Original Article

Most Popular Features of E-commerce Websites in Bangladesh: A Study of Selected Websites

Asma Akter Faria

Southeast Business School, Southeast University, Bangladesh.

Corresponding Author : asma.akter@seu.edu.bd

Abstract - This research aims to investigate the presence of selected website features in twenty e-commerce websites in Bangladesh. To achieve this goal, the study collected data from the dedicated websites of twenty e-commerce companies, which were examined in search of the specified features. The study found that sample companies included a maximum 14 features and a minimum 7 features on their websites. Of all the sample e-commerce sites, only Daraz has included all the selected features in their website. On average, 11.3 features are included in the websites, which is satisfactory. Moreover, among the selected features, pictures of the items, personalization, search options, and contact numbers were the most used features in every e-commerce site examined. The analysis concluded that the sites have the basic standard features that any e-commerce site should have. However, advanced features such as videos of the items sold (10%), order tracking facility (35%), and live chat option (40%) were the least found features, which indicates that e-commerce websites in Bangladesh need to incorporate those since these features will become competitive necessities soon. This paper will assist e-commerce companies in understanding the competitive position of their websites as well as potential areas for future development. Future research might look into the inclusion of new features and compare various e-commerce websites based on business or revenue models.

Keywords - E-commerce sites, Website, Features, Customer satisfaction, Evaluation.

1. Introduction

The corporate website has emerged as the most significant interface for conducting transactions for companies using the Internet. Effective website design requires specific qualities, as customers want websites to be created differently based on the goal and purpose of the website (Tarafdar, M., & Zhang, J., 2005). A well-designed user interface for the website is crucial in the e-commerce industry as this is the only way to get the crowd to see the products and services. In their report, the Business Post (2024) shared that BTRC analysis shows that the number of broadband internet users rose to 13.53 million in June 2024 in Bangladesh. Since the number of internet users is increasing in Bangladesh, the growing population relies heavily on buying and selling online. Statista Market Forecast (2024) has anticipated that Bangladesh's e-commerce market will generate US$6,800 million by 2024. By 2029, revenue is anticipated to expand at an annual rate of 12.84%, reaching a predicted market volume of US$12,440 million. For such an impactful industry, ensuring customer satisfaction is a must. Purwati (2011) stated that consumers become frustrated by the lack of standard features on e-commerce websites, which causes e-commerce businesses to lose up to 50% of potential online sales because consumers cannot find what they want. Thus, e-commerce sites should include features that can provide the right services penetrating customers' willingness to buy. E-commerce sites should place the website features in such a way that would ease the whole buying process so that customers can understand and make informed decisions easily. Table 1 shows the index of e-commerce website features considered in preparing this research.

Table 1. Index of E-commerce website features

SN	E-commerce Website Features
1	Text Description
2	Picture of the Items
3	Video of the Items
4	Personalization
5	Search Option
6	Profile
7	Multiple Payment Options
8	Link to App
9	FAQs
10	Order Tracking
11	Contact Number
12	Email
13	Live Chat
14	Social Technology

The features were built based on prior literature, and various e-commerce websites were visited to select the most notable ones for consideration in this paper. Users can better comprehend the product or service by reading the product descriptions in the text. Vengadasamy et al. (2004) found that textual content is crucial for e-commerce websites. This study considered the use of text as a medium for disseminating product/service features, properties, reviews, and descriptions. Pictures of the items help show the details of the products, allowing users to know more about the products, which helps make buying decisions. Hossin et al. (2019) conducted a study on the influence of picture presence in reviews on online seller product ratings, whose findings revealed that the picture in the reviews improves the online seller product rating. It is easier to infer information from videos than from text or picture content. Additionally, this lessens the workload associated with customer service. In their research, Cheng et al. (2022) found that the product usage video had a greater impact on consumers' desire to buy. Website personalization enables users to interact with the site, which helps them create their own unique experience. This also helps businesses store user preference and present deals that ease the buying process. Research by Ghansawant et al. (2023) found that allowing users to personalize website features helps enhance user experience.

The search option allows users to quickly find certain products, minimizing the time required to purchase, which also benefits businesses. Research by King et al. (2021) highlighted that search options in e-commerce affect customer buying intention. Customer profiles allow users to save their credentials and save time when making repeated purchases. This is beneficial for businesses as they can analyze customers based on their purchase behavior, identify profitable and non-profitable customers, develop specialized marketing strategies, and create switching costs. Customer profiles are created, maintained, and used by e-commerce profiles to help personalise (Ntawanga, 2008). Having secured multiple payment systems allows customers to use different banking or mobile financial services to make purchases less worrying about security, which also helps the business grow. According to Hossain et al. (2024), various payment options enhance the overall shopping experience and increase customer satisfaction. When the e-commerce sites directly place links to their app in an app store or Play Store, it helps users locate the app and download it when required. The likelihood of download increases if the link is directly placed on the website rather than just placing the information where the app can be found. The app hyperlink provides a visual representation that assists users with installing the application (Rosenberg, 2014). FAQs or frequently asked questions are useful as they share guidelines, terms and conditions, buying process, payment process, and return policies, which often lessens the need for customer services. According to Battula et al. (2023), the FAQ System supports users to address the most frequently encountered problems or issues.

Order tracking allows user to know about the location of their products. It helps businesses to serve customers, reducing the hassle of customer service. Abreu et al. (2022) stated that providing clients with an order-tracking system enhances logistics procedures and increases client satisfaction and loyalty. Contact Number or hotline numbers allows customers to interact with the sites anytime. Some websites directly share contact details of the suppliers or sellers as well. Parikshith and Natesan (2023) found that contact information assists businesses in maintaining a loyal consumer base. Email addresses help provide one-to-one service to customers. Custer (2021) stated that email addresses are useful for exchanging shipping and billing details and can also serve as a confirmation of purchase. Live Chat is a new addition to e-commerce sites nowadays. Through the live chat option, customers may access information on products and services, the buying process, returns and refunds, terms and conditions, and complaint placement at any time. According to Sun et al. (2021), live chat increases conversion, and the degree of this benefit varies depending on the seller and the product. Social technology on the websites allows users to connect with their social profiles effortlessly, sharing links to products and services. It allows users to get feedback or user ratings easily from their friends or family. Sharing links aids in lead generation, which benefits businesses as well. Chen et al. (2023) found that social presence boosts customers' buying intention.

Mohiuddin (2014), Laisuzzaman et al. (2010), Abir (2020), Karim et al. (2018), and Islam (2015) were among the earlier researchers in Bangladesh who studied the overview, framework, development, status, challenges, problems, security issues, opportunities of e-commerce sites in Bangladesh. Few researchers in Bangladesh have focused on e-commerce website features in terms of popularity and availability. This can help existing e-commerce sites assess their position and help new entrants understand the must-have features to include in their websites. Studying previous literature, the research gap for this paper was identified. There has been little research in Bangladesh on finding the most popular e-commerce features and evaluating e-commerce sites based on their features; this study addresses that gap.

2. Literature Review

Choudhury and Choudhury (2010) conducted a focus group study to determine the features e-commerce websites must have to draw visitors and consumers. Thirteen characteristics were found in the results: security, appearance, sufficient information about products and services, speed of page downloads, search engine and search option, hyperlinks to other information, member facilities information, company history and profile, ability to obtain information in a limited number of pages rather than browsing multiple pages, visitor statistics, customer feedback option, and availability of interactive online activities.

To identify the common features used on e-commerce websites, Purwati (2011) studied 120 companies' furniture websites in the U.S., China, German, and Indonesia. The findings revealed that none of the design methods investigated in this study satisfied Nielsen's requirements for a de facto standard. Agarwal and Venkatesh (2002) studied 1,475 users who rated multiple websites based on content, ease of use, promotion, made-for-the-medium, and emotion from four different industries. Tarafdar and Zhang (2005) identified and assessed six important website features and their relative importance by examining 40 of the most successful websites from five distinct categories: retail, financial services, news and information, search and portal, and entertainment. A list of 38 attributes was created by Chomal and Saini (2016) and utilized to score the analysis of 16 e-commerce websites. Finding the website with the most likely features to draw clients and users for e-commerce transactions was the primary goal of the rating process. They ranked based on the presence of the features in the selected websites. Bruijn et al. (2007) examined the connections between website usability, presentation, and content and how these affect user satisfaction and propensity to buy products and services. According to the study's findings, usability and attractiveness in terms of presentation and content are crucial factors to consider when designing e-commerce websites.

In Bangladesh, e-commerce research has been conducted from various perspectives. Islam et al. (2022) aimed to contextualize global e-commerce by concentrating on the Bangladeshi e-commerce market, platforms, growth drivers, and obstacles. They suggested incorporating new trends and technologies related to services provided by e-commerce sites in Bangladesh. Hossain (2022) assessed the economic contribution of e-commerce in Bangladesh, which revealed that e-commerce has a beneficial impact on economic growth and GDP. Mohiuddin (2014) evaluated various e-commerce websites in Bangladesh using secondary data and discovered that business groups might play an important role at this stage by showcasing the benefits of IT to its members to observe the full benefits of e-commerce sites.

To determine the significance of e-commerce websites in Khulna City, Daula et al. (2024) surveyed 75 internet shoppers whose results revealed that customer service, portfolio products, pricing, ease of use, and platform usability influence customers' tendency to make frequent purchases from e-commerce platforms. Sahel et al. (2018) researched the six factors influencing customers' choice of websites in Bangladesh. They discovered that ease of use is the most important factor in selecting an e-commerce website. After reviewing the prior literature, it may be concluded that a relatively small number of studies are available that emphasize popular e-commerce website features in Bangladesh. Previous studies on Bangladesh have focused on the following topics: overview, framework, development, status, difficulties, problems, security concerns, and prospects. Furthermore, the

features provided by Bangladeshi e-commerce websites have not been the subject of any current research. By using the most recent data from 2024, the current study aimed to close this research gap by studying e-commerce in Bangladesh and investigating those websites.

3. Objective

The objective of this study is to.
- Identify the presence of selected website features in sample e-commerce sites in Bangladesh.
- Evaluate sample e-commerce sites based on the features included.

4. Methodology

4.1. Sample Size

This study is conducted entirely based on secondary data. 20 e-commerce sites from Bangladesh were selected as samples for this study based on a random sampling technique regardless of the types of business conducted by the sites. Table 2 shares the website addresses of the sample e-commerce companies: Chaldal, Rokomari, Pickaboo, Othoba, Ajkerdeal, Bikroy, Sindabad, Bproperty, Shajgoj, Aarong, Shwapno, BDSHOP, kablewala, Agora, RFL, Sheba.xyz, banglashoppers, beshidesh and Evaly. These e-commerce sites sell through their dedicated websites as well as apps. Only websites were investigated to serve the purpose of the study.

Table 2. Sample E-commerce website

S.No	E-commerce sites	Website Address
1	Daraz	https://www.daraz.com.bd/
2	Chaldal	https://chaldal.com/
3	Rokomari	https://www.rokomari.com/book
4	Pickaboo	https://www.pickaboo.com/
5	Othoba	https://www.othoba.com/
6	Ajkerdeal	https://www.ajkerdeal.com/
7	Bikroy	https://bikroy.com/
8	Sindabad	https://sindabad.com/
9	Bproperty	https://www.bproperty.com/
10	Shajgoj	https://shop.shajgoj.com/
11	Aarong	https://www.aarong.com/
12	Shwapno	https://www.shwapno.com/
13	BDSHOP	https://www.bdshop.com/
14	Kablewala	https://www.kablewala.com.bd/
15	Agora	https://agorasuperstores.com/
16	RFL	https://rfleshop.com/
17	Sheba. xyz	https://www.sheba.xyz/
18	Banglashoppers	https://www.banglashoppers.com/
19	Beshideshi	https://www.beshideshi.com/
20	Evaly	https://evaly.com.bd/

4.2. Data Collection

This study has collected data from the dedicated websites of the companies from August to November 2024. The sample sites were examined by searching for 14 selected features.

Chomal and Saini (2016), Purwati (2011), Mohiuddin (2014), and Vengadasamy et al. (2004) also used this method to collect data from websites for their studies. The Author examined sites by browsing for a specific item,

4.3. Data Analysis

As this study is descriptive, a content analysis technique was used to analyze the data obtained from the websites of the sample e-commerce sites. An index (Table 1) was developed containing 14 selected website features based on the work of previous researchers-Vengadasamy et al. (2004), Hossin et al. (2019), Cheng et al. (2022), Ghansawant et al. (2023), King et al. (2021), Ntawanga (2008), Hossain et al. (2024), Rosenberg (2014), Battula et al. (2023), Abreu et al. (2022), Parikshith and Natesan (2023), Custer (2021), Sun et al. (2021), Chen et al. (2023).

A rating system developed by Cerf (1961) has been used to quantify the existence of the selected features in the sample websites. The system assigned a score of 1 if the feature existed on the website. If not, a score of 0 was assigned.

5. Results and Discussions

The content analysis results of the data gathered from the sample e-commerce websites are covered in this section through feature-wise evaluation, company-wise evaluation, and descriptive statistics.

5.1. Feature Wise Evaluation

Table 3 shows feature wise evaluation, which presents the inclusion of selected website features in the sample e-commerce websites in Bangladesh. Based on the data, a ranking of the features has been prepared, as shown in Figure 1. Text description sharing the features of the products/services was analyzed to see how the level of detail is mentioned. It was found that 95% of websites share text descriptions that disclose the products and services' features, descriptions, and reviews. Details of text vary. In Daraz, descriptions were found for international products; however, less or no description was found for Bangladeshi products, especially for groceries. Only Agora don't share any text description as they mostly sell groceries.

Table 3. Feature wise evaluation

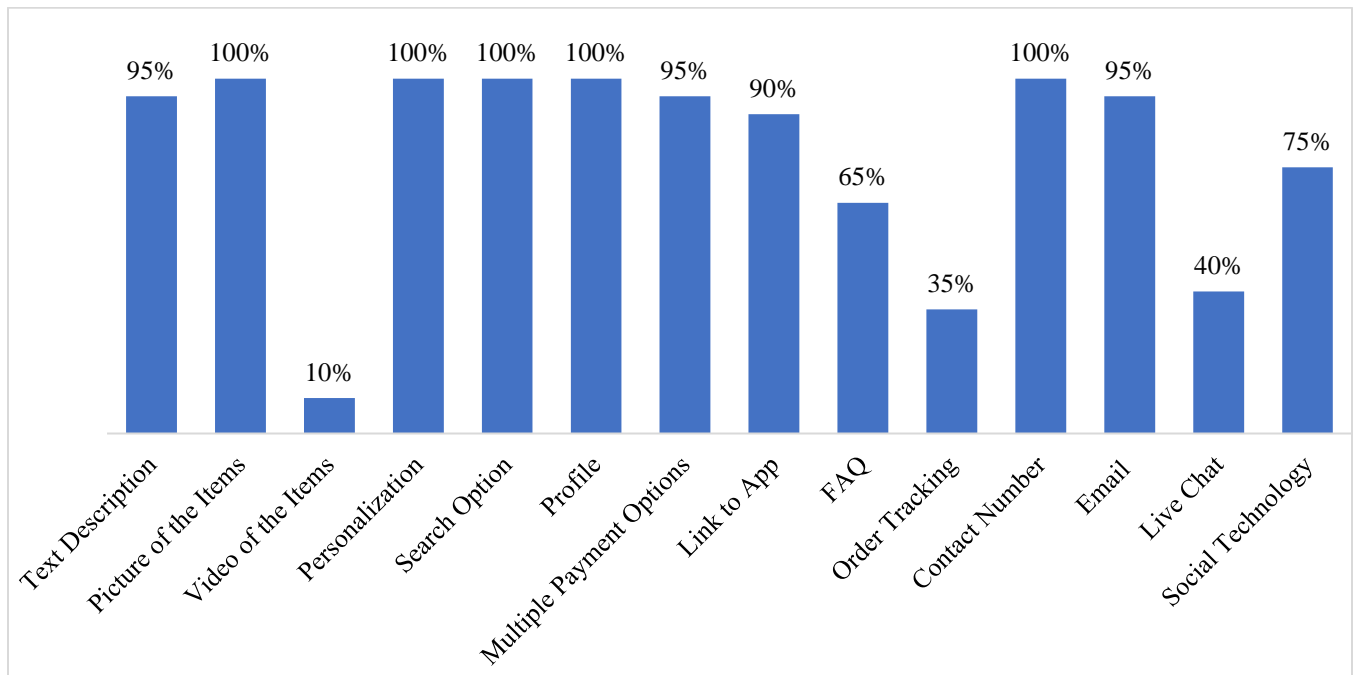| SN	Features of E-commerce Website	Amount	Percentage
1	Text Description	19	95%
2	Picture of the Items	20	100%
3	Video of the Items	2	10%
4	Personalization	20	100%
5	Search Option	20	100%
6	Profile	20	100%
7	Multiple Payment Options	19	95%
8	Link to App	18	90%
9	FAQ	13	65%
10	Order Tracking	7	35%
11	Contact Number	20	100%
12	Email	19	95%
13	Live Chat	8	40%
14	Social Technology	15	75%

Fig. 1 Ranking of website features

The quality of the picture and the zooming on hovering the picture has been considered. 100% of websites show pictures of the products, even for the services, for better understanding. One point to note is that the pictures' quality is not satisfactory. Moreover, only 40% of websites provide zooming capabilities to see the products and services in detail. The presence of a video to showcase the unboxing of the products and how to assemble and use their products was reviewed. Only two websites share videos of the products/services. However, those websites do not share videos for all the listed products/services. When checked, the presence of personalization in the sample e-commerce sites in Bangladesh found that 100% of websites provide such features to personalize the websites based on the users' requirements. However, an extension of these features varies. Search options to directly land into the required products and services in the sample e-commerce sites in Bangladesh were reviewed. 100% of websites allow users to search for products and services using their platform.

The option to create and store data in a profile in the sample e-commerce sites in Bangladesh was reviewed. 100% of websites provide the option to create and save profiles while purchasing and saving in Wishlist. The selected websites provide multiple payment options when investigated to determine the presence of payment options to buy the desired products or services in the sample e-commerce sites. 19 websites share the option to pay cash on delivery except Bproperty due to their business model. In the case of banking transactions, they accept Visa, Mastercard, and American Express. Among mobile financial services, brash is mostly accepted. However, Nogod, Rocket, and Upay exist as well. Monthly instalments for minimum purchases are accepted, mostly for electronic items. The link to the site's dedicated app website was reviewed, revealing that 18 websites share a direct link to the app store or Play store to install the app. 13 websites out of 20 placed FAQs on their websites, which makes up 65% of the total. Only 7 websites provide a service to track delivery through their website or app. Those who don't provide order tracking options through their website or app. However, the service they take from their delivery partners allows their customers to know about the product pick, delivery date, and location sharing to some extent. 100% of websites share their details to contact them. Contact number is the most used tool for interacting with customers. Websites that connect customers with direct sellers also provide the sellers' contact details. 95% of websites use email to communicate with their customers. Live chat has been introduced recently in e-commerce websites in Bangladesh; 8 websites use this option to communicate with their customers. Social technologies in the sample e-commerce sites in Bangladesh to share products or services directly from the catalogue to social networking sites were reviewed. One point to note is that e-commerce sites in Bangladesh provide links to multiple social networking sites on their respective websites for easy buying.

Table 4. Rank of social networking sites

Social networking sites	Amount	Percentage	Rank
Facebook	15	75%	1
Twitter	12	60%	2
Instagram	4	20%	5
LinkedIn	6	30%	3
Messenger	5	25%	4
WhatsApp	4	20%	5
Pinterest	6	30%	3
Gmail/Outlook	4	20%	5
YouTube	4	20%	5
Tumblr	1	5%	6

Also, all the sites provide access to at least 1 social networking site, making the feature social technology reach 100%. A rank of the social networking sites has been created to understand their popularity. Table 4 shows the rank of social networking sites used by the sample e-commerce sites in Bangladesh. Facebook ranks high, with 75% of companies providing a direct link to Facebook with their products and services so that customers can directly access the site to share pictures or descriptions of the products and services. 60% of sites place Twitter, 20% on Instagram, and LinkedIn, 30% on Messenger, 25% on WhatsApp, 20% on Pinterest, 30% on Gmail/Outlook, 20% on YouTube, 20%. Only Daraz has started placing links on Tumblr with their products and services.

5.2. Company Wise Evaluation

Figure 2 shows company wise evaluation based on the selected features. Among the 20 e-commerce sites, the highest inclusion of selected features was found in Daraz only, as the site included all 14 features (100%) in their website. Rokomari, Pickaboo, and Othoba included 13 features (93%), Ajkerdeal, Bikroy, Shajgoj, Aarong included 12 features (86%), Sindabad, Bproperty, Shwapno, BDSHOP, kablewala, banglashoppers, beshidesh, Evaly included 11 features (79%), Chaldal, RFL, Sheba.xyz included 10 features (71%), Agora included 7 features (50%) in the website.

5.3. Descriptive Statistics

Descriptive statistics (Table 5) show that the maximum number of features present in the websites is 14. However, only one website included all the 14 features. The minimum number of features included in the sample websites is 7, mostly the basic features necessary for any e-commerce site to function. The mean score of 11.3 indicates that, on average, 11.3 features are included in the sites. The inclusion of selected features by sample e-commerce sites is satisfactory.

The standard deviation score is 1.49. The score does not significantly deviate from the mean, which is within a moderate range and indicates a moderate variation in the extent of inclusion of website features by sample e-commerce websites.
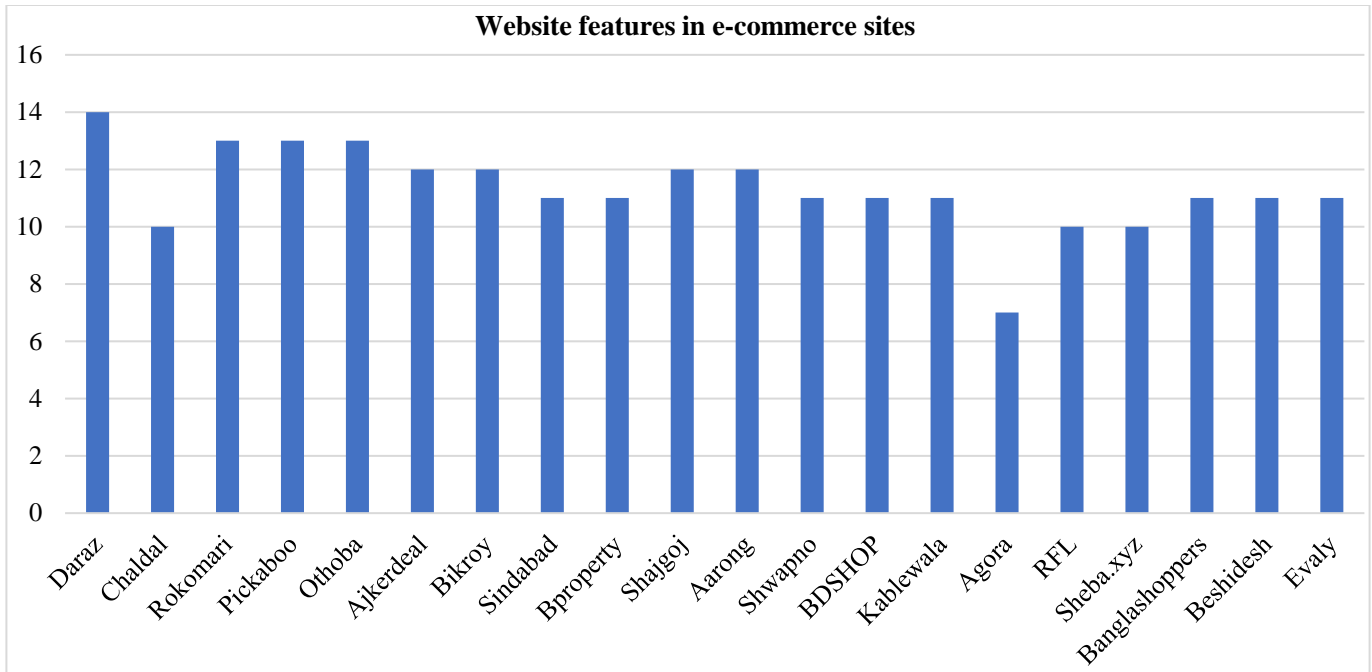
Fig. 2 Company wise evaluation

Table 5. Descriptive Statistics

Item	Amount
Mean	11.3
Standard Deviation	1.49
Maximum	14
Minimum	7

6. Conclusion

This study attempts to identify the most popular website features available on Bangladeshi e-commerce platforms. This study aimed to determine the availability of specific website features in sample e-commerce sites in Bangladesh and to evaluate those sites based on the features contained. The study discovered that e-commerce sites in Bangladesh provide basic standard features on their websites. On average, e-commerce sites in Bangladesh have included 11.3 features from the selected list of features, which is satisfactory. However, the content presentation representing products and services can be enhanced using appropriate text description, high-quality pictures with zooming capability, videos, virtual reality, and augmented reality as Amazon (https://www.amazon.com/) offers to their customers.

The websites should include more options to personalize the user experience with the website. Order tracking facility should provide real time data with precise location information. A live chat option should be available with relevant answers to the questions. The study's findings will assist companies in understanding their current position as well as identifying opportunities for future improvement. New entrants can use the results of this study to develop their websites. This study will provide academics with the most recent scenario for e-commerce websites in Bangladesh. Despite its significance, this study has some limitations.

One of these limitations was the sample size of only 20 Bangladeshi e-commerce sites. A larger sample size of e-commerce sites would provide a more accurate depiction. Another limitation of this study is that the list of features may have been increased by including additional features. Researchers can incorporate additional features to obtain a more complete picture in the future. Furthermore, future scholars can expand their focus to include mobile commerce. Comparison of website features based on the business or revenue models followed by the sites can be done well.

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