ONLINE SHOPPING USABILITY AND CUSTOMER EXPECTATION

-A Study on On-line Shopping Services in Bangladesh

Master's (one year) thesis in Informatics (15 credits)

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Acknowledgement

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Title: On-line Shopping Usability and Customer Expectation

(A Study on On-line Shopping Services in Bangladesh)

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Abstract

E-commerce has made life simple and innovative of individuals and groups; customer expectation in online shopping is different from the physical market where he has access to see the product. The primary goal of this research is to analyze the customer expectation and usability of the online shopping in Bangladesh. The theoretical framework discusses in brief about the customer expectation and effect of retention on customer satisfaction. The study on customer expectation and online shopping usability has been done from the perspective of a firm performing online business. To understand the customer satisfaction and loyalty level of online Bangladeshi shoppers, I pursued with the collection of quantitative data with the help of survey. This study has no limits regarding different product categories. From marketing and strategic point of view I will point out those factors that might affect the customers, while purchasing goods online. Price, time saving and convenience were identified as important factors which lead to certain buying behavior in online shopping. To measure the customer satisfaction and loyalty of online shoppers in Bangladesh, the survey results are calculated with the help of SPSS software. The results of the survey reveal that while a moderate percentage of Bangladeshis are satisfied with online shopping only less than half of them stay loyal to their online sellers. However, on the long run, these customers will be loyal and can be retained only when online businesses constantly satisfy them by providing detailed product information on websites, superior customer service, quality and timely delivery of goods and importantly effective website designs. This study does not control the differences across product categories. The study, focus on overall online shopping experience of Bangladeshi consumers. This research contributes to the study of online shopping customer satisfaction and loyalty in Bangladesh, and identifies the factors that might, influence the customer, while doing online shopping.
**Key Words:**

E-commerce, Uniclast, multiclast, Online shopping, Customer satisfaction, Loyalty, Cellbazar, Instore shopping, Bangladesh.
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“Online Shopping Usability and customer expectation-
A Study on online shopping Services in Bangladesh”
1 INTRODUCTION

Online shopping is one of the most widely used words in the business world. It is very common in developing and developed countries. Now virtual store, market space are very commonly used word. In Bangladesh during last five years online shopping has grown very fast. There are lots of online shopping website has been developed like cell bazaar, bikroy.com etc. In the past decade, there has been a dramatic change in the way consumers have altered their way of shopping. Although consumers continue to purchase from a physical store, consumers feel very convenient to shop online since it frees the customer from personally visiting the store, online shopping has lots of advantages like it saves time, energy of the consumer while buying (Williams, Bertsch, Wiele, Iwaarden & Dale 2006). In case of online shopping buying decisions can be made on home by comparing the products with the competitor’s products with lots of variety. As I mentioned earlier that online shopping provides lots of advantage, among all the advantage two advantage is most important or these two advantages is noteworthy, one is lots of product variety and availability of much supplier so that price advantage can be prevail in the online shopping. There are a lot of differences between the online marketing and traditional marketing because online marketing provides one to one communication which means that the marketer will market the product to one customer round the clock on the other hand traditional marketing is done through one to much communication system (Johnson, Gustafson, Andreasson, Lervik & Cha 2001). In case of online marketing marketer must be trained because traditional marketing and online marketing is not same as I said before. If a company goes online or adopts online shopping for the first time, it must be very cautious and its communication strategy must be different from the traditional one. As we all know internet makes life easy and innovative so online shopping will also makes our life easy and comfortable as online shopping is done through internet. In the 21st century trade and commerce has been so diversified that if a marketer wants to do business he must be diversified, online shopping has increased the amount of trade throughout the whole world(Johnson, Gustafsson, Andreasson, Lervik & Cha 2001). As I have said earlier internet is the source of innovation so online shopping will paves the way to make innovative idea in case of
online shopping. In online shopping marketer do their business through different website as a result it’s become important to design an attractive website. Internet paves the way to come different company and the customer in one place. It is one kind of virtual market. Through online or internet every company get the chance for advertise their products. Online shopping use uniclast and traditional company use multiclast communication system. In 2008, the total global e-commerce sale was Euro 690 billion (USD961 billion) with 20% growth rate, hopefully, it would cross the 1 trillion Euro mark in 2013, Asia pacific region is leading in terms of growth as compared to mature markets like US, UK, Japan and European countries (Armstrong & Kotler, 2009). Asia Pacific recorded 130 % growth especially China in 2011. Online shopping is becoming the most important part of the world economy. It is also acquiring trust or online shopping is building trust among the customers.

Online shopping saves time which is very important for modern people because people becomes so busy now a days that they can’t or they are unwilling to spend much time in shopping on the other hand it is said that money is time and time is money. In traditional shopping there are some bindings or restrictions in buying products but in case of online shopping there is no bindings or limits. In case of online shopping customers have a great opportunity to compare the price of his or her product with the competitor products. Comparison of products price is very easy here so country like Bangladesh where people like to compare their product price or where customers are price sensitive will use online or internet as their shopping medium. In traditional shopping interaction or communication among the buyer and seller is not so much intensive but in case of online shopping it is very much intensive. Electronic communication take place in online shopping much like e-mail or different social media like face book, twitter etc, in case of online shopping customer can get the information like product description, shipment date, price, quantity from the seller easily (Rosen & Purinton, 2004). In my study customer satisfaction is a relative term which we must understand very well and which is very much important to acquire for become successful in the business. In modern business it is said that a business is much successful which fulfill the customer satisfaction very well. With respect to Bangladesh, online shopping has grown tremendously in the recent years. This inspires me to choose Bangladesh for my research. According to annual financial
report, 2012, Bangladesh has recorded 23% of adults using internet for online shopping. According to my thesis study, accurate information about product quality as well as the delivery time of the products reduced cost and comfort play a significant role in satisfying customers and retaining them with loyalty in the long run.

1.1 Background

In Bangladesh the economy is growing very fast and the buying pattern of the consumer has been changed. The people of Bangladesh are now using internet for their economic transaction and this tendency is growing very fast. Online shopping or internet shopping has paves the way to interact customers with marketer in an easiest way than before which has created a new era in the business world, on the other hand customers also trying to adopt with this new method of transactional system and there is a good response coming from the customers (Kim & Stoel, 2004). Internet based shopping is growing very fast throughout the world. In 2012, US retail sale is $320 billion, increased by 18 percent from previous year and internet now influences 27 percent of the total retail sales. By 2013, it is expected that the internet will influence almost 60 percent of total retail sales. Now the developed countries who have been accepted online shopping tremendously are now thinking to set a frame work for this new system so that in long run there won’t be any problem, there are some companies who are facing some sort of problems regarding implementing online shopping so marketer have to keep in mind that what customers are really want from a online shopping service (Elliot & Fowell, 2000). There has been done a lot of study on this regard but in almost every study reveal that this is done due to neglecting the customers which is the prime concern of the online shopping. According to the survey, airline tickets, hotel rooms and other travel products are the most popular online purchases, followed by Computer software, theatre and concert tickets. Sports, cloths and other items like books, newspapers and equipment is also quite high on the list of shopping online, while food and the other grocery items to the limited purchased online. Among the physical items bought online clothing was on top, followed by electronics. There is a study made on online shopping reveals that the main reason for not becoming successful in online shopping is not understanding the
customer’s needs very well or not understanding the customer’s need properly and efficiently. If online marketer or internet marketer wants to be successful then he/she must understand the customers need very well and provide continuously innovative products (Kristensen & Westlund, Accountable business performance measurement for sustainable business excellence, 2004). Without doing this online marketer can’t be successful, so an online marketer must be customer oriented. Most of the online marketers are now concerned about the issue so it is expected that customers may get a quality service from the online marketer.

1.2 Statement of problem

01. There is plenty of statistical and economic study about customer satisfaction for physical store shopping, but there is not enough research on measuring the customer satisfaction on online shoppers in Bangladesh.
02. There are lots of differences in strategy formulation between online line shopping and traditional shopping.
03. There are lots of differences in communication strategy between online and traditional shopping system.
04. There needs lots of adaptation when a company go online from traditional shopping system.
05. Strategic change of online shopping system much faster than traditional one.
06. Now a day, there are rapid and fast developments in information technologies industry and competition increases day by day due to increase attention of consumers towards online shopping.
07. The best retailer is based on their experiences on web. Online consumers also increase their expectations and they are set by their experience with online retailers across the Web.
08. It is very important to know that what kind of things and strategies help to increase sales in this fierce competition in market with high expectation of online consumers. “My research shows that the sites that perform best in customer experience have a significant advantage in driving online sales.”
09. To enhance and attract online customer it is very important to know about their behavior and understand what they require and need.

10. Most of the online sellers don't know about the social and cultural norms about Bangladesh and Bangladeshi consumer behavior as I have discussed above that in my research.

11. Therefore in this thesis, we will provide solution to online sellers in Pakistan to promote their goods and services in the light of consumer behavior theories with the help of survey.

**Purpose of the study**

This study about “online shopping usability and customer satisfaction “will be finished by maintaining the following objectives

1. To know about the usability and satisfaction of customer in online shopping in Bangladesh.

2. To study and analyze academic and empirical research in the area of online customer satisfaction in Bangladesh.

3. To develop a questionnaire and conduct a survey in order to understand the expectations of Bangladeshi online shopping customers.

4. Utilization of likert scaling, anova and regression model to interpret the obtained data from questionnaires.

5. Finally I will conclude with some decisions and recommend with some suggestions for online seller on the basis of the result of quantitative and qualitative data analysis of my thesis work.
1.3 **Research questions**

*Primary question (dependent variable)*

01. Online shopping system fulfils your expectation

*Secondary Questions (Independent variable)*

01. Online shopping saves time

02. Online shopping reduces travel necessity

03. Online shopping offers product comparatively in a cheap price

04. Online shopping reduces energy consumption

05. Online shopping offers variety of products to buy

06. Online shopping offer great comfort while buying

07. Online payment is not secured

08. Online shopping offer variety of product information
**Additional questions**

01. Online shopping is very much usable or effective in the context of Bangladesh

02. Online shopping helps a lot to expand trade and commerce

03. Online shopping has much potentiality in Bangladesh

04. Online shopping can provide more value than traditional shopping system

05. Online shopping helps to retain customer

06. Customers of Bangladesh are satisfied with the existing online service

07. Online shopping can create loyal customer base

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**1.4 Target group**

In case of selecting target group I have decided that I will target young and middle age people whose age is from 15 to 45. I have decided to target these people because I would like to cover the maximum people who are involved in shopping directly and whose has the possibility to use online medium for shopping. As we all know that online shopping in Bangladesh is increasing rapidly but yet it is confined mainly within urban area
because lack of physical communication facility but yet in many suburban areas and also some rural areas the online shopping facilities has been spread so I would like to take my sample mainly from urban area but yet I would like to take some sample from rural area so that the sample become representative. Beside all these I would like to collect some sample through online survey. For making my sample representative I have visited 5 divisional city of Bangladesh with my questionnaire so that my sample become representative and I can cover as many segments as possible. As I have mentioned that I have chosen people for my sample whose age is from 15 to 45 years. I have selected this age people because these people mainly take their buying decision and these people have the maximum possibility to use online as their buying method.

1.5 Delimitations

There are some problems of my study now I would like to disclose the pitfalls of my studies. First of all this research doesn’t focus on nationality and people lived in Bangladesh are taken as homogenous segment of the market. Finally, the sole concern of this study is business-to consumer (B2C) online marketing. Here the sample size is not much big enough as we all know that for making a good survey or for covering a large population their needs lots of fund and manpower which I have not. On the other hand how we interpret the results is not enough we may use more analytical model, table to clearly describe the facts. I have already mentioned that there is not much sources of online shopping in Bangladesh so I have to rely on other related study. There is not much study done on online shopping in Bangladesh, for that reason I can’t capitalize much information as I wished to do. And it is mentioned already that I have focused only on b2c online shopping, I have ignored b2b online shopping. In Bangladesh c2c online shopping is much popular. Another thing is that I have ignored the service sector or online shopping of service which is very popular in the developed country. Intangible goods can be marketed online but I didn’t discuss about it. Though I have some pitfalls in my study but yet I hope that my study will be much effective and it will help the online
marketer a lot to take advantage from my study or they will be able know about the needs and wants of the Bangladeshi online customers.

### 1.6 Expected outcome

As a researcher I have to be impartial or unbiased regarding the result of thesis but after examining the fact I would like to expect that I will get a positive response on online customer regarding the online shopping usability and customer expectation. I expect that the respondents will be positive or express a positive attitude towards the online shopping perspective. I wish people have a very positive attitude towards the online shopping in the context of Bangladesh. As we all know that online shopping in Bangladesh is increasing rapidly but yet it is confined mainly within urban area because lack of physical communication facility but yet in many suburban areas and also some rural areas the online shopping facilities has been spread as internet use has been increased in Bangladesh so I would like to take my sample mainly from urban area but yet I would like to take some sample from rural area so that the sample become representative. Beside all these I would like to collect some sample through online survey. For making my sample representative I have visited 5 divisional city of Bangladesh with my questionnaire so that my sample become representative and I can cover as many segment as possible. As I have mentioned that I have chosen people for my sample whose age are from 15 to 45 years. I have selected this age people because these people mainly take their buying decision and these people have the maximum possibility to use online as their buying method. So I hope that as the sample is very much representative the outcome will be good enough and also it would be trustworthy.

### 1.7 The authors’ own experience and background

I have done a thesis before title ‘consumer attitude towards green products in Bangladesh’. I have also done a report on the online marketing for electronics goods which is very close to my topic. Beside this I have also done an assignment on consumer
perception on agro products sold in departmental store in Bangladesh. So I have a vast idea about consumer behaviour and I have also done an assignment on prospects of online shopping in Bangladesh. I have also talked with some online marketer in Bangladesh and they gave me so many important information that I can use in my study. Besides this I have studied many research work and I have studied many related article related to online shopping. I have also studied many books written on online shopping and talked with many customers who do their shopping on online. So I can say that I have worked a lot earlier related to the issue. So I am optimistic that I can do this thesis successfully. And I am very much optimistic that my study will be much effective and it will help the online marketer a lot in designing a attractive website.

1.8 Structure of the thesis

As I am doing the thesis on the usability and customer satisfaction on online shopping, I will do the following activities like making literature review, collecting secondary data, preparing questionnaire, conducting a survey, result analysis and finally preparing a report. I hope that I will be able to make a good report and can be able to do all the activities efficiently and effectively.
2 RESEARCH DESIGN

2.1 Research Perspective

I have decided to do my research as quantitative in nature because I would like to quantify my research findings and give some recommendation to the people who are involved with online shopping. On the other hand my research is one kind of conclusive research which is designed to assist the decision maker in determining, evaluating and selecting the best course of action to take in a given situation. Conclusive research provides information that is clearly defined. Here research process is formal and structured and sample size is representative. I have decided to do my research based on this perspective because I would like to assist the online shopping service provider so that they can design an effective service package to the online customers. If the decision makers don’t get the quantitative data, they can’t take proper decisions. So I have decided to do a quantitative research. I am very much optimistic that my quantitative study will help the online marketer to design a customer oriented or customer centered online shopping website. I have also quantified how much customers are satisfied with the present service of the existing online service provider. So from my study, online marketer can get a holistic idea about how they will design a customer driven website. I have also given some demographic characteristics of the respondents and I would like to hope that this will help the decision maker to articulate an attractive website and the website must be customer oriented. We all know that quantitative data helps a lot to design a specific marketing program targeting a specific class of people and it will reveals the market characteristics. From my anova and regression analysis marketers will get an idea about what factors affect the customer satisfaction on online shopping and how much it affects. And after observing the effect the online marketer can be able to design a good website which will attract the customers a lot.
2.2  Research strategy

This is the research structure and this is also the research strategy, means how I will conduct my research. Here we see that first of all I will collect secondary data from different sources that are relevant with my research and then I would like to select some variable which affects the online shopping in Bangladesh and based on this variable I would like to design my questionnaire. After designing the questionnaire I would like to do my field work and then data analysis. In case of collecting secondary data I have conducted a survey on 100 respondents that are from different areas of Bangladesh. My questionnaire is structured because I am going to do a quantitative research so for doing a quantitative research structured questionnaire must be done because decision maker needs quantitative outcome. I have also tried to find some primary data and for doing so I have went to some online marketer and talked with, I have talked with them about the future of this business in Bangladesh, problems of this industry and ask for some recommendation. After talking with then I have got a vast idea about the business and after talking with the customer I have been able to get a idea about the market situation of online shopping in Bangladesh.

I have also done some theoretical analysis, on the theoretical analysis section I would like to give a clear an understanding of the online shopping. Besides this I would like to give a clear scenario about the online shopping situation in Bangladesh. I have also given some statistical data about the online shopping situation in other different countries of the world. On the other hand in my empirical study section I would like to give some clear insight about the online shopping perspective in Bangladesh. In empirical study section I have given some practical example and discussed about the real scenario of the online shopping situation in the context of Bangladesh.
2.3 Data collection procedures

The survey was conducted through mall-intercept personal survey and online survey. A total of 100 survey questionnaires are collected and used for data analysis. The respondents were asked to fill up the questionnaire and return in immediately. The respondents are from Mirpur, Dhanmondi, Banani, Khulna, Chittagong and Rajshahi. I have tried to collect data from all the divisional city of Bangladesh because I would like to make my sample representative. Before starting my survey I have tested my questionnaire be doing a test survey. After the test survey I have made some necessary correction and after doing this I have finally approved the questionnaire and go for survey. I have already mentioned that I have gone to 5 divisional districts of Bangladesh so that my sample becomes representative. I have tried to collect data from the people whose age ranging from 15 to 45 because the aged people take their purchase decision independently and this aged people have the possibility to use online shopping most. So for that reasons I have decided to take my sample from this age range and I also keep in mind that my sample must be representative. After collecting the data I have
sorted this data and enter in the SPSS and Microsoft excel software to articulate the output. I have tried best to collect the data most authentically and I am very much optimistic that my data is very much authentic and trustworthy. I have designed a structured questionnaire so that I get structured outcome as I am doing quantitative research.

2.4 Data analysis procedures

In this study, multiple regression analysis and anova is used to provide pattern of relationship between the set of predictors and the outcome factor. To meet the objective of the study this model is developed. This model included only consumer satisfaction as dependent variable and encompasses 8 independent variables (product information, security, Variety of product, Time, Energy consumption, comfort, Travel necessity, Cheap price). After collecting data through survey these data has been analyzed through SPSS and Microsoft excel software. After giving input the data to the software I have got some output by which I have analyzed the situation. It’s very important to check the data before analyze and I have checked the data. As I have already mentioned earlier that I have also tested the survey questionnaire. I have tested the data and survey questionnaire so that there is no fault. If I input wrong data then my output will be wrong as a result the whole study will be faulty. For this reason every researcher must be careful about the time of data input so that there would no mistake. On the other hand I have presented the data through anova and regression so that I can get a quantitative data as I am doing quantitative research.
2.5 Strategies for validating findings

I have also checked the research procedure and data to evaluate the research or to validate the research. I have used SPSS and Microsoft excel software to evaluate of validate the research outcome. It’s very important to check the data before analyze and I have checked the data. As I have already mentioned earlier that I have also tested the survey questionnaire. I have tested the data and survey questionnaire so that there is no fault. If I input wrong data then my output will be wrong as a result the whole study will be faulty. For this reason every researcher must be careful about the time of data input so that there would no mistake. On the other hand I have presented the data through anova and regression so that I can get a quantitative data as I am doing quantitative research. Before going for final survey I have tested the questionnaire through a test survey. After doing the test survey I have made some necessary correction. I have also test the questionnaire through some respondents and after getting feedback from them I have changed some of the parts of my questionnaire.

2.6 Result presentation method

I have already said that in this study, I have used multiple regression analysis and anova to provide pattern of relationship between the set of predictors and the outcome factor. To meet the objective of the study these two models are developed. So in my study I have used the regression and anova table to present the result. Besides these two respondents’ demographic characteristics is also presented in my study.
### Model Summary

<table>
<thead>
<tr>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of Estimate</th>
<th>R Square Change</th>
<th>F Change</th>
<th>df1</th>
<th>df2</th>
<th>Sig. F Change</th>
</tr>
</thead>
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<tr>
<td>1</td>
<td>.683&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.466</td>
<td>.362</td>
<td>.68487</td>
<td>.466</td>
<td>4.474</td>
<td>8</td>
<td>.001</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), product information, security, Variety of product, Time, Energy consumption, comfort, Travel necessity, Cheap price.

### ANOVA<sup>b</sup>

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
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<td>8</td>
<td>2.099</td>
<td>4.474</td>
<td>.001&lt;sup&gt;a&lt;/sup&gt;</td>
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<tr>
<td>Residual</td>
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<td>.469</td>
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</tr>
<tr>
<td>Total</td>
<td>36.020</td>
<td>49</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), product information, security, Variety of product, Time, Energy consumption, comfort, Travel necessity, Cheap price

Dependent Variable: Expectation
3. THEORETICAL STUDY

3.1 Key concepts

There are some key concepts in my study which should be made clear. As the topic of the thesis is the usability and customer expectation on online shopping then I would like to discuss about the usability, customer expectation. Usability is the ease of use and learns about a human made object, in another way we can say that usability means how a tool is user friendly with the user (Gronholdt, Kristensen, & Martensen, 2002). If any object is very user friendly then we can say that it is very usable or we can say that the usability of the object is good or if the object is not user friendly then we can say that the object is no good. On the other hand customer expectation means that what customer expects from any desired product, If customer expectation matches with the product performance then customer become satisfied otherwise they become dissatisfied (Eskildsen j. , Kristensen, Juhl, & Østergaard, 2004). In case of online shopping usability means how consumers use the system or friendly consumers use the online shopping website. Without proper design a online marketer can’t be successful so a online marketer must design a customer driven website so that customers can easily use it. If customers face any difficulty while using the website then the website must be changed or must update it so that customers can easily use it. So we can say that the success of any online shopping system is totally depends on the usability of the website. On the other hand customer satisfaction means what customers expect from any service and what they get from it. If the expectation and performance gap become wide then the system will fail on the other hand if the gap between performance and expectation become thinner then the system will be successful (Kristensen & Westlund, Accountable business performance measurement for sustainable business excellence, 2004). We can say it in another way more the wider the gap is the more the system is faulty and the more the thinner the gap is the more the successful is the system is. So every marketer must keep in mind that they must minimize the gap between the performance and expectation gap.
3.2 Subject areas relevant for the research

Now I would like to discuss about some subject areas which are relevant with research questions and it will also illuminate the research questions. To know about the customer expectation and usability of the online shopping, I have to ask some questions to the consumer that directly affect the customer satisfaction like I have to ask about the price, travel necessity, product variety, time, convenience shopping and energy consumption related to online shopping, more over I have to ask about the usability of the online shopping system, ether it is usable or not. We all know that there is close relation of the above mentioned issues like price, product variety, and product availability with the usability of online shopping system. If the customer is not satisfied with the above mentioned issues then we have to understand that the usability of the online shopping system is no good. Price strongly affect the customer expectation as we know that customer of the developing countries like Bangladesh are more price sensitive. Product variety also effects the customer expectation as we all know that customer always expect variety of product arrangement, on the other hand customer also expects to get their expected product available while they are in online shopping (Eskildsen & Kristensen, 2007). Customer also wants or expects comfort while buying so it’s an important issue in case of online shopping. So these are some relevant issues that illustrate the research. As I have said earlier that internet is the source of innovation so online shopping will paves the way to make innovative idea in case of online shopping. In online shopping marketer do their business through different website as a result it’s become important to design an attractive website. Internet paves the way to come different company and the customer in one place. It is one kind of virtual market. Through online or internet every company get the chance for advertise their products. Online shopping does uniclast and traditional company does multicast communication system, this means online shopping use one to one communication system and on the other hand traditional communication system does one to many communication system (Grønholdt, Martensen, & Kristensen, 2000).
Online shopping offers the customer with a variety product assortment from where a customer can easily choose his/her desired product. Internet marketing is totally different from the traditional physical marketing, physical marketing require one to many advertising system it means in physical marketing one marketer have to give advertisement to many consumer which we can say one to many communication system on the other hand in case of online shopping one marketer have to give advertisement to one consumer at a time which we can say one to one communication (Hill & Alexander, 2000). Today, business internet marketing is growing very fast which we can say b2b. The major differences between online and physical marketing is the customer interaction, in physical marketing system there needs less interaction between customer and the marketer but in case of online shopping there require more effective customer interaction, communication between customer and the marketer is more close here (Armstrong & Kotler, 2009). In case of paying bill, order receiving, making order all these are totally different of the online shopping from the traditional shopping. It is very important to understand the customer loyalty and satisfaction and in case of online shopping system it is very important to gain the customer loyalty as we all know that there is some vague concept regarding the payment system of online shopping. In other word we can say that accompany is more successful which makes customer satisfied on the other hand we can say that the more customer are satisfied the more company is successful (Hill & Alexander, 2000). With respect to Bangladesh, e-commerce has grown tremendously in the recent years. This is one of the reasons that motivated me to specifically choose Bangladesh for my research. According to the financial express, a business related newspaper publishes in Bangladesh; online shopping is growing very fast in Bangladesh and within next 5 years online shopping will rise to 40 percent in Bangladesh. There are lots of research work has been done before based on this topic which I will discuss in the next part. Online shopping is one of the most widely used word in the business world. It is very common in developing and developed countries. Now virtual store, market space are very commonly used word. In Bangladesh during last five years online shopping has grown very fast. There are lots of online shopping website has been developed like cell
bazaar, Bikroy.com etc. In the past decade, there has been a dramatic change in the way consumers have altered their way of shopping. Although consumers continue to purchase from a physical store, consumers feel very convenient to shop online since it frees the customer from personally visiting the store. Online shopping has lots of advantages like it saves time, energy of the consumer while buying. In case of online shopping buying decision can be made on home by comparing the products with the competitor’s products with lots of variety. As I mentioned earlier that online shopping provides lots of advantage, among all the advantage two advantage is most important or these two advantages is noteworthy, one is lots of product variety and availability of much supplier so that price advantage can be prevail in the online shopping (Brassington, F. and Pettitt, S., 2000). There is a lot of difference between the online marketing and traditional marketing because online marketing provides one to one communication which means that the marketer will market the product to one customer round the clock on the other hand traditional marketing is done through one to much communication system (Armstrong & Kotler, 2009). In case of online marketing marketer must be trained because traditional marketing and online marketing is not same as I said before. If a company goes online or adopts online shopping for the first time, it must be very cautious and its communication strategy must be different from the traditional one.

3.4 Relevant literature sources

A study has been conducted in UK on consumer expectation and usage of online shopping. Their analysis shows that online consumers choose different courses of action based on the perceived beliefs. They found that, how socio-demographic variables, attitudes and beliefs towards internet shopping effect on both decision to adopt and use of online shopping channels. Further they categorized, online buying behavior as; first, those who purchase online, second, who browse online but purchase in store and third, those do not shop online. The limitation of this research, the study had not covered, shoppers who choose product in the store and buy online. (Soopramanien & Robertson,
There is another study conducted on online shopping pattern in Pakistan. On this study it is shown that in Pakistan people specially buy electronic goods through online. But the main limitation of this study is that, this study focus only on electronic products. Another study was conducted in Norway on customer loyalty and satisfaction on online shopping, there I see that people of Norway have a very positive thinking about online shopping and maximum people in Norway use online shopping system and the online service provider or online marketers are very concerned about the quality service and they very much customer oriented but there is a problem in payment system (Carroll & Broadhead 2001). Some people can’t trust online billing and payment system. Some people fear to do transaction on online only because they don’t rely on the online payment system. Another study conducted on Japan on online shopping and in Japan people is very much time concerned and people are always in a hurry so there online shopping system is very popular and rely on online shopping system very much. There is a another study conducted on online shopping in Bangladesh and it is found that here people are not so much aware about the online shopping and here also people have a fear of online payment but there is good prospect of online shopping in Bangladesh in near future. Another study conducted on India on online shopping and there also it is seen that people are very much aware about the online shopping system and really want do online shopping but this tendency is seen only in some developed city like Mumbai, Delhi, Kolkata etc. In India it is also seen that there is a good prospect of online shopping in near future. As we all know that India is a big economy and if the online marketer in India can reach or capture the whole market then it will create a big opportunity. Electronic communication take place in online shopping much like e-mail or different social media like face book, twitter etc. In online shopping customer can get the information like product description, shipment date, price, quantity from the seller easily. In my study customer satisfaction is a relative term which we must understand very well and which is very much important for become successful in the business. In modern business it is said that a business is much successful which fulfill the customer satisfaction very well. With respect to Bangladesh, online shopping has grown tremendously in the recent years. This inspires me to choose Bangladesh for my research. According to annual financial report, 2012, Bangladesh has recorded 23% of adults
using internet for online shopping. According to my thesis study, accurate information about product quality as well as the delivery time of the products reduced cost and comfort play a significant role in satisfying customers and retaining them with loyalty in the long run (Kuester, 2012).

3.5 Different subject areas related to research questions

In section 3.2 I have mentioned some subjects which affect the customer expectation on online shopping. These subjects also affect the customer usability on online shopping. We all know that there is close relation of the previously mentioned issues like price, product variety, and product availability, comfort, product comparability, energy consumption and travel necessity. Now I am going to discuss the entire topic and how all of them affect the customer satisfaction on online shopping

Customer Satisfaction

Over the last decade all sizes and types of organizations have understood the importance of customer satisfaction. It is generally observed that to keep a customer is less costly than to win a new one. There is a strong link between customer satisfaction, customer retention and profitability. "Customer satisfaction is a measure of how an organization's total product performs in relation to a set of customer expectations". (Hill & Alexander, 2000) As per (Armstrong & Kotler, 2009) customer satisfaction is, "The extent to which a product's perceived performance matches a buyer's expectations" If the performance match the customers expectation, they are satisfied and if, performance exceeds the customer's expectation then customers are highly satisfied or delighted. The drivers of customer satisfaction are perceived value, company image, customer expectation, product quality and service quality.
Satisfaction-profit chain

Businesses with a strong customer focus strive to achieve high levels of customer satisfaction and customer loyalty.

Successful customer relationship marketing translates into higher levels of customer and business profitability.

Source: Best (2005)
The relation between customer satisfaction and company success was matter of faith in the past, but there are evidences now to prove this fact. Profit can be traced back to customer satisfaction for many companies. Studies have shown that 5 percent increase in customer loyalty can increase 25 to 85 percent of profit, in most of the industries (Hill & Alexander, 2000). To retain existing customers for longer usually has a much lower associated cost than winning new ones.

**Online buying behavior**

Online shopping consumer behavior is also called online buying behavior and internet shopping/buying behavior. Online shopping behavior has direct relationship with these five elements such as e-stores, logistics support, product characteristics, websites’ technological characteristics, information characteristic and home page presentation. According to studies, those people who have wired lifestyles and who have time constrained, they spend less time to buy things online (J. Johnson, 1999, p. 4). Different authors define consumer behavior characteristics differently. Researches on online consumer behavior and characteristics have been done by so many market researchers and authors. The research on online consumer behavior is important because it helps to understand when and how online consumer prepares themselves for purchasing. Turban has defined a model on consumer behavior online. In this model, electronic environment consist of three variables such as independent variable (which is also called personal Characteristics and environment characteristics), intervening or moderating variables (it is under vendor’s control) and the decision making process (effected by independent and intervening variables) (Turban, 2010, p. 183).

**Online purchase intention**

Online shopping reveals three main dimensions or studies in the process of online purchasing; those three studies are Human computer interaction (HCI), behavior and consumerist orientations
Human Computer Interaction (HCI)

HCI is mainly concerned with website design, interaction, display, user’s easiness to learn, efficient and pleasant that substantially effect consumer behavior. This investigated the website related characteristics such as information available on website, visual effects and attractiveness, quality of content, ease of navigation, less time consuming, not long and difficult form to fill to process transaction and overall presence of website with security assurance (Wan, 2009, p. 219).

Customer Retention

In less competitive markets, it is quite easy to retain customers. Customers are easily retained even in markets where there are few substitutes or when the switching costs are high (Best 2005). But this is not the case in online shopping. In an online business, choices are wide with no switching costs. Here, customers quickly switch to competitors in case of dissatisfaction. Hence, customer retention is a challenge in online business and requires higher levels of customer satisfaction. Customer retention is as important as new customer acquisition. Online customer relationship is difficult and that makes customer retention scary. An analysis of e-customers is vital since customer satisfaction results in loyalty and customer loyalty is the basis of successful customer relationship (Hill & Alexander 2006). The company has to take efforts to retain customers who are of greatest value to them. The company has to assess the costs linked with retaining customers. The company need not spend on customers who are highly committed and believes that no other competitor can replace the brand he is committed to. The company will have to invest only on customers who are significant to the business and are not committed. A long term relationship can be built with the customer only when the needs and expectation of the customer are well understood and met. When the fundamental expectations of the customer are well understood then accordingly the company can strategize to delight the customer and exceed his expectations. A customer recommending a product or service shows his commitment and loyalty to the brand or
Customer loyalty

According to Best (2005), customer loyalty is a psychological commitment that a customer has towards a specific brand or company. Customer loyalty can be measured through customer Loyalty Index (CLI) which is explained by Best (2005) as follows: As mentioned earlier, a customer recommends a brand only when he is completely satisfied and trusts the quality and value of the product or service. In fact, customer satisfaction, customer recommendation and customer retention are seen as components of customer loyalty (Best 2005). Customer loyalty is a psychological predisposition that influences the customer to make repeat purchases from a specific product or service provider. Decreased customer complaints and increased customer loyalty are the important drivers of increased customer satisfaction (Johnson, Gustafsson, Andreasson, Lervik & Cha 2001). A customer has many choices and the fact is that a customer of one company is likely to be the customer of its competitor as well. Loyalty exists based on the service or support provided by the company rather than the product it. Building credibility is of utmost importance in an online business. The customer is hesitant in sharing his personal information or credit card details especially for startup companies (Carroll & Broadhead 2001). Customer loyalty can be built when the online business focuses on providing exceptional customer service and exceeding the expectations of the customer. Such an excellent customer service will help in retaining customers. For example, online businesses offer special discounts, promotional offer and exclusive service for customers who have a personal shopping account with them. This is one of kind of marketing for site registration wherein the customer gets the feeling that he receives extra benefits when he registers as a preferred customer (Carroll & Broadhead 2001). By enhancing customer service, the online business can increase their customer’s loyalty. Some websites offer gift reminder service to their registered customers wherein the customer is reminded of important events and occasions that has been stored by him in his account along with promotional offers. This is one way for the business to promote company. This is due to the confidence in the value created and delivered by the company or brand (Best 2005).
their brand, market their products and at the same time offer exclusive service to its customers (Carroll & Broadhead 2001).

Source: Windows clip organizer graphic files. Self added only arrows and texts at bottom.

To improve customer loyalty, some websites offer discussion groups in their websites and promote common interest to pull targeted customers. When the website contains valuable information about the product then the customer would be motivated to visit the website again. Just like any other medium of business, internet business should also focus on making their customers feel ‘special’. Grahame R. Dowling Australian Graduate School of Management University of New South Wales Sydney, Australia says, ‘In any business, customer loyalty is a result of exceptional personal services and exceeding customer expectations. The same thing holds good for an online business as well. Customers are ‘brand loyal’ if they are offered convenience, ease of use and choice coupled with high quality, good price and service.’ More than mere promotional offers, email marketing will have a positive impact on the customer brand loyalty. Also, permission based marketing is also important as email marketing without the permission of the customer will only irritate and dissatisfy the customer. At the same time it has to be understood that in a commercial market, if there is lack of loyalty then the seller has to
take the constant initiative of convincing the customer to stay committed to his brand. Also a customer’s loyalty is dependent on his self-interest. With the high levels of satisfaction a customer intends to be loyal to the brand.

Business-to-consumer (B2C) online marketing

This domain of marketing deals with the selling goods and services online to final consumers. The consumer can buy almost everything from music/movies clothing, airline tickets to computers and cars. Online consumers are continuously increasing. This marketing has wide range and globally accessible to all customers and there is no boundaries for business. This is more cost effective and result oriented marketing domain. The online US retail sales for 2007 is $259 billion, up 18 percent from previous year. Most importantly, Internet now influences 27 percent of the total retail sales. By 2010, Internet retail sale will be about 50 percent of total retail sales. (Armstrong & Kotler, 2009). Following graph shows data about European countries about purchase of goods via the Internet for selected European countries in 2008,
**Business-to-business (B2B) online marketing**

The B2B marketing is deals with the use of B2B web sites, online product catalogs, e-mails, online trading networks, and other online resources to reach new business customers, serve current customer more effectively, and obtain buying efficiencies and better prices. Most of the major B2B marketers now display customer purchase, product information and customer-support service online. For example, Sun Microsystems, website (www.sun.com) gives details descriptions of products and solutions, and interact with employees. Cisco system takes more than 80 percent orders online. Dell has customized its website for more than 113000 business and institutional customers all over the world.

**Consumer-to-consumer (C2C) online marketing**

C2C is the online exchange of information and goods between final customers. Internet provides great means of buying and exchange of goods and information consumers. E-Bays C2C online trading community is more than 220 million registered users worldwide (more than the combined populations of Germany, Britain and France). Its last year transactions are some $52 billion. In one day, company’s website lists more than 16 million items for auction in more than 50000 categories. Due to its great success in C2C market, eBay has now attracted more than 300000 B2C sellers, from small businesses to large to sell their excess inventory at auction. In other cases C2C involves in exchange of information through Internet forums. For example, web logs, or blogs. There are about 15 million active blogs read by 57 million people. (Armstrong & Kotler, 2009)

**Consumer-to-Business (C2B) online marketing**

Online exchange in which consumers search out sellers, learn about their offers, and initiate purchases, sometime even driving transaction terms. Most companies now invite customers to send suggestions and questions via company web sites. Beyond this, rather than waiting for an invitation, consumers can search out sellers on the web, learn about
their offers, initiate purchases and give feedback. Using the web consumers can even drive a transaction with businesses, rather than the other way around. An example is priceline.com where buyer can bid for airline tickets, hotel rooms, rental cars, cruises, and vacation packages, leaving on the seller, weather to accept their offers. (Armstrong & Kotler, 2009)

**Price**

Price plays an important role in affecting consumer satisfaction in online shopping. In Bangladesh people are very much price sensitive and here people concern for price more than quality so I think that price will play a vital role in determine consumer satisfaction.

**Product variety**

People wants variety of products while buying but traditional shopping cannot able to offer so much variety as online. Every customer’s wants are not same; everybody has their own preferences so if the marketer cannot able to arrange variety of product then customers will not be attracted (Brassington, F. and Pettitt, S., 2000). So product variety plays an important role in determining the customer satisfaction.

**Product availability**

Product availability also plays an important role in determining customer satisfaction. If customer do not get product available in the market then they become dissatisfied and they switch the brand. So a marketer must be concerned about the product availability. Because product availability is one of the big determinant of consumer satisfaction (Armstrong & Kotler, 2009).
**Comfort**

Every customer wants comfort while buying their product and in case of online shopping consumer can easily get great comfort as they need not to go outside for shopping (Armstrong & Kotler, 2009). So we can say that comfort while buying plays a vital role in determining customer satisfaction.

**Product comparability**

In Bangladesh people love to compare their product with the competitors offering. On the other hand we can say that product comparability plays a vital role in determining consumer satisfaction (Soopramanien & Robertson, 2007). If customers do not get scope to compare their product then they will be dissatisfied, so it is very much important for online marketer for attracting customer.

**Energy consumption**

A person generally wants to shop comfortably where they need not to use much energy. In case of online shopping a person can shop from home without go outside and this will be determinant for customer satisfaction (Soopramanien & Robertson, 2007). So it plays an important role in determining consumer satisfaction.

**Travel necessity**

In case of online shopping a person need not to travel from one plays to another plays. So it is a big determinant for customer satisfaction. In case of online shopping people need not to get in the hassle of travel so it creates a value for the online shopping. So it is an important determinant for customer satisfaction. In the context of Bangladesh where
everyday so many traffic jam kills peoples import time, there it will determine customer satisfaction

**Summary of theoretical findings**

In Bangladesh the economy is growing very fast and the buying pattern of the consumer has been changed. The people of Bangladesh are now using internet for their economic transaction and this tendency is growing very fast. Online shopping or internet shopping has paves the way to interact customers with marketer in an easiest way than before which has created a new era in the business world (Comegys, Hannula, & Vaisanen, 2006). On the other hand customers also trying to adopt with this new method of transactional system and there is a good response coming from the customers. Internet based shopping is growing very fast throughout the world. In 2012, US retail sale is $320 billion, increased by 18 percent from previous year and internet now influences 27 percent of the total retail sales. By 2013, it is expected that the internet will influence almost 60 percent of total retail sales. Now the developed countries who have been accepted online shopping tremendously are now thinking to set a frame work for this new system so that in long run there won’t be any problem. There are some companies who are facing some sort of problems regarding implementing online shopping so marketer have to keep in mind that what customers are really want from a online shopping service. There has been done a lot of study on this regard but in almost every study reveal that this is done due to neglecting the customers which is the prime concern of the online shopping. There is a lot of difference between the online marketing and traditional marketing because online marketing provides one to one communication which means that the marketer will market the product to one customer round the clock on the other hand traditional marketing is done through one to much communication system. In case of online marketing marketer must be trained because traditional marketing and online marketing is not same as I said before. If a company go online or adopt online shopping for the first time, it must be very cautious and it’s communication strategy must be different from the traditional one (Armstrong & Kotler, 2009). As we all know internet
makes life easy and innovative so online shopping will also makes our life easy and comfortable as online shopping is done through internet. In the 21st century trade and commerce has been so diversified that if a marketer wants to do business he must be diversified. Online shopping has increased the amount of trade throughout the whole world. As I have said earlier internet is the source of innovation so online shopping will paves the way to make innovative idea in case of online shopping. In online shopping marketer do their business through different website as a result it’s become important to design an attractive website. Internet paves the way to come different company and the customer in one place. It is one kind of virtual market. Through online or internet every company get the chance for advertise their products. Online shopping does uniclast and traditional company does multiclast communication system. Acquiring trust or online shopping is building trust among the customers. Online shopping saves time which is very important for modern people because people becomes so busy now a days that that can’t or they are unwilling to spend much time in shopping on the other hand it is said that money is time and time is money (KEYS, 2011). In traditional shopping there are some bindings or restrictions in buying products but in case of online shopping there is no bindings or limits. In case of online shopping customers have a great opportunity to compare the price of his or her product with the competitor products. Comparison of products price is very easy here so country like Bangladesh where people like to compare their product price or where customers are price sensitive will use online or internet as their shopping medium. In traditional shopping interaction or communication among the buyer and seller is so much intensive but in case of online shopping it is very much intensive.

**Arguments for an empirical study**

There are number of factors that affect the behavior of online consumers in Bangladeshi market. But in this research, main focus is to study the behavior of the Consumers in the process of purchasing from online stores. The necessity for an empirical study can’t be described in words. An empirical study gives a more deep insight about the subject. One
can get best knowledge about any topic after completing empirical study. It will provide you more indebt knowledge. In my thesis empirical study will add more value; it will be able to reveal much truth which can’t be revealed by theoretical study. An empirical study will give one the scope of staying close to the respondent and grab the real scenario, without empirical study researcher can’t understand the real problem (Kuester, 2012). Theoretical study gives us only the insight about the topic or theoretical study gives us only the basic knowledge by which we can only learn about the issue but without empirical study it is impossible to understand the theoretical study. So for understanding the theoretical learning properly researcher must understand or must do the empirical study. Without empirical study the whole learning becomes incomplete. So every researcher must focus on it. As I have said that I have made a survey on 100 respondents and I have talked with the online marketer, so this practical experience has helped us a lot to properly understand the problem properly and make a solution. If I don’t do so, then my knowledge about online shopping will be incomplete and I can’t be able to conduct my study properly. So in every research or thesis or study empirical study or empirical knowledge is very important to properly understand the problem and make an effective solution, empirical study keeps the research close to the truth (Brassington, F. and Pettitt, S., 2000). If a researcher only relies on theoretical study then he will not be able to do a good research. Another important thing is that empirical study reveals the real scenario. Sometimes theoretical study do not match with the empirical study because everything is changing so rapidly that theoretical study do not updated keeping pace with the change in the field.
4. **EMPIRICAL SURVEY**

4.1 **Purpose**

Without proper empirical study a real fact can’t be disclosed, for that reason empirical study plays an important role in case of research work. Through my research I would like to get some knowledge about online shopping and usability of the online shopping in the context of Bangladesh, I also would like to know about the customer expectation on online shopping in Bangladesh. There are number of factors that affect the behavior of online consumers in Bangladesh’s market. But in this research, main focus is to study the behavior of the Consumers in the process of purchasing from online stores. The necessity for an empirical study can’t be described in words. An empirical study gives a more deep insight about the subject. One can get best knowledge about any topic after completing empirical study. It will provide you more indebt knowledge. In my thesis empirical study will add more value; it will be able to reveal much truth which can’t be revealed by theoretical study. An empirical study will give one the scope of staying close to the respondent and grab the real scenario (Kuester, 2012). From the empirical survey I would like to know about the customer satisfaction on online shopping. I would like to prepare a structured questionnaire for the empirical survey and from this survey I would like to know about what customers exactly want. For knowing the customer response a researcher must conduct empirical survey. By empirical survey I will be able know about the real scenario or I will be able to know about the real fact. So I hope that empirical survey will keep the researcher close to the truth besides if a researcher talk with specialist person related to the topic then the researcher must be able to gain some empirical knowledge. An empirical study will give one the scope of staying close to the respondent and grab the real scenario. Without empirical study researcher can’t understand the real problem. Theoretical study gives us only the insight about the topic or theoretical study gives us only the basic knowledge by which we can only learn about the issue but without empirical study it is impossible to understand the theoretical study (Armstrong & Kotler, 2009). So for understanding the theoretical learning properly
researcher must understand the must do the empirical study. Without empirical study the whole learning becomes incomplete. So every researcher must focus on it. As I have said that I have made a survey on 100 respondents and I have talked with the online marketer, so this practical experience has helped us a lot to properly understand the problem properly and make a solution. If I don’t do so, then my knowledge about online shopping will be incomplete and I can’t be able to conduct my study properly. So in every research or thesis or study empirical study or empirical knowledge is very important to properly understand the problem and make an effective solution.

4.2 Sampling

For empirical survey I have decided to make a survey because a survey gives a deep insight regarding the topic. For doing survey one should make a questionnaire. In questionnaire there must be one dependable variable and more than one independent variable. I have taken 100 respondents for my survey. The age range of my respondents from 15 to 45 years because these people generally take the buying decision. I have also done an online survey. Respondents of my survey are from many geographical areas so that data becomes representative. The demographic characteristics of the sample is given below-

Demographic profile of respondents (n=100)

**Characteristic Percentage (%)**

**Gender**
Male 45.5
Female 54.5

**Marital Status**
Single 68.2
Married 31.8
Age
18-25 45.6
26-35 35.1
36-40 15.1
41-45  4.2

4.3 The questionnaire

Here is the questionnaire, I have first made the questionnaire and tested the questionnaire and then made necessary correction

Primary question (dependent variable)

01. Online shopping system fulfils your expectation

Secondary Questions (Independent variable)

01. Online shopping saves time

02. Online shopping reduces travel necessity

03. Online shopping offers product comparatively in a cheap price

04. Online shopping reduces energy consumption

05. Online shopping offers variety of products to buy
06. Online shopping offer great comfort while buying

07. Online payment is not secured

08. Online shopping offer variety of product information

Additional questions

01. Online shopping is very much usable or effective in the context of Bangladesh

02. Online shopping helps a lot to expand trade and commerce

03. Online shopping has much potentiality in Bangladesh

04. Online shopping can provide more value than traditional shopping system

05. Online shopping helps to retain customer

06. Customers of Bangladesh are satisfied with the existing online service

07. Online shopping can create loyal customer base
### 4.4 Questioner presentation

| Questions for measurement of usability and customer satisfaction on online shopping | Percentage of respondents answer |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly Agree |
| 01 Online shopping system fulfils your expectation | 0 | 7 | 5 | 62 | 26 |
| 02 Online shopping saves time | 1 | 11 | 4 | 45 | 39 |
| 03 Online shopping reduces travel necessity | 5 | 14 | 7 | 56 | 18 |
| 04 Online shopping offers product comparatively in a cheap price | 4 | 7 | 19 | 66 | 4 |
| 05 Online shopping reduces energy consumption | 0 | 3 | 12 | 65 | 20 |
| 06 Online shopping offers variety of products to buy | 5 | 8 | 21 | 48 | 18 |
| 07 Online shopping offer great comfort while buying | 0 | 2 | 5 | 67 | 26 |
| 08 Online payment is not secured | 35 | 21 | 24 | 12 | 8 |
| 09 Online shopping offer variety of product information | 4 | 4 | 14 | 63 | 15 |
| 10 Online shopping is very much usable or effective in the context of Bangladesh | 3 | 2 | 21 | 61 | 13 |
| 11 Online shopping helps a lot to expand trade and commerce | 1 | 2 | 24 | 46 | 27 |
4.5 Empirical research results

In this study, multiple regression analysis and anova is used to provide pattern of relationship between the set of predictors and the outcome factor. To meet the objective of the study this model is developed. This model included only consumer satisfaction as dependent variable and encompasses 8 independent variables (product information, security, Variety of product, Time, Energy consumption, comfort, Travel necessity, Cheap price). After collecting data through survey these data has been analyzed through SPSS and Microsoft excel software. From the empirical research result, I found that maximum respondents agreed with the fact that online shopping fulfills their expectation. Now I would like to display some of the results of empirical study. From the survey It can be interpreted that R = 0.683, R represents the multiple correlation among the variables specified. Here R = 0.683 means medium level of correlation among the variables. R² = 0.466 measures 46.6% of the variance in satisfaction of consumers is significantly explained by the independent variable of product information, security, Variety of product, Time, Energy consumption, comfort, Travel necessity, Cheap price.

Adjusted R² = 0.362 measures the number of independent variables and the sample size to account for diminishing return. After the first few variables, the additional independent variables make much contribution.

5. Analysis and Result

5.1 Analysis

In this study, multiple regression analysis is used to provide pattern of relationship between the set of predictors and the outcome factor. To meet the objective of the study this model is developed. This model included only customer expectation as dependent variable and encompasses 8 independent variables (product information, security, Variety of product, Time, Energy consumption, comfortability, Travel necessity, Cheap price.
Model Summary

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<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Change Statistics</th>
<th>R Square</th>
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<th>df2</th>
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<td>.466</td>
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<td>8</td>
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</tbody>
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a. Predictors: (Constant), product information, security, Variety of product, Time, Energy consumption, comfortability, Travel necessity, Cheap price.

ANOVA<sup>b</sup>

<table>
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<tr>
<th>Model</th>
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<tr>
<td>Regression</td>
<td>16.789</td>
<td>8</td>
<td>2.099</td>
<td>4.474</td>
<td>.001&lt;sup&gt;a&lt;/sup&gt;</td>
</tr>
<tr>
<td>Residual</td>
<td>19.231</td>
<td>41</td>
<td>.469</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>36.020</td>
<td>49</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), product information, security, Variety of product, Time, Energy consumption, comfort, Travel necessity, Cheap price
Dependent Variable: Expectation

Dependent Variable: Expectation

There were 100 respondents of the questionnaire that all indicated their demographics. Majority of them were female (54.5%) and 45.6% of respondents were in the age of 18-45.

Demographic profile of respondents (n=100)
<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>1.573</td>
<td>1.106</td>
<td>1.422</td>
</tr>
<tr>
<td></td>
<td>Time</td>
<td>0.256</td>
<td>0.178</td>
<td>0.183</td>
</tr>
<tr>
<td></td>
<td>Travel necessity</td>
<td>-0.225</td>
<td>0.199</td>
<td>-0.154</td>
</tr>
<tr>
<td></td>
<td>Cheap price</td>
<td>0.241</td>
<td>0.111</td>
<td>0.303</td>
</tr>
<tr>
<td></td>
<td>Energy consumption</td>
<td>0.122</td>
<td>0.108</td>
<td>0.151</td>
</tr>
<tr>
<td></td>
<td>Variety of product</td>
<td>0.135</td>
<td>0.124</td>
<td>0.146</td>
</tr>
<tr>
<td></td>
<td>comfortability</td>
<td>-0.016</td>
<td>0.127</td>
<td>-0.016</td>
</tr>
<tr>
<td></td>
<td>Security</td>
<td>0.257</td>
<td>0.090</td>
<td>0.355</td>
</tr>
<tr>
<td></td>
<td>product information</td>
<td>-0.050</td>
<td>0.127</td>
<td>-0.061</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Expectation
The following hypotheses are proposed.

H1 Time has a positive effect on customer satisfaction
H2: Travel necessity has a positive effect on customer satisfaction
H3: Cheap price has a positive effect on customer satisfaction
H4: Energy consumption has a positive effect on customer satisfaction
H5: Variety of product has a positive effect on customer satisfaction
H6: Comfortability has a positive effect on customer satisfaction
H7: Security has a positive effect on customer satisfaction
H8: Product information has a positive effect on customer satisfaction

The main focus in this section is to observe the effect of independent variables on customer expectation. But, along with this, an effort is made to see which other variables have an impact and up to what extent. Also several different combinations of different latent variables will also be carried out so as to examine the differences revealed in variances and coefficients as result of different combinations. Multiple Regression analysis is performed with expectation as dependent variable, while time, travel necessity, cheap price, energy consumption, variety of product, comfortability, security, product information as independent variable

The initiation model is formulated as follows.

\[ y(\text{Expectation}) = \beta_0 + \beta_1 \text{ time} + \beta_2 \text{ travel necessity} + \beta_3 \text{ cheap price} + \beta_4 \text{ energy consumption} + \beta_5 \text{ variety of product} + \beta_6 \text{ comfortability} + \beta_7 \text{ security} + \beta_8 \text{ product information} + E \]

<table>
<thead>
<tr>
<th>Expectation</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid strongly disagree</td>
<td>1</td>
<td>2.0</td>
<td>2.0</td>
<td>2.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
<td>4.0</td>
<td>4.0</td>
<td>6.0</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>Percent</td>
<td>Valid Percent</td>
<td>Cumulative Percent</td>
</tr>
<tr>
<td>------------------</td>
<td>-----------</td>
<td>---------</td>
<td>---------------</td>
<td>--------------------</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>50</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

The data indicates that time is one of the most important elements that driving expectation ($\beta=0.256$).

**Travel necessity**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>50</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

The data indicates that travel necessity is negatively significant that drive expectation ($\beta=-.225$).
Cheap price

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly disagree</td>
<td>3</td>
<td>6.0</td>
<td>6.0</td>
<td>6.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>4</td>
<td>8.0</td>
<td>8.0</td>
<td>14.0</td>
</tr>
<tr>
<td>Neutral</td>
<td>9</td>
<td>18.0</td>
<td>18.0</td>
<td>32.0</td>
</tr>
<tr>
<td>Agree</td>
<td>24</td>
<td>48.0</td>
<td>48.0</td>
<td>80.0</td>
</tr>
<tr>
<td>strongly agree</td>
<td>10</td>
<td>20.0</td>
<td>20.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

The data indicates that cheap price is one of the most important elements that driving expectation ($\beta=0.241$).

Energy consumption

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly disagree</td>
<td>1</td>
<td>2.0</td>
<td>2.0</td>
<td>2.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>4</td>
<td>8.0</td>
<td>8.0</td>
<td>10.0</td>
</tr>
<tr>
<td>Neutral</td>
<td>10</td>
<td>20.0</td>
<td>20.0</td>
<td>30.0</td>
</tr>
<tr>
<td>Agree</td>
<td>15</td>
<td>30.0</td>
<td>30.0</td>
<td>60.0</td>
</tr>
<tr>
<td>strongly agree</td>
<td>20</td>
<td>40.0</td>
<td>40.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

The data indicates that energy consumption is one of the most important elements that driving expectation ($\beta=0.122$).

Variety of product

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly disagree</td>
<td>1</td>
<td>2.0</td>
<td>2.0</td>
<td>2.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>4</td>
<td>8.0</td>
<td>8.0</td>
<td>10.0</td>
</tr>
<tr>
<td>Neutral</td>
<td>4</td>
<td>8.0</td>
<td>8.0</td>
<td>18.0</td>
</tr>
</tbody>
</table>
The data indicates that variety of product is one of the most important elements that driving expectation ($\beta=0.135$).

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>28</td>
<td>56.0</td>
<td>56.0</td>
<td>74.0</td>
</tr>
<tr>
<td>strongly agree</td>
<td>13</td>
<td>26.0</td>
<td>26.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

The data indicates that comfortability is negatively significant element that driving expectation ($\beta=-0.016$).

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid Disagree</td>
<td>5</td>
<td>10.0</td>
<td>10.0</td>
<td>10.0</td>
</tr>
<tr>
<td>strongly agree</td>
<td>8</td>
<td>16.0</td>
<td>16.0</td>
<td>26.0</td>
</tr>
<tr>
<td>Agree</td>
<td>26</td>
<td>52.0</td>
<td>52.0</td>
<td>78.0</td>
</tr>
<tr>
<td>strongly agree</td>
<td>11</td>
<td>22.0</td>
<td>22.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

The data indicates that security is the most important element that driving expectation ($\beta=0.257$).

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid strongly disagree</td>
<td>6</td>
<td>12.0</td>
<td>12.0</td>
<td>12.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>17</td>
<td>34.0</td>
<td>34.0</td>
<td>46.0</td>
</tr>
<tr>
<td>Neutral</td>
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<td>10.0</td>
<td>10.0</td>
<td>56.0</td>
</tr>
<tr>
<td>Agree</td>
<td>20</td>
<td>40.0</td>
<td>40.0</td>
<td>96.0</td>
</tr>
<tr>
<td>strongly agree</td>
<td>2</td>
<td>4.0</td>
<td>4.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
The data indicates that product information is negatively significant element driving expectation ($\beta = -0.050$).

Travel necessity, comfortability and product information was negatively significant in the estimated model. So the hypothesis H2, H6 and H8 will be rejected.

**Characteristic Percentage (%)**

**Gender**
- Male 45.5
- Female 54.5

**Marital Status**
- Single 68.2
- Married 31.8

**Age**
- 18-25 45.6%
- 26-35 35.1%
- 36-40 15.1%
- 41-45 4.2%
5.2 Result summary

In this study, multiple regression analysis and anova is used to provide pattern of relationship between the set of predictors and the outcome factor. To meet the objective of the study this model is developed. This model included only consumer satisfaction as dependent variable and encompasses 8 independent variables (product information, security, Variety of product, Time, Energy consumption, comfort, Travel necessity, Cheap price). After collecting data through survey these data has been analyzed through SPSS and Microsoft excel software.

From the survey It can be interpreted that $R = 0.683$, $R$ represents the multiple correlation among the variables specified. Here $R = 0.683$ means medium level of correlation among the variables. $R^2 = 0.466$ measures 46.6% of the variance in satisfaction of consumers is significantly explained by the independent variable of product information, security, Variety of product, Time, Energy consumption, comfort, Travel necessity, Cheap price.

Adjusted $R^2 = 0.362$ measures the number of independent variables and the sample size to account for diminishing return. After the first few variables, the additional independent variables make much contribution.

Outcome

We see that almost all the independent variable has a strong impact on the dependent variable, and as we also see that 46.6% of the variance in satisfaction of consumers is significantly explained by the independent variables, so we can say that “there is a strong usability of online shopping in Bangladesh and there is moderate customer expectation on online shopping in Bangladesh”
6 DISCUSSION

6.1 Conclusions

This study was conducted to understand the usability and consumer satisfaction towards online shopping in Bangladesh and to identify the factors related to affect the customer satisfaction towards online shopping. Adoption of online shopping in Bangladesh has not spread so much but in future it has a good possibility. Government can take some initiatives as present government promised to make a digital Bangladesh within 2015. For being success in online shopping marketer must be customer oriented. Marketers need to understand the implications of online shopping. If a marketer things that customers are not aware about factors which was mentioned earlier regarding the online shopping, then he will must be looser. Online marketer must enhance product variety and gain customer loyalty. I have tried to give some guidelines to encourage the Bangladeshi online marketer to provide quality service. To initiate online shopping in Bangladesh all the supports of the government must be needed. In my study I have found a very close relationship between consumer satisfaction and online shopping. In Bangladesh the prospect of online shopping is very bright. As we all know that Bangladesh is one of the most widely internet user country among the developing countries. Recently Bangladesh has adopted 3G technology, as a result internet speed will be faster from before and that will create a new era in online shopping in Bangladesh. From the survey I have found the value of \( R = 0.683 \), where \( R \) represents the multiple correlation among the variables specified. Here \( R = 0.683 \) means medium level of correlation among the variables. Besides this the value of \( R^2 = 0.466 \) which measures 46.6% of the variance in satisfaction of consumers is significantly explained by the independent variable of product information, security, Variety of product, Time, Energy consumption, comfort, Travel necessity, Cheap price. On the other hand \( \text{Adjusted } R^2 = 0.362 \) which measures the number of independent variables and the sample size to account for diminishing return. After the first few variables, the additional independent variables make much contribution.
6.2 Implications for Informatics

In my study there is a lot of information for online marketer and online buyer. I have made some recommendation for the online marketer and also online buyer. If online marketers concentrate on the factors which influence the customer satisfaction on online shopping then the marketer will surely benefitted. Besides marketer must be customer oriented. From my study a marketer can easily understand the real situation of online shopping in Bangladesh. A marketer also gets some insights about the online shopper in Bangladesh. From my study a marketer can easily know who use online for shopping, what kinds of products are mostly sold in online. What online customers prefer what they don’t prefer? All these information a marketer can get from my study. So I think that an online marketer can easily get many ideas about online shopping in Bangladesh. From my study a online marketer can gather much knowledge and can design their website according to the taste and preference of their customer. There are some advantages that are provided by the online shopping service these are discussed below and from this information customers can be benefitted. Online shopping saves time which is very important for modern people because people becomes so busy now a days that that can’t or they are unwilling to spend much time in shopping on the other hand it is said that money is time and time is money (Carroll & Broadhead 2001). In traditional shopping there are some bindings or restrictions in buying products but in case of online shopping there is no bindings or limits. In case of online shopping customers have a great opportunity to compare the price of his or her product with the competitor products. Comparison of products price is very easy here so country like Bangladesh where people like to compare their product price or where customers are price sensitive will use online or internet as their shopping medium. In traditional shopping interaction or communication among the buyer and seller is so much intensive but in case of online shopping it is very much intensive (Armstrong & Kotler, 2009). Electronic communication take place in online shopping much like e-mail or different social media like face book, twitter etc. In online shopping customer can get the information like product description, shipment date, price, quantity from the seller easily. In my study
customer satisfaction is a relative term which we must understand very well and which is very much important for become successful in the business.

6.3 Method evaluation

For doing my study I have studied many related thesis and research work besides all these I have also studied many article in the internet related to the online shopping. Besides all these I have also studied several books written on the online shopping. I have also studied about the customer satisfaction because if do not know about the customer satisfaction then we can’t measure it in case of online shopping. I have also talked with some online marketer who basically involve in online shopping. So these are the process of collecting my theoretical knowledge. In case of practical knowledge or for secondary data I have made a questionnaire and conduct a survey on 100 respondents from different locations and from this survey I have gathered much practical knowledge. I have tried my best to make my study acceptable to all or make all the procedure as good as possible. I have tried my best to read as much article as I can related to the topic so that I can clearly understand the facts of my study and also enrich my knowledge but it is difficult to make a study without zero defect so in my study there is also some problems for example as all the studies I have read made on the perspective of their own country, there are so many irrelevant fact between their situation and our situation so my all the analysis may not be 100 percent accurate but I tried my best to make it as good as possible. As there is not enough study made based on this topic or there is not enough study available in the context of Bangladesh so I have rely on the report made based on the other countries. But as I said I have talked with some persons related to the online shopping in Bangladesh and after talking with them I have gathered lots of knowledge regarding the online shopping in Bangladesh besides this I have read some newspaper articles written on the topic so I can hope that all these effort made by can’t go in vain.
6.4 Result evaluation

Without proper empirical study a real fact can’t be disclosed, for that reason empirical study plays an important role in case of research work. Through my research I would like to get some knowledge about online shopping and usability of the online shopping in the context of Bangladesh, I also would like to know about the customer expectation on online shopping in Bangladesh. There are number of factors that affect the behavior of online consumers in Bangladesh’s market. But in this research, main focus is to study the behavior of the Consumers in the process of purchasing from online stores. The necessity for a empirical study can’t be described in words. An empirical study gives a more deep insight about the subject. One can get best knowledge about any topic after completing empirical study. It will provide you more indebt knowledge. In my thesis empirical study will add more value; it will be able to reveal many truths which can’t be revealed by theoretical study.

I have already said that in this study, I have used multiple regression analysis and anova to provide pattern of relationship between the set of predictors and the outcome factor. To meet the objective of the study these two models are developed. So in my study I have used the regression and anova table to present the result. Besides these two respondents demographic characteristics is also presented in my study. From the survey I have found the value of $R = 0.683$, where $R$ represents the multiple correlation among the variables specified. Here $R = 0.683$ means medium level of correlation among the variables. Besides this the value of $R^2 = 0.466$ which measures 46.6% of the variance in satisfaction of consumers is significantly explained by the independent variable of product information, security, Variety of product, Time, Energy consumption, comfort, Travel necessity, Cheap price. On the other hand Adjusted $R^2 = 0.362$ which measures the number of independent variables and the sample size to account for diminishing return. After the first few variables, the additional independent variables make much contribution.
6.5 Possibilities to generalize

I have made the study based on most authentic sources. Information’s that I have gathered is most authentic. Sources of my theoretical study are also much authentic and the base of empirical study is also trustworthy. I have made the questionnaire based on some specific criteria, keeping in the mind that I am doing a quantitative study so my findings must be quantitative in nature. I have also used SPSS and Microsoft excels to analyze and check the data. For more authentication of my study I have also talked with some online marketer in Bangladesh. I am very much optimistic that my study is based on authentic sources. For more authentication of my study I personally conducted the whole survey, I do not use any third party for survey and data collection. On the other hand for collecting primary data I also didn’t rely on third party. I personally went to some online shopping service provider in Bangladesh. So I can hope that my study is quite good and trustworthy. The data collection process is totally done by me so there is no possibility for any fraud. I personally collected primary and secondary data so I hope that I have done my work quite efficiently and there is no possibility of fraud. For empirical survey I have decided to make a survey because a survey gives a deep insight regarding the topic. For doing survey one should make a questionnaire. In questionnaire there must be one dependable variable and more than one independent variable. I have taken 100 respondents for my survey. The age range of my respondents from 15 to 45 years because these people generally take the buying decision. I have also done a online survey. Respondents of my survey are from many geographical areas so that data becomes representative. So all the activities I have done to complete the study is totally trustworthy and I hope that it will contribute to the online shopping pattern in Bangladesh and it will give some guideline as well to the online marketer so that they can design a customer oriented website or they can make their website so attractive that customers can easily use it.
6.6 Ideas for continued research

In my study I have covered all the product criteria in case of online shopping but it is true that electronic products get the preference in this regard. But I have found that if the online marketer spread their service in the agro product then it will be much better because as we all know that Bangladesh is an agricultural country, here economy largely depends on the agro product so if the marketer can cover this area then it will be a big market for the online marketer and it will create a big opportunity for doing business. So we can do further study on this field. There has been lots of research work has been done on this field. Now I would like to mention some of the research work which was done earlier on this field. First of all a study has been conducted in UK on consumer expectation and usage of online shopping. Their analysis shows that online consumers choose different courses of action based on the perceived beliefs. They found that, how socio-demographic variables, attitudes and beliefs towards internet shopping effect on both decision to adopt and use of online shopping channels. Further they categorized, online buying behavior as; first, those who purchase online, second, who browse online but purchase in store and third, those do not shop online. The limitation of this research, the study had not covered, shoppers who choose product in the store and buy online. (Soopramanien & Robertson, 2007). There is another study conducted on online shopping pattern in Pakistan. On this study it is shown that in Pakistan people specially buy electronic goods through online. But the main limitation of this study is that, this study focus only on electronic products. Another study was conducted in Norway on customer loyalty and satisfaction on online shopping, there I see that people of Norway have a very positive thinking about online shopping and maximum people in Norway use online shopping system and the online service provider or online marketers are very concerned about the quality service and they very much customer oriented but there is a problem in payment system. Some people can’t trust online billing and payment system. Some people fear to do transaction on online only because they don’t rely on the online payment system. Another study conducted on Japan on online shopping and in Japan people is very much time concerned and people are always in a hurry so there online shopping system is very popular and rely on online shopping system very much. There is
a another study conducted on online shopping in Bangladesh and it is found that here people are not so much aware about the online shopping and here also people have a fear of online payment but there is good prospect of online shopping in Bangladesh in near future. Another study conducted on India on online shopping and there also it is seen that people are very much aware about the online shopping system and really want do online shopping but this tendency is seen only in some developed city like Mumbai, Delhi, and Kolkata etc. In India it is also seen that there is a good prospect of online shopping in near future. As we all know that India is a big economy and if the online marketer in India can reach or capture the whole market then it will create a big opportunity.

6.7 Speculations for the future

Online shopping in Bangladesh will spread very fast in near future. Recently Bangladesh has adopted 3G technologies in internet which will create a new era in the field of online shopping. Bangladesh government is determined to make digital Bangladesh where every person will use internet for their day to day work. Now this thought of the Bangladesh government will help the online marketer a lot to spread their business. There are lots of online shopping website has been developed in Bangladesh like cell bazaar, Bikroy.com etc. In the past decade, there has been a dramatic change in the way consumers have altered their way of shopping, although consumers continue to purchase from a physical store, consumers feel very convenient to shop online since it frees the customer from personally visiting the store(Roger, Smith & Kidd 1998). Online shopping has lots of advantages like it saves time, energy of the consumer while buying. In case of online shopping buying decision can be made on home by comparing the products with the competitor’s products with lots of variety. As I mentioned earlier that online shopping provides lots of advantage, among all the advantage two advantage is most important or these two advantages is noteworthy, one is lots of product variety and availability of much supplier so that price advantage can be prevail in the online shopping. There is a lot of difference between the online marketing and traditional marketing because online marketing provides one to one communication which means that the marketer will market the product to one customer round the clock on the other hand traditional marketing is
done through one to many communication systems (Kuster, 2012). In case of online marketing marketer must be trained because traditional marketing and online marketing is not same as I said before. If a company goes online or adopts online shopping for the first time, it must be very cautious and its communication strategy must be different from the traditional one (Stajano 2008). As we all know internet makes life easy and innovative so online shopping will also makes our life easy and comfortable as online shopping is done through internet. In the 21st century trade and commerce has been so diversified that if a marketer wants to do business he must be diversified. Online shopping has increased the amount of trade throughout the whole world. As I have said earlier internet is the source of innovation so online shopping will paves the way to make innovative idea. In online shopping marketers do their business through different website as a result it’s become important to design an attractive website. Internet paves the way to come different company and the customer in one place. It is one kind of virtual market. Through online or internet every company get the chance for advertise their products. Online shopping use uniclast and traditional company use multiclast communication system. If the customer is not satisfied with the above mentioned issues then we have to understand that the usability of the online shopping system is no good. Price strongly affect the customer expectation as we know that customer of the developing countries like Bangladesh are more price sensitive. Product variety also affects the customer expectation as we all know that customer always expect variety of product arrangement. On the other hand customer also expects to get their expected product available while they are in online shopping. Customer also wants or expects comfort while buying so it’s an important issue in case of online shopping. So these are some relevant issues that illustrate the research. To know about the customer expectation and usability of the online shopping, I have to ask some questions to the consumer that directly affect the customer satisfaction like I have to ask about the price, travel necessity, product variety, time, convenience shopping and energy consumption related to online shopping, more over I have to ask about the usability of the online shopping system, either it is usable or not. We all know that there is close relation of the above mentioned issues like price, product variety, and product availability with the usability of online shopping system. If the customer is not satisfied with the above mentioned issues then we have to understand
that the usability of the online shopping system is no good. Price strongly affect the customer expectation as we know that customer of the developing countries like Bangladesh are more price sensitive. Product variety also affects the customer expectation as we all know that customer always expect variety of product arrangement (Hill & Alexander, 2000). On the other hand customer also expects to get their expected product available while they are in online shopping.
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APPENDIX

Research questions

01. Online shopping system fulfils your expectation

02. Online shopping saves time

03. Online shopping reduces travel necessity

04. Online shopping offers product comparatively in a cheap price

05. Online shopping reduces energy consumption

06. Online shopping offers variety of products to buy

07. Online shopping offers great comfort while buying

08. Online payment is not secured

09. Online shopping offers variety of product information
10. Online shopping is very much usable or effective in the context of Bangladesh

11. Online shopping helps a lot to expand trade and commerce

12. Online shopping has much potentiality in Bangladesh

13. Online shopping can provide more value than traditional shopping system

14. Online shopping helps to retain customer

15. Customers of Bangladesh are satisfied with the existing online service

16. Online shopping can create loyal customer base
University of Borås is a modern university in the city center. We give courses in business administration and informatics, library and information science, fashion and textiles, behavioral sciences and teacher education, engineering and health sciences.

In the School of Business and IT (HIT), we have focused on the students' future needs. Therefore we have created programs in which employability is a key word. Subject integration and contextualization are other important concepts. The department has a closeness, both between students and teachers as well as between industry and education.

Our courses in business administration give students the opportunity to learn more about different businesses and governments and how governance and organization of these activities take place. They may also learn about society development and organizations' adaptation to the outside world. They have the opportunity to improve their ability to analyze, develop and control activities, whether they want to engage in auditing, management or marketing.

Among our IT courses, there's always something for those who want to design the future of IT-based communications, analyze the needs and demands on organizations' information to design their content structures, integrating IT and business development, developing their ability to analyze and design business processes or focus on programming and development of good use of IT in enterprises and organizations.

The research in the school is well recognized and oriented towards professionalism as well as design and development. The overall research profile is Business-IT-Services which combine knowledge and skills in informatics as well as in business administration. The research is profession-oriented, which is reflected in the research, in many cases conducted on action research-based grounds, with businesses and government organizations at local, national and international arenas. The research design and professional orientation is manifested also in Innovation Lab, which is the department's and university's unit for research-supporting system development.