh has a tremendous deal of growth potential. However, there is a possibility that consumers are deceived through the internet purchasing procedure, which discourages shoppers from shopping online. Nevertheless, the pleasant and productive experience encourages regular internet purchases. In addition, several factors influence shoppers' perceptions of online shopping. The mega sale is one of the most influential aspects in this context, as it encourages shoppers to purchase essentials with outstanding deals and a vast selection of products. Throughout campaigns and mega sales, shoppers are drawn to the numerous discounts available. In addition, Daraz provides payment benefits, an exceptional return policy, and a shipping policy that enhances shoppers' interest and retains customers for a longer time. They generally maintain positive connections with both their suppliers and customers. The company will be more successful than its current model of operation if the company enhances social involvement, provides effective and efficient customer guidance, also facilitates the emergence of a business-friendly online environment. Daraz has provided potential opportunities for merchants and boosted consumer experience. Several additional factors boosted shopper engagement in global e-commerce. This study aims to assist individuals in comprehending e-commerce challenges. Further speculative analysis might be carried out on these factors to obtain a broader perspective in more rigorous work.

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10. Appendix

This survey is a component of the BBA program under the internship (BUS 400) of BRAC University. A systematic study of the phenomena is a prerequisite of this course. The survey's theme is "Factors affecting mega sales day promotion perception of Daraz shoppers," and it focuses on the variables that influenced Daraz sales during mega sales campaign. It ensures that the information gathered will only be utilized for academic reasons. Your assistance will be much appreciated.

Section A: Demographic Profile

1) Gender:

- a) Male
- b) Female

2) Age:

- a) 10-13 years old
- b) 14-20 years old
- c) 21-30 years old
- d) 31-40 years old
- e) 41 years or above

3) Education:

- a) SSC/ O-level
- b) HSC/A-level
- c) Undergraduate
- d) Graduate
- e) Others

4) Profession:

- a) Student
- b) Private Employee
- c) Businessperson
- d) Govt. Employee
- e) Others

5) Monthly income (TK):

- a) 0- 20,999 BDT
- b) 21,000- 40,999 BDT
- c) 41,000-60,999 BDT
- d) 61000- 100,000 BDT
- e) 100,001 BDT or above

Section B: Psychographic Profile

6) What matters to you most while using e-commerce marketplace for shopping?

- a) Price
- b) Delivery process
- c) Reviews
- d) Variety
- e) Others

7) What sort of feature do you prefer while buying from e-commerce?

- a) Cash on delivery
- b) Fast delivery
- c) More product detail
- d) Variety
- e) Others

8) How often do you buy products through Daraz?

- a) Never
 b) Once or Twice time a year
 c) Once or Twice time a month
 d) once or twice time a week
 e) Others

9) What type of product/service do you buy from Daraz?

- a) Apparel
 b) Groceries
 c) Electronics
 d) Makeup goods
 e) Others

[Please give your **level of agreement** on the following statement in the 5-point Likert Scale and give a tick (✓) **mark** on your prospective answer.]

SN	Statement		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
10	You find yourself looking forward to the mega sales days.	PM					
11	Daraz return policy affects your purchasing behavior.	PM					
12	Daraz mega sales fascinate you as they provide payment discounts.	PM					
13	You consider different delivery facilities while ordering a product from Daraz.	PM					
14	You tend to buy more while there are different types of offers in Daraz.	CE					
15	You participate in gaming events and purchase Mistry box from Daraz.	CE					
16	Cashback and discounts positively affect your buying behavior.	CE					
17	You look for different types of coupon and prizes while purchasing from Daraz.	CE					
18	Merchants of Daraz ensure quality of the products.	BI					
19	Daraz delivers shipment more quickly than any other e-commerce platform.	BI					
20	You consider product review while purchasing a product.	BI					

21	Different product collection point of Daraz positively affects you toward Daraz.	BI					
22	Your attitude toward Daraz is positively influenced by different campaigns of Daraz.	CA					
23	You always consider Daraz when you look for any product.	PI					
24	You prefer to do shopping from Daraz on different sale occasions.	PD					