

CONSUMERS BUYING PERCEPTIONS DURING COVID 19 IN BANGLADESH: A STUDY IN DHAKA CITY

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ABSTRACT

The main purpose of this study is to investigate the impact of Covid-19 on consumer shopping behavior as well as the expansion of online business in Bangladesh using quantitative method. This study examined the consumer perceptions about online business in the pandemic situations and their intention to buy or sell product using online services. The survey was done using structured questionnaire on 50 respondents using convenience sampling technique in the Dhaka City of Bangladesh. The results of the study showed that most of the respondents felt comfort to shop in online but significant respondents are agreed to buy both online and offline. The findings of the study also revealed that some of the consumers felt satisfied to shop in offline though there was the situation of COVID 19. This study suggested that the quality of product, better delivery channel, ensure reasonable price and technological support are very noteworthy factors to expand and sustain online business in future.

KEYWORD: Covid-19 pandemic, E-commerce, Consumer behavior, Quantitative method

INTRODUCTION

COVID-19 presents a substantial humanitarian challenge. Thousands of health specialists are facing the epidemic heroically, putting their own lives at risk. Governments and business collaborate together to recognize and resolve the problem, to help patients and their family and neighborhoods, and to pursue care and vaccinations (Arora, N. et al. 2020). The pandemic is changing our attitudes towards online platforms fast and post-pandemic changes are likely to stick (Dali, Hamid, Nawang & Nazarie, 2020). Although many businesses are threatened to succeed in the near term, the recession still offers opportunities; it is possible that brave businesses that invest ambitiously and promptly in their online sector will emerge as market leaders (Deloitte, 2020). Organizations have to choose whether to invest in digital innovation or to shut their doors for good under the current circumstances. These organizations now have to concentrate on maintaining corporate continuity and stability, instead of preparing for growth, branding, and business development. Opportunities lie for firms to focus on potential growth strategies in order to be sustainable until the recession ends, in addition to the inevitable improvement in survival operations. People in Bangladesh have started to take up online shopping under the circumstances of Covid-19. Only now, they actually started calling the store over the cell to get their grocery shopping done. Individuals tend to enter a store separately to browse, pick up stuff and talk with the employees. Since most of them have opted to buy from home because of the risk of getting struck by the virus, they are moving towards buying groceries by calling the store, which is a new behavioral pattern that has been noticed among clients. When shopping, Bangladeshi people like to talk to people.

This is also why they call the store and buy food on the internet. In our country, E-commerce is booming recently because it has around 165 million and developing new technology (Azad & Hasan, 2011). People of Bangladesh gradually utilize technology and they are now become a part of globalization (Osmani, 2005). In Bangladesh, the pandemic Corona Virus disease (COVID) 19 a large impact on e-commerce, telecommunications, Business trips and the economy. The present study investigated the perceptions of consumers regarding their buying behavior during COVID 19 in Bangladesh.

OBJECTIVES OF THE STUDY

The main objective of this study is to investigate the perceptions of consumers of Bangladesh during the Pandemic situation. The specific objectives are:

- I. To know the consumer perception on online business in COVID 19 situations in Bangladesh.
- II. To examine the trustiness on e-commerce of different level of people Bangladesh.
- III. To measure the satisfaction level on online business in covid-19 pandemic in Bangladesh.
- IV. To evaluate the growth and advancement of E-commerce in covid-19 pandemic in Bangladesh.

METHODOLOGY

This study carried out using the quantitative method of cross-sectional design. For the option of the survey sample, the sampling design is defined by the researcher. The researchers were aided by the respondents in collecting data on the effect of corona virus (COVID-19) on consumer perceptions in Bangladesh. With the aid of the survey questionnaires that are distributed by the investigator, the data collection process was carried out. The questions used were all close-ended. Close-ended questions are simple to interpret, comparable to other responses, and allow the respondent and the interviewer to save time. However as the study rendered the English version of the research questionnaire, it is simpler for the study to remove open questions because the study may have some problems translating and understanding them as non-English natives. Indeed it is easiest for researchers to code and interpret the data with closed-ended queries. Non-probability sampling has been used since preparing a sampling frame is less expensive and less time-consuming. The convenience sampling technique has been used by many types of non-probability sampling because it is readily accessible and convenient and produces relatively low costs. It is necessary to be able to obtain a sample of around 50 respondents for the analysis. In a face-to-face interview, the research collected data from June 2020 to August 2020 through a standardized questionnaire with 3-point Likert scales from 50 respondents from Bangladesh's perspective. The method of data processing is seen to be carried out with the aid of quantitative data analysis. The program for statistical analysis (SPSS) is used by the author. It helps the investigator to sequentially collect the answers. The research questionnaires framed by the researcher assist the researcher in properly representing the data.

LITERATURE REVIEW

Covid-19 pandemic

A newly discovered corona virus is an infectious disease which induces corona virus disease. When an affected person coughs, sneezes, or exhales by droplets, the virus that causes COVID-19 is predominantly transmitted (Vardoulakis, Sheel, Lal & Gray, 2020). These droplets are too heavy to float in the air, falling quickly on floors or surfaces. Bangladesh announced its first confirmed COVID-19 cases on March 8th, 2020. In April and May, a big leap in cases was seen, leading to the imposition of the Movement Management Order in the first week of April. During the Movement Control Order (MCO), companies and stores deemed non-essential were ordered to cease operations. Both schools, higher learning institutes, and houses of worship were ordered to be closed during the period to limit places where people could gather. Both foreign tourists and travelers to the country are also banned from

entering the country. There have also been numerous social distance laws adopted, such as allowing only one person per household to leave the house to limit movement in matters such as grocery shopping and closing roads in separate parts of the globe (Briscese, Lacetera, Macis & Tonin, 2020).

E-commerce

Modern electronic trading, for at least one aspect of the agreement's life cycle (Barrett & Walsham, 1999). The World Wide Web (WWW) is commonly used, but other technology can also be used, such as e-mail (Lederer, Maupin, Sena & Zhuang, 2000). The purchasing of online books (such as Amazon) and the purchase of music (download of music in the form of digital downloading such as the iTunes Store) and, to a lesser extent, the inventory of customized/personalized online liquor store facilities are common e-commerce transactions (Anderson & Rainie, 2006). Online use has increased by fifty percent over this period. In the next five years, five lakh workers will be employed in the Bangladesh e-commerce sector, according to official government announcements (Uddin, 2012).

E-commerce businesses are diligently employed to supply goods. Hopefully, e-commerce, the marketplace, logistics services (Commerce Minister Tipu Munshi) Mohammad Abdul Wahed Tamal (GS, Bangladesh E-Commerce Association) have created high demand for young people, claiming that the business is now doing very well. The COVID-19 pandemic, in a nutshell, revolutionized e-commerce. Online sales growth increased by 70 to 80 percent compared to the previous year (Pantelimon, Georgescu & Posedaru, 2020). Buyers, however, are not buying these kinds of goods yet. They purchase more products that are needed.

Consumer Behavior

Consumer behavior includes all actions related to the acquisition, use and disposal of products and services, including the emotional, mental and behavioral reactions of the consumer that precede or accompany these operations (Kardes, Cronley & Cline, 2011). In the broadest context, it is concerned with learning both how to make buying decisions and how to use or encounter goods or services. Consumers are decision-makers who are involved. They decide, often based on their discretionary income or schedule, what to buy. They will adjust their budget-related priorities and a variety of other variables (Lynn & Angeline, 2011). According to Palmer and Whybrow (2018) "Panic buying can be understood as playing with our three fundamental psychological needs". These criteria are sovereignty (or the need to feel in charge of your actions), attachment (the need to feel like we are doing something to help our families), and competence (the need to feel like smart shopping). On the other hand, online customer behavior" explains the online shopping experience from the viewpoint of a consumer. It is the study of patterns, including the influence of online advertising, the willingness of customers to click. The prevalence of comparison shopping is also defined as a study on connections, among others. The decision-making method of an online client is also somewhat distinct. In a physical shop from that of a user. To change their sales and market in strategies in order to appeal to Companies are actively studying online consumer actions as an Internet buyer (C. Mitchell, 2020)

COVID 19 and Consumers Perceptions

Hasanat, Hoque, Shikha, Anwar, Hamid and Tat (2020) analyzed the effects of corona virus (Covid-19) on Malaysia's online sector. On their study they recognized corona virus was one of the deadliest viruses which has already taken the lives of many in nearly half the world. This means that the economic development of the country has been limited. It has almost shook up all sorts of industry on a global scale, including the e-commerce business. Large supermarkets have shuttered their outlets temporarily. Besides that, because of low footfalls, the medium and small-sized retailers are fighting with the crisis. In addition, web firms are still not exempt from the list. They are significantly influenced by Malaysia as



well. For half of its merchandise goods, many e-commerce enterprises depend on China. It is therefore presumed that this deadly virus would have a serious impact on Malaysian online businesses, especially on Chinese goods. For this report, a survey has been performed and primary analysis has been carried out to get a better result. Their findings suggested that because the maximum of the goods comes from China and the maximum of the factories is lockdown, it means that the commodity is not manufactured and exported.

Anwar, Nasrullah and Hosen (2020) stated that the corona virus epidemic is increasingly growing worldwide, non-therapeutic prevention steps are being implemented by many nations, including travel bans, remote office operations, country lockout, and most notably, social distancing. They added that in Bangladesh, a lower middle-income economy with one of the densest communities in the world, these initiatives pose obstacles. In certain parts of the country, social distancing is difficult and it will be incredibly difficult to enforce mitigating strategies given the minimum resources the country has. The local effects of the pandemic could be mitigated by mobile sanitization centers and temporary quarantine sites and health care facilities. The world could be able to reduce the effects of the pandemic through timely, supportive, and empathic cooperation between the government, people, and health experts, along with international assistance.

Nakhate and Jain (2020) intended to discover the effect of corona virus on e-commerce. Most of the kits are assembled in China, so durability is excellent. With the impact of corona virus, all shipping processes are impeded, limiting the development of nation and state in e-commerce. The research paper here focuses on the effect of the corona virus on India's online business. Based on the above literature this study investigates the perceptions of consumers of Bangladesh during the pandemic situations particularly COVID 19.

DATA ANALYSIS AND INTERPRETATION

Since peoples are locked up in their houses, all operations have gone online, including all business practices. And, very naturally, this change is only going to begin at this point. As a consequence, all brick and mortar firms are expected to move their activities online. For brick and mortar-based firms, we will see a growth in e-commerce and online operations. As a result, there will be an improvement in work for SMEs in website design, e-commerce creation and overall digital marketing activities (Mashfique Khalid, MD., Country's leading advertising firm, Lie to Eye).

Over the last few months, many online service provider companies in Dhaka City alone have essentially served millions of urban citizens by supplying groceries, food goods, and even life-saving medication and hygiene products that are desperately needed. During this Corona crisis, most clients are very glad to get online service solutions. The Corona crisis has brought the online portal tremendous faith and trust in Bangladesh's online-based outlook for companies and services. The method of data collection is shown to be executed by means of quantitative data analysis. In this analysis, the quantitative testing approach is used by the researcher as it helps the researcher to compile the data accurately. The thinking of different level of people shown below about online businesses in covid-19.

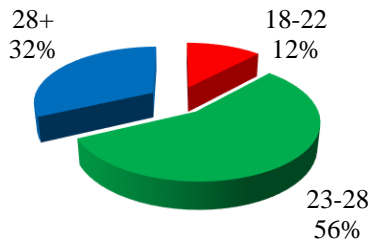
Age Wise Distribution of Respondents

The table shows the distribution of respondents about the age of the respondent. To understanding their opinion 3 relevant questions were asked.

Table 1: Age Wise Distribution of Respondents

| Age level | Frequency | Percentage |
|-----------|-----------|------------|
| 18-22 | 06 | 12% |
| 23-27 | 28 | 56% |
| 28-aobve | 16 | 32% |

Source: Field Survey



From Figure 1, we can interpret that all of the respondents were below 32 years old. It is observed that 12% of the total respondents were 18-22 aged, 56% of the total respondents were 23-27 aged and 10% of the total respondents were above 28+.

Figure 1: Age Wise Distribution of Respondents

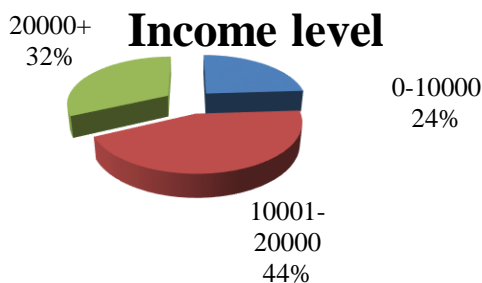
Income level of respondents

The table shows the different income level of respondents which are distributed in 3 relevant categories. These are-

Table 2: Income level of respondents

| Income level | Frequency | Percentage |
|--------------|-----------|------------|
| 0-10000 | 12 | 24% |
| 10001-20000 | 22 | 44% |
| 20001-above | 16 | 32% |

Source: Field Survey



From Figure-2 we can see that nearly 24% interviewees' average monthly income fall into Tk. 0-10,000 categories, 44% respondents' monthly income was into Tk. 10,001-20,000, and 32 % earn Tk. 20,001-above income per month.

Figure2: Income level of respondents

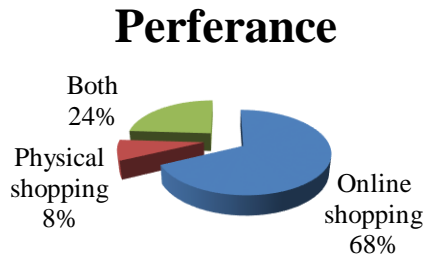
Respondent's preference in shopping in covid-19 pandemic

It shows that people perception in shopping behavior and researcher frequently asked 3 question to respondents about shopping preference that is online shopping, physical shopping and both of them.

Table 3: Respondent's preference in shopping in covid-19 pandemic

| Preference | Frequency | Percentage |
|-------------------|-----------|------------|
| Online shopping | 34 | 68% |
| Physical Shopping | 04 | 8% |
| Both | 12 | 24% |

Source: Field Survey



While the respondents were asked to learn about the products and services offered. It observed in figure-3 that respondents are motivated to buy in online in covid-19 situations. Around 68% respondents trust in online shopping, only 8% are physical shopping and 24% are intent to both online and physical shopping.

Figure 3: Respondent's preference in shopping in covid-19 pandemic

Respondents' satisfaction level on online business

It shows the distribution of respondents about the online business which includes product quality, delivery time and product price. To measure the level of satisfaction of respondents, 3 relevant questions are asked.

Table 4: Respondents' satisfaction level on online business

| Satisfaction level | Frequency | Percentage |
|--------------------|-----------|------------|
| Highly satisfied | 04 | 8% |
| Satisfied | 40 | 80% |
| Dissatisfied | 06 | 12% |

Source: Field Survey



It is observed in figure-4 that 80% of regular online shoppers are satisfied whereas 12% respondents are dissatisfied and 8% respondents are highly satisfied with the facility of online business.

Figure 4: Respondents' satisfaction level on online business

Respondents' perception on online business expansion in covid-19 pandemic

The main objective of the study was to measure the respondent's perception of expanding online business in covid-19 pandemic. Now we are in a position to measure the actual scenario of the expansion of online business depend on data collected from respondents.

Table 5: Respondents' perception on online business expansion in covid-19 pandemic

| Perception | Frequency | Percentage |
|---------------------|-----------|------------|
| Highly Increase | 32 | 64% |
| Moderately Increase | 14 | 28% |
| Decrease | 04 | 8% |

Source: Field Survey

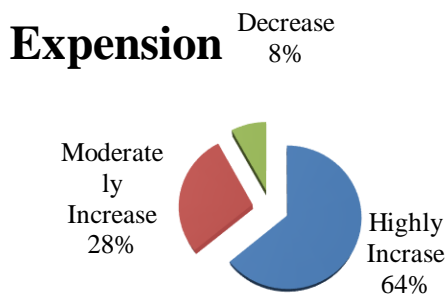


Figure 5: Respondents' perception on online business expansion in covid-19 pandemic

Figure-5 shows the different options where they that online business expanded in pandemic or not. As per the data collected through the questionnaire, it indicate that the 64% of overall respondents agreed that online business rapidly increase in covid-19 pandemic in Bangladesh where as 28% respondents are respond for moderately increase and 8% are comply with decrease.

FINDINGS, RECOMMENDATIONS AND CONCLUSION

Consumers now want on-demand goods and services-whether it be grocery distribution, groceries, wellness classes, telemedicine, conferencing, learning or entertainment-the demand and these demands will continue to propel e-commerce long after COVID-19 subsidies. Consumers in Asia Pacific are quickly moving digital with sales of everything from groceries to movies in a move that appears to become a lifelong habit after the pandemic disappears in COVID-19 alterations our everyday lives. This survey demonstrates how consumer buying preferences have shifted drastically over the last few months and that the old 2019 norm and the early months of 2020 are almost definitely gone for good. It shows some factors that enhance online business as well as some factors that create barrier. The analysis represent that respondent are 80% satisfied and only 8% are highly satisfied because of product quality, delivery timing etc. 68% respondents are shopping through online but 24% interested in both online and off line. Around 64% respondents believe that online business increase in covid-19 pandemic and 28% are agreed with moderately increase. Most customers are worried about the safety of the payment system and their overall satisfaction with online shopping is mixed.

This study results reveal some issues that helps to understand the consumers perception on online business which helps to expand and sustain online business in post pandemic and . This are-

- To adopt new consumer behavior and habits.
- To ensure proper payment gateway for online shopping.
- To customize different strategy and specific content such as advertising, promotion etc.
- To reduce geographical barrier and diversification.
- To ensure quality product and value of channel.
- To electronics-enabled logistics System for excel in post covid-19

The world's business place would be only finger-tips away for any user in possession of a smartphone / computer and an internet connection, through is suggestion online business can adopt consumer behavior, ensure consumer satisfaction and widely spread not only urban area but also rural area of Bangladesh.

The destructive pandemic has made e-commerce the lifeblood of cities around the world under quarantine to combat the covid-19 pandemic and Bangladesh is no different. As the nation turns digital before the corona virus epidemic, online shopping saw a steady leap. The paper aimed to identify the impact of covid-19 on consumer or buyer intention to change their shopping behavior in Dhaka city. The result shown that the consumer or buyer shopping behavior are changing dramatically in pre covid-19 pandemic to post covid-19 pandemic. Government lockdown the whole country and imposed different laws for people such as social distancing, ensuring face marks, checking temperature before entering in shopping complex and stickle prohibited social gathering. For that people changing their shopping habit but they have to fulfill their basic need such as grocery, foods and so on. In pandemic they gradually moved to online shopping or e-commerce. Consumer think that it is time saving, getting quality full product and can easily search best alternatives through internet. Consumer perception creates the huge market in online platform through lot of trust and satisfaction. The study provide feedback on the qualities that must be used in their quality of goods and service, distribution channel mode, online payment, protection, integrity, and marketing strategies. In the survey people believe that online business rapidly increase in covid-19 pandemic for changing buying behavior because of the restriction imposed by government, social awareness about corona virus, saving time and getting quality products. This research provides the basis for prospective researchers to study online shoppers' shopping behavior in Bangladesh. By expanding the sample size, including the rural population, which could reflect the entire online shopping customer behavior scenario in Bangladesh, further research can be done.

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