

## **E-Commerce Impact on Bangladesh Social Drive: A Survey on Social Influence Co-ordinate Factors**

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### **Abstract**

*The world towards E-Commerce Technology to built a borderless purchases and selling market where will have Product quality, Service quality and Currency Transaction security. For those great reasons the researchers of the World are very interested to do research on E-Commerce and E-Commerce Technology. Although, Safety, Security and quality are the main objectives but entertainments, health, traveling, agriculture, education, Training and Online Banking etc are recent hot tropics in E-Commerce. Actually it (E-Commerce) involves in sales or purchase of goods or services or information over internet, simultaneously it remove and reduce crimes, monotonous, lazy time, unemployment's from the Societies. Today for more appropriate and logical motivation of E-Commerce countless "Social Co-ordinate Drives" are influence by it in many countries over the World. In the situation, this study has tried to represent three prime issues of E-Commerce based on Bangladesh. 1<sup>st</sup> a Survey on Impact of E-Commerce and E-Commerce Technology on the Social Drives with the intention of how many Social Drives are affected by E-Commerce, 2<sup>nd</sup> how many influence drivers are modifying the Social drives towards E-Commerce and what is the percentages of influence of the Social Drives, last one upshots of E-Commerce that means where E-Commerce is Success. Moreover to do exploring the impact on Social Drives this research has been carry out using an incorporation of conceptual and statistical research intend. A pragmatism sampling system is used for data assortment. Basically, this paper is based on both primary and inferior data. Primary data were collected through a structured questionnaire which was manage individually to 125 persons as sample from verities societies with 6 questionnaires and 5 methods (face-to-face interviews, written by a form, over phone, over social net work like facebook and over e-mail) where every method contain those six questionnaires and the inferior data collected from previous articles and reports by semi-structure way where average response are more than 80%.But the limitations of the study, a few responses of the participants were based on prediction.*

**Keywords:** *E-Commerce, Impact of E-Commerce, Social Drive, Influence drivers, Upshot of E-Commerce, Digital Bangladesh and Social influence factors.*

**Abbreviations:** *E-Commerce= Electronic Commerce, B2B= Business to Business, B2C=Business to Consumer, C2B=Consumer to Business, C2C= Consumer to Consumer, B2G= Business to Government, E-Business= Electronic Business, S-Commerce= Social Commerce and M-Commerce=M-Commerce.*

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## 1.0 Introduction

Some important social coordinators which modify and regulate the advertise of the society with early updates where E-Commerce is a latest flow reason. Other hand Drivers transforms the Social Drives towards principal objectives to gain maximum expectation of the prime actors of the entire process of the Society. E-Commerce already has opened a great window for all and saved the world market sand market environment by its success factors and mechanism. Moreover E-Commerce engages with the sales or purchase of goods or services over computer arbitrated networks. These goods or services or information may be ordered through these networks, but payment for those and the last delivery of the goods and services may be conducted on line or off line. In the present day E-Commerce impacted many drives (Table-3, Table-4, Figure-1) by its drivers where it is success. Although, in Bangladesh it was late in planning at 1991 and lunching at 1996's, E-Commerce got immense life in Bangladesh after declaration Digital Bangladesh vision 2009 and Digital Bangladesh vision 2021 by 'Awami League' Government. E-Commerce influences the society and the market in five categories services (B2B, B2C, C2B, C2C and B2G) and many sub-categories. In addition three (B2C, B2B, B2G) of those are occupied maximum functionalities of E-Commerce. Without those it has three wide and modern concerns (E-Business, S-Commerce and M-Commerce) which have great impact to the Social market of Bangladesh. Experience in Bangladesh Mobile Banking ATM and Online Banking recently have made a big market in payment and transactions for purchasing or online shopping and able to earn the consumers' confidence in the field of payment over internet.

## 1.2 Problem Statement of the Research

However, there are a lot studies on E-Commerce but the study on impact of it on Social Drives, the Drivers mechanisms and pure upshots a little. Although those are most vital, a few researchers illustrate those partially or in a sentence. For want of enough study, it (those three fields) remains in dark, invisible, unstructured and unmanaged in Bangladesh. This research has focused only those three points in this study.

## 1.3 Research Objectives

**General Objectives:** E-Commerce is a gigantic field of study as Ocean but from a big view this research has slated for three great research issues to do explore and revise to find out the impact on Social Drives by E-Commerce. After completion these studies it will be a mile stone research in the field of E-Commerce in Bangladesh.

**Special Objectives:** In point of fact of this study to find out the answers on below intend question.

- How many Social Drives are impacted by E-Commerce in Bangladesh?
- Why those are impacted by E-Commerce? Or how many drivers are here? Or how much percentages of Impact on Social Drives by E-Commerce?
- What are the upshots of E-Commerce in our Country?

#### 1.4 Research Methodology

This research has been conducted using a amalgamation of qualitative and quantitative investigate intend. An expediency sampling system is used for data collection. This paper is based on both primary and secondary data. Primary data were collected through a structured questionnaire which was administered personally to 125 Researchers, University Teachers, University Students, ICT experts, E-Commerce Organization Leaders, E-Commerce Sites owners and Related Government officers besides those randomly selected 25 peoples from which 105 responds properly and respond rate was 84%. The research on Impact of E-Commerce on Social Drive was conducted over a 9 months period between September 2014 and May 2015 based on five methods (face-to-face interviews, written by a form, over phone, over social net work like facebook and over e-mail) and previous papers, annual reports of Government using a semi structured questionnaire comprising some selected questions. This questionnaire included sections regarding E-Commerce, E-Commerce impact of Societies in Bangladesh, Social Drives flower and upshots etc.

**Questionnaire used in Research:** In this study, collecting data by the following six questions in every method.

- How many Social Drives are available in Bangladesh?
- How many Social Drives are impacted by E-Commerce in Bangladesh?
- Why those are impacted by E-Commerce?
- How many drivers are here?
- How much percentages of Impact on Social Drives by E-Commerce?
- What are the upshots of E-Commerce in our Country?

For assist the question number five and to find out the name of social drive, 22 drives name on a table are attached (Secondary data, assortment from reference articles) where kept some blank fields to fill up self by the participant and fill up system was very easy only yes or no beside the drive name.

**Methods used in Research:** The methods are used in data collection are illustrate below.

- **Face to face:** In this method has taken oral viva on some questions randomly from the public.

- **Written:** Here has taken data with some questioner from Selected People on a paper form.
- **Phone :** In this method has taken oral viva on some questions from Selected Peoples.
- **Facebook:** Here has taken data with some questioner from group users by a status with some questions on the topic.
- **E-mail:** Here has taken data with some questioner from a group email addresses by messages with some questions on the topic.

## 2.0 Review Study

E-Commerce start its lanching Ceremony in 1950's companies began to use computers to store and process internal transaction records. Moreover in 1960's it was used for large volume of transaction had began exchanging transaction information on punched card. Furthermore in 1968 it promoted to transportation data among several companies only. In addition in 1979 ANSI (American National Standards Institute) chattered a new committee to expansion of E-Commerce activities at America. Other hand in 1987 UN publishes first standards under the title EDI to execute E-Payment. In another stage in 1991 it increased its uses and functionality by the opening internet for all (Abu Sayeed Chowdhury, 2006). A higher percentage of people in the UK will have access to E-Commerce more than G7 country from 1999 after accepted three steps polices to execute E-Commerce (Richard Kingston, 2001). As EU leader organization in December -1999 proposed ambitious targets to bring the benefits of the Information Society within reach of all European citizens (Curtis Spencer, CDS, 2012). By 2025 it has been estimated that E-Commerce will represent 30% of all Retail Sales and account for 2.7 trillion in total sales (Curtis Spencer, CDS, 2012). Another point is that classifieds have made a successful transition online with jobs and matrimonial taking the lead (Tryambak Hiwarka, 2013).

By 2015 India have 30 million online buyers and consumers adapting to ecommerce sites, compared with the 2.5 million online buyers at present (Tryambak Hiwarka, 2013). China Internet Network Information Center (CINIC) showed that China's online trade in 2009 reached 248.35 billion yuan (US\$36.38 billion), up 93.7% from 2008, and was expected to reach 1 trillion yuan in 2013. In addition China has shown that there is a high positive correlation between broadband penetration and growth of E-Commerce. Average annual growth in B2C E-Commerce sales registered 64% growth during 2006-2010 (Sarbpriya Ray, 2011).

Others options of International strategic alliances, typically joint ventures, as well as direct acquisitions and licensing agreements, are a common way for online firms to expand on international markets (Richard Hawkins, OECD, 1999). The influences the logistical structures, the spatial behavior of E-Commerce on the transport and traffic are more (Professors TNO, INRO, 2002). People get health service by using internet and mobile phone which freed the

people from the sufferings of health hazards. Rural people get better prices of Agriculture commodities & freed from the influence of middle-men who deprived them hiding the real prices of commodities (Mizanur Rahman Bhuiyan, 2010).

Matodzi's research evaluates the airlines web sites industries in South Africa such as South African Airlines (SAA), British Airways, Kulula.com, as far time and Nationwide. (A. Matodzi S.C., 2005). E-commerce presents exclusive occasion for less developed countries to greatly expand their markets, both internally and externally. (Tryambak Hiwarka, 2013). Five broad themes have emerged as important for understanding the economic and social impact of electronic commerce (Richard Hawkins, OECD, 1999). E-commerce websites can offer a community where consumers discuss products that are available on their websites and share experiences. The behavior of companies and individuals in the actual environment determines spatial planning. Also policy will influence it (Professors TNO, INRO, 2002).

Cyber crime on the rise from 2006 per Symantec and the average annual loss reported in 2008 survey shot up to \$168,000 the previous year (Razibul Hasan, M Abdus Sobhan, 2012). The online buyers of entertainment material 57% and the online buyers films, music, books, magazines, e-learning material and computer software are 43% (EDA, 2012). Currently many people of Bangladeshi livelihood abroad in several countries including USA, Canada in North America, UK, Australia, China, Middle East and other parts in the world. Several times they would like to shop online from abroad to purchase Bangladeshi products. (Roni Bhowmik, 2012).

Evidence from the Virtual Consumer project suggested that consumers actually missed the fun of shopping for real and believed that most on-line purchases could be made locally anyway (A2I, PMO, 2009). BASIC and BCS are assisting the E-Commerce with ISPs and Bd Governments. Beside those some (250) others companies/vendors have already started their business through E-Commerce, and they achieved some success (Nitai Chandra Debnath, 2007). The adoption of ICT in the tourism industry can provide detailed up-to-date information on the availability and prices of products and booking which could also contribute to increased sales volume and profits (Md. Shahanur Islam, 2012). The women in Bangladesh have the least privileges to grow freely compared to western developed world. In Bangladesh initially, common commodities like clothes and electronic items have gained attention of online business entrepreneurs and among them women are pioneer. (Payza, 2015). The transportation is responsible for a large percentage of carbon dioxide emissions. E-Commerce (it) is obvious that reducing the number of vehicle trips is one way of reducing the level carbon emissions. (Sunita Tiwari, 2011). One can get easily into health service round the clock through mobile phone or over internet (Mizanur Rahman Bhuiyan, 2010). Now the effect of mobile phone on reduction of middle-men influence on prices of commodities will be calculated through correlation coefficient (Mizanur Rahman Bhuiyan, 2010). Furthermore C10 and E8 mechanism of E-Commerce have created more reasonable impact to the market as well as (A2I, PMO, 2009).

The type of information which can be collated through using E-Commerce and on-line shopping can be used potentially to discriminate against different people at a much finer grain than has been capable with more traditional shopping and consumer activity (Richard Kingston, 2001). E-Commerce could allow citizens to carry out a wide range of electronic transactions from home, such as claiming benefits, paying tax or registering a birth etc. It could also become a preferred way of paying bills. UK envisage that payments could be made in a number of new ways as well as the current methods (these assume people have a credit or debit card) such as E-cheque, or digicash or (Richard Kingston, 2001) PayPal.

Although Exist Some Barriers (Advance Security, Tariffs and Legal issues), the future of E-Commerce in Bangladesh is tremendous and bright and it will be a biggest successful field in Bangladesh (Abu Sayeed Chowdhury, 2006).

### **3.0 Functionalities of Government and Others to Execute E-Commerce**

To implement E-Commerce, Government has several roles to do that smoothly towards success. From the history of E-Commerce this research has seen without Government Polices and Contribution growth of E-Commerce is not an adequate amount of expectation. Basically for new technological expansion always need government steps, financial support, publicity and monitoring to go final stage of implementation. Other hand beside Government, these types' functionalities need from Social Organization, Business Society and others Private Academies and Associations.

#### **3.1 Policy of Government**

Government can, nevertheless, play an imperative and significant role in investigative the economic and social impact of E-Commerce and E-Commerce technologies. Moreover they can analysis promotion, adaption and application of these technologies through industries, Business organizations and Communities to develop and expand the social and business market. Government policies was taken before such as facilitating market access and business opportunities, especially for small, medium, and micro enterprises (SMMEs), on a national and global scale. Government can provide educational and skills resources with supporting the rapid deployment of necessary infrastructure countrywide. Next one is facilitating the development of MPCCs as vibrant seeding points for community knowledge and wealth creation, above and beyond the provision of the latest ICTs. One more developing is "model use" programmers for the dissemination of government information and services using E-Commerce platforms, e.g., for electronic tender processes. Additional point is supporting necessary transitions in the labor force due to technological and industrial transformation. The last one is ensuring equity in the availability of opportunities and benefits, in the context of the overall development of Bangladesh rural community (Tryambak Hiwarka, 2013). In Bangladesh Government already have 19 Policies for that (Hasanuzzaman Zaman and Rokonuzzaman, 2015).

### **3.2 Role of Private Organization and Society**

The Private Organizations and society can play an important role to execute E-Commerce Successfully, rebuild the standard market, expand the market area and engaged the consumer and society countrywide and internationally. For these reason they can organized themselves or with government more seminars, conference and E-Commerce week everywhere as publicity and practice. Moreover they could be entering in E-Commerce as soon as possible with some attractive initiatives and consumers benefits. After all E-CAB are dedicated to expand and nursing E-Commerce as sentinel.

### **3.3 Contributions of Government**

After a little interval Government are organizing more seminars, conference and E-Commerce or ICT week everywhere as publicity and practice self or with related others organizations. As well as Government has soft corner on ICT or E-Commerce System and trying to implement a World class Digital Country with a great view. Moreover Digital Country vision 2021, Countrywide fiber connectivity, ICT research funding, fellowship and Scholarship and “Load shedding less the field of electricity” with others active steps assist more to earn tremendous E-Commerce.

Ministry of ICT and Telecommunication (ICT-Division) and Planning Commission is jointly trying to implement the E-Commerce in Bangladesh. They already have formed an E-Commerce committee headed by commerce secretary, Ministry of Information and Communication is working for enacting a law regarding “Electronic Transaction act, Online order from foreign buyer has started, [www.registrarofcompaniesbangladesh.com](http://www.registrarofcompaniesbangladesh.com) here registration of joint stock company started as online, Online non-financial transaction has started by all bank from 31-7-2002, Intra-bank transaction started from 31-7-2003 , Some bank already started credit card system in a limited way(e.g. JB), PayPal and other E-Transaction system in the process to start, After all E-Commerce and E-Commerce Technology are VAT and Tax Free and A2I, PMO Assist the innovation and digitize the Government companies towards E-Commerce sooner. Automatic Clearing House has been presented in Bangladesh Bank. Bangladesh Bank has opened permit for mobile banking also making credit card based internet transactions. World Bank’s Promises of US\$ 50 million has been accepted for the developing of ICT sector. Teachers’ & Student can collect examination Result through internet and mobile phone easily at reduced cost for E-Result, (Mizanur Rahman Bhuiyan, 2010) by the great steps of Education Ministry. Bangladesh has been offering bandwidth internet services since being linked up to the superhighway through submarine cable through with SEA-ME-WE- 4 (South-East Asia-Middle East-West Europe 4) consortiums. Nowadays online bandwidth is 44.60 Gigabytes per second (Gbps). Government already have given legal permission for validation of Next Generation Network (3G) based telecom network for Digital Bangladesh (Roni Bhowmik,2012) To protect the cyber crimes Bangladesh Policy makers created some cyber law. (Roni Bhowmik, 2012).

#### **4.0 Findings of the Study and analysis**

The findings of the three intended questions which were inserted in research objectives are presented step by step below.

##### **4.1 Social Drives are impacted by E-Commerce in Bangladesh**

This research has found minimum twenty one key coordination Drives (Table-3) as average those are influence (Table-4, Figure-1) by E-Commerce in nationwide. In addition E-Commerce manipulates those legerdemain social drives by its many influence drivers mechanisms.

Social coordinate and match up drives such as-

- Business Societies and Organizations.
- Social Markets and Organizations.
- Customer classes and their Behaviors.
- Transportations and Traffic.
- Communication Societies and Systems.
- Air Travels and Air Agencies.
- Economics and financial Organizations.
- Government office and Organizations.
- Planning and Decision Making Societies.
- Law and Security Organizations.
- Media and Entertainment Products and Organization.
- Education Academy and Societies.
- Industrial Productions and Physical goods.
- Information and Software providing Organizations.
- Internet and ICT supported Organizations.
- Tourism and Hospitality Management Industries.
- Women empowerment and Women Organization.
- Environmental Organization and Green house Effect.
- Delivery Monitoring Systems and Organizations.
- Tele-Medicine, Tele-nursing and Medical Organizations.
- Agriculture and the farmer Society.



#### 4.2 Impact drivers Mechanisms of E-Commerce

Those adroitness social drives are manipulated by E-commerce with its many influence drivers instruments. A lot of impact driver's mechanisms (Table-4, Figure-1) are available in E-Commerce those are adapt the Social coordinate Drives by its great magic and imperative creativeness. All Social interaction drives are not impacted by all drivers' mechanism or same drivers' mechanism. Other hands several drivers are found common in many social coordination which flow well the Social drive here. Basically social synchronize drives are depend on some instrument to execute, which (instruments) are always adapted the Social drive by its technical activities that is a weak point of Social Drives where E-Commerce is taken place and it flow those (Social Drive) successfully.

#### 4.3 The upshots of E-Commerce in our Country

This study has found nine pure (Table-5) upshots in Bangladesh on E-Commerce those are illustrated in sequentially.

- Now total E-Commerce institute more than thousand from those 250 are very successor. Others are towards it (E-Commerce).
- Automatic Clearing House has been presented in Bangladesh Bank. Automatic Clearing House is helping in fast clearing the checks. Bangladesh Bank are starting internet transaction for smooth out sourcing.
- Bangladesh Bank has opened permit for mobile banking also making credit card based internet transactions.
- Promotion of e-Krishi through with "Agriculture data and Communication Centre" by Union ICT centers.
- Rural people get better prices of Agriculture commodities & freed from the influence of middle-men who deprived them hiding the real prices of commodities. E-Commerce, ISP and Mobile generate employment opportunity (Mizanur Rahman Bhuiyan, 2010).
- Launching of e-Ticketing arrangement through with Smart card Programme has begun Bangladesh Road Transport Corporation.
- Established online Post Shop and transaction by every post office.
- Teachers' & student can collect examination result through internet and mobile phone easily at reduced cost.
- People get health service by using internet and mobile phone which freed the people from the sufferings of health hazards. But mass people are not still well informed regarding health service of mobile phone.

#### 4.4 Data and Result Analysis

From Table-1 to Table-5 are presented all collected data which was analysis by Excel VB simulation tools and MS Excel. Finest method was five and attempt was 25 with six questions in every method where total attempts were 125. The output data Social Drives are lowest 21 in average, and Drivers mechanism are different among the Drives which from four to eighteen in average and 9 pure upshots where lowest was 9 and highest was 12. From maximum response, it is clear that 21 Social coordinate Drives are affected and percentage of Impact 5% to 95% where 5 drives are impacted more than 80% (Table-4, Figure-1) by E-Commerce in Bangladesh. In addition literate and expert peoples are made response more than others on E-Commerce but the some responses are based on prophecy.

**Table-1:** Classical data collection attempts.

Attempts (N)	Frequency	Attend	Not Attend	Percent of Attend	Percent of Not Response
University Teachers	25	23	2	92%	8%
University Student	25	24	1	96%	4%
E-Commerce Expert	25	24	1	96%	4%
GO and ECO	25	20	5	80%	20%
Others	25	21	4	84%	16%
6 Categories	125	105	20	84%	16%

GO=Government officer and ECO=E-Commerce's Owner.

**Table-2:** Number of data collection attempt.

Methods	Oral face to face	Written on questions	Over Phone	Over Facebook	Over E-mail
Attempt	25	25	25	25	25
Given Response	23	21	20	22	19
No Response	2	4	5	3	6

**Table-3:** Number of Social Drive.

Social Drive	Oral face to face	Written on questions	Over Phone	Over Facebook	Over E-mail
Maximum Drive	26	22	30	28	40
Minimum Drive	22	20	20	20	10
Average Drive	24	21	25	24	25

**Table-4:** Social Impact factors and drivers mechanism of E-Commerce

S N	Tropics of field of the market of Bangladesh	Maximum driver Mechanism	Minimum driver Mechanism	Average driver Mechanism	Impact Percent
1	Business Societies and Organizations	11	5	7	50%
2	Social Markets and Organizations	9	7	8	5%
3	Customer classes and their Behaviors	10	8	9	10%
4	Transplantation and Traffic	6	6	6	5%
5	Communication Societies and Systems	5	3	4	90%
6	Air Travels and Air Travel Agencies	7	4	6.5	90%
7	Economics and financial Organizations	8	4	6	20%
8	Government and Govt. Organizations	20	16	18	30%
9	Planning and Decision Making Societies	5	3	4	5%
10	Law and Security Organizations	8	7	7.5	5%
11	Media, Entertainment Products and Organization	9	7	8	90%
12	Education Academy and Societies	8	8	8	40%
13	Industrial Productions and Physical goods	7	6	6.5	20%
14	Information and Software providing Organizations	8	6	7	95%
15	Internet and ICT supported Organizations	7	6	6.5	70%
16	Tourism and Hospitality Management Industries and Organization	10	5	7.5	90%
17	Women empowerment and Women Organization	9	7	8	5%
18	Environment and Green house Effect and Organization	4	4	4	20%
19	Delivery Monitoring Systems and Organizations	6	5	5.5	5%
20	Electronics Medicine and Tele-nursing systems and Medical Organizations	10	8	9	5%
21	Agriculture fields	6	4	5	5%

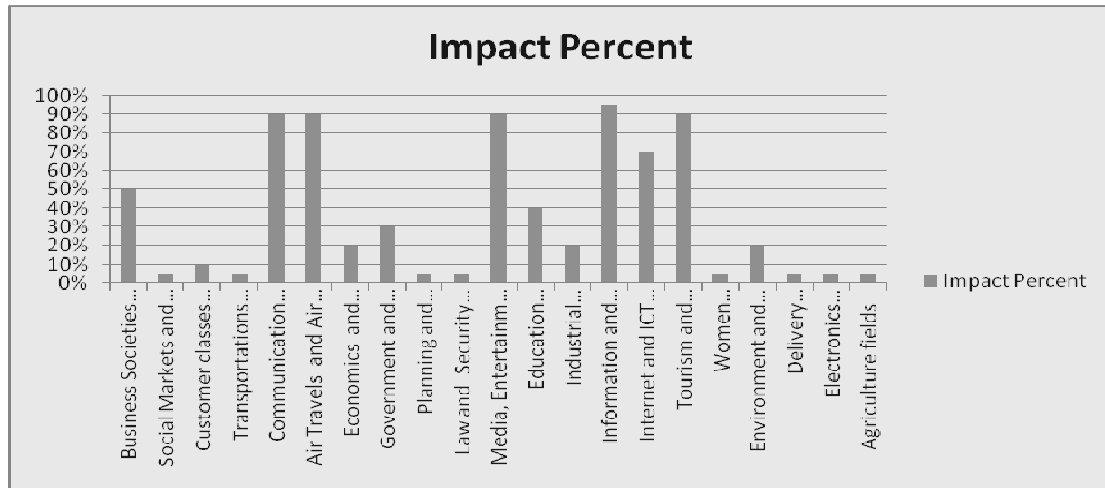


Figure-1: Social Impact percentage for e-commerce.

**Table-5:** Number of Upshots.

Upshots	Oral face to face	Written on questions	Over Phone	Over Facebook	Over E-mail
Maximum Upshots	12	10	11	10	9
Minimum Upshots	9	9	9	8	9
Average Upshots	10.5	9.5	10	9	9

#### 4.5 Recommendation

Several recommendations are suggested below:

- The parts of E-Commerce Systems should be honest, loyal and trustful and provided Services be supposed to be standard and Product must be quality-full and guaranteed.
- The supply chain ought to be one stop which will be maintaining time tables.
- In other hand E-Commerce owners should build an active monitoring cell with partnership of Government for monitoring the E-Commerce System apart transaction to product delivery, Consumers to Business and Citizens to Government by legally or technically.
- After all it is necessary, nursing it from a great view and planning with adding the tax free opportunity.
- Over all there are some great requirements to expand our E-Commerce worldwide like a high secure electronic-transaction systems and internet based shopping card.

#### 4.6 Limitation of E-Commerce

There have a lot of limitation but gradually decrease it by the policies of Bangladesh Government. After a huge contribution of Bangladesh Government several problems are present here. Like.

- Internet cost and speed.
- Insecurity or unavailable of online transaction.
- Skill full men power on E-Commerce.
- Smart and faithful goods delivery system.
- Validity of E-documents and legal issues.

#### 5.0 Conclusion

The Impact of E-Commerce gradually increases on the twenty one Social Drives and the drivers are riding on the Drives efficiently. Furthermore a large number impact drivers of E-Commerce influence the social coordinate factors towards its goal like arm force of a battalion. As a result the present pure upshots of E-Commerce are nine in Bangladesh and it will increase fast in future. Other hand our market will be adjusted with changing by the E-commerce internally because our society has a lot of instruments and government support to makeup the gap between E-Commerce and Business market. In addition the future of E-commerce in Bangladesh tremendous and bright as well as it is capable as a significant to make sure wide-ranging augmentation and new job field creation.

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