Muhammad Areefur Rahman

CUSTOMER DISSATISFACTION IN ONLINE SHOPPING- A STUDY ON BANGLADESH

Thesis

CENTRIA UNIVERSITY OF APPLIED SCIENCES

Business Administration

August 2023

ABSTRACT

Centria University of Applied Sciences	Date August 2023	Author Muhammad Areefur Rahman
Degree programme Business Administration		
Name of thesis **CUSTOMER DISSATISFACTION IN ONLINE SHOPPING- A STUDY ON BANGLADESH**		
Centria supervisor Maria Timo-Huhtala		**Pages** 2+26

This thesis tried to understand the factors contributing to customer dissatisfaction in online shopping in Bangladesh and understand their impact on consumer behavior and the overall e-commerce landscape. This thesis is based on customer opinions of different online shopping companies of Bangladesh. The main object of this thesis is to know the reasons that make customers dissatisfied.

To properly conduct this research, a set of questionnaire was sent to the customers' email and was shared on different social media sites such as Facebook, Twitter & LinkedIn. Necessary statistical tools such as Percentage Analysis tools were used to interpret and format the data. The study highlighted the need for e-commerce businesses in Bangladesh to address these issues and implement strategies to improve customer satisfaction. The results of this research provide valuable insights for e-commerce businesses, policymakers, and stakeholders in the industry to enhance the online shopping experience in Bangladesh. Results of this thesis are so important in context with the constant growing of online shops in Bangladesh. The thesis results give a clear insight and actual scenario behind the reasons of customers' dissatisfaction. The results suggest that in the majority of cases the main reasons of customers' dissatisfactions are: delayed delivery, product mismatching, variation from the website picture, lengthy delivery, poor customer service.

In conclusion, this thesis emphasizes the importance of understanding the drivers of customer dissatisfaction in online shopping and provides recommendations to address these issues. By improving customer satisfaction, e-commerce businesses in Bangladesh can not only enhance their reputation but also increase customer loyalty and drive business growth.

Kew words: Customer dissatisfaction, Online Shopping, e-business, e-business in Bangladesh, customer dissatisfaction in online shopping.

ABSTRACT

CONTENTS

1 INTRODUCTION.....01

2 THEORITICAL FRAMEWORK…….……03

2.1 Objective of Theoretical Framework…….…….……...05

2.2 Definition of Customer Definition……..……....…05

2.3 Major Causes of Customer dissatisfaction in online shopping……....06

2.4 Impact of Customer dissatisfaction……...…08

3 RESEARCH METHOD & DATA COLLECTION…….……10

4 RESEARCH RESULTS.....11

5 RESEARCH LIMITATION…….……..……..13

6 SURVEY QUESTIONS.....14

7 CONSLUSSION.....21

REFERENCES.....23

1 INTRODUCTION

With the biggest revolution in the information technology, accessibility of the internet, transportation, electronic payment method, the online consumer markets, all over the world, are evolving much faster than ever before. And with the constant development of the technology, the rise of these online based markets or typically e-commerce, will be continuing to increase. On the one hand, while the traditional shopping style disappear (Morgan, 2018), the online shopping, on the other hand, will be continuing to grow in the world (Sadia, Hoq, & Jebu, 2019). Modern technology has a grave impact and determining power of how we will live. Although the developed countries have been already matured in online market, developing countries like Bangladesh is actually pursuing it much faster (Rahman S. M., 2015). However, despite this massive growth in online market in Bangladesh, along with the increased numbers of internet users, the numbers of online shoppers are indeed not increasing (Sadia, Hoq, & Jebu, 2019). There are multiple factors which in turn are decreasing online shoppers' numbers. Among them, the reasons associated with customer dissatisfaction are product quality, delayed delivery, poor customer service, return difficulties and other factors (FormPlus). Every day, there are thousands of dissatisfied customers from several online marketplaces in Bangladesh. A certain online shopping in Bangladesh, with some 10 million visitors each day, one of the top and highest visited B2C marketplace in Bangladesh, is also on the list of the most dissatisfied customers (Magenest). But despite this constant negative effect, there are lack of efforts to improve customer satisfaction level. If this negative trend continues to happen, online marketplaces will no longer be trusted by anyone in Bangladesh. So this thesis tries to identify major causes of customer dissatisfaction which could be eliminated if effective measurements are taken.

The primary aim of this thesis is to explore the factors contributing to customer dissatisfaction in online shopping in Bangladesh and understand their impact on consumer behavior and the overall e-commerce landscape. The objective of the thesis is also to reveal the typical causes of customer dissatisfaction while buying something from online. One aim of this thesis is to find typical complaints that customer often made after purchasing something. To achieve this aim, specific objectives will guide the research. This includes identifying the key factors that contribute to customer dissatisfaction in online shopping. To examine the impact of customer dissatisfaction on consumer trust, loyalty, and intention to continue online shopping. To analyse the strategies and measures adopted by online retailers to address customer dissatisfaction and enhance customer satisfaction. And also, to make some recommendations for improving the online shopping experience and mitigating customer dissatisfaction.

Understanding customer dissatisfaction in online shopping in Bangladesh is of significant importance for various stakeholders. Measuring customer dissatisfaction helps businesses gain a better understanding of their customers and their expectations. This is important because there is a major difference between how business perceive their customers' needs and expectations and realize the real scenario. A proper understanding of customers' satisfaction helps to identify customers' specific needs. It benefits online retailers and businesses by providing insights into the factors that lead to dissatisfaction among customers. Armed with this knowledge, businesses can develop strategies to enhance customer satisfaction, strengthen customer relationships, and improve their competitiveness in the dynamic e-commerce market.

The study is valuable for consumers, as it sheds light on the factors that contribute to their dissatisfaction in online shopping. By understanding these factors, consumers can make more informed decisions when engaging in online shopping activities, potentially avoiding pitfalls and minimizing their dissatisfaction. Customer dissatisfaction measurements also help businesses to realize how good are they doing to retain customers and customers' loyalty. Good customer service is also important for supporting existing customers. It is another key way to attracting new ones.

Policymakers and regulators can benefit from this research by gaining insights into the challenges faced by the online shopping industry in Bangladesh. The findings can inform the development of policies and guidelines that promote consumer protection, foster fair competition, and enhance the overall trust and confidence in online transactions.

2 THEORETICAL FRAMEWORK

With the help of internet and technological achievements, online retailers, merchants and distributors are increasing day by day. And the continuity of development will be significantly grown in the very near future. There are a number of reasonable factors that drives people to purchase via the internet, for instance, consumers can buy anything they want at any time without physically going to the store; consumers have the chance to stumble on a certain product at a lower price by comparing different stores simultaneously; some consumers typically want to avoid pressure of negotiation in the physical shop; consumers also want to avoid traffic jams and save their time on the way to the store, and many more (Vasić, Nebojša, Milorad, & Tanja, 2019).

With these reasonable influencing factors towards online shopping, the evolution of internet and electronics devices have made online shops more popular. But this massive number of growth does not necessarily mean that the customers are mostly happy with their online shopping experience. A survey from a Malaysian online shopping site says that customer service and timely delivery are two key factors which define customers' satisfaction and dissatisfaction level (Alam, 2021). They also concluded that the lack of service recovery (in case of service failure), and poor communication with the customers also negatively affect customers buying behaviour. However, the scenario in Bangladesh in this regard is worrying. Many customers are unhappy as they comment on the retailers' WebPages about the problems they face such as speed of delivery, product variety, availability. In most cases customers face at least one of the problems mentioned. A research on customers of Tirupati, Andhra Pradesh, India suggested that payment options, product variety, availability, speed & quality of delivery and user-friendly presentation critically determine customers satisfaction (Santhi, 2017). Apart from these preliminary reasons, there are some annoying issues customers mostly dislike when shopping online.

Another study found that quality of information by merchants (persons who sell product online) is a determining factor of customer satisfaction reasons (Uddin, 2022). However, because online shopping is increasing day by day in Bangladesh there is a concern whether the services by the merchant worth appreciating. Uddin 2022, concluded that four important factors e-commerce sites need to be efficient in. These are search, possession, access and transaction. These factors constantly make a customer convinced. Apart from these, merchants' relationship with customers, chat response and code of conduct will be studied in this thesis.

Cross-cultural perspectives on customer dissatisfaction is another important issue. It is essential to consider cross-cultural perspectives when examining customer dissatisfaction in online shopping. A study by Islam, Hossain, and Rahman (2021) explored customer dissatisfaction in online shopping across Bangladesh, India, and Thailand. They found that while factors such as product quality, delivery, and payment security were common, cultural variations influenced the importance consumers placed on these factors. In Bangladesh, there are some international brands that are playing vital role in online retail business so it is necessary to understand the cultural issues. The authors concluded that understanding the cultural nuances is crucial for tailoring strategies to address customer dissatisfaction effectively.

However, customer support on the other hand is another considerable factor that often determines customer satisfaction or dissatisfaction. A study by Fatema et al. (2019) emphasized the importance of efficient customer support in mitigating customer dissatisfaction in online shopping in Bangladesh. The author named it critical and said that inadequate customer support and difficulties in obtaining refunds or resolving complaints can lead to increased customer dissatisfaction. Unresponsive customer service and delayed responses to inquiries or complaints contribute to customer dissatisfaction levels (Fatema et al. 2019).

A study by Hart (2022) found the importance of "ease of use". He mentioned customers visit online shops for purchasing something. But when they do not find the relevant product they had in their mind, it results in dissatisfaction and instantly leaving the sites. Any hurdles in searching, or if a searched product is not appearing on the top discourage the customers from using the site. (Hart, 2022). His study on some regular online consumers says that the majority of them feel annoyed when they find difficulties in searching certain products. The study reveals that websites sometimes cannot produce relevant searching results which literally motivate the customer leave the website. However, to understand and clearly figure out the dissatisfaction scenario some major segments have been addressed in the next few chapters.

2.1 Objective of theoretical Framework

This theoretical framework aims to provide a comprehensive understanding of the factors influencing customer dissatisfaction in online shopping within the context of Bangladesh. Drawing on relevant theories and models from the fields of consumer behaviour and e-commerce, this framework explores various dimensions of customer dissatisfaction, including product quality, delivery issues, customer support, and lack of physical interaction. By examining the interplay of these factors, this framework offers insights into the underlying mechanisms contributing to customer dissatisfaction in the online shopping landscape of Bangladesh. In research endeavours, a theoretical framework serves as a crucial tool that provides a conceptual structure and guides the investigation process. It establishes the foundation upon which researchers can develop hypotheses, design methodologies, and interpret findings. The primary objective of a theoretical framework is to enhance research by providing a coherent structure and framework for understanding complex phenomena (Creswell, 2009) . This article will explore the key objectives of a theoretical framework, including its role in shaping research questions, organizing existing knowledge, and facilitating the generation of new insights (Creswell, 2009). Another important objective of a theoretical framework is to organize and synthesize existing knowledge within a specific research domain. Researchers review relevant literature and theories to identify gaps, contradictions, and unresolved questions. Theoretical frameworks provide a structure that helps researchers consolidate and integrate existing knowledge, creating a coherent foundation upon which new research can be built. This objective fosters a comprehensive understanding of the subject area and promotes a systematic approach to knowledge development (Maxwell, 2009).

2.2 Definition of Customer dissatisfaction

Customer satisfaction is one of the most critical concepts in economic research literature. It has been an important focus point of countless studies. With the enhanced economic knowledge, there is a growing need for defining new concepts in line with customer satisfaction, which place emphasis on different aspects: customer dissatisfaction and customer satisfaction. Like customer satisfaction, customer dissatisfaction is one of the key elements of a company's financial performance and overall performance and profitability (Souca Luiza, 2014). However, compared to the literature on satisfaction, the concept of dissatisfaction has been the focus of a far fewer numbers of studies. Usually analyzed in comparison

with satisfaction, most of the articles have tried to discover whether there is a one-dimensional link between satisfaction and dissatisfaction(Souca Luiza, 2014).

Töytäri & Kuusela (2004) addressed customer dissatisfaction as a state of unhappiness, disappointment experienced by customers due to a perceived gap between their expectations and the actual performance or delivery of a product, service, or overall customer experience. It reflects the customer's negative evaluation of their interactions with a company. The authors mentioned that customer dissatisfaction has a grave negative impact on customer loyalty and future engagement. It reflects the customer's negative evaluation of their interactions with a company, leading to feelings of dissatisfaction, frustration, and potentially impacting their loyalty and future engagement (Töytäri & Kuusela 2004).

Another statement by Oliver (1980) defines customer dissatisfaction as the result of a negative disconfirmation between customers' pre-consumption expectations and their post-consumption perceptions of a product or service. According to Oliver, when the actual performance of a product or service falls short of customers' expectations, they experience dissatisfaction.

2.3 Major Causes of customer Dissatisfaction In Online Shopping

Online shopping has become a popular trend in Bangladesh due to the increased availability of internet access and the convenience it offers. However, customer dissatisfaction remains a major issue in the online shopping industry. This chapter will discuss he existing research on customer dissatisfaction in online shopping in Bangladesh.

A study conducted by Hasan, Farhana, & Ahsan (2020) investigated some considerable factors of customer dissatisfaction in online shopping in Bangladesh. The study revealed that poor product quality, unexpected product delivery, delayed delivery, and difficulties with payment and also product return issues were the main reasons for customer dissatisfaction. Moreover, the study also found that customer dissatisfaction seriously affects repurchase intentions and loyalty towards the online stores. Another study by Islam et al. (2021) examined the relationship between customer satisfaction and loyalty in the context of online shopping in Bangladesh. The study found that customer satisfaction positively influences repurchase intentions and loyalty towards the online store. While the satisfied customers are more prone to repurchase from the same online stores, on the other hand, dissatisfied customer are less likely to buy from the store. Moreover, the study revealed that customer satisfaction is positively affected by

website quality, product quality, delivery service, and customer service. A similar study by Islam et al. (2020) investigated the factors that affect customer satisfaction in online shopping in Bangladesh. The study found that website quality, product quality, delivery service, and customer service were the main factors that influenced customer satisfaction. Furthermore, the study revealed that customer satisfaction positively influences repurchase intentions and loyalty towards the online store. In a different study, Ali et al. (2021) explored the role of trust in the relationship between customer satisfaction and loyalty in online shopping in Bangladesh. The study found that trust positively mediates the relationship between customer satisfaction and loyalty towards the online store. Additionally, the study revealed that website quality, product quality, delivery service, and customer service significantly affect trust, customer satisfaction, and loyalty towards the online store.

A Malaysian study on "factors influencing consumer's purchase intention toward online shopping" stated that price is another big factor that determines the customers satisfaction level (Muhammad Dharma Tuah Putra & Yossie, 2019). The authors added that a reasonable price attracts consumers purchase intention toward online shopping. Generally, consumers who prefer online shopping are motivated by low-cost products and services that are competitive than the traditional shopping (Muhammad Dharma Tuah Putra & Yossie, 2019). Another research by Molla (2013) discussed price-sensitivity among Bangladeshi online customers. In Bangladesh, higher product prices can have a negative impact on customers' buying behavior in online shopping. The price sensitivity of customers and the economic context of the country play significant roles in shaping their behavior. Customers in Bangladesh are known to engage in comparison shopping and have a bargaining culture. Higher prices can motivate customers to explore alternative options, compare prices across different online platforms, and seek better deals. Higher product prices can deter customers from making purchases online, as they may consider them unaffordable (Molla, 2013). A similar study by Rahman & Karim (2016) refers higher price with the customers Trust and Risk Perception. Higher product prices can amplify customers' risk perception, as they may be more cautious about investing a significant amount of money in an online purchase. They indicate that trust and risk are crucial factors influencing consumers' satisfaction level. Higher prices may result in many dissatisfied customers. (Rahman & Karim, 2016)

Poor website quality or difficulties in finding the right information or the right product is another major concern customer often complain about. A user-friendly and intuitive website enhances the overall experience of online shoppers. It allows customers to find products, browse through categories, and complete transactions smoothly (Daniel & Pat, 2016). Poor website usability can create a frustrating and

unpleasant user experience. Difficulties in finding products, confusing navigation, slow page loading times, and non-intuitive search functionality can lead to user dissatisfaction. A study conducted by Nielsen Norman Group found that users often abandon websites that are hard to use, leading to negative brand perception. He concluded that negative user experiences can damage a brand's reputation and discourage repeat purchases (Daniel & Pat, 2016).

Packaging on the other hand is one of the most important elements in online shopping which constantly affect a customer's happiness or sadness upon receiving their purchased product. It also determines a brand image of level of customer service of a company (Artyukh, 2020). The author also said that, on average, about one-third of the customers have experiences of bad packaging from online purchases. And 1/5 of the customers feel stress while receiving a poor quality package (Artyukh, 2020). Bad packaging instantly creates a negative emotion of the seller and also ruins the brand image in any means.

2.4 Impact of Customer Dissatisfaction

The impact of customer dissatisfaction on businesses are many. Loss of Trust and Customer Loyalty is one major issue. An important key component of customer loyalty is the emotional connection between the customer and the brand. Loyal customers feel a sense of trust and satisfaction with the products and services they receive. They are more likely to recommend the service to their family and friends. This emotional connection is built over time through consistent good experiences and positive interactions with the brand. A research by Al-Debei et. al. (2014) highlights the negative impact of customer dissatisfaction on trust and loyalty in online shopping that when customers have negative experiences, such as receiving defective products, delayed deliveries, or poor customer service, it erodes their trust in online shopping platforms. Dissatisfied customers are less likely to make repeat purchases and may even discourage others from using online platforms. Customers are less likely to buy or recommend the seller to their friend and families. It, consequently, exploits the overall reputation of the online sellers.

Dissatisfied customer makes negative customer reviews. Customer reviews are critically important for any e-commerce business. Negative customer reviews can damage a business's reputation. Research by Zhang, X., et al. (2014) highlights that negative reviews have a stronger impact on consumer perceptions than positive reviews. Potential customers may perceive a business negatively based on negative reviews, leading to a decline in trust and credibility. In turns, it affects the companies' profit. Mudambi et.

al (2010) suggests that negative reviews have a stronger impact on sales compared to positive reviews. Potential customers may be deterred from making purchases due to concerns raised in negative reviews, leading to lost sales opportunities. A large portion of online customers make their first purchases after carefully reviewing the reviews of the previous customer (Zhang, X., et al. 2014).

Increased Customer Complaints and Returns come from dissatisfied customers. Dissatisfied customers are more likely to complaints and request returns or refunds. This creates additional strain on customer service departments of businesses. It negatively affects a business reputation and can ruin the business's profit. Excessive complaints and returns can result in higher operational costs and a negative impact on customer satisfaction levels (Hossain et al. 2020).

Negative emotions have a grave impact on customers repurchase intentions. Customer dissatisfaction leads customer to lose their positive emotion on a particular service. As a result, customers are less likely to make repurchase. When customers encounter negative emotions, they frequently engage in diverse coping behaviours. This behaviour ultimately drives them making complaints and finding another similar service (Yunfan Lu, 2006).

3 RESEARCH METHOD & DATA COLLECTION

The research methodology employed in this research-based thesis involves a descriptive approach to gather and analyze data. The research design is exploratory in nature, aiming to gain a deeper understanding of the actual phenomenon. The nature of this research is descriptive and the goal of this research is to identify the reasons of consumer's dissatisfaction towards online shopping in Bangladesh. The study utilizes primary data. The primary data is collected through structured questionnaires which have been shared to different social media users of Bangladesh. Google form has been used to structure the questions and options. Then the questionnaire has been shared to Facebook, Twitter, Instragram users and also through email. The participants were able to be anonymous. The research methodology also emphasizes ethical considerations, including obtaining informed consent from participants, ensuring anonymity and confidentiality. By employing this research methodology, the study aims to provide a comprehensive understanding of the real scenario of customer dissatisfaction in Online shopping in Bangladesh and therefore contribute to the existing knowledge in the field.

This survey is based on primary data collection. In the data collection process, 185 successful participants have taken part. They were sent a google sheet which included 14 questions about their overall experience in online shopping. The participants were selected randomly and from varieties of professions and different location of Bangladesh. Some of them were students while some of them were working persons and there were both men and women. All of these were to ensure bias free data collection and to get actual report.

4 RESEARCH RESULTS

The rapid growth of e-commerce in Bangladesh has brought convenience and accessibility to customers, but it has also given rise to customer dissatisfaction in online shopping. This research aims to explore the factors contributing to customer dissatisfaction within the context of online shopping in Bangladesh. Through surveys and interviews with online shoppers, data was collected and analyzed to uncover the key challenges faced by customers and suggest potential solutions to enhance their shopping experience. Product quality emerged as a significant factor contributing to customer dissatisfaction in online shopping. Participants reported receiving products that did not meet their expectations or matched the descriptions provided on a selling websites. Often, the information given about a certain product is proved wrong. In some cases, the descriptions do not justify the product quality properly. Product quality of most of the online shops are not satisfactory as per the data. Among 100 customers, only 4% were dissatisfied while 47% was dissatisfied. Poor quality, counterfeit items, and discrepancies between the displayed images and the actual products were prevalent issues. This highlights the importance of ensuring accurate product representation and implementing quality control measures to address customer concerns about product authenticity and overall satisfaction.

Delivery issues, however, were another prominent source of customer dissatisfaction. In most cases the participants expressed frustration over long waiting times, incorrect deliveries, and damaged items. An astonishing 61 people (among 185) strongly agreed that they were not happy with the delivery speed and 52 people expressed the same, meaning they were not overall satisfied with the delivery time. The lack of reliable tracking systems and inadequate communication from online retailers exacerbated these issues.

Improving logistics management, partnering with reputable courier services, and enhancing communication channels can play a crucial role in resolving delivery-related concerns and improving customer satisfaction. Customer support also emerged as a key area where improvements are needed. Participants reported encountering unresponsive customer service, delayed responses to inquiries or complaints, and difficulties in obtaining refunds. The lack of efficient and timely support left customers feeling frustrated and neglected. Establishing robust customer support systems, including responsive helplines, email support, and live chat services, is vital to address customer concerns promptly and effectively.

The absence of physical interaction emerged as a unique challenge in online shopping in Bangladesh. Participants expressed concerns about purchasing items without the opportunity to physically examine them. The reliance on product descriptions and images alone often led to disappointment, as customers were unable to assess the quality, size, or functionality of the products accurately. To address this issue, online retailers should explore innovative solutions such as virtual try-on technologies, detailed product descriptions, and customer reviews to provide customers with a more comprehensive understanding of the products they intend to purchase.

Based on these research findings, several recommendations can be made to improve the online shopping experience in Bangladesh. Online retailers should prioritize accurate product representation, implement quality control measures, and ensure transparent and efficient delivery processes. Additionally, investing in robust customer support systems and streamlining refund processes are crucial steps to address customer concerns promptly and effectively. Furthermore, incorporating technologies that enable customers to have a better understanding of products, such as virtual try-on features or 3D product visualization, can help bridge the gap created by the lack of physical interaction and mitigate customer dissatisfaction. In conclusion, the research findings highlight the existence of customer dissatisfaction in online shopping in Bangladesh. Issues related to product quality, delivery, customer support, and the absence of physical interaction have been identified as key factors contributing to this dissatisfaction. By addressing these challenges and implementing the recommended strategies, online retailers in Bangladesh can enhance customer satisfaction and loyalty, fostering a positive environment for e-commerce growth in the country.

5 RESEARCH LIMITATIONS

There are limitations to this thesis. It has not been possible to proportionately gather data throughout the country so the thesis result is not strong enough to precisely identify the actual scenario of customer dissatisfaction. The majority of the participants were from the capital Dhaka, and the areas nearby Dhaka, so the results may not be representative of the entire population of online shoppers in Bangladesh and therefore may not produce the actual dissatisfaction scenario. Another limitation is that sometimes the participant could be a first-time buyer so that their opinion, based on only one purchase is not reliable. The timeframe of the survey and the materials used to conduct the survey are not sufficient enough to portray the whole customer dissatisfaction landscape appropriately. Because conducting a comprehensive study on customer dissatisfaction in online shopping requires sufficient time, funding, materials, and access to a wide range of participants and data sources. With the limited resources and restrictions, the results of customer dissatisfaction may not produce in-depth scenario.

6 SURVEY QUESTIONS

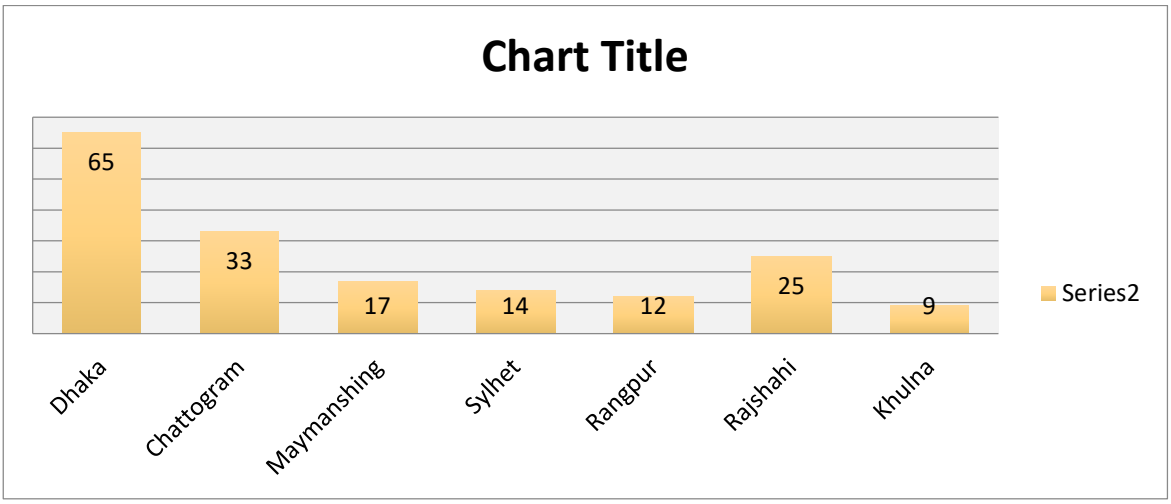

FIGURE 1: Demographic location of the participants.

There are eight divisions in Bangladesh, and each division has several districts. The first question was to identify the participant demographic location. Among 185 participants, 65 were from Dhaka division. Just below Dhaka, there is the Chattogram division with 33 participants. However, participants from Khulna were the smallest group of online consumers - 9 out of 85.

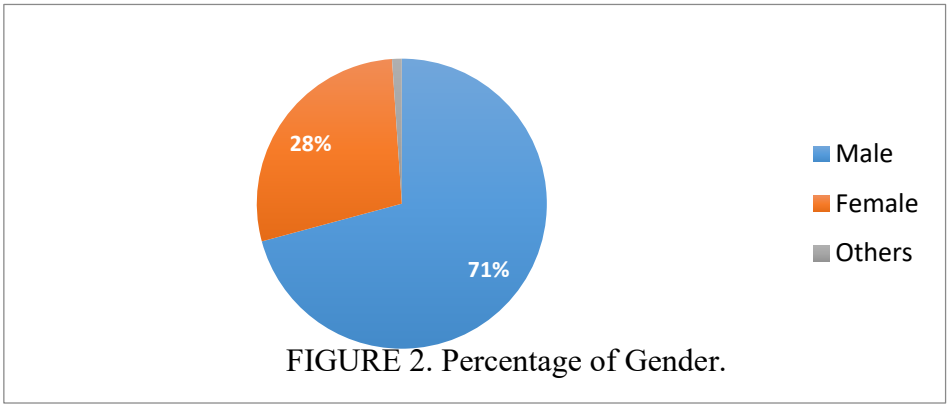

FIGURE 2. Percentage of Gender.

The 2nd question was about identifying the gender of the participants. Among the 185 participants, 71% were male and 28% were female. And the rest 1% was anonymous gender. The bar proves that the males have a much higher tendency towards shopping online.

TABLE 1: Age group of the participants.

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
18-24	105	56.76	56.76	56.76
25-34	57	30.81	30.81	87.57
35-44	15	8.11	8.11	95.68
45 and Above	8	4.32	4.32	100.00
Total	185	100.00	100.00	

Q1: Age group of the participants.

In the second question the participants were asked to define their age group. Table 1 represents the results of the survey in which numerous aged people have taken part. There are five age groups in the table starting from 18 years old and over 45 years. The result shows that the highest 56.76% of the respondents belong to the age group of 18-24 years. Participants between the age 25 and 34 are the second most frequent online consumers. Also, participants from the age of 35-45 represented 8.11% of the respondents. Another 4.32 % of respondents belong to the group of 45 and over 45 age. The table indicates that Bangladesh has a wide range of consumer who are from different age group- from very young to aging.

TABLE 2: Delivery speed.

	Frequency	**Percentage**	**Valid Percentage**	**Cumulative Percentage**
Strongly disagree	61	32.97	32.97	32.97
Disagree	52	28.11	28.11	61.08
Neutral	40	21.62	21.62	82.70
Agree	18	9.73	9.73	92.43
Strongly Agree	14	7.57	7.57	100.00
Total	185	100.00	100.00	

Q2: So far you are satisfied with the delivery speed.

Question 4 (So far you are satisfied with the delivery speed) was about to know whether the delivery speed was satisfactory or unsatisfactory based on the users' whole experience of shopping online. Among 185 participants, 61 strongly disagreed, conveyed that they are not happy at all with the delivery speed. Online sellers usually let their products reach to the customers' and not less than 2 days before.

And sometimes it takes up to a week even in the domestic shipments. A mere 14 participants (7.75%) were strongly satisfied the delivery speed.

TABLE 3: Delivery fees.

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly disagree	86	46.49	46.49	46.49
Disagree	48	25.95	25.95	72.44
Neutral	25	13.51	13.51	85.95
Agree	16	8.65	8.65	94.60
Strongly Agree	10	5.41	5.41	100.00
Total	185	100.00	100.00	

Q3: Are you satisfied with the delivery fees?

The 5th questions asked the participants if they are satisfied with the delivery charges of the overall online merchants. The table shows that 86 participants, out of 185, strongly disagreed which means that they are not satisfied with the delivery charges. The table shows that 46.49% customers who do not agree with the delivery fees. However, among 185 participants, 25 showed neutrality with delivery fees while only 16 were agreed with the delivery fees.

TABLE 4: Seller responses.

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly disagree	47	25.41	25.41	25.41
Disagree	61	32.97	32.97	58.38
Neutral	30	16.22	16.22	74.60
Agree	31	16.76	16.76	91.36
Strongly Agree	16	8.65	8.65	100.00
Total	185	100.00	100.00	

Q4: Are you satisfied with the seller responses?

Seller responses are important to attain customers. Timely response creates a positive impression to the customers. Customers are typically engaged when they get the expected response from a seller. In the longer term, responding in a good manner creates a sustainable emotional bond which is a possibility of more purchase in the future (Li, Ma, & Bai, 2020). The table above shows that customers are not satisfied with the response rate of the online sellers. Among 185 participants, 47 participants strongly disagree when 61 participants disagreed. This proves that seller response rate was really poor.

TABLE 5: Receiving the same product as shown on websites.

	Frequency	**Percentage**	**Valid Percentage**	**Cumulative Percentage**
Strongly disagree	62	33.51	33.51	33.51
Disagree	49	26.49	26.49	60.00
Neutral	31	16.76	16.76	76.75
Agree	27	14.59	14.59	91.35
Strongly Agree	16	8.65	8.65	100.00
Total	185	100.00	100.00	

Q5: In most cases you have received the same products as shown on online shopping websites?

TABLE 6: Product condition and packaging.

	Frequency	**Percentage**	**Valid Percentage**	**Cumulative Percentage**
Strongly disagree	37	20.00	20.00	20.00
Disagree	46	24.86	24.86	44.86
Neutral	49	26.49	26.49	71.35
Agree	37	20.00	20.00	91.35
Strongly Agree	16	8.65	8.65	100.00
Total	185	100.00	100.00	

Q6: In most cases, you have received products with good condition and well-packaged.

TABLE 7: Payment methods.

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly disagree	9	4.86	4.86	4.86
Disagree	14	7.57	7.57	12.43
Neutral	30	16.22	16.22	28.64
Agree	78	42.16	42.16	70.81
Strongly Agree	54	29.19	29.19	100.00
Total	185	100.00	100.00	

Q7: You are satisfied with the available payment methods.

There are multiple online payments system in various online shopping platforms such as Visa and Master cards, Debit and Credit cards, Mobile Banking and Internet Bank payment. Overall, it shows that customers are comfortable with the existing payment methods. 54 people were agreed that the current payment methods are satisfactory. Only 9, out of 185 said that they are not satisfied.

TABLE 8: Product Quality.

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly disagree	88	47.57	47.57	47.57
Disagree	41	22.16	22.16	69.73
Neutral	28	15.14	15.14	84.87
Agree	20	10.81	10.81	95.68
Strongly Agree	8	4.32	4.32	100.00
Total	185	100.00	100.00	

Q8: So far, you are satisfied with the product quality in most online shops?

Product quality is determined by multiple factors such as durability of the product, features, colour and whether the product are defect-free (Meher & Uddin, 2020). Product quality of most of the e-commerce platforms is not satisfactory as per the data. Among 100 customers, only a 4% was satisfied while a 47% was dissatisfied.

TABLE 9: Website compatibility for customer to get searched result.

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly disagree	84	45.41	45.41	45.41
Disagree	60	32.43	32.43	77.84
Neutral	18	9.73	9.73	87.57
Agree	13	7.03	7.03	94.60
Strongly Agree	10	5.41	5.41	100.00
Total	185	100.00	100.00	

Q9: Can you always find the relevant product by searching in the shopping websites?

TABLE 10**:** Customer service of Online Merchants.

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly disagree	55	29.73	29.73	29.73
Disagree	87	47.03	47.03	76.76
Neutral	18	9.73	9.73	86.49
Agree	15	8.11	8.11	94.59
Strongly Agree	10	5.41	5.41	100.00
Total	185	100.00	100.00	

Q10**:** Are you satisfied with the online customer service of the online merchants?

The survey above shows that customer service of online merchants is not still good enough to satisfy customers. Customers often do not get proper responses from e-commerce sites. Sometime customers want customized support to find a specific solution rather than automated virtual assistant for instance a Chabot. Because the Chabot often gives excessively unnecessary information that turns into time wasting for the customers (Jenny, 2020), which is apparently annoying.

TABLE 11**:** Product description on shopping websites.

	Frequency	**Percentage**	**Valid Percentage**	**Cumulative Percentage**
Strongly disagree	58	31.35	31.35	31.35
Disagree	66	35.68	35.68	67.03
Neutral	35	18.92	18.92	85.94
Agree	16	8.65	8.65	94.59
Strongly Agree	11	5.95	5.95	100.54
Total	185	100.54	100.54	

Q11: You always find detailed product description on online shopping websites..

Product description is a determining factor considering real purchase. Lack of information of a product negatively affects its purchase possibility. The table shows that customers were not satisfied with the available description of the products in average.

TABLE 12**:** Customer agree on product prices are competitive in online shops.

	Frequency	**Percentage**	**Valid Percentage**	**Cumulative Percentage**
Strongly disagree	19	10.27	10.27	10.27
Disagree	25	13.51	13.51	23.78
Neutral	28	15.14	15.14	38.92
Agree	66	35.68	35.68	74.59
Strongly Agree	47	25.41	25.41	100.00
Total	185	100.00	100.00	

Q12: You agree that products prices at online shops are competitive and less than the traditional shops.

Products prices at online stores are also a determining factor that attract customers to purchase online rather than through traditional shopping. Online shops have some advantages that positively reduce product costs such as there is no need of physical stores, shrinking cost of the information processing, low operational costs, and big contribution of internet (Nasution, Muhammad Dharma Tuah Putra, & Yossie, 2019).

7 CONCLUSION

This research has explored the topic of customer dissatisfaction in online shopping in Bangladesh, aiming to understand the typical factors that contribute to customer dissatisfaction and its impact on consumer behaviour, retention, repurchase intention and many more. Through a primary data analysis, some valuable insights have been uncovered.

The findings of this study have identified several key factors that contribute to customer dissatisfaction in online shopping in Bangladesh. These include issues related to product quality, delivery and shipping, website usability, product information, customer service, and payment security. The research has revealed that customer dissatisfaction can have significant impact on consumer trust, loyalty, and intention to continue online shopping. Dissatisfied customers are less likely to repurchase from the same retailer and are more inclined to share negative experiences with others, which can harm the reputation and profitability of online businesses. And as a result, due to customers' frequent dissatisfaction, not only a particular online shopping company will face the negative consequence but also the overall industry of online retailers will face the negative impact. This could ruin a country's economy, regarding online retail business.

To mitigate customer dissatisfaction, online retailers in Bangladesh should focus on improving product quality, ensuring reliable and timely delivery, enhancing website usability, providing responsive customer service, and implementing robust payment security measures. The study has highlighted the importance of building trust, transparency, and effective communication with customers to foster satisfaction and loyalty.

It is important to note that this study has certain limitations. The research sample may not fully represent the diverse population of online shoppers in Bangladesh, and the reliance on self-reported data introduces the possibility of bias. Additionally, the rapidly evolving nature of the e-commerce landscape necessitates ongoing research to keep pace with emerging challenges and opportunities.

In conclusion, this research has provided some reasonable valuable insights into customer dissatisfaction in online shopping in Bangladesh. The findings underscore the importance of addressing the factors that contribute to dissatisfaction and adopting strategies to enhance customer satisfaction and loyalty. By improving the online shopping experience and establishing consumer-centric policies, Bangladesh can

foster a thriving e-commerce ecosystem that benefits both businesses and consumers. Future research should continue to explore this dynamic field, taking into account the evolving nature of online shopping and the unique context of Bangladesh.

REFERENCES

Alam, S. M., 2021. *Factors Determining Satisfaction of Online Customers in Dhaka City, Bangladesh.* Dhaka.

Artyukh, I. ,2020. *The-Packtory*. (I. Artyukh, Editor) Retrieved 03 27, 2023, from The-Packtory: https://www.the-packtory.com/blog/e-commerce-branding-why-bad-packaging-harms-your-business-and-how-to-avoid-it/#:~:text=1%2F3%20of%20online%20shoppers,them%20a%20poorly%20packaged%20product

Creswell, J. W., 2009. *Research design: Qualitative, quantitative, and mixed methods approaches.* California 91320: SAGE Publications.

Daniel, A., & Pat, M., 2016. *Why marketers should care about mobile page speed*. Retrieved 06 08, 2023, from Think With Google: https://www.thinkwithgoogle.com/marketing-strategies/app-and-mobile/mobile-page-speed-load-time/

FormPlus. (n.d.). *Customer Dissatisfaction: The Ultimate Guide*. Retrieved 11 29, 2022, from FormPlus: https://www.formpl.us/blog/customer-dissatisfaction

Hart, L., 2022. *TechTarget*. Retrieved 3 26, 2023, from TechTarget: https://www.techtarget.com/searchcontentmanagement/answer/How-does-e-commerce-search-work

Hasan, M., Farhana, K., & Ahsan, A., 2020. Factors Influencing Customer Dissatisfaction in Online Shopping: A study in Bangladesh. *Journal of Contemporay Issues in Busienss and Government* , 26(3).

Jenny., 2020. *Why Customer Service Chatbots Fail and How to Avoid It*. Retrieved 03 26, 2023, from GetJenny: https://www.getjenny.com/blog/why-customer-service-chatbots-fail-and-how-to-avoid-it

Li, X., Ma, B., & Bai, R., 2020. *Do you respond sincerely? How sellers' responses to online reviews affect customer relationship and repurchase intention.* Beijing, China: Beijing Institute of Technology.

Magenest. (n.d.). *Top 10 eCommerce sites in Bangladesh*. Retrieved 11 30, 2022, from Magenest: https://magenest.com/en/top-ecommerce-sites-in-bangladesh/

Maxwell, J. A. (2009). *A realist approach for qualitative research.* California: Sage Publications.

Meher, N., & Uddin, B.,2020. *Factors Affecting Consumers' Internet Shopping Behavior during the Covid-19 pandemic: Evidence from Bangladesh.* Chittagong: Researchgate.net.

Molla, R., 2013. Factor Affecting Online Shopping Behavior: A study in Bangladesh. *International Journal of Computer Applications* , 1-7.

Morgan, B.,2018. Will There Be A Physical Retail Store In 10-20 Years? *Forbes* , 1-2.

Muhammad Dharma Tuah Putra, N., & Yossie, R.,2019. An empirical examination of the factors influencing consumer's purchase. *Journal of Business and Retail Management Research* , 7-10.

Mustafa Jamal, Y., & Md. Robiul Islam, S.,2019. Report on DARAZ Bangladesh. *North South University, School of Business Economics* , 4.

Nasution, Muhammad Dharma Tuah Putra, R., & Yossie.,2019. An_empirical_examination_of_the_factors_influencing consumers purchase intention toward online shopping. *Journal of Business and Retail Management Research* , 6.

Rahman, M., & Karim, M.,2016. Investing Factor Affecting Consumers Online bying behaviour in Bangladesh. *International Journal of Business and Technology* , 339-354.

Rahman, S. M.,2015. Consumer Expectation from Online Retailers in Developing. 2.

Sadia, A., Hoq, M. A., & Jebu, S. A., 2019. Customer Satisfaction in online shopping: A Case Study on Bangladesh., (p. 2).

Santhi, D. A.,2017. *A Study on the Customer Satisfaction towards Online Shopping.* Tirupati: IOSR Journal of Business and Management.

Uddin, A.,2022. *Factors effecting customer experience of Daraz Bangladesh.* Dhaka: University of Creative and Technology Chittagong.

Vasić, Nebojša, K., Milorad, K., & Tanja.,2019. The Influence of Online Shopping Determinants on Customer Satisfaction in the Serbian market. *Theoretical and Applied Electronic Commerce Research* , 2.

Yang, D. Z., & Jun, D. M.,2002. Consumer perception of e-service quality: from internet purchaser and nonpurchaser perspectives.

Ali, M. Y., Islam, M. M., & Hossain, M. T.,2021. The impact of customer satisfaction on customer loyalty through trust in online shopping: Evidence from Bangladesh. Journal of Asia Business Studies, 15(2), 263-278.

Islam, M. M., Ali, M. Y., & Hossain, M. T.,2021. The effect of customer satisfaction on customer loyalty in online shopping: Evidence from Bangladesh. South Asian Journal of Business Studies, 10(1), 65-78.

Islam, M. M., Ali, M. Y., & Hossain, M. T.,2020. Factors Affecting Customer Satisfaction in Online Shopping: Evidence from Bangladesh. Journal of Business and Technology (Dhaka), 15(1), 1-16.

Hasan, M. R., Farhana, K. M., & Ahsan, A. ,2020. Factors Influencing Customer Dissatisfaction in Online Shopping: A Study in Bangladesh. Journal of Contemporary Issues in Business and Government, 26(3), 3213-3223.

Zhu, F., & Zhang, X. ,2010. Impact of Online Consumer Reviews on Sales: The Moderating Role of Product and Consumer Characteristics. Journal of Marketing, 74(2), 133-148.

Al-Debei, M. M., & Al-Lozi, E. 2014. Factors affecting online shopping behavior: The mediating role of purchase intention. Journal of Retailing and Consumer Services, 21(2), 242-249.

Hossain, M. T., et al.,2020. The Relationship between Customer Complaints and Customer Satisfaction in Online Shopping. International Journal of Economics, Commerce and Management 42-44)

Islam, A. K. M. N., Hossain, M., & Rahman, M. A.,2021. Determinants of Customer Dissatisfaction in Online Shopping: A Cross-Cultural Perspective. Journal of International Business and Economics, Page No (49-64)

Fatema, N., Rahman, M. S., & Khatun, F.,2019. An empirical study on customer satisfaction in online shopping: Evidence from Bangladesh. Journal of Business and Technology (Dhaka), 14(2), 117-141.

Souca, Luiza.,2014. Customer dissatisfaction and delight: Completely different concepts, or part of a satisfaction continuum?

Lu, Yunfan.,2006. Effects of dissatisfaction on customer repurchase decisions in e-commerce—an emotion-based perspective. School of Management Huazhong University of Science and Technology, Wuhan 430074, China