RESEARCH ON CONSUMER ATTITUDE TOWARD ONLINE SHOPPING: AN EVIDENCE FROM BANGLADESH

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DOI No. – 08.2020-25662434

Abstract

Nowadays, people are so busy in their workplace. So many people buy a product from online and take-home delivery. As a developing country, Bangladesh is also emerging with the use of the internet and e-business. The main problem identify of this study is the quality of products, services, and satisfaction. Many online shops send lousy quality of products to a customer. In Bangladesh, there are lots of online shops, but most online shop products are not good. Sometimes they send another product that are different brand, or a different color that the customer doesn't order. Another problem is the delivery problem; some online shops take more than 15 days to deliver to their buyers. Besides, some online shop doesn't exchange the wrong delivery product. Therefore, this paper aims to analyze customer perception of the online shop in Bangladesh. The study is based on the primary data obtained by the author from Bangladeshi internet users. The quantitative research method has been used in this paper. The respondents received a questionnaire. The questionnaire was accomplished by 180 respondents. Findings and recommendations are given in the last of this paper. This paper may help the online shop to make bonding with consumers.

Keywords: Online shopping, E-shop, Buying behavior, Online business.

INTRODUCTION

The customer can order to purchase a product or services via using the internet; it is called online shopping. We are living in the virtual world. In a developed country, online business has evolved over the past decade. Some developing countries like Bangladesh follow the rising tendency in great quicker stride (Robenhagen et al., 2014). We know, online shopping is trendy all over the world. Nowadays, online shopping becomes more prevalent in Bangladesh, but sorry to say that the current online shopping business scenario in Bangladesh is not good. The main problem of online shopping is the quality of products, services, and customer satisfaction. Many online shop serve lousy quality of products to a customer. In Bangladesh, there are lots of online shops, but most online shop products are not good. Sometimes they send another product, different brand, or a different color that the customer doesn't order. Another problem is the delivery problem; some online shops take more than 15 days to deliver to their buyers. Besides, some online shop doesn't exchange the wrong delivery product.

According to the Trade and Development organization of United Nation (UNCTAD) in the whole world has an online market 2 lac core dollar, China is the number one e-commerce transactional country across the entire world, and another top transactional country of e-commerce are United Kingdom, Japan, German, United States, Brazil, Russia, France, South Korea, and India. E-commerce Association of Bangladesh (e-cab) vice-president Rejoanul Haq said to Prothom Alo,

"In Bangladesh, has more than 1000 online shops and 800 online shops are registered under e-cab, he also added that 100 online shops doing their business in vastly" (*Online shopping will increase*, n.d.). So e-commerce plays a vital role in developing economic emphasizes in Bangladesh. As its impact on economic development, its crying needs to solve and improve the online shop's service quality.

In this era, trade has been differentiated to the point that multichannel has occurred, and web-based shopping has expanded essentially all through the world (Johnson et al., 2001). (Rahman et al., 2018) Today's world, web-based shopping is the easiest solution for a busy life. Consumers and sellers feel very convenient for online shopping. People don't have much time to buy from outside, so online shopping saves modern people time. Recently, many online shops sell the terrible quality of products to their consumers in Bangladesh, but it's challenging to solve it overnight. Most of the twisty businessmen import lousy quality of products in China, then advertise their merchandise on Facebook and YouTube. It's tough to monitories via online that product quality is good or bad. Most of the time, consumer order products, and when they receive the product, they get the terrible condition of a product. Sometimes a few online shops don't send to a consumer product, but they take payment. They say to the customer that we should back your money, but in the end, no money returns to the customer. Therefore, this paper is about customer perception of online shopping in Bangladesh, so that the author will discuss some prior research on this topic.

OBJECTIVES OF THE STUDY
- To identify the customer perception of online shopping.

HYPOTHESIS
H_0: A good quality of product and service can change consumer attitude toward online shopping.
H_1: A good quality of product and service cannot change consumer attitude toward online shopping.

REVIEW OF LITERATURE
Online business is an apparatus for diminishing managerial expenses and process duration, spilling business forms, and improving associations with colleagues and clients. A few scientists have completed investigations in their push to analyze the variables affecting consumers" disposition and discernment to make web-based business buys through web-based shopping. Mentalities toward web-based shopping are characterized as a consumer "s positive or negative sentiments identified with achieving the web's buying conduct (Chiu et al., 2005; Schlosser, 2003). Web-based shopping has exceptional characteristics. (Huseynov & Yıldırım, 2014) stressed that the absence of physical connection would, in general, be the primary obstacle in online retail deals followed by the protection of individual data and security of budgetary exchanges over the Internet.

(Bellman, 1999) researched different indicators for whether an individual will buy on the online. These creators inferred that segment factors, for example, salary, instruction, and age, modestly affect the choice of whether to purchase on the web. In contrast, web-based shopping was the most significant determinant of past conduct, for example, prior online buys. (Koufaris, 2002) clarified this, that it is, maybe, progressively precise to see internet business as a data frameworks marvel where the client of data frameworks communicates with an intricate data

framework instead of review web-based business as a promoting issue impacted by data frameworks' utilization. A similar argument has also been given by other scholars (Pavlou, 2001; Van der Heijden et al. 2003; Porter & Donthu, 2006).

(Moon et al., 2017) paper survey literature in current and prospect. The paper's objectives are different between online and traditional shopping and the benefit of e-commerce in Bangladesh. The paper's findings are to save time are the main attributes to buy from online, and another result is young people are more interested in purchasing online. The main limitation of the study is methodological. The collected data was only from secondary sources. If they don't work in the practical field, they cannot understand the real problem and challenges in Bangladesh. The term online business or electronic trade is whatever includes an online exchange. (Islam, n.d.) examine the development and difficulties of online shops in Bangladesh. Some findings of this paper are Bangladeshi online business destinations ought to give more noteworthy security layers to their installment strategies, on auspicious conveyances, IT security framework, should mean to improve client care, update the ICT law identifying with an online business. The author finishes up the paper embracing online stores seriously, and widely representatives can enhance their income level alongside consumer loyalty. The purchaser can diminish their average cost for essential items alongside the improvement of their standard of life. This paper's main limitation is that the author does not give any literature; some of his findings are common with other articles. (Adrita & Shahjahan 2016) paper endeavors to recognize factors that are making significant hindrance for the clients moving to online shops in Bangladesh. The author finds that in light of disarray in evaluating, absence of trust, disappointment concerning the conveyance process, awkward installment technique, disconnected shopping is best than online strategy. (Mohiuddin, 2014) his work centers around general internet business sites and business to Bangladesh's customer class (B2C). This paper underlines on secondary sources information assortment. This paper's significant finding is that Bangladeshi organizations need to accomplish universally acknowledged affirmation on quality control, serious cost, and convenient conveyance, making mindfulness among the Bangladeshi exporters concerning online business is fundamental. The central research gap of this paper is the methodological gap. The author should analyze his data with some statistical tools. (Suhan, n.d.) the report finds that internet users of Bangladesh don't want to bargain. On the other hand, some people may like to negotiate. The author suggested making trust with customers and sellers, needing a privacy system to improve, promoting the delivery system, and developing a return policy.

METHODOLOGY OF THE STUDY

The study is based on the primary data obtained by the author from Bangladeshi internet users. The quantitative research method has been done in this paper. The respondents received a questionnaire. The questionnaire was accomplished by 180 respondents. All the questions in the questionnaire were mandatory. The full analysis was justified based on these responses. The research was conducted out by using descriptive statistics. For data analysis, statistically, Statistical Package for Social Sciences (SPSS) was used. 180 respondents have filled the survey. All questions were mandatory; therefore, no missing value.

DEMOGRAPHIC PROFILE ANALYSIS OF RESPONDENTS

From the table 01, among the 180 participants, 96 (53.3%) are male, and 84 (46.7%) are female; the above chart ensures a gender-neutral survey result.

Table 01: Gender of participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	96	53.3	53.3	53.3
	Female	84	46.7	46.7	100.0
	Total	180	100.0	100.0	

From the table 02, we can see the largest age respondent is from 26 to 35 that frequency is 66 (36.7%). On the other hand, the age of 15 to 25 that frequency is 54 (30%) respondents that is the second largest. From the age of 36 to 45, that frequency is 36 (20%) respondents, and 24 (13.3%) respondents are from 46 to 60.

Table 02: Age of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-25	54	30.0	30.0	30.0
	26-35	66	36.7	36.7	66.7
	36-45	36	20.0	20.0	86.7
	46-60	24	13.3	13.3	100.0
	Total	180	100.0	100.0	

As from the table 03, most of the respondent's education level is the university. In this survey, 84 (46.7%) respondents are highly educated. On the other hand, 36 (20%) respondents' education level is primary, and 30 (16.7%) respondents' education secondary, higher secondary respectively.

Table 03: Education of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary	36	20.0	20.0	20.0
	Secondary	30	16.7	16.7	36.7
	Higher Secondary	30	16.7	16.7	53.3
	University	84	46.7	46.7	100.0
	Total	180	100.0	100.0	

Table 04 shows the respondents' occupation in this survey. Most of the respondents are student 96 (53.3%), and the second largest group is service holder 42 (23.3%); business and other occupation respondents are 24 (13.3%) and 18 (10%), respectively.

Table 04: Occupation of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	96	53.3	53.3	53.3
	Business	24	13.3	13.3	66.7
	Service Holder	42	23.3	23.3	90.0
	Other	18	10.0	10.0	100.0
	Total	180	100.0	100.0	

Table 05 shows the income level of respondents. Most people's income levels between Tk 10,000 to Tk 30,000 and the second-largest income group is Tk 31,000 to Tk 60,000. The given amount belongs to Bangladeshi currency that calls Taka in shortly Tk.

Table 05: Income of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10000-30000	84	46.7	46.7	46.7
	31000-60000	54	30.0	30.0	76.7
	61000-99000	24	13.3	13.3	90.0
	100000+	18	10.0	10.0	100.0
	Total	180	100.0	100.0	

Analysis the questioner

One of this paper's main objectives is to identify customers' perception levels in online shopping in Bangladesh. Due to determine the level of consumer perception, a total number of 10 questions were asked to the respondents. The questioner follows the Likert scale from 1 to 5. 1 represents strongly disagree, five represents strongly agree, and 3 represents neutral. The descriptive statistics are given below:

Table 06: Descriptive statistics of the study

	N	Mean		Std. Deviation
Questions	Statistic	Statistic	Std. Error	Statistic
Do you buy a products online?	180	4.1000	.04863	.65246
People can order a product any time, 24/7.	180	4.3333	.11949	1.60307
Buying a product online means saving time.	180	2.9667	.09742	1.30705
Our daily life has been easy to buy a product online.	180	4.1667	.03389	.45465
All online companies should launch a mobile application.	180	4.3000	.06148	.82489
The price of the product is slightly lower than the traditional shop.	180	2.3000	.08445	1.13305
Discounts are available at the time of purchase of the product.	180	3.3333	.07306	.98025
It is better to buy products online than a conventional store.	180	2.7000	.06148	.82489
If the service and quality of products are excellent, then everyone will buy all the products online.	180	3.9333	.08830	1.18463
Online business plays a vital role in our economy.	180	4.0667	.05436	.72928
Valid N (listwise)	180			

ANALYSIS AND INTERPRETATION OF QUESTIONS

The first question is the people of Bangladesh are buying products online now. Most people are agreed with this question. Among the 180 respondents, most of the respondents indicated that they believe people of Bangladesh are buying products from the online shop; 120 (66.7%) of respondents agree, and 42 (23.3%) of respondents strongly agree.

Table 07: Do you buy products online?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	3.3	3.3	3.3
	Neutral	12	6.7	6.7	10.0
	Agree	120	66.7	66.7	76.7
	Strongly Agree	42	23.3	23.3	100.0
	Total	180	100.0	100.0	

Table 08 shows face bad experiences while order a product. Most respondents believe that

people face bad experiences while order a product. According to table 02, 90 (50%) of respondents agree, and 42 (23.3%) strongly agree.

Table 08: Do you face bad experiences while order a product?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	18	10.0	10.0	10.0
	Neutral	30	16.7	16.7	26.7
	Agree	90	50.0	50.0	76.7
	Strongly Agree	42	23.3	23.3	100.0
	Total	180	100.0	100.0	

People are busy in this world to do their job or work. Many people are too busy with their work that they can't go to the market to buy something. If they get a product from home, it must be saving time for them. So, the author asked respondents about it. Most respondents believe that online shopping saves time. From the table 09, 102 (56.7%) respondents agree that online shopping saves time.

Table 09: Buying a product online means saving time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	48	26.7	26.7	26.7
	Disagree	12	6.7	6.7	33.3
	Neutral	18	10.0	10.0	43.3
	Agree	102	56.7	56.7	100.0
	Total	180	100.0	100.0	

Table 10 shows that 174 respondents believe that received different product through online. From the survey, 138 (76.7%) respondents agree, and 36 (20%) respondents strongly agree, and only six respondents are neutral.

Table 10: Do you received different product?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	6	3.3	3.3	3.3
	Agree	138	76.7	76.7	80.0
	Strongly Agree	36	20.0	20.0	100.0
	Total	180	100.0	100.0	

From the above table 11, most respondents believe that most of the time, the shop doesn't exchange the product. Out of 180 respondents, 90 (50%) respondents strongly agreed, and 60 (33.3%) respondents agreed to most of the time, the shop doesn't exchange the product

Table 11: Most of the time, the shop doesn't exchange the product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	3.3	3.3	3.3
	Neutral	24	13.3	13.3	16.7
	Agree	60	33.3	33.3	50.0
	Strongly Agree	90	50.0	50.0	100.0
	Total	180	100.0	100.0	

As responses of the questionnaires, out of 180 respondents, 102 respondents indicate that price is high than traditional shops in the online shop. From table 12, 60 (33.3%) people strongly

disagree, and 42 (23.3%) respondents disagree; they believe that price in online shop is high.

Table 12: The price of the product is slightly lower than the traditional shop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	60	33.3	33.3	33.3
	Disagree	42	23.3	23.3	56.7
	Neutral	42	23.3	23.3	80.0
	Agree	36	20.0	20.0	100.0
	Total	180	100.0	100.0	

From table 13, out of 180 respondents, 66 respondents agree, and 18 strongly agree that a discount is available. On the other hand, 60 respondents neutral, 30 respondents disagree, and six respondents strongly disagree.

Table 13: Discounts are available at the time of purchase of the product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	3.3	3.3	3.3
	Disagree	30	16.7	16.7	20.0
	Neutral	60	33.3	33.3	53.3
	Agree	66	36.7	36.7	90.0
	Strongly Agree	18	10.0	10.0	100.0
	Total	180	100.0	100.0	

In this modern era, people are busier to do work. Due to lack of time, many people can not go shopping. Online shops are helping to make life easier. From table 14, the question is, "it is better to buy products online than a conventional store" most of the respondents not sure about this question. Where 60 (33.3%) respondents disagree while 30 (16.7%) respondents agree.

Table 14: It is better to buy products online than a conventional store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	6.7	6.7	6.7
	Disagree	60	33.3	33.3	40.0
	Neutral	78	43.3	43.3	83.3
	Agree	30	16.7	16.7	100.0
	Total	180	100.0	100.0	

According to the survey table 15, 72 (40%) respondents strongly agree and 60 (33.3%) respondents believe that if the service and quality of products are excellent, everyone will buy them online. One the other hand, only 12 (6.7%) respondents strongly disagree and disagree, respectively, and 24 (13.3%) respondents are neutral.

Table 15: If the service and quality of products are excellent, then everyone will buy all the products online.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	6.7	6.7	6.7
	Disagree	12	6.7	6.7	13.3
	Neutral	24	13.3	13.3	26.7
	Agree	60	33.3	33.3	60.0
	Strongly Agree	72	40.0	40.0	100.0

Total	180	100.0	100.0	

The last question of this survey is the related economy. From the table 16, out of 180 respondents 150 respondents believe that online business plays a vital role in the economy; 102 (56.7%) respondents agree, and 48 (26.7%) strongly agree. On the other hand, 6 (3.3%) respondents disagree, and 24 (13.3%) respondents are neutral.

Table 16: Online business plays a vital role in Bangladesh

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	3.3	3.3	3.3
	Neutral	24	13.3	13.3	16.7
	Agree	102	56.7	56.7	73.3
	Strongly Agree	48	26.7	26.7	100.0
	Total	180	100.0	100.0	

FACTOR ANALYSIS

The KMO and Bartlett's test is a statistical analysis for the presence of correlations among variables. Here, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy is more significant than 0.5, while Bartlett's Test of Sphericity is less than 0.05. Consequently, the sample collected is statistically significant.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.887
Bartlett's Test of Sphericity	Approx. Chi-Square	2865.355
	Df	45
	Sig.	.000

CHI-SQUARE ANALYSIS

This test helps us to analyze consumer attitudes about e-commerce in Bangladesh. It is understood that the chi-square value 0.000 is not greater than 0.05. Consequently, we accept the null hypothesis (H0) that a good quality of product and service can change consumer attitudes toward online shopping. Therefore, consumer wants a good quality of products with good service. If online shops can provide good service and products, then people buy more online than traditional shops.

Chi-Square Tests			
	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	366.462	12	.000
Likelihood Ratio	286.728	12	.000
Linear-by-Linear Association	137.158	1	.000
N of Valid Cases	180		

FINDINGS AND RECOMMENDATIONS

Bangladesh is one of the developing countries in the world. In Bangladesh, every people don't use a smartphone and computer. Online shopping is not widespread across the country, but in the capital, it is popular. This paper's main findings are people want to buy a product online, but sometimes consumers face bad experiences. Some respondents claim that they get a different product. Most of the time, the shop doesn't exchange the product. Sometimes shops take more time to deliver the products.

The author suggests that online shopping is the primary level in Bangladesh. The quality of the product and good service can enhance the popularity level in Bangladesh. Shops should develop a good relationship with consumers, keep communication with consumers, build their delivery system, and care about customers' complaints and suggestions.

In addition, shops should provide the same quality, color, and size of the product if they use a high-resolution photo on the website. Finally, most of the people like it if someone wishes on their birthday. Shops can send a birthday gift to the consumer on their birthday. The main thing is online shops should create bonding with the consumer. If shops provide good service and products to their consumer, then Bangladeshi people buy more from online.

CONCLUSION

This paper aimed to show consumer attitudes through online shopping in Bangladesh. Bangladesh is still at a primary level in the online business. The most challenging issue would be building trust among the consumers about the online shops. Online shops should maintain their relationship with consumers after providing the service. Online shopping is popular in Bangladesh's capital, but it is possible to make popular across the country. The people of Bangladesh already know the benefit of online shopping, but they are not sure when they deliver the product and get the same quality of product.

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