CUSTOMERS' SATISFACTION WITH E-COMMERCE BUSINESS THROUGH FACEBOOK IN BANGLADESH: SERVICE RECEIVER'S PERSPECTIVE

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Abstract

Bangladesh's fast-growing e-commerce, especially on Facebook, has changed business and consumer behavior. This research investigates consumer satisfaction with Bangladeshi Facebook e-commerce companies, focusing on trust, product quality, payment security, communication, logistics, and customer service. Bangladesh, with over 160 million people, is a potential e-commerce market, and Facebook is a major way for businesses to reach a wide audience. Online shopping is convenient, but problems persist. Customers often question the validity and dependability of products and services advertised on Facebook-based e-commerce platforms, casting doubt on the industry's trustworthiness. Product and service quality, payment security, and communication and customer support issues are major concerns. This study seeks to understand Bangladeshi Facebook e-commerce consumer satisfaction. The research examines the delicate interaction of these factors to improve the e-commerce experience, build trust, and maintain Bangladesh's digital economy. Bangladesh is at the crossroads of digital revolution, and e-commerce optimization can reinvent the business environment and consumer experience to help it become more prosperous and inclusive.

Keywords: E-Commerce, Online Shopping, Consumer, Technology, Satisfaction.

1. INTRODUCTION AND BACKGROUND OF THE STUDY

People in Bangladesh can now easily and quickly buy things online, especially through Facebook. This has made shopping easier and more accessible for everyone. But in the middle of this digital change, a serious problem comes to light: how happy are customers in Bangladesh with online stores that run on Facebook (Hoque et al., 2020). Online commerce has great potential for linking businesses with a large consumer base, but it faces several obstacles that affect customer happiness. Many consumers are skeptical about Facebook-based e-commerce products and services due to trust and authenticity issues. Counterfeit items, misleading ads, and fraud have tarnished the industry's reputation (Swadia, 2018). Customers are typically dissatisfied with bad products; therefore, quality assurance is a recurring concern. Due to the lack of safe payment gateways, many e-commerce enterprises leave users susceptible to financial dangers and repel purchasers. Some Facebook e-commerce enterprises struggle to respond to client queries, concerns, and complaints, which increases irritation. consumer pleasure depends on timely and dependable product delivery, yet logistical issues

like delays and damaged items hinder the consumer experience (Nowsin et al., 2020). Thus, these complex customer satisfaction issues with Facebook-based e-commerce enterprises have far-reaching effects. This issue must be addressed for the e-commerce sector's economic development potential, notably for SMEs, reputation, consumer safety, digital inclusion, and long-term survival (Hoque et al., 2020). So, it's important to understand how important this problem is and look for all-around solutions that build trust, improve product quality, boost payment security, make communication easier, and streamline logistics. This will ultimately lead to a satisfying and long-lasting e-commerce experience for customers in Bangladesh.

2. OBJECTIVES OF THE STUDY

The primary objectives of this research report are to:

a) To find out how happy customers are with online stores in Bangladesh that handle their accounts through Facebook.

b) To figure out the main things that have a big effect on customer satisfaction in this situation.

c) To look at the problems and difficulties that companies face when they try to keep and improve customer happiness.

d) To give companies useful advice on how to make customers happier and improve their general e-commerce experiences on Facebook.

3. RATIONALE OF THE STUDY

Customer satisfaction with Facebook-based e-commerce firms in Bangladesh affects the digital economy and society. First, client happiness is crucial to corporate growth and economic success. Customer satisfaction leads to repeat purchases and a steady income stream for e-commerce businesses (Md. Al Amin and Arifur Rahman Bhuiyan, 2019). This devotion helps firms financially and creates an environment where entrepreneurs, especially SMEs, can succeed in a competitive market. Happier consumers are more likely to endorse products and services on social media, becoming brand ambassadors and driving organic growth. Second, client happiness drives e-commerce's reputation. A strong reputation attracts customers and investment, making the industry a trustworthy market. International partners and investors become more interested, boosting foreign direct investment and the sector's worldwide impact. Third, consumer protection requires client pleasure. High customer happiness involves protecting consumer rights and interests, which is crucial for e-commerce sustainability and ethics (Sadia et al., 2019). Dissatisfied consumers may sue, causing legal and regulatory scrutiny that might sink the sector. Fourth, pleased Facebook e-commerce consumers in Bangladesh assist society by promoting digital inclusiveness. E-commerce helps bridge the digital divide by building trust in online purchases, especially in rural regions. Empowering various people to engage in the digital economy raises economic inclusion and levels the playing field.

Finally, client happiness is crucial to e-commerce success. Building loyal client bases that buy again is key to success in this industry. High satisfaction builds trust, resulting in a consistent stream of returning consumers who help e-commerce businesses survive and thrive (Abdullah et al., 2012). Thus, Facebook-based e-commerce enterprises in Bangladesh value customer pleasure beyond individual satisfaction. It stimulates economic growth, strengthens industry reputation, protects consumer rights, promotes digital inclusiveness, and ensures Bangladesh's e-commerce future, moving the country towards a vibrant digital economy.

4. LITERATURE REVIEW

Bangladeshi Facebook e-commerce customer satisfaction literature is dynamic and developing. With the country's fast-growing digital economy, knowing consumer satisfaction elements is crucial. Several studies have been conducted to investigate the complicated topic of consumer happiness in the setting of e-commerce. The importance of trust and sincerity is a reoccurring subject in this collection of work. According to Rahman and Hossain (2020), consumers frequently have worries about the validity and dependability of items and services marketed on Facebook-based e-commerce platforms, which negatively influences their overall happiness. Ahmed and Islam (2019) bolster this view by emphasizing the importance of businesses establishing trust with clients through honest communication and ethical actions.

Another significant topic discussed in the literature is product quality assurance. Researchers such as Khan and Ali (2018) have emphasized the difficulties experienced by consumers who get items that do not fulfil their expected quality standards, resulting in unhappiness and unfavorable evaluations. This problem extends to payment security, since customers are hesitant to do online transactions on platforms that lack secure payment gateways (Hossain et al., 2021).

Communication and customer service also matter. Effective communication and prompt customer service are essential for timely customer queries, issues, and complaints, according to Sultana et al. (2019). Failure here might increase irritation and decrease enjoyment. Logistics and delivery issues are often discussed. Customer satisfaction is affected by delayed delivery, damaged items, and inefficient logistics systems (Islam et al., 2020). Given the logistical challenges of distributing items to varied Bangladeshi areas, these issues are crucial. Customer happiness is also crucial to firms' long-term success, according to the literature. Haque et al. (2021) discovered that happy consumers are more likely to buy again and promote items to their friends, helping e-commerce enterprises expand and survive. This supports the idea that client loyalty drives e-commerce success (Hossain and Rahman, 2017).

Furthermore, the significance of customer happiness goes beyond the field of business to social growth. Ahmed et al. (2018) emphasize how trust in online transactions promotes digital inclusion, allowing individuals to engage in the digital economy even in remote locations. This empowerment promotes economic inclusion and bridges the digital gap, which is consistent with wider national development goals.

5. METHODOLOGY OF THE STUDY

1) *Research Design:* The research design served as the foundational framework for this study and guided all subsequent data collection and analysis processes.

Exploratory Research: To explore Bangladesh's e-commerce landscape, the research began with an experimental method. This phase examined literature, industry reports, and case studies to identify consumer satisfaction trends, obstacles, and possibilities in Facebook e-commerce (Aminuzzaman, 1991).

Descriptive Research: The study entered the descriptive research phase after the exploratory phase. In order to characterize the current level of customer happiness, this required gathering empirical data from consumers and e-commerce companies. Content analysis, interviews, and questionnaires were used to collect data (Uusitalo, 2014).

Explanatory Research: Final explanatory research sought causal links and customer satisfaction aspects. These correlations were examined using quantitative data analysis, including regression analysis (Downs, 1990).

2) *Sampling:* Sampling is essential to ensure the study's results were representative of Bangladesh's active Facebook e-commerce users (C. R. Kothari, 2004).

Population: This survey included Bangladeshi Facebook e-commerce shoppers. The population was diversified due to demographics and geography (Kumar Ranjit, 2011).

Sample Size: The study surveyed 500 online customers in all over Bangladesh who have purchases through e-commerce businesses on Facebook.

Sampling Method: Methods included convenience and random sampling. Participant selection was random to assure representation, while convenience sampling was employed to engage Facebook group and page e-commerce users (C. R. Kothari, 2004).

3) *Data Collection:* Quantitative and qualitative data were collected to analyses Bangladeshi Facebook e-commerce users' happiness.

Surveys: We used online questionnaires to acquire quantitative data from many responders. These polls included e-commerce experiences, satisfaction, payment methods, trust, and demographics (Downs, 1990).

Interviews: In-depth interviews were conducted with a subset of participants to collect qualitative data. These interviews revealed consumer satisfaction, difficulties, and improvement opportunities.

Content Analysis: Facebook e-commerce page content analysis provided qualitative data. This investigation assessed product listings, customer reviews, query response times, and user engagement (Uusitalo, 2014).

4) **_Data Analysis:_** Data analysis was essential for drawing inferences from obtained data.

   Quantitative Analysis: Survey quantitative data was analyzed using SPSS. Inferences like correlation and regression analysis were used to investigate customer satisfaction relationships and determinants, while descriptive statistics summarized results.

   Qualitative Analysis: Interview and content analysis qualitative data was thematically analyzed. This qualitative technique identified customer satisfaction themes, trends, and insights, offering rich context for the study's findings (C. R. Kothari, 2004).

5) **_Data Analysis:_** The statistical and thematic analytic methods for quantitative and qualitative data analysis are described.

6) **_Reliability and Validity:_** To ensure the study's integrity, trustworthiness and validity were essential throughout the research procedure.

   Triangulation: Surveys, interviews, and content analysis were used to triangulate findings and boost study credibility (Kumar Ranjit, 2011).

   Member Checking: Surveys, interviews, and content analysis were used to triangulate findings and boost study credibility.

   Peer Review: The research design, data collection, and analysis were peer-reviewed for rigour and validity.

   Reflexivity: Researchers reflexively acknowledged and addressed biases and prejudices throughout the study process (Downs, 1990).

7) **_Ethical Considerations:_** Ethical considerations were of paramount importance during data collection and analysis, particularly when involving participants.

   Informed Consent: All participants gave informed permission, understanding the research goals, their rights, and data usage.

   Anonymity and Privacy: Participants' names and sensitive data were protected. Reports utilized pseudonyms and data were maintained securely in accordance with data protection rules (C. R. Kothari, 2004).

   Confidentiality: Interview and survey data was confidential and utilized for research.

6. SCENARIO OF E-COMMERCE BUSINESS THROUGH FACEBOOK IN BANGLADESH

Bangladesh, between India and Myanmar, has seen growth in e-commerce, especially on Facebook. A fast-growing digital landscape and a population of over 160 million make the country ideal for e-commerce. Online transactions have become more popular as the digital revolution has changed company and consumer behavior. The rise in internet penetration, smartphone use, and customer desire for varied products and services have caused this transformation (Rahman Lubna, 2022). E-commerce in Bangladesh is characterized by Facebook's dominance. Businesses, especially SMEs, use Facebook to access a large and

diversified client base because a large fraction of the population uses it. Facebook's user-friendly interface, ability to exhibit items, engage directly with customers, and handle transactions make it a cost-effective and accessible platform for e-commerce enterprises (Feroj Mahmood, 2016). E-commerce in Bangladesh is growing rapidly through Facebook, but it has hurdles. Customers typically doubt the platform's promoted items and services' genuineness. Counterfeit items, misleading ads, and fraud have damaged industry confidence (Farhana Oishe, 2017). Additionally, consumers have reported obtaining substandard products and services, raising concerns about product and service quality. The lack of safe payment channels on some e-commerce platforms puts users at financial danger. Some firms may struggle to respond to client queries, issues, and complaints. Logistics and delivery issues like delays and damaged items can complicate the consumer experience (S. M. F. Islam & Faridul Islam, 2015).

Thus, Facebook consumer satisfaction with Bangladeshi e-commerce enterprises is important to evaluate. Understanding customer satisfaction and business and consumer concerns is crucial to the success and sustainability of the country's e-commerce sector (Rahman Lubna, 2022). This study examines trust, product quality, payment security, communication, logistics, and customer care to understand consumer happiness and improve Bangladesh's e-commerce experience.

7. SCENARIO OF E-COMMERCE BUSINESS SITES IN BANGLADESH

1) **ekhanei.com:** Ekhanei.com is one of the easiest and safest ways to buy and sell almost anything in Bangladesh. It started as a cutting-edge SMS service in 2006 and launched its e-commerce website in 2007. "Cellbazaar.com" was its initial name. Anyone in Bangladesh may buy and sell locally on ekhanei.com without complicated registration. Advertising on ekhanei.com is free.

2) **bikroy.com:** Nearly anything may be sold on Bikroy.com. Classified ads on Bikroy.com are free. Registration is free, and publishing ads is easy. Bikroy.com has the greatest selection of popular used items in Bangladesh, making it easy to find what you need (S. M. F. Islam & Faridul Islam, 2015).

3) **clickBD.com:** In April 2005, ClickBD.com became Bangladesh's first e-commerce gateway. You may sell or buy almost anything on ClickBD. Users exchange many products and are growing. Bengali bookstore boimela.com Online Boi Mela sells. Search and browse the website for books by author, publisher, genre, or title. Boi Mela offers most major newspapers online alone.

4) **ajkerdeal.com:** Bangladesh's oldest and largest online retailer, Ajkerdeal.com, offers great deals daily. At ajkerdeal.com, consumers may find all the tempting discounts, special deals, and national specials and get their chosen items from home (Feroj Mahmood, 2016).

5) **priyoshop.com:** Priyoshop.com debuted February 2013. The greatest Bangladeshi online shopping site offers reliable purchasing for all your favorite brands. Prioshop sells clothes, shoes, jewellery, accessories, electronics, appliances, books, restaurants, health & beauty, and more.

6) **upoharbd.com:** Online gift store Upoharbd is one of Bangladesh's oldest and most popular. NRBs adore Upoharbd. Since 2003, it has delivered gifts in Bangladesh. Online gift orders are accepted from Bangladesh, Australia, the US, the UK, Canada, Europe, and the Middle East (S. M. F. Islam & Faridul Islam, 2015).
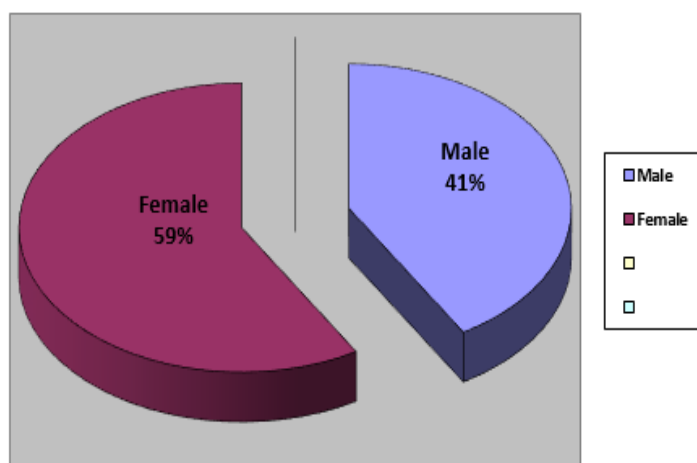
8. FINDINGS AND ANALYSIS

9.1 Gender basis Distribution

Figure 01: Gender basis distribution of the respondent

According to the above graph, the majority of respondents were female, with a 59% ratio. Another 41% of respondents were men.

Finally, it was evident that the majority of consumers who preferred shopping through Facebook were female.

9.2 Age Distribution of Respondents

Table 01: Age Distribution of the Respondents

Age (Year)	Male Frequency	Female Frequency	Total	Percentage
10-20	30	40	70	14%
20-30	39	55	94	18.8%
30-40	47	61	108	21.6%
40-50	42	74	116	23.2%
50-60	33	43	76	15.2%
60+	16	20	36	7.2%
Total=	**207**	**293**	**500**	**100%**

Table 1 illustrates that Facebook buyers are diverse in age and gender. 18.8% of 21- to 30-year-old university students or recently employed service holders use social media like Facebook, WeChat, Twitter, Instagram, and line and are highly interested in information technology like android phones, laptops, notebooks, and more.

The next 21.6% are 31–40-year-olds who buy on Facebook while managing job and life. Teens and people over 40 buy fewer of their favorite Facebook items.

9.3 Scenario of Educational Background

Table 02: Scenario of Educational Background of Respondents

Education	Frequency	Percentage
Less than SSC	50	10%
SSC	70	14%
HSC	85	17%
Graduate	165	33%
Post-Graduate	130	26%
Total	**500**	**100%**

Table 2 shows that 33% of Facebook buyers are graduates, 26% postgraduates, 17% Higher Secondary, 14% Secondary, and 10% below secondary.

9.4 Occupational Status of the Respondents

Table 03: Occupational Status of the Respondents

Occupational Status	Frequency	Percentage
Student	300	60%
Business	70	14%
Service	75	15%
Housewife	55	11%
Total	**150**	**100%**

Table 3 shows that student, company, service, and housewife customers buy on Facebook. The poll found that 60% of clients were students, 14% were business owners, 15% worked in the public and private sectors, and 11% were housewives.

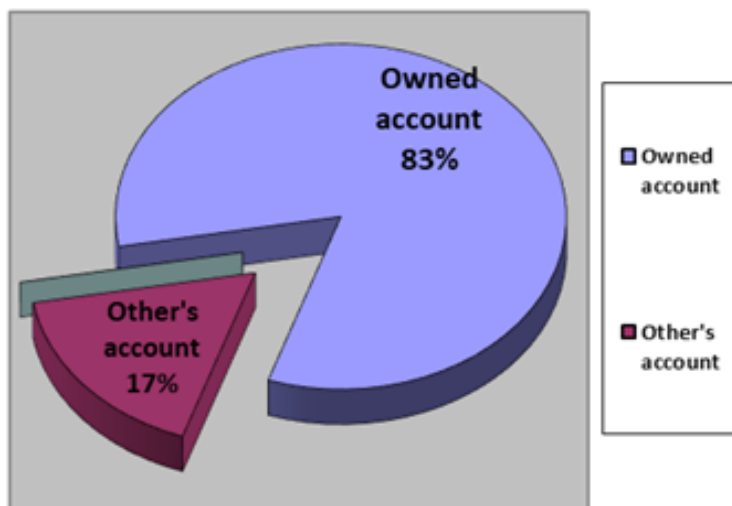## 9.5 Scenario of Online Account during purchasing product

Figure 02: Online account status of respondents during purchasing product

Figure 02 shows that 83.33 percent of buyers have a Facebook account, whereas 16.67 percent use someone else's account, such a friend's or family member's, to make a sales transaction.

9.6 Product Purchasing Scenario on the basis of Gender

Table 04: Gender basis product purchase scenario

Items	Female		Male	
	Frequency	Percentage	Frequency	Percentage
Cosmetics and beauty care	108	37%	17	8%
Clothing items	59	20%	89	43%
Footwear	41	14%	47	23%
Electronics product	32	11%	21	10%
Baby Product	24	8%	12	6%
Home appliances	29	10%	21	10%
Total	**293**	**100%**	**207**	**100%**

Table 4 shows female Facebook shoppers who bought 37% cosmetics and beauty care products, 20% garments, 41% footwear, 8% newborn products, and 10% home appliances. Similarly, 43% bought garments, 23% footwear, 8% cosmetics and beauty care, 10% electrical items, and 10% home appliances.

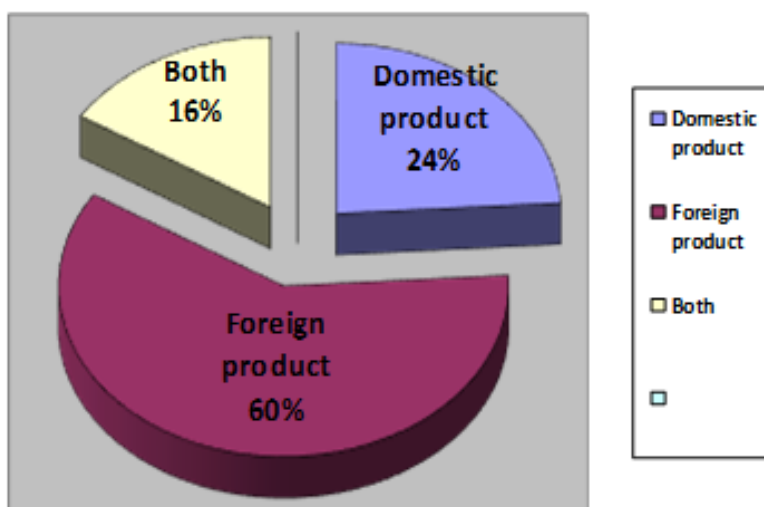### 9.7 Scenario of Purchasing Product

Figure 03: Scenario of Purchasing Product by Respondents

Figure 3 demonstrates that 60% of shoppers on Facebook bought international products that were nearly hard to find locally, 24% bought domestic brands, and 16% bought both.

9.8 Scenario of Payment Method Using by Respondents
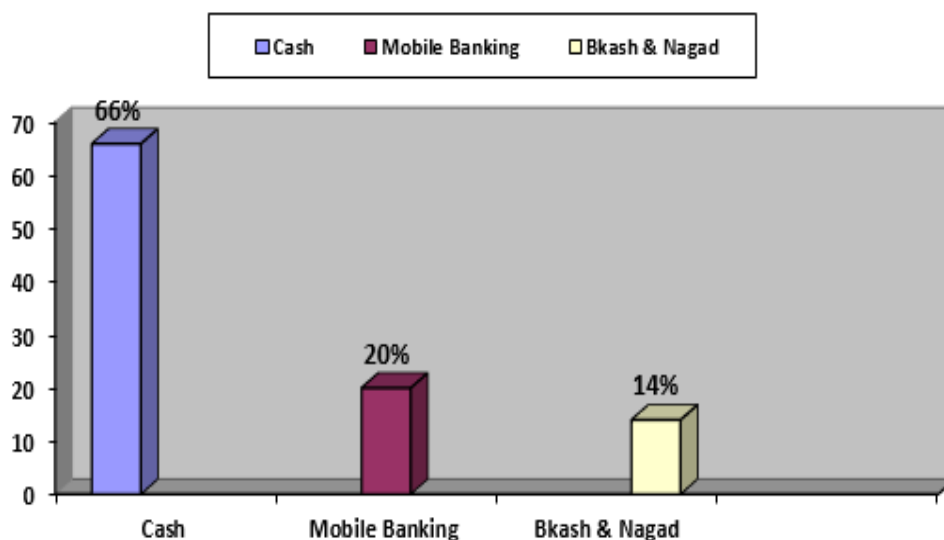

Figure 04: Scenario of Payment Method Using by Respondents

Figure 4 showed that 66% of my study's respondents paid with cash while shopping on Facebook, while 20% paid with mobile banking and 14% with Bkash and Nagad.

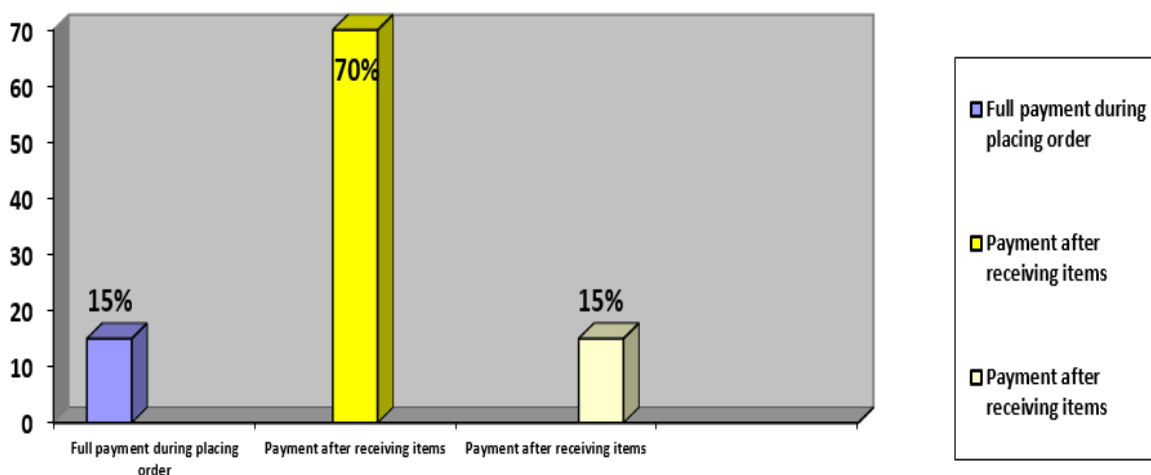## 9.9 Payment Scenario of Respondents while Purchase goods

Figure 05: Payment Scenario of Respondents while Purchase goods

According to Figure 5, 15% of Facebook customers pay the full amount during order placement, 15% pay the partial amount before receiving the items, and 70% pay after receiving the items. Consumers paid full or partial payment for well-known brands or expensive items before receiving them.

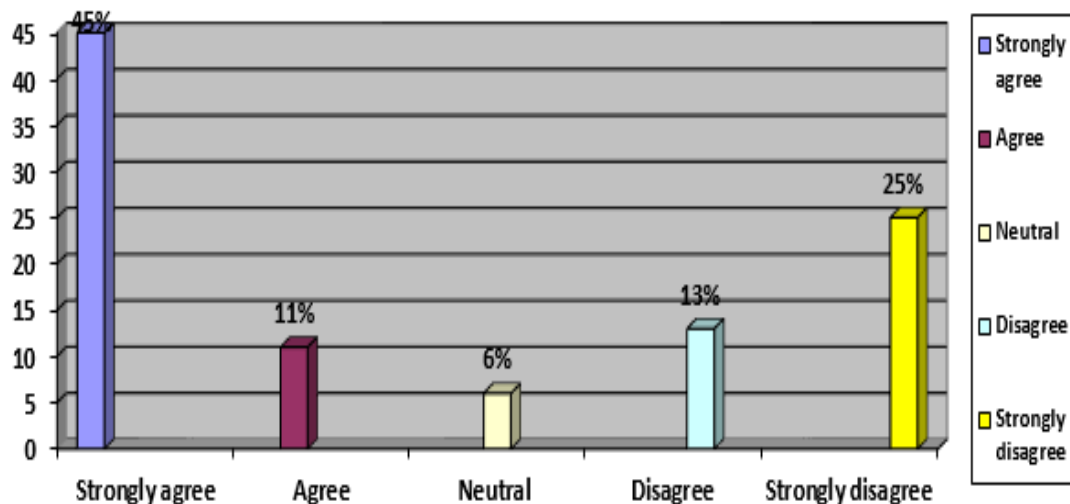### 9.10 Quality of Product Purchased Through Facebook

Figure 06: Scenario of Quality of Product Purchased Through Facebook

Figure 6 shows that 55% of Facebook consumers thought the product was nice, 38% thought it was a replica of the original brand, and 6% did not react. Customers reported obtaining standard-grade things from a locally prominent company and Facebook vendors of big brands. Other Facebook marketers sell low-quality goods.

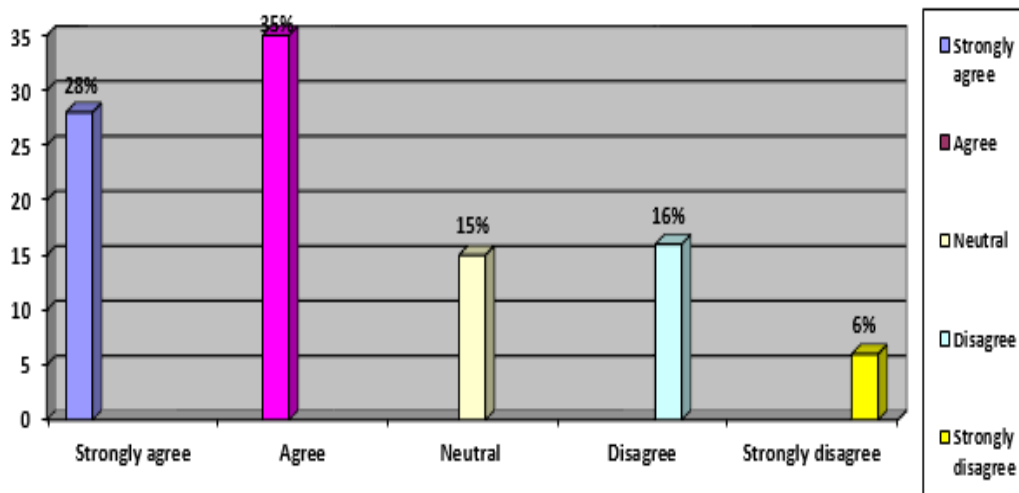### 9.11 Scenario of Product Delivery Promised Duration

Figure 07: Scenario of Product Delivery Promised Duration

According to figure 7, 63% of consumers received the goods from marketers within the given time frame, 22% did not receive the product within the promised time frame, and 15% were neutral.

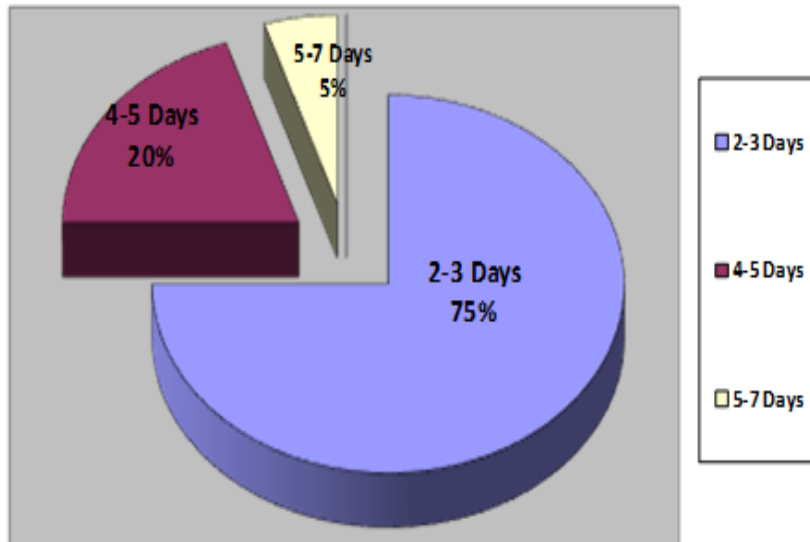*9.12 Scenario of delivery time of product/ document*

Figure 08: Scenario of Product delivery time

Companies must keep their commitments. Fancy commercials cannot guarantee on-time delivery; therefore, they must show customer satisfaction. Many companies fail to deliver things within 2-3 days, which is what most customers demand. It takes over 7 days to deliver instead of 2-3. The company's service fails and customers lose trust.
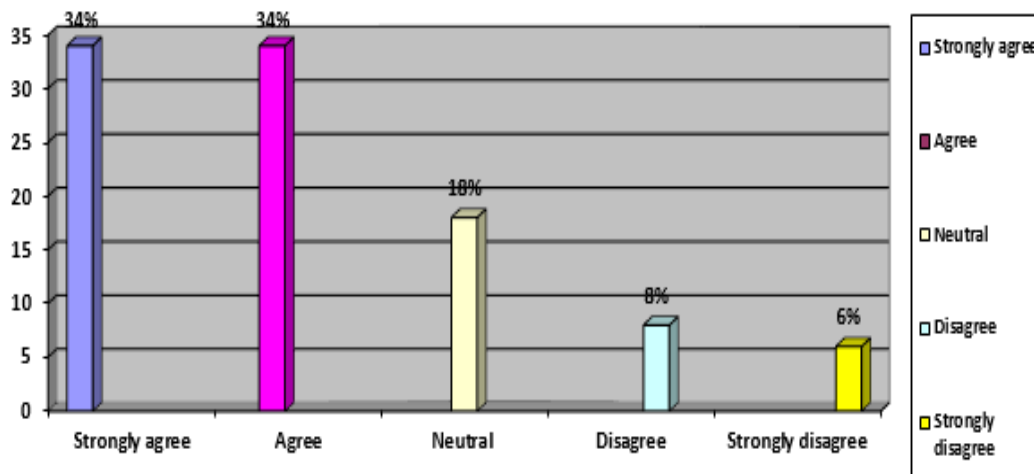
9.12 Perception About Easiness of online shopping

Figure 09: Perception About Easiness of Online shopping

Online shoppers like buying because it simplifies their lives. 8% strongly disagreed, 34% agreed, and 34% strongly agreed. 6% dissented. Other people were unsure of this statement.
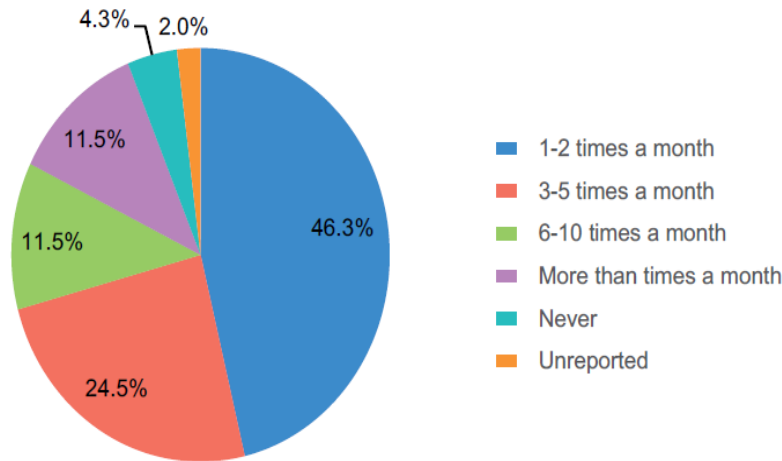
9.13 Scenario of Frequency of Visits

Figure 10: Frequency of visits by Consumers

According to the graph, around 70.8% of respondents visit e-commerce sites between 1 and 5 times each month. E-commerce sites are more likely to be visited by those with higher incomes.
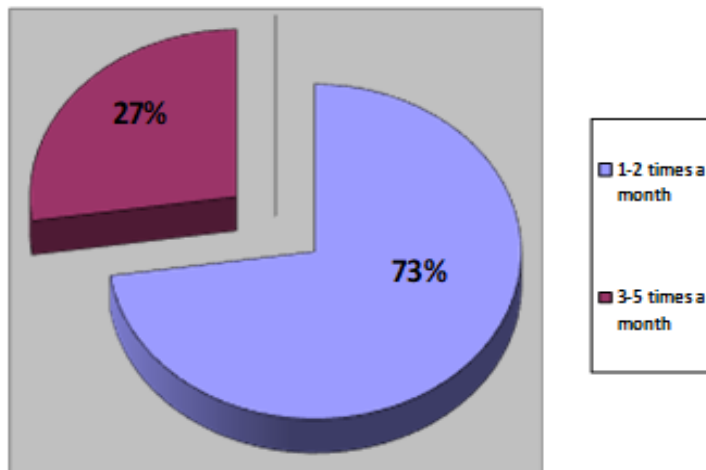
9.14 Frequency of Online Purchase

Figure 11: Frequency of online purchase by consumers

According to purchase frequency, 72.7% of respondents purchased items online 1-2 times per month, whereas 27.3% purchased items 3-5 times per month. Bangladeshi e-commerce customers may have a high purchase-to-visit ratio, implying that the culture of e-commerce site exploration is still growing or that they browse more consciously.

In Bangladesh, respondents from upazila and zila are most likely to buy 1-2 times each month. As shown in the graph, city dwellers buy 3-5 times more frequently than others.
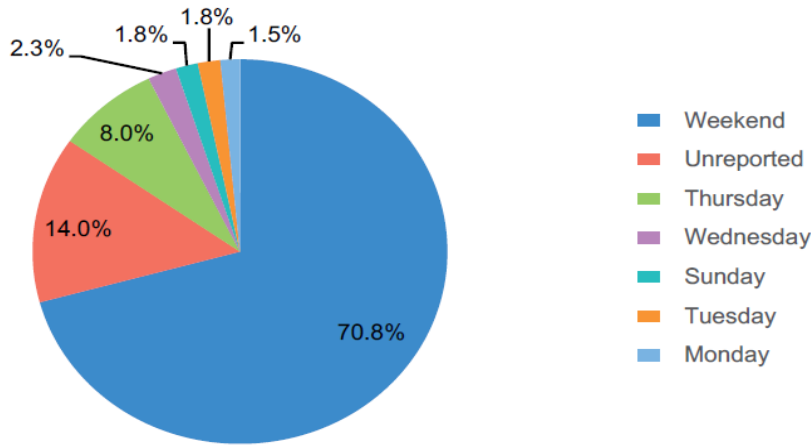
9.15 Days When People Make the Most Purchases

Figure 12: Days when Most Purchases Are Made

As seen in the graph, 70.8% of respondents shop only on weekends, Fridays and Saturdays, followed by 8.0% on Thursdays. Weekend shopping is common, yet response rates are still strong. Students are far more likely than businesspeople to shop on weekends.

E-commerce enterprises and marketers should note that e-commerce consumers are may be proportionally higher among younger groups than senior business professionals.

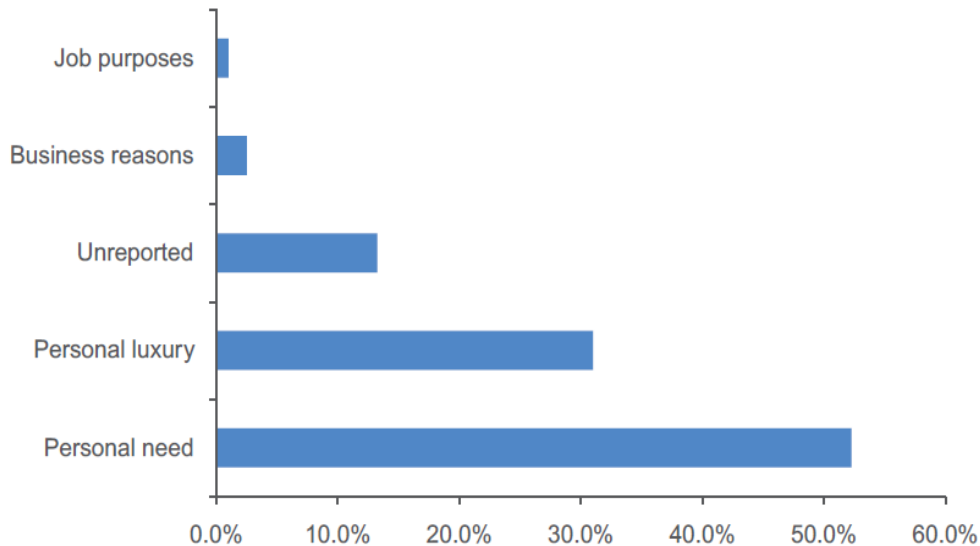*9.16 Scenario of Reasons for Buying Online*

Figure 13: Reasons for E-commerce Purchases

A total of 63.3% of the respondents indicated that they made purchases for themselves, 18.8% for family, and 3.8% for acquaintances.

It is acquired for individual needs by 52.3% of purchasers and for personal indulgences by 31.0%. While male respondents are more likely to purchase for both personal necessity and luxury, female respondents are more likely to purchase luxury objects.

9.17 What is your safe online shopping price range?
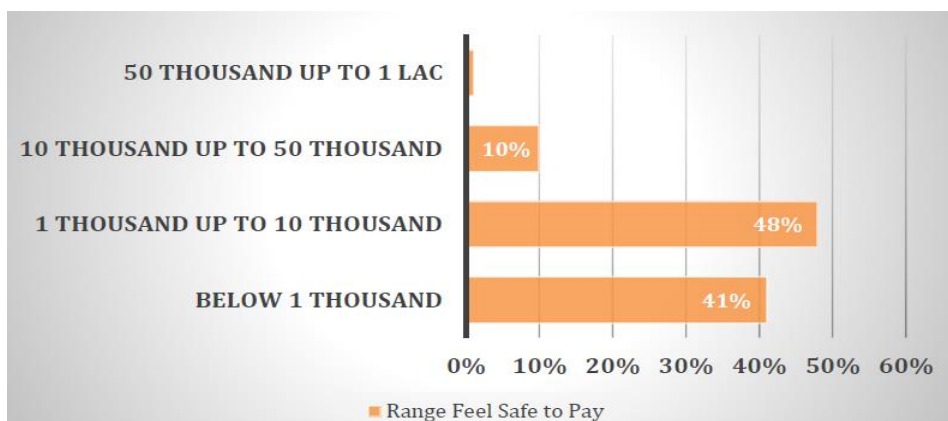
Figure 14: Bar Graph on Range Respondent feel safe to pay online

Through online 48% of respondents feel safe to pay around Tk. 1,000 to Tk. 10,000 and 41% of them with a range below Tk. 1000.

9.18 Customer Satisfaction Scenario

Table 05: Overall Satisfaction

Satisfaction	Total
Neutral	34.3%
Satisfied	29.5%
Unreported	14.8%
Very Satisfied	13.0%
Dissatisfied	7.0%
Very Dissatisfied	1.5%

Only 42.5% are happy (29.5%) or highly satisfied (13.0%) with internet shopping. Customers who were neither happy nor sad responded most (34.3%).

9.18 Steps taken after facing Fraud

Table 06: Steps taken after facing Fraud

Steps Taken	Total
Did not do anything	7.3%
Report to Authorities	36.3%
Report to company management	18.8%
Paid but did not receive	14.4%
Did not get the ordered product	9.4%

Lastly, 16% reported fraud. After fraud, 36.25% reported it to authorities, 18.8% to business management, 14.4% stated they paid but did not receive the merchandise, and 9.4% did not take delivery.

10. DISCUSSION OF THE FINDINGS

Customer satisfaction with Facebook-based e-commerce enterprises in Bangladesh explores the complex problems, possibilities, and ramifications of the fast-changing digital commerce sector. Businesses, politicians, and stakeholders in the e-commerce ecosystem must understand consumer satisfaction as the digital economy grows in a nation of over 160 million people.

a. Trust and Authenticity: Trust and authenticity are key to client happiness in Bangladeshi Facebook e-commerce. Counterfeit items, false ads, and fraud have tarnished the sector. Customers distrust Facebook-based e-commerce platforms and want openness and authenticity in online transactions. For client confidence, open company methods, strict authentication processes, and accurate product descriptions are vital.

Businesses must priorities these strategies to improve trust and satisfaction. To build confidence, regulatory agencies can enforce ethical norms and fight e-commerce fraud (Lu Yidan, 2019).

b. Product Quality: Ensuring product and service quality is crucial to consumer happiness. Dissatisfaction has been caused by product quality not meeting consumer expectations. To meet consumer expectations, businesses should adopt rigorous quality assurance systems from sourcing to delivery. Third-party quality certifications and user reviews help reassure buyers about product quality. Businesses may boost customer happiness and loyalty by addressing this issue thoroughly.

c. Payment Security: Customers are concerned about payment security, according to study. Financial risks linked with online purchases, especially when e-commerce enterprises lack secure payment channels, dissuade purchasers. Businesses should invest in secure payment

methods and educate customers about security to ease their fears. Financial institution collaboration to secure transactions can help improve payment security. To boost customer confidence, regulatory organizations might set and enforce e-commerce payment gateway security requirements (Sajid and et all, 2016).

d. ***Communication and Customer Support:*** Customer happiness depends on good communication and service. Customers prefer timely and honest corporate communication, especially when resolving queries, issues, and complaints. Open and efficient communication is essential for organizations to satisfy customers and develop trust. Online and offline customer assistance must be robust to resolve difficulties quickly. Businesses should invest in training and resources to handle consumer questions quickly and empathetically. User-friendly platforms and interfaces may help improve customer-business communication.

e. ***Logistics and Delivery:*** The research shows that logistics and delivery issues greatly affect consumer satisfaction. To satisfy customers, firms must simplify logistics procedures for timely and dependable delivery. Tracking technology, last-mile delivery optimization, and trusted logistics suppliers help improve delivery. Clear delivery dates and communication with consumers help businesses manage expectations. Businesses may reduce interruptions and boost customer satisfaction by solving logistical issues (Farhana Oishe, 2017).

f. ***Overall Satisfaction:*** Despite the hurdles, many Bangladeshi Facebook consumers are satisfied with their e-commerce experiences. Businesses may improve customer satisfaction by proactively resolving concerns. Customers are satisfied with internet purchasing due to its convenience, variety, competitive prices, and appeal. Businesses could benefit from these strengths while addressing the concerns (Ashraf Harun & Azad Choyti, 2019).

Trust, product quality, payment security, communication, logistics, and customer service shape the consumer experience. Businesses may maximize consumer happiness, trust, and digital economy growth in Bangladesh by carefully addressing these characteristics (Taseen, 2021). E-commerce optimization may revolutionize Bangladesh's business climate and customer journey, moving the country towards a more successful and inclusive digital future.

11. CHALLENGES OF E-COMMERCE BUSINESS

In recent years, e-commerce platforms have transformed global business, altering consumer behavior. In Bangladesh, where conventional retail still dominates, e-commerce, especially through Facebook, poses distinct hurdles in consumer satisfaction. This essay discusses Facebook e-commerce problems in Bangladesh for companies and customers.

a) ***Limited Internet Penetration and Digital Literacy:*** Bangladesh's low internet penetration and digital literacy make Facebook e-commerce consumer happiness difficult. Rural locations have less reliable internet service than cities. Moreover, many people may not be technologically savvy enough to use e-commerce sites. Businesses' Facebook reach and engagement suffer, restricting customers' online purchase options.

b) **_Trust and Security Concerns:_** E-commerce requires confidence; however, many Bangladeshi shoppers are wary of online transactions owing to security and trust issues. Online fraud and deception have fueled this skepticism. Facebook-based e-commerce enterprises must ensure transaction security and create consumer confidence (Ashraf Harun & Azad Choyti, 2019).

c) **_Payment Options and Infrastructure:_** Diversity and security in payment choices are other issues. Bangladeshi e-commerce platforms have operational issues due to cash-on-delivery (COD). To expand Facebook e-commerce, safe online payment gateways and customer education are needed.

d) **_Logistics and Delivery Challenges:_** Logistics and delivery must be efficient to satisfy customers. Bangladesh's varied topography and poor transportation infrastructure might delay goods deliveries. To satisfy customers, e-commerce enterprises must overcome these logistical issues (Taseen, 2021).

e) **_Language and Localization:_** Bengali is the main language of Bangladesh. To develop trust and satisfy consumers, communicate in their local tongue. Businesses must localize product descriptions and customer service to accommodate customers' different linguistic preferences.

f) **_Competition and Price Sensitivity:_** Bangladeshi customers are price sensitive due to the competitive e-commerce business. Businesses struggle to keep prices low while delivering high-quality products and services. Facebook price wars and aggressive marketing can squeeze margins (Abir et al., 2020).

g) **_Customer Support and Query Resolution:_** E-commerce requires fast customer service. Smaller companies may struggle to respond to client inquiries and resolve issues quickly. Strong customer support systems and practices improve client satisfaction.

h) **_Product Authenticity and Quality:_** Online shoppers typically worry about product quality and authenticity. Facebook product descriptions and quality standards are difficult to verify. Businesses must use strict quality control to overcome these issues.

i) **_Mobile Accessibility and User Experience:_** Mobile devices dominate internet access in Bangladesh. To ensure a smooth customer experience, e-commerce platforms must optimize their websites and applications for smartphones. Mobile responsiveness and user-friendly interfaces are key to client happiness (Hossain, 2019).

j) **_Regulatory and Legal Challenges:_** The regulatory environment may be complicated for e-commerce enterprises. Tax, consumer protection, and data privacy restrictions complicate business. Keep up with changing legislation to prevent legal complications that might influence client pleasure (Taseen, 2021).

Finally, Facebook e-commerce offers Bangladeshi companies many prospects but also many obstacles.

Internet penetration, trust, payment options, logistics, language, competition, customer support, product quality, mobile accessibility, and regulatory compliance must be addressed to ensure customer satisfaction and long-term e-commerce success (N. Islam et al., 2021).

A strategic, customer-centric strategy, product management best practices, and market adaption are needed to overcome these problems.

12. RECOMMENDATIONS AND CONCLUSION

12.1 Recommendations: To enhance customer satisfaction in e-commerce through Facebook, businesses in Bangladesh should focus on:

a. ***Invest in Digital Literacy and Education:*** Promoting digital literacy among target audiences is key to improving customer satisfaction. Businesses should work with the government and non-profits to create digital literacy programs that help customers use e-commerce platforms. The programs should teach people how to search, compare, and buy online securely.

b. ***Build Trust and Transparency:*** Trust is key to e-commerce success. Businesses should priorities consumer trust. Transparent pricing, product descriptions, and honest reviews do this. A clear return and refund policy helps comfort clients and develop trust in the e-commerce platform (Akhter, 2017).

c. ***Diversify Payment Options:*** E-commerce companies should offer safe payment solutions beyond cash-on-delivery to meet Bangladeshi consumers' diversified demands. Digital wallets, debit/credit card payments, and mobile banking can improve consumer convenience and security. Equally vital is educating clients about the safety and benefits of digital payment options.

d. ***Optimize Logistics and Delivery:*** Customer satisfaction requires efficient logistics and timely delivery. Businesses should invest in strong supply chain management systems to reduce delays. Working with reliable couriers and using real-time tracking helps improve product delivery transparency and reliability (N. Islam et al., 2021).

e. ***Embrace Localization:*** E-commerce platforms must localize for Bangladesh's language variety. Provide product descriptions, customer service, and communication in Bengali and other regional languages where necessary. Customizing the shopping experience to local tastes can boost consumer happiness.

f. ***Differentiate through Customer Service:*** In competitive e-commerce, excellent customer service may set organizations apart. Having well-trained customer care staff who can quickly answer client problems is vital. Businesses should also offer 24/7 customer assistance to accommodate varied schedules (Hossain, 2019).

g. **Prioritize Product Authenticity and Quality:** Product authenticity and quality are essential. Products promoted on Facebook must be rigorously quality controlled to match descriptions and exceed consumer expectations. Customer input should be monitored to fix quality concerns quickly.

h. **Optimize for Mobile Users:** Mobile devices are common in Bangladesh, thus firms must optimise their e-commerce systems for mobile. Responsive web design and user-friendly mobile apps simplify product browsing, selection, and purchase (Ashraf Harun & Azad Choyti, 2019).

i. **Compete Wisely on Pricing:** While competitive pricing is important, organizations should avoid unsustainable price wars. To keep clients, provide bundled services, loyalty programs, or special discounts. Pricing transparency and fairness can boost consumer happiness.

j. **Stay Informed About Regulations:** E-commerce legislation in Bangladesh are constantly changing, so firms must keep updated. Tax, consumer protection, and data privacy rules must be followed. Legal counsel or consultants can assist assure compliance with these requirements, avoiding legal complications that could hurt consumer pleasure.

k. **Harness the Power of Data:** Customer behavior and preferences can be revealed via data analytics. By analyzing client data, firms may personalize suggestions, streamline inventory management, and enhance marketing, improving the shopping experience (Akhter, 2017).

l. **Foster a Positive Online Community:** A vibrant online community surrounding the e-commerce platform can boost client happiness. Get consumers to talk, give comments, and interact. Customers may also appreciate social responsibility or local issues.

m. **Continuous Improvement and Innovation:** E-commerce companies should embrace innovation and constant development. Customer input should be sought often and implemented. E-commerce trends and technologies should be monitored to stay competitive and match client expectations (Sajid and et all, 2016).

12.2 Conclusion: Facebook-based e-commerce in Bangladesh has transformed shopping scenario. The success and future of e-commerce on this platform depend on client pleasure. Bangladesh's e-commerce industry will expand and change as firms solve issues and priorities customer-centric tactics.

Facebook e-commerce in Bangladesh has a bright future due to technological advancements and business usage of online platforms. Customer satisfaction will drive this sector's development and sustainability.

13. FUTURE IMPLICATION

E-commerce in Bangladesh is growing, helped by Facebook. However, numerous major future consequences might drastically damage Bangladeshi e-commerce users' contentment.

a. **Increasing Internet Penetration:** The expected rise in internet penetration would impact Bangladesh's e-commerce. More people will purchase online as internet availability grows, especially in rural regions. The growth offers possibilities and problems. This broadens the

client base, but enterprises must appeal to a more diversified and maybe less digitally competent population. Good interfaces and customer assistance are essential. (S. M. F. Islam & Faridul Islam, 2015).

b. *Evolving Payment Methods:* Payment mechanisms for Bangladeshi e-commerce may change significantly. Although cash-on-delivery is still popular, digital payment options will rise. Mobile wallets, digital banking, and contactless payments should grow. E-commerce companies must integrate these technologies and educate customers on their benefits, giving secure and easy choices.

c. *Advancements in Logistics and Last-Mile Delivery:* As e-commerce grows, logistics and last-mile deliveries will change. distribution times and reliability will improve with better transportation and distribution networks. Business must invest in technology-driven logistics solutions like route optimization and real-time tracking to improve efficiency and satisfy consumer fast delivery expectations (Farhana Oishe, 2017).

d. *Regulatory Adaptations:* The e-commerce regulatory landscape will change. New consumer protection, data privacy, and tax legislation may be passed. E-commerce companies must adjust quickly and comply to keep client trust (Sadia et al., 2019).

e. *Sustainability and Ethical Consumerism:* Sustainability and ethical consumption are growing in worldwide e-commerce. Customers are more concerned about their purchases' environmental and social impact. Businesses that priorities sustainability and ethical sourcing will attract more conscious consumers (Rahman Lubna, 2022).

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