

MOTIVATION BEHIND BUYING FROM E-COMMERCE WEBSITES

A study on Bangladeshi consumers perspective

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Abstract

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Title of the thesis Motivation Behind Buying from E-commerce Websites A study on Bangladeshi consumers perspective		
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Abstract E-commerce is one of the fastest-growing industries worldwide. It has changed the way of shopping in the last decade. In Bangladesh, the e-commerce industry is also growing rapidly, and this industry has seen 200% growth in the last two years. The aim of this study is to find out the motivating factors behind the e-commerce purchase intention of Bangladeshi online customers. This paper is divided into seven chapters where the theoretical discussion has been presented in the first three chapters with the help of secondary data. These three chapters cover the definition, catalyst, and motivating factors of e-commerce. Theoretical framework and hypothesis have been developed based on previous researches. The paper was written by using the descriptive and quantitative approach. Specifically, this study is focused on Bangladeshi customers and the data has been collected through a survey. Statistical package for social science (SPSS 23) has been used to do the reliability and regression analysis to check the hypothesis. In findings, it has been found that Bangladeshi customers prefer reduced price over product quality and variety. Alongside this, the delivery time has no relationship with their purchase intention. Therefore, customers give priority to their previous purchase experience. In conclusion, a brief answer to research questions has been presented in the concluding part where it has been found that Bangladeshi customers consider price over quality for purchasing a product. Alongside this, customers are less concerned about the delivery time here and the user experience of a website is more important for customers to go for a final purchase from a website.		
Keywords e-commerce, purchase intention, motivation, product price, product quality, product variety, trust		

Contents

1	Introduction.....	1
2	Research Background and Objectives	3
2.1	Background of the study	3
2.2	Aim of the Research	3
2.3	Research Questions	4
2.4	Limitations of the Study	4
2.5	Thesis Structure	4
3	Definition, Prospect, and Catalyst of E-commerce	6
3.1	Definition of E-commerce.....	6
3.2	Prospects in E-commerce.....	6
3.3	Business and Purchase Trend.....	7
3.4	E-Commerce in Bangladesh.....	7
3.5	The catalyst of Bangladesh's E-commerce Growth.....	8
3.6	Motivating Factors of Customers to Buy from E-Commerce Sites.....	9
4	Hypothesis and Conceptual Framework	11
4.1	Price and Product Quality	11
4.2	Product Variety	12
4.3	Website Information and Usefulness.....	12
4.4	Delivery Time.....	13
4.5	Trust on Company	13
4.6	Conceptual Framework.....	14
5	Research Design and Methodology	16
5.1	Research Design	16
5.2	Research Method	16
5.3	Type of Data Used.....	16
5.4	Data Collection Process.....	16
5.5	Sampling Plan	17
5.6	Questionnaire Method	17
6	Data Analysis and Findings	18
6.1	Demographic Profile of Participants.....	18
6.2	Data Analysis.....	20
6.2.1	Reliability Test	20
6.2.2	Regression Analysis	21
6.2.3	Hypothesis Testing	22

6.3	Key Findings.....	24
7	Conclusion and Summary.....	25
7.1	Answer to Research Questions.....	25
7.2	Scope for Further Research.....	26
	List of References.....	27

Appendices

Appendix 1. Frequency of Responses

Appendix 2. Questionnaire

1 Introduction

E-commerce has changed the world of business. Web 2.0 technology has made this possible with a more interactive and dynamic internet experience. Worldwide, a big transition is happening by capitalizing the internet. According to a statistic of Internet usage, 52% population of the world is now using the internet (Internet World Stats 2018.) This statistic is indicating the prospect of e-commerce and the current state of e-commerce in our life to digitize our shopping experience. There are four common e-commerce business the models such as B2B (Business to Business), B2C (Business to Consumer), C2C (Consumer to Consumer), and D2C (Direct to Consumer). The E-commerce industry has experienced incredible growth in the last two decades. In 2017, e-commerce sales were 2.3 trillion USD worldwide and analysts are projecting that the sales will reach 4.2 trillion USD by 2021 (Karim & Qi 2018).

E-commerce has changed the way of shopping. Before 2000, many of us did not even think of buying anything online. With the advancement of the internet, e-commerce is not only the place of product display but also a destination for the final shopping experience.

In Bangladesh, e-commerce started in the 90s and it is still in the developing stage (e-cab 2016). In the '90s, non-resident Bangladeshis were more into e-commerce to send gifts and packages to their friends and family in the country. From 2001 to 2008, Bangladesh has experienced more infrastructural improvement to carry out the internet for better online activities such as e-transaction or online shopping. When Ajkerdeal and Akhoni.com came into the market then the situation was started changing for online shopping. They got huge appreciation from Dhaka-based consumers for providing an online shopping experience. This market-changing trend also attracted foreign ventures to come and set up business in Bangladesh. Some foreign investors like Olx, Daraz, and Kaymu launched here to serve customers alongside the local brands. (Karim & Qi 2018.)

After seeing the growth in online consumer, a book-selling e-commerce site named Rokomari.com was launched in 2012. Now, they are holding a good position in the market by providing promising services to their consumers. Online food delivery has become popular in Bangladesh. There are many players in the food delivery field such as Foodpanda, Pathao, Shohoz, and others. Online food delivery has transformed the restaurant food consumption behavior of Bangladeshi customers. We can understand how e-commerce is transforming the life of Bangladeshi people. There are some core reasons behind the popularity of e-commerce such as a large number of purchase options, affordable price of the products, home delivery, and hassle-free online payment. All these factors have eased the way of shopping and helping millions of customers to buy anything from home across the

world. This paper will be working on the fundamental factors behind customer's motivation to buy from an e-commerce platform and the research audiences will be from Bangladesh.

2 Research Background and Objectives

2.1 Background of the study

E-commerce shopping is the result of using technology and the internet for creating a virtual shopping experience. Most of the retailers are now moving online for offering their merchandise to the customers. They are also engaged in online marketing to grab the attention of the customers. Therefore, they are also busy recognize the factors of customers' behavior towards online shopping. Especially, retailers want to figure out what are the factors that influence a customer in online buying. Consumers' attitude toward e-commerce sites is influenced by the knowledge about e-commerce sites, perceived reputation and perceived ease of use, and perceived risks regarding the security of payment and refund (Ahamed, Islam, & Qaom 2015).

In 2001, Ernst and Young published a report where they mentioned that internet users buy products because of collection, the variation of items, competitive prices, and ease of use. But there are also concerning factors like experience the product before delivery, speed of delivery, and lack of prior online shopping experience as well as the confidentiality of credit card and personal information. Another study conducted by Alka Kumawat and Tandon (2014) figured out that customers are doing e-commerce purchases more frequently because of a better shipping experience which is fast and smooth (Nawaz & Alajmi 2014).

A study found that product preferences, discounts on products or deals, customer's previous shopping experience with a particular site, financial data risk, and after-sales services are the key factors that are related to e-commerce shopping. Another study by Sang Yong Kim & Young Jun Lim (2001) found that entertainment, convenience, reliability, information authenticity, and speed play a significant role in customer satisfaction in e-commerce shopping (Pandeya & Parmar 2019).

2.2 Aim of the Research

E-commerce is one of the booming industries worldwide. After the corona situation, this industry has been growing faster than ever. In Bangladesh, this industry has been experiencing tremendous growth in the last two years. This growth is the result of increasing internet penetration and customers' intention to save time by doing shopping online. As a result, the factors behind the customer's purchase intention are playing a big role here. The key aim of this research is to find out the key motivating factors that increase customer intention to purchase from an e-commerce website.

2.3 Research Questions

Since the topic of research is highly focused on e-commerce customers and their behavior the following questions will be investigated to find out the triggering factors for purchase motivation or intention.

1. Does the pricing of products have any impact on customers' e-commerce buying?
2. Does the delivery time matter to customers while ordering from e-commerce sites?
3. Does the website or company trust have any impact on a customers' purchase decision?
4. Does website usefulness and information have any relationship with customers' purchase intention?
5. Does the brand and product variety motivate e-commerce purchases?

2.4 Limitations of the Study

Time: For this research, time was the biggest challenge because 120 days was only allocated for completing this research. Additional 30-40 days could help to cover more respondents to participate in this study to bring more accurate data.

Respondents Understanding: Many respondents have a moderate understanding of English. This issue created a mild barrier while conducting the survey. I had to help those respondents to fill up the survey with proper meaning.

Sample Size: The sample size is only 39 in this study. The analysis of this study cannot ensure the accuracy of the data result. Due to a shortage of time, inviting more people to join the study and collecting data become challenging.

2.5 Thesis Structure

This paper starts with an introductory chapter and this chapter aims to give a brief idea to readers about this topic. The research background and objectives chapter includes the background of the study, objective of the study, research questions, and limitations of the study. The definition, prospect & catalyst of the e-commerce chapter covers journals and articles to connect with the research topic. The fourth chapter covers the theoretical preview to illustrate the factors that increase the e-commerce purchase motivation or intention of a customer such as the price of the products, quality of the products, variety of items in the

website, delivery promise, and website or company brand image to build customer trust and website design or performance.

The fifth chapter discusses the methodology of the research. Readers can understand which research design method has been used in this research and which type of data has been collected for the data analysis. Alongside this, the sample size of the research participants and questionnaire method has been mentioned in this chapter. The sixth chapter covers the data analysis and primary findings of the research based on collected data through a survey. The last chapter covers the concluding remarks and the summary of the research.

The whole structure of the thesis is mentioned below:

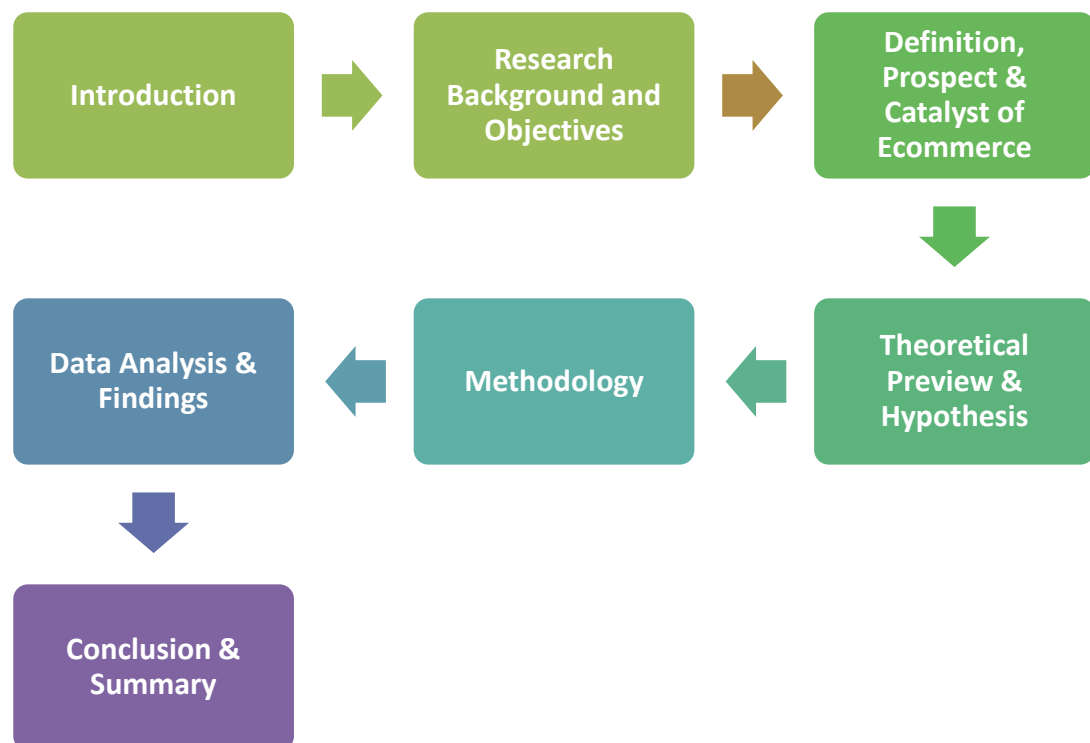


Figure 1. Thesis Structure

3 Definition, Prospect, and Catalyst of E-commerce

3.1 Definition of E-commerce

The concept of e-commerce or electronic commerce means buying a product or service online. Also, people use the internet to check the latest update of products, prices, collections, and important information before making any purchase online or offline decision. E-commerce has a broader perspective such as changes in business process, relationship with customers or suppliers, logistics, and marketing. A more complete definition is:

E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individual (Chanana & Goele 2012).

The core types of e-commerce are B2B (Business to Business), B2C (Business to Consumer), C2C (Consumer to Consumer), and B2G (Business to Government).

3.2 Prospects in E-commerce

E-commerce has already opened the door of opportunity for producers, retailers, and customers. Now producers can easily sell their products to retailers through e-commerce and customers can order their favorite items from home with few clicks. These attributes are the very basic prospect of e-commerce. The core prospects of e-commerce are mentioned in the following parts.

Opportunities for Retailers

A retailer can easily expand his or her business by expanding online. By doing this they can increase their sales, update the customers with new collections or business changes, and also get in touch with the customers easily by communicating with them. Therefore, e-commerce seems a fantastic opportunity for retailers (Chanana & Goele 2012).

Opportunities for wholesalers or distributors

Due to the maximum expansion of the internet and e-commerce, wholesalers or distributors are at great risk because producers can directly avoid them in many cases to sell the product through the e-commerce platform. In this situation, maximum retailers are partnering with e-commerce companies to increase their sales and customer acquisition (Chanana & Goele 2012).

Opportunities for Producers

E-commerce enables the biggest opportunity for producers. Now they can easily let the customers know about their upcoming products online. Even sell it to customers through e-commerce sites. If we consider the big brands such as OnePlus, Realme, MI launch their new handset through e-commerce sites directly. They do the premium sponsorship with e-commerce companies, so the product gets sold easily on the launch day online (Chanana & Goele 2012).

Opportunities for Customers

The purchase behavior of the customers has been changed due to e-commerce. Now, a customer can easily buy anything by ordering through an e-commerce platform and pay easily via credit/debit cards (Chanana & Goele 2012).

3.3 Business and Purchase Trend

In modern-day, e-commerce is a booming industry. Because of e-commerce, a paradigm shift has been done in advertiser's activities and consumers' purchase behavior. Apart from this, e-commerce is becoming a new way to boost the business by easing customers' hassle. It has changed the conventional way of doing business. The immense growth of e-commerce has changed the market and made everyone to focus on this industry. E-commerce can reduce carbon emissions and create a positive impact on the environment.

The purchases of products and services by e-commerce enable customers to select when and where to buy and to find the best items, the seller, and all other available choices. The availability of online information has revolutionized and changed the shopping experience. Perishable goods such as food items are also being purchased through e-commerce sites which have opened up the opportunity to buy anything online. Now customers around the world have taken up these opportunities (Mitra & Abhijit 2013).

3.4 E-Commerce in Bangladesh

Internet is now playing a crucial role in our everyday life by contributing to our study, communication, profession, entertainment, etc. In light of this trend, e-commerce has been growing very fast in Bangladesh. Now, e-commerce is the major sector that is utilizing most of the internet. Bangladesh is now one of the emerging economies in the world for its fast economic growth with a 6.5% GDP growth rate (World Bank Country data 2019). There is much interest in e-commerce in Bangladesh, but it hasn't widely spread in the past due to different reasons such as economic, infrastructural, and legal. E-commerce has expanded

quickly since the launch of 3G technologies as customers have better access than they did in the past.

According to BASIS (Bangladesh Association of Software and Information Services), more than 3000 online trading websites are operating successfully in Bangladesh. The number of online businesses is expanding now. The quick growth of internet and cell phone coverage in industries and trading firms is leading customer engagement online and seamless and clear shopping interactions, including online ticket purchases and Facebook transactions are worth approximately 10 billion BDT (about 700 million DKK). Annual transactions take place on the market. Besides, it is rising at an incredible rate and according to BASIS results, a monthly rise of 20-25%. In Bangladesh, there are 15 million Facebook users and three million Facebook pages that enable online shopping widely. Larger corporations, national and multinational companies are excelling their business by utilizing this online shopping trend and partnering with e-commerce companies. The Swedish e-commerce business, Bikroy.com is doing fantastic in Bangladesh since 2012. Bikroy.com has seen tremendous growth since it launched, and they are now the largest C2C online marketplace in Bangladesh.

In 2013-2014, the Bangladeshi e-commerce landscape began its path. Ordering anything from home was not common at the time because people used to feel at ease in shopping in the mall or kitchen markets or supermarkets. Until recently, with the advent and active presence of a few main players, the competition has begun to take shape. Although e-commerce in Bangladesh is still at a developing level, the industry may appear dramatically in the coming days, with the 165 million population having a mobile internet penetration of 33 percent. Also, e-commerce is broadly compatible with the MFS as a payment system, which is mutually complementary and promising to develop. The latest publication of an e-commerce plant in Bangladesh by the Chinese smartphone manufacturer Xiaomi is expected to open up new doors in the marketplace (IDLC Finance 2018).

3.5 The catalyst of Bangladesh's E-commerce Growth

Some trends have played important roles in the development of the e-commerce industry over the past 4-5 years. Adoption of active mobile internet is one of them. The e-commerce industry has grown considerably with the arrival of feature phones and tablets into the buying forces of the lower middle class (IDLC Finance 2018).

- **Meteoric penetration of the internet:** Bangladesh's growth in e-commerce is mostly attributed to the introduction of the 3G internet in 2012. Since 2012, the annual increase in Internet subscriptions has been 19.4% a year, which was 87 million

in June 2018. Internet customers may not be regular internet users, however, since anyone who has only used the internet once over the last 90 days, is considered the BTRC. According to Google, there were 40 million active internet users in Bangladesh as of November, comprising 24 % of the total population. Of the 14 million, 8.7 percent of the total population is active internet users every day (IDLC Finance 2018).

- **Smartphone penetration:** Bangladesh has amazed the world with an internet penetration rate. Now 59% of internet customers are buying products or services online. Due to the affordable price of phones, the number of smartphone users has been increased. Recently, Walton handset telephones have become popular in lower-class homes ranging from BDT 999. Affordable brands like Symphony, Infinix have bought smartphones and telephones for the majority of people. By December 2017, mobile subscriptions were 145 million, 45 million of which were smartphone users (IDLC Finance 2018).
- **Worsening traffic conditions:** Dhaka has become the largest populated city in the world where 35% of the total population is living. In the last 10 years, average traffic speed has dropped from 21 km/hour to 7 km/hour which is very close to the walking speed of people. Per day, Dhaka kills 3.2 million working hours due to the congestion of vehicles on the roads. Reaching the workplace on time is now a big challenge. Alongside this, people also feel lazy to visit the mall and places due to huge traffic on regular basis. This gridlock has made people switch the shopping option and look forward to e-commerce sites for buying necessary items (IDLC Finance 2018).
- **Young population:** Bangladesh's young and diverse population is helping the growth of the e-commerce industry. Still, the idea of online purchases of gadget items could risk faulty products because many e-commerce websites do not do quality management properly (IDLC Finance 2018).

3.6 Motivating Factors of Customers to Buy from E-Commerce Sites

E-commerce has transformed the shopping experience by easing lots of friction for the customers. Some key factors such as convenience, price, fast service, etc have motivated the customers to buy from online sites.

A general model for e-commerce shopping has been developed by Jarvenpaa and Todd (1997a). Their model is focused on the attitude, behavior, and shopping goal of customers. The model includes several indicators classified into four broad categories like product value, quality services offered through the website, the shopping experience, and the risk perception of online shopping. Another study has been done by Chang, Cheung, and Lai

(2005) where categories of variables were studied to find out the key drivers of customers' shopping activity. They grouped these variables into three general parameters in their analysis. Web sales are the first to have perceived characteristics that include risk, e-commerce experience, advantages, quality of service, and trust. The second class consists of a website and its goods which are steps for minimizing risks, site features, and product characteristics. Different kinds of features, demographic variables, customer buying orientation, customer novelty, and mental variables, devices, internet awareness and uses are driving consumer features. There are typically two factors to customer attitudes to online shopping, one being confidence, and another being viewed by advantages (Hoque, Ali & Mahfuz 2015).

4 Hypothesis and Conceptual Framework

Customers get motivated to shop or e-commerce sites for many reasons. Some shops provide a convenience that encourages customers to visit that shop and some provide variety that gives more options to customers. Understanding customers buying motivation is very important for businesses to set up customization as a future strategy to drive customers into the shop and influence their buying decision. A better understanding of the customers helps to create an optimum customer experience. In e-commerce, personalized experience motivates customers to purchase faster so it is very important for e-commerce businesses to understand customer motivation.

The definition of e-commerce purchase intention is the buyer's willingness to create a relationship with a website through the transaction, sharing information, and maintaining a relationship (Zwass 1998). The purpose of purchasing online is focused on the correlation between behavioral intent and actual actions. A person's behavioral intention to take action would dictate the actual actions of the individual. A customer's purchase willingness or actual purchase decision differs from website to website (Kim, Ferrin & Rao 2008). There is a significant difference between purchase intention and actual purchase because the final purchase happens after a purchase decision not to purchase intention. But purchase intention is one of the key indicators of actual purchase. For e-commerce sites, analyzing the most intuitive factors of purchase intention is important to convert the customers. The factors that encourage an online customer to buy from an e-commerce site have been discussed in the later part of this chapter to check the relationship with purchase intention and build the hypothesis.

4.1 Price and Product Quality

Several factors work as a motivator to the customer to buy from any e-commerce site. Firstly, price and product quality play a big role in motivating customers. According to (Adaji, Oyibo, & Vassileva 2019), relative price and perceived product quality have proved as a great indicator of customer purchase intention in e-commerce platforms. Especially, customers look for a good product in an affordable price range in e-commerce sites to experience an effortless shopping experience. Valvi et al. (2013) also explored that price has a significant influence on e-commerce customers' purchase intention. According to Ratchford (2009) "The Internet influences prices in two ways: it is a channel for obtaining information, and it is a vehicle for transactions. The major influences on online pricing that are reviewed are costly and limited search, switching costs, reputation, heterogeneity in search costs, heterogeneity in demand for services, and online-offline competition". Alongside this,

Tsiotsou (2006) figured out the connection between perceiving the quality of products and purchase intention. Price of the products and perceived quality of products also have a relationship with customer satisfaction.

So, we can propose the following hypothesis based on this information:

H0: Price has a significant role in an e-commerce purchase decision.

H1: Price does not have any significant role in an e-commerce purchase decision.

H0: Product quality has a significant relationship with e-commerce customers' purchase decisions.

H2: Product quality does not have a significant relationship with e-commerce customers' purchase decisions.

4.2 Product Variety

The product variety is the number of products given by the online seller with various product categories. According to (Maiyaki& Mokhtar 2016), e-commerce websites offer a higher variety than brick & mortar stores, and therefore the former draw more buyers than the latter. If a customer sees more categories of products on a website, then their purchase mentality triggers fast to buy the desired items. They can also compare with many other brands for choosing the best option. It is a clear indicating factor that product variety increases the purchase intention of the customer.

Product variety plays another big role in customer purchase intention. Most of the time, a customer expects to get various. According to Rohm and Swaminathan (2004), there is a group of variety seeking customers who always prefer to get different types and brands while shopping. It can be related to customers' concern about product quality because sincere customers look for more options before buying anything. So, we can hypothesize the variety-seeking with product quality.

H0: Wide range of variety in e-commerce site increase customer purchase intention.

H3: Wide range of variety in e-commerce sites does not increase customer purchase intention.

4.3 Website Information and Usefulness

According to Mona(2013), the impression of a website builds based on its feature and usability. Especially, customers love a website when they feel it's personalized for them. There

are multiple dimensions such as security, enjoyment, information quality, ease of use, and service quality that works as a motivating factor to go for further step.

Interesting and attractive websites encourage e-commerce customers to order fast. A group of researchers has found that website features and easiness have an impact on customer purchase intention. Alongside this, an informative website helps customers to compare and identify the right products. This approach helps customers to get satisfaction and drives motivation to go for the final purchase. The quality of information about products, delivery time, and after-sales service also encourages customers to buy from a website.

H0: Website features do not have a relationship with customer purchase intention.

H4: Website features have a relationship with customer purchase intention.

H0: Website information does not have a relationship with customer purchase intention.

H5: Website information does have a relationship with customer purchase intention.

4.4 Delivery Time

According to Dotcom Distribution, fast delivery and premium packaging have a significant impact on customers' purchase intention and satisfaction. Delivery time is considered as one of the key factors of customer purchase intention because it excites customers to get the desired product fast. Dotcom Distribution figured out that 85% of consumers make a purchase decision from an e-commerce website based on delivery time. From their study, it is very much clear that fast delivery and quality packaging drives customer loyalty too. They also found that 67% of online shoppers would love to pay more delivery charges for getting fast delivery. Especially, they want it on their special days such as anniversary or birthday. In the same research, 47% of customers said that they would pay more for same-day delivery because same-day delivery is also important in some cases (Parry 2016).

H0: Fast delivery does not have a relationship with purchase intention.

H6:H0: Fast delivery has a relationship with purchase intention.

4.5 Trust on Company

Business reputation plays a big role in consumers' minds and decides to buy from a particular website. Good image reduces the uncertainty of service and product quality that helps to build more trust in the customer's mind. As a result, purchase intention generates faster for trusted businesses or websites. Good reputation ensures the product guarantee and

quality service that engages customers more to place an order. Repetitive purchase of customers is also the result of the website or company reputation. After getting satisfied with the service, a customer gets more confidence in the website or business to place an order for the second time. A positive reputation also helps to build a large number of customer base fast. Trust is the initiator of customers' purchase decisions (Rahi, Ghani, & Muhamad 2017).

H0: Reputation of a website does not have a relationship with purchase intention.

H7: Reputation of a website has a relationship with purchase intention.

H0: Previous purchase experience does not have a relationship with the customer's next purchase intention.

H8: Previous purchase experience has a relationship with the customer's next purchase intention.

4.6 Conceptual Framework

A conceptual framework is a visual representation that helps to figure out the relationship between different variables. In the conceptual framework, the cause and effect between different variables get presented. Different variables and the assumed relationships between those variables are included in the model and reflect the expectations (Toolshero, 2020). For this study, the variables have been analyzed and selected for the relationship based on the common e-commerce purchase behavior of the customers.

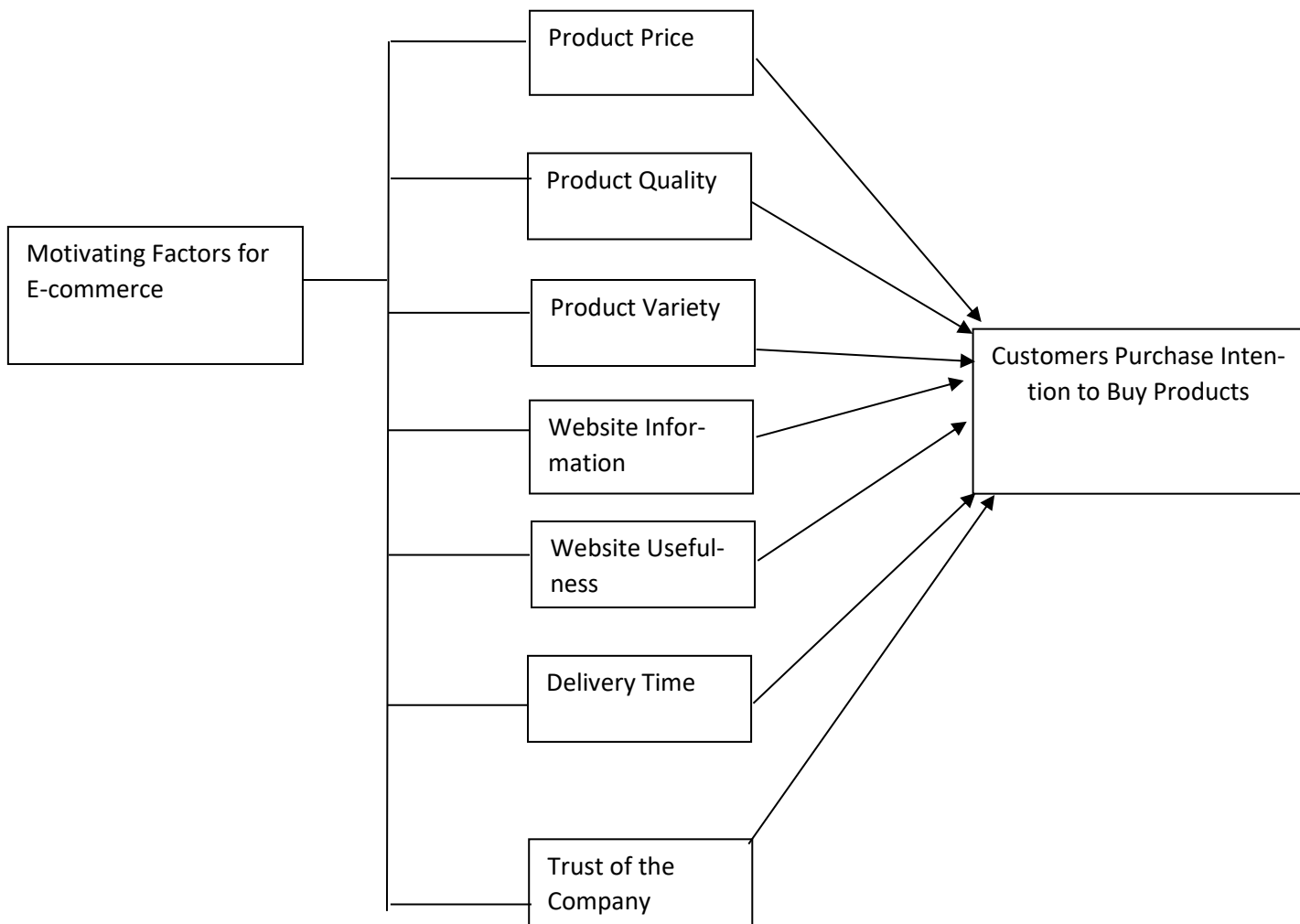


Figure 2. Conceptual Framework

5 Research Design and Methodology

5.1 Research Design

Since this is consumer-based research where the actual consumers will be investigated to find out the motivating factor for e-commerce purchase intention and purchase decision, so the descriptive design has been used to do this research. The descriptive method provides answers to the questions of what, when, where, and how related to a research topic or problem. Since the core focus of this research is to find out the customers' motivation behind e-commerce purchases so what factors are more important to them can be figured out easily through a descriptive research process.

5.2 Research Method

The quantitative method has been used in this research to gain concise data on the customer's purchase intention from an e-commerce website. The reason behind choosing the quantitative method is to get the numerical number of the variables that are being used in the hypothesis. Numerical data will help to figure out how much percentage of each variable influences customers' purchase intention. Alongside this, the significance level of each variable can be measured easily.

5.3 Type of Data Used

Two types of data have been used here:

1. **Primary Data:** The primary data has been collected through a survey of Bangladeshi e-commerce consumers.
2. **Secondary Data:** These data had been processed and used by others in previous days. This data has been used in this paper to build a literature review, theoretical preview to build a hypothesis.

5.4 Data Collection Process

- a. **Primary Data:** The primary data has been collected through a set of questions published in Appendix 2.
- b. **Secondary Data:** Several sources have been used to collect secondary data and built the hypothesis.
 - online journal

- article
- websites

5.5 Sampling Plan

- **Population:** The population is the total number of people who exist in a particular region or location. For this research, Bangladeshi online consumers are the population. The selected population is out of gender bias. Participants will be selected through sampling to participate in this study.
- **Sampling Method:** The sample size is a part of the whole population. The sample size is the niche segmentation of a population. The sample size is also recognized as a subset of the population. In this research, the random sampling method has been used because everyone has the opportunity to get selected to be part of this research.
- **Sample Size:** The sample size of this study is 39 which means the survey has been conducted on 39 online consumers of Bangladesh to find their motivation behind online/e-commerce ordering. Among 170 million people, 39 people have been selected randomly to participate in this study.

5.6 Questionnaire Method

Since this is quantitative research so the variable outcome needs to be numerical to measure each variable influence on Bangladeshi online consumers. For this research, the “Likert Scale” method has been used in the questionnaire to get accurate motivating factors of customers' purchase intention from an e-commerce site. The sample of questionnaire is mentioned below:

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Table 1. The sample of the questionnaire

6 Data Analysis and Findings

6.1 Demographic Profile of Participants

The demographic of participants is given below:

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	23	57.5	59.0	59.0
	Female	16	40.0	41.0	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Table 2. Gender Demographics of Respondents

If we look at the table, we can see there are 23 male respondents and 16 female respondents who participated in the study.

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25	34	85.0	87.2	87.2
	25-30	4	10.0	10.3	97.4
	31 and Above	1	2.5	2.6	100.0

Total	39	97.5	100.0	
Missing System	1	2.5		
Total	40	100.0		

Table 3: Age Demographics of Respondents

The maximum age range of the respondents is 20-25 which represents 87% of the total. Another 10% of respondent's age range is 25-30 and the rest of the 3% of respondents' age range is 31 and above.

How many orders do you place in a month?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	19	47.5	48.7	48.7
	2-3	17	42.5	43.6	92.3
	More than 3	3	7.5	7.7	100.0
	Total	39	97.5	100.0	
Missing System		1	2.5		
Total		40	100.0		

Table 4: Order Amount Per Month of the Respondents

The result says 48% of respondents place at least one order in a month and another 43% of respondents place 2-3 orders every month. Only 8% of respondents place more than 3 orders every month. The result is indicating that 50% of customers place more than 1 order every month which is impressive for the growth of e-commerce in Bangladesh.

6.2 Data Analysis

SPSS 23 has been used to analyze the data. Reliability Analysis and Regression analysis has been done to test the hypothesis. In this research, there are six variables and those are **‘Price and Product Quality (Independent)’**; **‘Product Variety (Independent)’**; **‘Website Information & Usefulness (Independent)’**; **‘Delivery Time (Independent)’**; **‘Trust on Company (Independent)’**; and **‘Customer Purchase Intention (Dependent)’**. There are five independent variables and one dependent variable. All these variables are selected from various research and journals to relate to this study. Reliability test (Chronbach’s Alpha) and multiple regression analysis have been done to test our hypothesis.

6.2.1 Reliability Test

The reliability test helps to identify the consistency of items in the questionnaire. There is a standard value for finding the reliability of items. If the result is more than 0.7 then the items are reliable and if the result is more than 0.9 then it’s highly reliable. Our result is mentioned below:

Factor	Item	Alpha
Product Price & Quality: (Independent)	PPQ 1 PPQ 2 PPQ 3	.893
Product Variety (Independent)	PV 1 PV 2 PV 3	.911
Website Information & Usefulness (Independent)	WIU 1 WIU 2 WIU 3	.895
Delivery Time (Independent)	DT 1 DT 2 DT 3	.899

Website & Company Trust (Independent)	WCT 1	.922
	WCT 2	
	WCT 3	

N= 39

Table 5. Reliability Results

The Cronbach alpha result of the entire variable is more than 0.80 which falls under the reliable category. The result is indicating that questionnaire is perfect to find out the factors that motivate customers to create purchase intention of customers.

6.2.2 Regression Analysis

The model summary says the R Square value is .912 which is indicating that the dependent variables are 91.2% varied by the independent variable. Though the R square result is indicating that the predicted model is perfect for the study and the data set is perfect to find out the outcome.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.782a	.612	.509	.42073

Price and Product Quality (Independent); 'Product Variety (Independent)'; 'Website Information & Usefulness (Independent)'; 'Delivery Time (Independent)'; 'Trust on Company (Independent)'; and 'Customer Purchase Intention (Dependent)

Table 6. Model Summary

The model summary says the R Square value is .912 which is indicating that the dependent variables are 91.2% varied by the independent variable. Though the R square result is indicating that the predicted model is perfect for the study and the data set is perfect to find out the outcome.

Model		t	Sig.
1	(Constant)	2.078	.046
	If I find any offer on price then I place an order fast to buy the product as soon as possible.	2.246	.032
	I also consider product quality while purchasing from an e-commerce platform.	1.313	.199
	I visit those websites that offer a high variety of brands and products.	-1.750	.090
	I always consider those websites that have clear and proper information regarding products and services.	2.141	.041
	I love to buy from easy navigation based websites because of the easy experience.	-2.484	.019
	I prefer those websites for purchase that have a fast delivery system.	.284	.779
	I do check a company's brand image before placing an order.	.001	.999
	I also give priority to my previous purchase experience to trust a website.	2.255	.032

Table 7. The outcome of the model

For regression analysis, all the relevant question details have been selected from the questionnaire to test the hypothesis. Question number of each question has been mentioned in the table above to run the regression model analysis.

In the table, P-value (Sig.) represents the significance value of independent variables and the confidence interval is 0.05. P-value indicates the validity of the hypothesis in the regression model. If the value of the independent variable is less than 0.05 then the alternative hypothesis is accepted or vice versa.

6.2.3 Hypothesis Testing

Based on the result of significance, H1, H4, H5, and H8 have been proved. Rests of the hypothesis have been rejected. The result is very interesting because most of the customer cares about product price, website information, website navigation, and previous buying

experience. In Bangladesh, maximum customers buy online based on offers and previous buying experience. In many cases, the customers do not care about product quality as well. For example, if a customer wants to buy a less expensive headphone, they do prefer price more than the quality or brand name. Alongside this, customers prefer website navigation and information before buying anything here.

Independent Variables	P-Value	Hypothesis Accepted/Rejected
Product Price	.032 < 0.05	H1 - Accepted
Products Quality	.199 > 0.05	H2 - Rejected
Product Variety	.090 > 0.05	H3 - Rejected
Website Information	.041 < 0.05	H4 - Accepted
Website Usefulness	.019 < 0.05	H5 - Accepted
Delivery Time	.779 > 0.05	H6 - Rejected
Brand Image of The Company	.999 > 0.05	H7 - Rejected
Previous Buying Experience	.032 < 0.05	H6 - Accepted

Table 8. Result of the hypothesis

Another key major purchase intention factor is purchase experience because Bangladeshi tends to be loyal when they get good service from a website previously.

In the context of Bangladesh, delivery times do not matter at all because most of the customers know that they will get the product delivered within three to seven days in most cases.

Sometimes, customers skip the e-commerce platforms brand image over price. The best example of skipping brand image is Evaly because they have a bad reputation for delivering the products late, but they are getting a huge number of customers by providing an excessive discount.

6.3 Key Findings

Some significant findings are mentioned below:

- Most of the Bangladeshi customers are sensitive to price than the quality of the product. Different kinds of offers create eagerness in customers' minds to purchase from an e-commerce website. At present, Bangladesh has 110 (BBS - Bangladesh Bureau of Statistics) million middle and lower-middle-class population and this high density.
- In some cases, a customer does not care about the product variety or brand diversity in websites.
- Well-designed websites increase purchase intention among Bangladeshi online customers. They also prefer well organized and information-oriented websites for purchase.
- Bangladeshi customers are less concerned about the delivery time because they know that Bangladeshi e-commerce companies have limitations in logistics and order fulfillment.
- Customers are not that much bothered about a website's reputation for ordering. Instead of trust, previous purchase experience matters most to the customers.

7 Conclusion and Summery

The information gathered through data analysis and conceptual framework has been summarized in this chapter. Subchapter 7.1 answersthe research questions and aim of this thesis. At the end of this chapter, suggestions have been made for further research.

7.1 Answer to Research Questions

The research has been done to find out the motivational factors that increase e-commerce website purchase intention of Bangladeshi online customers. Moreover, this research only has been done on Bangladeshi consumers to understand psychology while ordering from an e-commerce site. In this thesis, the main aim of this study is to figure out motivational factors that influence customers in Bangladesh to buy from an e-commerce website. The research questions will be answered here to figure out the actual motivating factor for e-commerce customers.

Research-Questions:

Does the pricing of products have any impact on customers' e-commerce buying?

Bangladeshi customers are highly price sensitive. Additionally, they get attracted to the discounted price of products. Offers or discounts in e-commerce sites engage customers and make them buy online. A good example can be Daraz.com's 11.11 campaign where Daraz sold USD one million within 10 minutes after launching the campaign. In the data analysis, the alternative hypothesis got accepted as well. It can be claimed that Bangladeshi e-commerce customers get motivated to offer or discounted prices while shopping online.

Does the delivery time matter to customers while ordering from e-commerce sites?

The result of the analysis indicates that delivery time does not matter to the Bangladeshi customers. In general, customers get delivery within one to seven days on e-commerce orders. Alongside this, customers have an understanding of logistic limitations in Bangladeshi e-commerce companies.

Does the website or company image have any impact on a customer's purchase decision?

Most of the Bangladeshi customers do not bother about the company or website image at all. Most of the time they prioritize the price of the products and previous purchase experience to show intention for the next purchase from a particular website.

Does website usefulness and information have any relationship with customers' purchase intention?

Most of the customers think website information and navigation have an impact on their purchase intention. Customers feel more encouraged to buy from an easy navigation-based website with proper information regarding products and services.

Does the brand and product variety motivate e-commerce purchases?

Brand or product variety does not influence customers to buy from an e-commerce site. Most of the Bangladeshi customers are not concern about a branded item. Commonly, they look for good quality items with the best after-sales service and price.

7.2 Scope for Further Research

The core aim of this study was to find out the key factors that motivate Bangladeshi online customers to buy from an e-commerce website. This study has already unveiled some key motivating factors of customers' e-commerce purchase intention such as price, website information, website navigation, and previous purchase experience. These factors play a significant role in customers' purchase intention and decision. This study also can be used by e-commerce companies to understand customers' priority in purchase to improve the business.

Since this study is solely focused on Bangladeshi consumers so foreign e-commerce companies can utilize this study before entering in Bangladesh market. Alongside this, other researchers can use this study to understand the Bangladeshi online customers' mindset in online shopping.

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Appendix 1. Frequency of Responses

Table 1: Price matters to me while do shopping from e-commerce sites.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	4	10.0	10.3	10.3
	Agree	18	45.0	46.2	56.4
	Strongly Agree	17	42.5	43.6	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Table 2: If I find any offer on price then I place an order fast to buy the product as soon as possible.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	4	10.0	10.3	10.3
	Agree	17	42.5	43.6	53.8
	Strongly Agree	18	45.0	46.2	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Table 3: I also consider product quality while purchasing from an e-commerce platform.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	3	7.5	7.7	7.7
	Agree	18	45.0	46.2	53.8
	Strongly Agree	18	45.0	46.2	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Table 4: I visit those websites that offer a high variety of brands and products.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	5.0	5.1	5.1
	Agree	20	50.0	51.3	56.4
	Strongly Agree	17	42.5	43.6	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Table 5: I consider getting more options while doing online shopping.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	4	10.0	10.3	10.3
	Agree	20	50.0	51.3	61.5
	Strongly Agree	15	37.5	38.5	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Table 6: More product option helps me to find out the best product in my budget

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	5.0	5.1	5.1
	Agree	20	50.0	51.3	56.4
	Strongly Agree	17	42.5	43.6	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Table 7: I always consider those websites that have clear and proper information regarding products and services.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	4	10.0	10.3	10.3
	Agree	21	52.5	53.8	64.1
	Strongly Agree	14	35.0	35.9	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Table 8: I love to buy from easy navigation-based websites because of the easy experience.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	5.0	5.1	5.1
	Agree	24	60.0	61.5	66.7
	Strongly Agree	13	32.5	33.3	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Table 9: Easy navigating website saves my time.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	5.0	5.1	5.1
	Agree	26	65.0	66.7	71.8
	Strongly Agree	11	27.5	28.2	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Table 10: I prefer fast delivery on my ordered products.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	16	40.0	41.0	41.0
	Strongly Agree	23	57.5	59.0	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Table 11: I love to pay more for fast delivery.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	5.0	5.1	5.1
	Agree	15	37.5	38.5	43.6
	Strongly Agree	22	55.0	56.4	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Table 12: I prefer those websites for purchase that have a fast delivery system.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	1	2.5	2.6	2.6
	Agree	17	42.5	43.6	46.2
	Strongly Agree	21	52.5	53.8	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Table 13: I do check a company's brand image before placing an order.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	1	2.5	2.6	2.6
	Agree	17	42.5	43.6	46.2
	Strongly Agree	21	52.5	53.8	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Table 14: I also give priority to my previous purchase experience to trust a web-site.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	5.0	5.1	5.1
	Agree	13	32.5	33.3	38.5
	Strongly Agree	24	60.0	61.5	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Table 15: I do prefer more frequently trusted websites

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	5.0	5.1	5.1
	Agree	14	35.0	35.9	41.0
	Strongly Agree	23	57.5	59.0	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Table 16: The factors above mentioned are the key motivating factor to purchase from an e-commerce website.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	5.0	5.1	5.1
	Agree	14	35.0	35.9	41.0
	Strongly Agree	23	57.5	59.0	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Appendix 2. Questionnaire

Dear Sir/Madam, I am doing a research work on “Key motivating factors behind buying from e-commerce website: A study on Bangladeshi consumers” as part of my Bachelor's final thesis. I can assure you that it will not be harmful to you in any way & the information you provide will be kept confidential. I am going to take your 10 minutes of your life for a great purpose to understand factors that increase the motivation and intention to buy from an e-commerce website. Thank you. For any query, you can reach me at.....

Gender

Male

Female

Age

15-20

21-25

25-30

31 or above

How many orders do you place in a month?

1.

2-3.

More than 3.

Part A

Product Price & Quality:						
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PPQ1.	Price matters to me while do shopping from e-commerce sites.	1	2	3	4	5

PPQ2.	If I find any offer on price then I place an order fast to buy the product as soon as possible.	1	2	3	4	5
PPQ3.	I also consider product quality while purchasing from an e-commerce platform.	1	2	3	4	5

Part B

Product Variety						
PV1.	I visit those websites that offer a high variety of brands and products.	1	2	3	4	5
PV2	I consider getting more options while doing online shopping.	1	2	3	4	5
PV3	More product option helps me to find out the best product in my budget.	1	2	3	4	5

Part C

Website Information & Usefulness						
WIU1	I always consider those websites that have clear and proper information regarding products and services.	1	2	3	4	5
WIU2	I love to buy from easy navigation based websites	1	2	3	4	5

	because of the easy experience.					
WIU3	Easy navigating the website saves my time.	1	2	3	4	5

Part D

Delivery Time						
DT1	I prefer fast delivery on my ordered products.	1	2	3	4	5
DT2	I love to pay more for fast delivery.	1	2	3	4	5
DT3	I prefer those websites for purchase that have a fast delivery system.	1	2	3	4	5

Part E

Website & Company Trust						
WCT1	I do check a company's brand image before placing an order.	1	2	3	4	5
WCT2	I also give priority to my previous purchase experience to trust a website.	1	2	3	4	5
WCT3	I do prefer more frequently from trusted websites.	1	2	3	4	5

Purchase Intention Level

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PIL1	The factors above mentioned are the key motivating factor to purchase from an e-commerce website.	1	2	3	4	5