



CUSTOMER SATISFACTION ON E-MARKETING: A STUDY IN BANGLADESH

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Abstract

In Bangladesh, companies who engage in e marketing have significance window of opportunity to increase their market share if they have a strong grasp on the crucial component of customer satisfaction. This study focuses mostly on the many aspects that have an effect on the way customer feel about e-marketing. In order to investigate the customers' perspectives about online purchasing, a questionnaire survey using the snowball sampling approach was administered to a total of 250 individuals. The findings of these research revealed that security of transition, time of delivery and quality of product have significant influence on satisfaction regarding e – marketing. It is of the utmost importance to establish a relationship that focuses on providing services in order to fulfill the requirement and expectation of customers

Keywords: Customer satisfaction, E- marketing, Online security, Delivery time, Product quality, Bangladesh

INTRODUCTION

The rise of e-commerce may be considered as a linchpin of the emerging "Digital Bangladesh," where people can satisfy their material demands from the convenience of their own electronic gadgets. Consumers have a crucial role in the growth of any economy. After Covid-19's limits, national consumption plummeted. Before Covid-19 slowed market momentum, people were cautious of internet buying and preferring to purchase in-store for quality. People were forced to purchase online as the pandemic worsened. Online purchasing is so prevalent that individuals increasingly avoid grocery stores and restaurants. Restaurants now make a lot

of money from app delivery. E- Commerce companies now prioritize ease and trust. Several disciplines, including marketing, consumer research, and psychology, place a high priority on studying what makes customers happy. Feeling contented after a purchase has been made since the goods or services met all of the requirements and expectations laid forth in the buyer's mind. The internet has become more significant in recent years. An ever-increasing percentage of individuals also report that they rely heavily on the internet to do their daily tasks. Most people nowadays do their household chores online. The convenience of internet purchasing has allowed consumers to split their time more evenly between work and errands. Consumers may bypass intermediaries and go straight to the vendor when they use the internet to do their buying. It goes by a few different names: web store, electronic shop, or simply online store. Customers who choose to shop online must have access to the World Wide Web. Shoppers may peruse these online marketplaces from the convenience of their own homes. Online shopping used to be limited to things like reserving hotel rooms, purchasing airline or theater tickets, buying books, and purchasing electronics, but now a growing number of people are using the internet to buy traditionally "offline" items like clothing (of all types), makeup, equipments, shoes, and household appliances.

Trade and commerce have become so varied that multichannel has taken place and internet shopping has developed worldwide in the 21st century (Johnson, et al., 2001). E-commerce was a 2.29 trillion dollar industry in 2018 (John, 2018) and predicted to reach 4 trillion dollars by 2020 (e-Marketer, 2016) owing to double-digit increase in sales (15%) and orders (13%) in all types of e-commerce, including B2B and B2C (Zuron & Goh, 2012)

In contrast to a traditional storefront, internet retailers provide detailed descriptions of their wares in the form of text, images, and audio/video clips. The vast majority of e-commerce sites provide connections to further resources devoted to a certain product. On the other side, there are others who shop online because they are thrill-seekers, many people who like shopping despise having to wait for an item to arrive since they are either unfamiliar with or adept at using the latest technologies. As a result, many studies are now focusing on online consumer behavior (i.e., what people do when they browse for, receive, and utilize the things they purchase online) to better comprehend this aspect of online retail.

LITERATURE REVIEW

Internet purchase is buying goods and services directly from the vendor over the Internet. Brick-and-mortar businesses have been displaced by click-and-order businesses. From shoes to airline tickets, more individuals are shopping online. When purchasing online, consumers now have several alternatives. Shopping online is unique. Online retail sales are

hindered by loss of personal contact, privacy, and security (Huseynov and Yıldırım, 2014). Demangeot and Broderick (2010) also found that security and privacy concerns impact behavior, not perceived ease of use. In the context of perceived online danger, even if a consumer spends hours on the Internet, no connection is created between the customer and the online store (Zuroni & Goh, 2012). Taste, desire, and preferences change daily due to variables like the Internet. This advancement requires deeper customer behavior analysis. Consumer behavior research provides a generic model of purchasing behavior that represents customers' decision-making processes (Vrender, 2016). The marketer needs such designs to explain and anticipate customer buying behavior.

People are more likely to make purchases from a reputable online store if they feel secure making their financial information public. This protection may come from the internet shop itself, or it may come from a third party, such as a government agency. Information privacy and security have been identified by government and business groups as important roadblocks to the growth of consumer-related ecommerce, as noted by Anthony and Fernandez (2000). Both novice and seasoned Internet users have been found as having serious concerns about their personal information being kept private and secure online. Customers like shopping at online retailers since it allows them to perform their shopping in a relaxed setting. However, if individuals do not feel safe doing financial transactions online, they will stop making purchases (Gong, Stump, & Maddox, 2013). Therefore, protecting the privacy of users is just as crucial as ensuring that people can use the internet quickly.

The ethics of online retailers are important because customers are understandably wary of making purchases over the Internet due to concerns about their safety. More and more shoppers are likely to make purchases online if shops are run ethically. Good ethics may put an end to the worries about security and privacy. While internet purchasing has expanded rapidly in recent years, some customers have become wary of it due to ethical worries. The results of this study show that protection, confidentiality, non-deception, and trustworthiness are the most important aspects in determining online shoppers' happiness (Roman, 2007). There was a favorable correlation between website dependence and satisfaction with the resource. Attitude and confidence toward the website mitigate the impact of perceived ethics on behavioral intentions, but the findings do not suggest a direct influence of perceptions of ethics on behavioral intentions (Roman, 2007). Companies may demonstrate their commitment to ethics by providing customers with safe payment options online, an easy return policy, and protection for their rights as consumers. The way a firm handles its social obligations may also say a lot about its values (Lloyd, 2010).

The rapid growth of the internet market is conclusive proof of the dominance of online retailing over its predecessor, conventional offline shopping (Rezaei, Amin, & Ismail, 2014). Consumers may save a lot of time and effort by shopping online, which is why many people choose to do so. It's possible, however, that consumers' distrust of internet retailers will deter them from making the majority of their purchases there. Consumers' apprehension regarding online markets often stems from fears related to credit card theft, an absence of human interaction, the unpredictability of product quality, and an inherent lack of confidence in sellers. Research by Karim (2013) revealed that problems with the delivery system, insufficient security of online payment systems, a lack of personal privacy, and a lack of customer services were the main hindrances to online buying. However, the convenience, lack of stress, and extra time and energy you may save by doing your shopping online are some of the things that have contributed to its widespread adoption. Internet shopping may be broken down into two distinct types, which Ahn, Ryu, and Han (2004) called "online activities" (system, information, and service quality) and "offline activities" (product delivery). When compared to the cost of delivery for in-store purchases, the price of purchasing goods online is higher (Liang & Huang, 2002). Product shipping from online retailers, however, should take less time and cost less. Furthermore, one of the most crucial aspects of online buying should have been fast product delivery, logistics, and customer service (Gurau, Ranchod & Hackney, 2007).

In this study, online aspects of ecommerce were examined, and the characteristics that contribute to its success were determined. It has also been looked at how these discovered elements are connected to the online shopper's positive propensity to shop there.

METHODOLOGY

The purpose of this study is to examine the relationship between the positive tendency of shoppers in Bangladesh to use the internet for shopping and certain intrinsic motivators of online shopping that contain the online and offline operations of online shopping (such as: ease of product ordering and delivery, security in monetary transaction, availability of product information, wide product categories, and quality control etc.). While primary sources of data were employed in order to accomplish the research aim, secondary sources of information were also consulted in order to conduct an in-depth analysis of the pertinent literature pertaining to this investigation. The main data were collected via the use of a procedure that consisted of a structured questionnaire with no open-ended questions. The population of interest consisted of all of the residents in the metropolitan regions of Chattogram and Dhaka. The sample size was set at 250, and the snowball sampling approach was used to choose the participants. All questions were answered on a five-point Likert scale, with 1 representing "Strongly

Dissatisfied," 2 representing "Dissatisfied," 3 representing "Average," 4 representing "Satisfied," and 5 representing "Strongly Satisfied" with the activities of internet shopping. In order to provide a concise summary of the data, descriptive statistics were used. The mean and standard deviation of the variables associated with internet purchasing were computed. Multiple regression models were used in order to study the link between the independent variables (important elements of online shopping) and the dependent variable (shoppers' positive inclination to engage in online marketing in Bangladesh).

ANALYSIS AND FINDINGS

There are 62 percent male respondents and 38 percent female respondents in the study (Fig 1). The majority of customers are between the ages of 25 and 34, while relatively few are older than 54 (Fig 2). The majority of them are business personnel, followed by private employees (Fig 3). The majority of respondents shop at least once in every month (Fig 4).

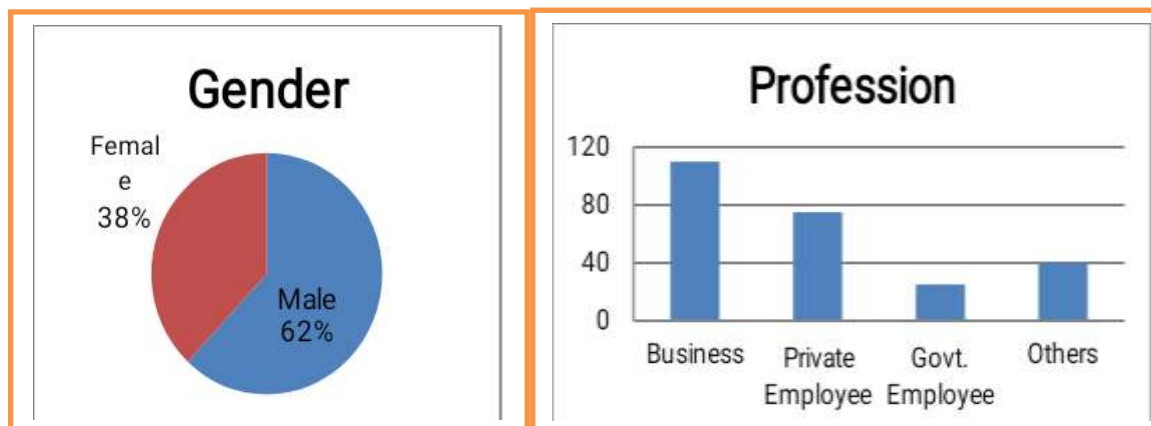


Figure 1: Gender of the respondents

Figure 3: Profession of the respondents

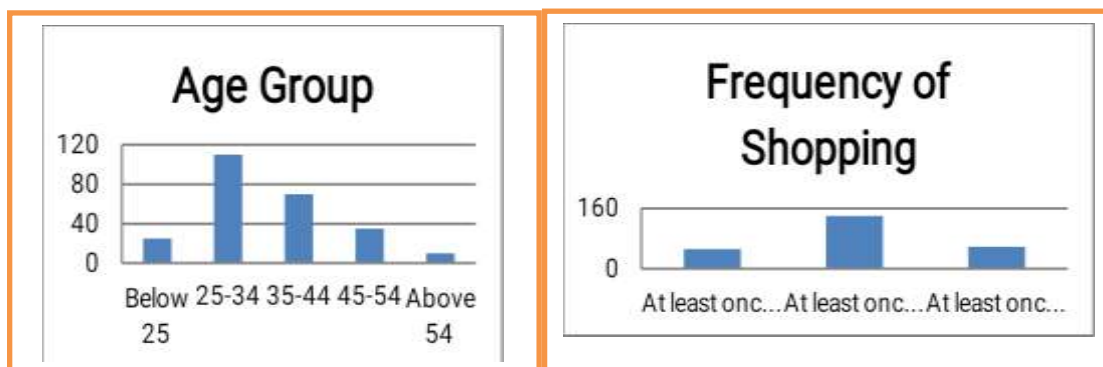


Figure 2: Age Group of the respondents Figure 4: Frequency of Shopping of the Respondents

All Cronbach's Alpha values are over 0.60 (Table 1), indicating that the questionnaire has internal consistency, and the mean range of 2.826–3.456 shows that answers from consumers are within a satisfactory range. Standard deviations (less than 1) at all scales support this uniformity.

Table 1: Reliability Coefficient (Cronbach's Alpha) and Descriptive Statistics of the Variables

Scale	Mean	Standard deviation	Items	Cronbach's Alpha
Ease of product ordering	2.826	0.0949	4	0.858
Security of transition	3.325	0.0447	4	0.852
Time of delivery	3.188	0.0948	3	0.777
Quality of Product	3.232	0.1449	3	0.825
Customer satisfaction	3.456	0.1924	4	0.733

Note: n=250

According to the value of adjusted R square, which is shown in Table 2, it can be seen that all four characteristics of consumers in Bangladesh are responsible for explaining 52.2% of the variability in shoppers' positive tendencies to engage in online shopping. The fact that the F-value for online shopping is 111.575 and the p value is 0.000 demonstrates that there is a strong correlation between customer satisfaction and all aspects of online buying (Table 3).

Table 2: R Square value of the Factors toward e-marketing and shoppers' affirmative tendency to do online shopping in Bangladesh

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 ^a	.527	.522	.54517

Predictors: (Constant), Quality, EPO, Time, and Security

Table 3: Analysis of variance

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	132.645	4	33.161	111.575	.000 ^b
Residual	119.182	401	.297		
Total	251.827	405			

Dependent Variable: CS; Predictors: (Constant), Quality, EPO, Time, and Security

The table shows that the impacts of all the variables except one are significant as the p-values are less than 5%. It is seen that shoppers believe that Security of shopping as far as their online buying satisfaction is concern (Table 4).

Table 4: Standardized regression coefficient of the factors.

Coefficients					
Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	1.127	0.119		9.495	.000
Ease of product ordering	-.059	0.039	-0.072	-1.505	0.133
Security of transition	0.328	0.047	0.373	6.909	.000
Time of delivery	0.135	0.045	0.141	2.991	.003
Quality of Product	0.301	0.043	0.357	7.064	.000

Dependent Variable: Customer Satisfaction

We are able to claim that the security elements are a key component in determining the level of happiness a consumer feels. Therefore, the parameters have a favorable influence (B =.328) on the process of online purchasing. The length of time it takes to receive an order is a significant factor in overall customer satisfaction. According to Park and Kim (2006), the security guarantees play a significant part in the laying of the groundwork for trust, which in turn alleviates consumers' worries about the exploitation of sensitive personal information and transactional details. People are more likely to feel comfortable sharing personal information and making purchases when they believe their data is safe and secure. Researchers Raman Arasu and Viswanathan A. (2011) identified a positive and statistically significant link between the factor and the probability of making an online purchase.

According to the p values shown in table 4, there is a considerable influence that the delivery time has on the level of customer satisfaction. It suggests that individuals are really anxious about the time that the firm will deliver their orders. Marketing activities ensures that the items for sale are delivered to the client where they need to be, when they need them to be there, without damage, and in the manner the customer desires. Marketing activities processes guarantee goods accessibility, order precision, and punctual shipment (Emerson and Grimm, 1996). Process effectiveness, capacity utilization, logistics costs, and timely delivery all contribute to customer service quality

Customers have the ability to choose items according to their preferences in terms of quality; but, if they make their purchases online, they have a greater need for product information, and if they have any issues, they expect prompt resolutions to those issues. In response to this preference on the part of consumers, the vast majority of businesses operating online have round-the-clock customer support available. It is not feasible to store stocks of all the categories in a physical market owing to space and capital issues; but, if it is in the form of an online market, the firm may provide a vast variety of collections, and buyers can pick their product from numerous possibilities that is accessible. The idea of quality is intricate and multidimensional. One criterion of product quality is the extent to which it satisfies or exceeds consumer expectations (Waters & Waters, 2008). The most often used working definition of quality holds that it is how satisfied a consumer is with a product or service. It's no secret that in today's cutthroat business climate, quality is essential to long-term success and survival. The rising value of quality has been brought into sharp focus by the globalization of competition. Instead of serving as a differentiating factor, high quality is now seen as proof of a company's legitimacy in the market. Customers' Procurement departments place a premium on longevity, serviceability, aesthetics, and perceived quality. Serviceability and Perceived Quality have the greatest effect on Customer Satisfaction, which in turn generates Loyalty.

CONCLUSION

There is a promising future for online shopping in Bangladesh, where the trend is drastically increased at the time of Covid-19. Some of the factors found to have a significant impact on customers' interest and confidence in online shopping include security, time of delivery and quality of products. The results of this comprehensive survey of online shoppers' opinions in Bangladesh show that the industry generally satisfies shoppers' expectations, with some notable exceptions. Most people who answered the survey stated they are "pretty satisfied" with their online shopping experiences, suggesting they are only somewhat pleased with their purchases. Overall, the study found that at the present time, internet shoppers in Bangladesh are only insincerely happy. However, it is undeniable that there is always a chasm between consumers' expectations and their real experience when they purchase online. The main limitation of this study is that it cannot be applied to other kind of businesses since the research is limited to one E-commerce platform. Moreover, this study used the snowball approach to obtain data, and internet buying may not be representative of all age groups.

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APPENDIX

QUESTIONNAIRE

1. Your gender
 - i. Male
 - ii. Female
2. Choose your age
 - i. Below 25
 - ii. 25-34
 - iii. 35-44
 - iv. 45-54
 - v. Above 54
3. Your profession
 - i. Business
 - ii. Private job
 - iii. Govt. employee
 - iv. Others
4. Frequency of online shopping
 - i. At least once in a week
 - ii. At least once in a month.
 - iii. At least once in a year.
5. Rate the online shopping determinants in the following statements as follows: 1 - strongly disagree, 2 - disagree, 3 - neither agree nor disagree, 4 - agree, 5 - strongly agree

Variables	Items	1	2	3	4	5
Ease of product ordering	Easily able to locate things using					
	Operations were simple to do.					
	Return policies were transparent.					
	I have obtained all essential purchase confirmations.					
Security	I felt secure over the birth process.					
	This logistics provider is reliable.					
	I had command of my delivery					
	I appreciated the delivery procedure.					
Time	Online purchasing is time-saving.					
	Online buying provides the opportunity to shop around the clock.					
	Online shopping is the most productive use of time					
Quality	The quality of the goods obtained online is identical to that of the product purchased in a shop.					
	E- commerce offers the same buying circumstances as conventional shopping.					
	Rarely is the merchandise ordered online incompatible with the product bought in-store.					
Customer satisfaction	I am pleased with the availability of online purchase alternatives on websites.					
	Internet buying adds excitement to the purchase process.					
	I would advise other people to purchase online.					
	I love internet buying.					