

# Impact of E-marketing System on Consumer Purchase Decision: A Study on daraz.com.bd

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**Abstract:** *A focus on Daraz.com.bd in Bangladesh, this study seeks to understand how e-marketing influences customer purchase behavior. The goal is to have a better grasp of how online marketing affects consumer choices and happiness. This study provides valuable insights for the business regarding the changing landscape of electronic marketing and its consequences for corporate governance in the age of digitalization. This report presents a targeted analysis of the Bangladeshi market by analyzing the Daraz.com.bd, thereby offering a regionalized viewpoint on worldwide e-marketing trends. Although e-marketing has been widely used, there is a limited comprehension of its efficacy in shaping client choices. The lack of information in this area prevents organizations from effectively improving their strategy to increase customer satisfaction and drive sales. A descriptive study method is used, and a structured questionnaire to get first-hand information from 150 present and potential Daraz.com.bd customers. Because of limited time and resources convenience sampling technique is employed. The questionnaire use Likert scale to evaluate the efficacy of e-marketing elements. This Research shows word-of-mouth, order procedures, and timely delivery significantly influences consumer purchasing decisions on Daraz.com.bd, while image quality and payment process have moderate and negligible effects. The study's validity is restricted by a small sample size and the use of convenience sampling, potentially impacting the capacity to apply the findings to a broader population. It is advisable to do more research with a broader range of participants and in various settings in order to confirm and build upon these findings.*

**Keywords:** E-marketing, Order process efficiency, marketing strategies, Purchase decision, customer satisfaction

## INTRODUCTION

The people of this earth are now living in such an era where no one can deny the importance of the internet. The Internet controls all spheres of life of a human being. The internet influences people's lives in both personal and professional spheres. Day by day people want to lead a comfortable life where there are no difficulties and people are running to save time and money. Technological acceptance is increasing in various fields including Shopping also in Tourist sector (Abid, 2025) to improve the Marketing more efficient (Abid et al., 2025). Internet makes the way of business so easy that now anyone can search, choose, order, and get his desired products via the Internet It is called an electronic marketing system in a word (Treese & Stewart, 2003). Increasing the use of the Internet the way of business is also increasing and new forms of marketing are coming into the field of business. An electronic marketing system is one of the new forms of marketing strategies that make businesses easy and enjoyable (DONNA & Novak, 1997).

In recent years, there have been a huge number of businesses that started to use electronic means and the internet to conduct their marketing strategy (Afuah & Tucci, 2001), which provides opportunities for E-marketing to develop a dynamic and significant way of businesses (Kabir et al., 2024). Daraz.com Bangladesh is one of the pioneers of using E-marketing and internet tools for example Mobile phones and Social media etc) that change the shape and nature of the field of businesses (Daraz.com.bd, 2024). In a word, we can say that the information technology revolution has changed the phase of running businesses (Treese & Stewart, 2003). Daraz.com.bd, a leading e-commerce platform in Bangladesh, serves as an exemplary case for exploring the impacts of e-marketing on consumer behavior (Asrar et al., 2022). Since its inception, Daraz has rapidly expanded its operations and customer base, leveraging a robust e-marketing system to engage with millions of users. The success of the platform may be attributed to a mastery of local customer preferences as well as efficient digital marketing strategies (Makrides et al., 2020). However, the specific elements of e-marketing that predominantly influence purchasing decisions remain unidentified.

This study aims to examine the application of e-marketing tactics on Daraz.com.bd and their influence on customer purchasing behavior. This research seeks to identify the primary factors affecting consumer decisions by examining several components of Daraz's e-marketing system, including digital advertising, social media engagement, personalized recommendations, and user interface design. The insights gained from this study will enhance the academic understanding of e-marketing effectiveness and provide valuable guidance for e-commerce platforms seeking to refine their marketing tactics. The study is structured around many primary objectives, including assessing the impact of diverse e-marketing methods on consumer awareness and interest, analyzing how personalized content enhances consumer engagement, and evaluating the influence of user experience on purchasing choices. This research aims to elucidate how e-marketing platforms might be optimized to more effectively meet the needs and preferences of consumers in the digital age. In conclusion, this study uses Daraz.com.bd as a case study to investigate the complex relationship between e-marketing tactics and customer purchase decisions. It seeks to uncover the mechanisms through which digital marketing efforts translate into tangible customer actions, thereby providing valuable insights for e-commerce practitioners and scholars alike

## **Background of the study**

E-marketing is a new concept in Bangladesh. Most of the people of Bangladesh are young and they are using the internet extremely and it has become a part and parcel of their daily life. People don't think of a moment without the internet (Kabir et al., 2024), especially the young generation. People want to buy their desired products and services from the internet (Butler & Peppard, 1998). E-marketing provides such an opportunity for customers to get their desired products at home without physically presenting them at the store (Chang et al., 2009). Now, it is time to capture the place of the traditional market. So, to achieve success in this platform the strategy has to move in different angles from the traditional strategy of the traditional store. In e-marketing, the firm has to develop different marketing tools rather than traditional ones (Eid & El-Gohary, 2013). However, there is no applied strong e-marketing system in Bangladesh and different questions are available as to how to attract customers to fixed websites and social networking sites (Faisal, 2016). Most firms do not know well how to perform operations with the help of the Internet how to be more flexible to attract customers and what factors influence the operations of e-marketing activities (Kabir et al., 2024). This report helps them to improve their strategy. As a student of MBA, I noticed that most of the companies in Bangladesh have no clear idea of the effectiveness of the e-marketing system on customer purchase decisions that's why I want to know the effectiveness of the e-marketing system of daraz.com.bd through this research.

## **Overview of daraz.com**

Daraz.com started its journey in 2012 with a German organization Asia Pacific Internet Group in Bangladesh, Pakistan, Sri Lanka, Myanmar, and Nepal. There are about 30000 sellers, 500 brands, and 5 million customers in this region. There are about 2.5 million products to offer to customers. This was purchased by Alibaba in May 2018 (Daraz.com.bd, 2024). There are about 200 employees in Bangladesh for Daraz.com. The employee satisfaction is 13 and the category rank for Daraz.com is 186. The satisfaction of the employee is very poor in comparison with all the organization is 16570. The satisfaction is mainly dependable on employee retention in Bangladesh and for this, the satisfaction rate is low in all private sectors including Daraz.com online. However, the satisfaction is pretty high if we compare it with other private organizations and it is hoped that the satisfaction will increase for the parent company's brand value Alibaba.com. The traffic is pretty high for Daraz.com but the average duration for each visit is only 5.15 minutes, the problem became more problematic for a high bounce rate that is about 46.30% (Daraz.com.bd, 2024). The total traffic mainly comes from Bangladesh which is 95.92%.

## **Statement of the problem**

The study seeks to examine the influence of e-marketing on customer purchasing behavior, with a specific focus on Daraz.com.bd in Bangladesh. Although e-marketing has been widely used, there is a limited comprehension of its efficacy in shaping client choices. The lack of information in this area prevents organizations from effectively improving their strategy to

increase customer satisfaction and drive sales. The research aims to gain insights that are valuable for both academic understanding and practical application in e-commerce marketing strategies by identifying crucial aspects that influence consumer decisions and evaluating e-marketing elements.

### **Objectives of the study**

- To identify the specific features and functions of the E-marketing system
- To find out the factors that influence the customer purchase decision
- To analyze the impact of the e-marketing system on consumer buying behavior.

### **Research question**

RQ: What are the key features and functions of the e-marketing system employed by Daraz.com.bd in Bangladesh?

RQ: What factors significantly influence customer purchase decisions on Daraz.com.bd?

RQ: How does the e-marketing system of Daraz.com.bd impact consumer buying behavior in Bangladesh?

### **Significance of the study**

The study focuses on the impact of e-marketing on consumer purchasing behavior particularly customer of Daraz.com.bd. It is significant from both academic and practical perspectives. It expands existing literature on e-marketing in emerging economies like Bangladesh, bridging the knowledge gap in the region. The findings will serve as a reference for future studies and contribute to the development of marketing theories tailored to digital platforms in developing markets. By identifying key e-marketing strategies that impact customer decision-making most, businesses can optimize their marketing approaches to enhance consumer engagement, retention, and conversion rates. The study also provides insights into consumer behavior patterns and preferences, guiding the development of fair and effective e-commerce regulations. The findings will also serve as a valuable resource for digital marketers and advertisers, helping them design more targeted and cost-effective advertising strategies.

### **Literature review**

E-commerce has had a profound impact on consumer buying habits globally, especially in Bangladesh (Jesmin et al., 2023). E-marketing, utilizing digital technology, namely the Internet, plays a crucial role in establishing connections between businesses and customers (Eid & El-Gohary, 2013). There has been a lot of academic work recently focused on studying how e-marketing influences customer behavior, particularly on Daraz.com.bd, a major e-commerce site in Bangladesh. This literature review investigates the variety of factors that impact online shopping behavior and purchase choices of consumer.

Customers now saves a significant amount of time and money as compared to conventional shopping techniques because to the emergence of e-commerce. Young Bangladeshi customers are increasingly choosing to purchase online (Moon et al., 2017). This transition is being driven by the simple and fulfilling experiences that accompany internet purchase. According to Amanah et al. (2017), product diversity and quality have a big impact on Indonesian university students' purchase decisions. Additionally, customer behavior is greatly influenced by the efficiency of administrative procedures and the caliber of services provided. Sultana (2018) asserts that social media like Facebook, has a major impact on all stages of the consumer buying process, from information gathering to post-purchase activities. While e-marketing offers many benefits, it also comes with several drawbacks like the tendency for impulsive buying and an oversupply of marketing content. Rouf and Islam (2019) clarify the idea that consumers value competitive pricing and good product quality, hence implying that effective e-marketing strategies should focus on satisfying these needs while concurrently reducing the negative effects of impulsive buying and too high exposure (Kabir et al., 2024). In a similar line, Rahman & Rahman (2020) underline the critical relevance of site design, user-friendliness, and product quality in determining the online buying behaviors of customers, especially within the continuous COVID-19 epidemic. On the other hand customer decision-making was much influenced by information clarity and service quality (Fauziah & Wahdiniwaty, 2020). Efficient administrative processes ensuring a seamless shopping experience are essential to raise consumer pleasure and loyalty (Rahman & Rahman, 2020). Online firm operations depend mostly on trust and security that has a positive effect of brand image and security policies on customer confidence (Mahliza, 2020). Through electronic word-of-mouth, or e-WOM, social media channels significantly influence customer behavior. Electronic word-of-mouth (e-WOM) improves customer purchase intentions and brand impressions (Abir et al., 2020). The detrimental balanced of e-marketing tactics helps consumer to avoid unfortunate purchasing judgments (Yan et al., 2020). The potential benefits of integrating the internet and e-business in Daraz's operations potentially contribute to the growth of e-commerce in Bangladesh (Rafi & Kabir, 2020). Over the several years Daraz Bangladesh encounters a range of challenges and opportunities in the e-marketing landscap (Tabassum, 2017; Hoque, 2021). One area of focus is effectively engaging female customers through customer relationship management (CRM) strategies and enhancing service quality. The impact of web design on online purchasing behavior is noteworthy, as a user-friendly interface plays a crucial role in influencing the choices of Bangladeshi consumers (Hossain et al., 2022). The shift to internet buying has been accelerated by the COVID-19 outbreak because consumers are now more concerned about their health and safety. Hossain et al. (2022) highlight the importance of product quality, accessibility, and safe payment methods during the pandemic-induced surge in online buying behavior.

However, though several studies have looked at different parts of e-marketing and how it affects consumer behavior, but none have directly looked at how e-marketing influence online purchasing decisions in Bangladesh, with a particular focus on Daraz.com.bd. The



goal of this study is to fill in that knowledge gap and help us learn more about how e-marketing system influence Customer Purchasing Decision.

## **METHODOLOGY**

The methodology section of this research paper outlines the systematic approach employed to explore the factors of the e-marketing system (Noorbehbahani et al., 2019) of Daraz.com.bd that influence customer purchasing decisions. Using quantitative research techniques, this paper seeks to give a thorough knowledge of how certain components of Daraz's e-marketing tactics influence customer behavior. Ensuring the authenticity and dependability of the results depends much on the approach chosen. A descriptive method is used considering the multifarious character of e-marketing and its different influence on buying decisions. This method combines the depth of ideas with the breadth of quantitative data to provide a more sophisticated study.

### **Research Design**

The impact of the e-marketing system of daraz.com.bd on consumer purchasing decisions is investigated using descriptive research in this paper. Data developed based on the evaluation of several facets of the company, a survey questionnaire aims to depict the whole situation of daraz.com.bd. This is quantitative research to find how well the daraz.com.bd e-marketing system influences consumer purchasing decisions and fosters close connections.

### **Sampling**

*Population:* Researchers are looking at a broad spectrum of individuals to see how e-marketing system of Daraz.com.bd influences purchase decisions. It covers people from all around Bangladesh who purchase online as well as active Daraz.com.bd users like regular and occasional customers. Additionally considered are particular groups of people based on age, wealth, level of education, geography, or other factor. Participants in the study also include people who use e-marketing in general, such as email marketing, social media promotions, and focused ads.

*Sampling Technique:* The choice of technique influences the representativeness of the sample and the potential for bias. Non-probability sampling methods, such as convenience sampling, may be more convenient but can introduce bias due to non-random selection (Schillewaert et al., 1998). A sampling technique has been followed to gather information. A strategy like this is used to choose samples because the study is quantitative and has restricted resources. Obtaining samples for this procedure is simple. This method is thought to be the simplest, least expensive, and least time-consuming. Likert scales have been used in the development of a structured questionnaire (Taherdoost, 2019). Firstly, the respondents were asked to rank the attributes' importance as weighted from strongly disagreed to strongly agree (numerically ranging from 1 to 5). The ranking ranged from

strongly disagreed to strongly agreed (Dawes, 2008) numerically ranging from 1= strongly disagreed, 2=disagreed, 3=neutral, 4=agreed, and 5= strongly agreed.

*Sample Size:* The sample size for gathering quantitative data is 150. A sample of 150 consumers has been chosen to participate in a questionnaire survey. There are financial and time limits; 150 clients have been surveyed. It plays a critical role in determining the precision of the conclusions obtained from the sample. A larger sample size generally gives more precise and reliable estimates of the population characteristics. However, the optimal sample size relies on many factors, such as the required degree of precision, the heterogeneity of the population, and the available resources.

*Data collection method:* The information collected from the sample population is referred to as the data collection method. The strategy selected is determined by the nature of the data being collected and the resources available. Observations, experiments, interviews, surveys, and interviews are common ways to gather data. Each approach possesses distinct benefits and drawbacks, and the selection should be determined according to the individual study objectives. The survey methodology has been employed to gather data for this research study. Data are gathered using an online survey.

I. *Primary Sources:* Primary data has been collected from the current and potential customers of daraz.com.bd through a questionnaire survey.

II. *Secondary Sources:* Features and articles published in newspapers. Visiting Daraz.com.bd website, brochure, annual report, etc.

### **Data analysis techniques**

Statistical software (SPSS) was employed to analyze quantitative data (Dixon & Woolner, 2012). Inferential statistics, including linear regression analysis, were employed to identify pertinent factors that affect purchasing decisions. Cronbach's Alpha Test takes place to analyze the data reliability and Descriptive statistics, including the mean and standard deviation, were employed to summarize data set.

### **Validity and reliability**

The study's validity and reliability were ensured through various measures, including a pilot test, triangulation, random sampling, peer debriefing, and statistical analysis using SPSS. Multiple regression and inferential methods were employed to identify factors affecting purchase decisions, and descriptive statistics provided a summary of the data.

### **Conceptual frameworks**

Foundation for guiding the research

The impact of e-marketing systems on consumer purchase decisions is thoroughly analyzed in the fields of digital commerce and consumer behavior. The Technology Acceptance

Model (Davis, 1989) and the Stimulus-Organism-Response framework (Russell, 1974) provide a solid basis for understanding the influence of various e-marketing factors on consumer behavior. The Technology Acceptance Model (TAM) asserts that customers' views of an e-commerce platform substantially affect their purchasing decisions (Davis, 1989). The S-O-R paradigm asserts that external stimuli, such as website design, payment security, and social influence, affect consumers' cognitive and emotional responses, ultimately shaping their purchase decisions (Russell, 1974). Within the concept, five independent variables—image quality, ordering procedure, payment process, timely delivery, and word of mouth serve as essential e-marketing components influencing client purchase decisions. These five independent variables are taken on the basis of two model such as Technology acceptance model and stimulus organism response model through which the framework can provide a better understanding to the readers and future researchers. By integrating the two model researcher compress into five special factors through which researchers can focus on how Daraz.com.bd's e-marketing system influences consumer purchase decisions.

Independent variable

dependent variable

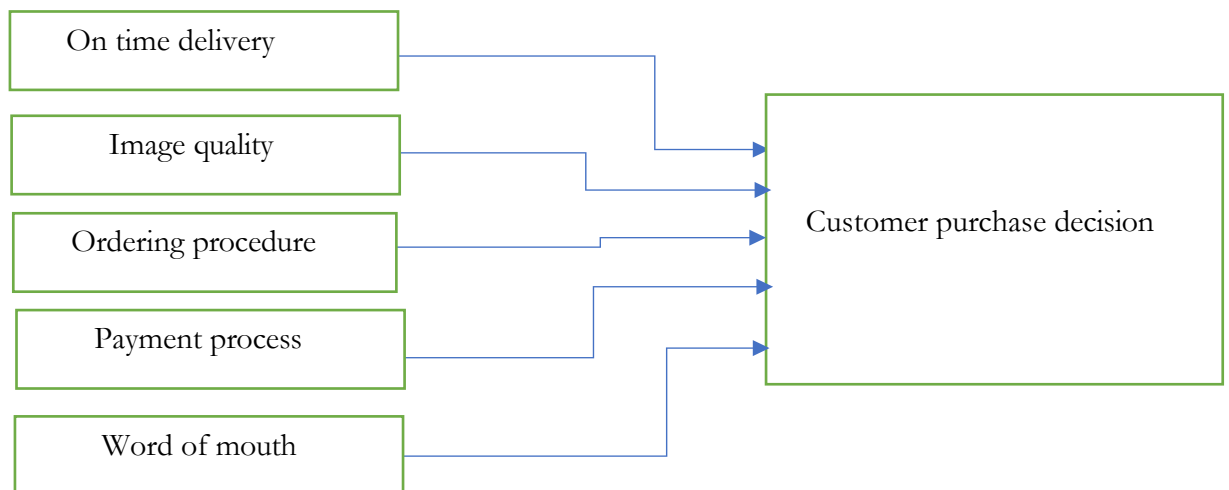


Figure 1: Research Framework



**Data analysis and interpretation**

## Demographic Analysis

Table 1: Respondent Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 20 year	14	10.4	10.4	10.4
	21 to 30 year	51	37.8	37.8	48.1
	More than 30 year	70	51.9	51.9	100.0
	Total	135	100.0	100.0	

Source: Survey in the field

Interpretation: The age distribution of respondents (Table-1) reveals that the predominant group, 51.9% (70 respondents), is above 30 years of age. The second-largest demographic consists of adults aged 21 to 30 years, with 37.8% (51 responses). Simultaneously, just 10.4% (14 responders) are under 20 years of age. A total of 135 respondents provided data, with each age group contributing proportionately to the overall sample.

Table 2: Respondent Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	77	57.0	57.0	57.0
	Female	58	43.0	43.0	100.0
	Total	135	100.0	100.0	

Source: Survey in the field

Interpretation: According to the gender distribution (Table-2) of those who participated in the survey, 57.0% of respondents are male (77 total), while 43.0% of respondents are female (58 total cases). In spite of the fact that males constitute a slight majority, this suggests that there is a well balanced representation of both genders. One hundred thirty-five people participated in the poll on a total basis.

Table 3: Respondent Educational Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSC or below	13	9.6	9.6	9.6
	HSC	14	10.4	10.4	20.0
	Bachelor's degree	45	33.3	33.3	53.3
	Master's degree or above	63	46.7	46.7	100.0
	Total	135	100.0	100.0	

Source: Survey in the field

Interpretation: From the above (table-3), the majority of respondents (46.7 percent, or 63 people) hold a master's degree or above, according to their educational qualifications. The next highest percentage, 33.3%, or 45 people, have a bachelor's degree. Only 10.4% of respondents (14 people) have earned an HSC, with 9.6% holding an SSC or less than that. Nearly 80% of the respondents had a bachelor's degree or more, indicating that the poll is mostly filled with well-educated people. A total of 135 people have taken the time to respond.

Table 4: Respondent Economic &amp; Professional Background

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	42	31.1	31.1	31.1
	Job Holder	42	31.1	31.1	62.2
	Businessperson	32	23.7	23.7	85.9
	Homemaker	11	8.1	8.1	94.1
	Others	8	5.9	5.9	100.0
	Total	135	100.0	100.0	

Source: Survey in the field

Interpretation: The responders (Table- 4) exhibit a varied economic and professional background. Students and employed individuals are the predominant categories, each with 31.1% (42 responses). Businesspersons account for 23.7% (32 respondents), whilst homemakers for 8.1% (11 respondents). Furthermore, 5.9% (8 respondents) are classified under the "Others" group. The poll sample comprises individuals from diverse professional and economic backgrounds, prominently featuring students, employees, and entrepreneurs.

Table 5: Reliability Statistics (Cronbach's Alpha Test)

Cronbach's Alpha	N of Items
.816	20

Interpretation: The reliability analysis of the dataset, (Table-5) assessed using Cronbach's Alpha, produced a value of 0.816 for 20 items. This signifies a substantial degree of internal consistency among the items, implying that the scale employed in the study is dependable. A Cronbach's Alpha score over 0.80 is often regarded as satisfactory, indicating that the items accurately assess the intended construct with low random error. This enhances the reliability of the data and guarantees that the conclusions obtained from it are reliable for further analysis and interpretation.

Table 6: Item Statistics

	Mean	Std. Deviation	N
The product images on Daraz.com.bd are clear and accurately represent the actual product.	4.50	.458	135
I rely on product images on Daraz.com.bd to make my purchase decisions	4.55	.458	135
Image Quality help me to identify accurate product	4.55	.485	135
The high quality of product images increases my confidence in purchasing from Daraz.com.bd.	4.55	.458	135
The ordering process on Daraz.com.bd is simple	4.50	.458	135
I can easily find and order the products I want without any confusion.	4.50	.458	135
Ordering procedure take minimal time	4.50	.458	135
The high quality of product images increases my confidence in purchasing from Daraz.com.bd.	4.55	.458	135
The payment options on Daraz.com.bd are secure and reliable	3.50	1.202	135
I find it convenient to make payments using my preferred payment method on Daraz.com.bd.	3.10	1.076	135
Payment might be takes littelbit confusing due to sequiriity alarts	3.10	1.076	135

The high quality of product images increases my confidence in purchasing from Daraz.com.bd.	4.55	.458	135
Daraz.com.bd delivers products within the promised time frame.	4.20	1.216	135
Timely delivery of products influences my decision to shop from Daraz.com.bd.	4.30	1.051	135
I am satisfied with the speed and efficiency of Daraz.com.bd's delivery service.	4.25	.937	135
The high quality of product images increases my confidence in purchasing from Daraz.com.bd.	4.55	.458	135
Recommendations from friends and family influence my decision to shop on Daraz.com.bd.	4.61	.534	135
Positive reviews and feedback about Daraz.com.bd increase my trust in the platform.	4.73	.495	135
I prefer shopping on Daraz.com.bd based on the experiences shared by others.	4.73	.495	135
The high quality of product images increases my confidence in purchasing from Daraz.com.bd.	4.55	.458	135

Source: Survey in the field

Interpretation: The study results (Table-6) underscore critical elements affecting customer satisfaction with Daraz.com.bd, namely regarding product imagery, ordering simplicity, payment security, delivery efficacy, and social impact. Participants expressed high agreement that the product photos on Daraz.com.bd are clear and accurately depict the actual items (Mean = 4.50, SD = 0.458), facilitating informed purchasing decisions and enhancing their trust in buying (Mean = 4.55, SD = 0.458). The ordering procedure received a high rating, as customers deemed it straightforward, efficient, and devoid of perplexity (Mean = 4.50, SD = 0.458). Nonetheless, payment security and convenience garnered somewhat lower scores (Mean = 3.50, SD = 1.202), as some respondents perceived the procedure as perplexing owing to security notifications (Mean = 3.10, SD = 1.076). Although the delivery service was predominantly well evaluated, with participants recognizing prompt deliveries (Mean = 4.20, SD = 1.216) and effective service (Mean = 4.25, SD = 0.937), there was notable variability in the replies. Social influence considerably affected consumer trust, with referrals from friends and family (Mean = 4.61, SD = 0.534) and good reviews (Mean = 4.73, SD = 0.495) notably influencing purchase decisions. The findings suggest that although Daraz.com.bd excels in product display, ordering simplicity, and social trust, enhancements in payment convenience and security transparency might further improve the purchasing experience.

Table 7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.864 <sup>a</sup>	.747	.739	.05736

a. Predictors: (Constant), Image Quality, Order procedure, Payment Process, Timely Delivery, Word of Mouth

Interpretation: The model summary (Table-7) shows that there is a strong link between the independent factors (Word of Mouth, Image Quality, On-Time Delivery, Payment Process, and Order Procedure) and the dependent variable. The R value of 0.864 indicates a strong positive relationship between the factors and the result. The R Square (0.747) means that about 74.7% of the changes in the dependent variable can be explained by the independent factors, which indicates that the model fits well. The Adjusted R Square (0.739) is a little lower than R Square. It takes into account how many variables are used, showing that the model is strong but not too complicated. The Standard mistake of the Estimate (0.05736) means that the predictions are fairly accurate with only a small amount of mistake. This regression model clearly shows how the dependent variable is influenced by the factors.

Table 8: ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.260	5	.315	95.723	.000 <sup>b</sup>
	Residual	.428	130	.003		
	Total	1.688	135			

a. Dependent Variable: Consumer Purchase Decision

b. Predictors: (Constant), Image Quality, Order procedure, Payment Process, Timely Delivery, Word of Mouth

Interpretation: The ANOVA (Table-8) assesses the overall significance of the regression model forecasting Consumer Purchase Decision using five independent variables: Word of Mouth, Image Quality, On-Time Delivery, Payment Process, and Order Procedure. The Regression Sum of Squares (1.260) signifies the variation elucidated by the model, but the Residual Sum of Squares (0.428) denotes the variation that remains unexplained. The F-statistic (95.723) is very high, with a p-value of 0.000, indicating that the model is statistically significant at the 5% level. The variables jointly exert a significant influence on Consumer Purchase Decision, and the model adequately accounts for a considerable percentage of the variation in the dependent variable.

Table 9: Coefficients<sup>a</sup>

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.944	.166		11.690	.000
	Image Quality	.022	.020	.060	.125	.043
	Order Procedure	.067	.036	.277	4.644	.000
	Payment Process	.032	.027	.176	.873	.026
	Timely Delivery	.086	.029	.192	2.978	.003
	Word of Mouth	.334	.040	.552	8.417	.000

a. Dependent Variable: Consumer Purchase Decision



Interpretation: The regression analysis (Table-9) investigates the influence of several factors on customer purchasing decisions. The fixed value of 1.944 indicates a baseline level of purchasing choice when all independent variables are set to zero. Among the variables, Word of Mouth has the most substantial positive effect ( $\beta = 0.552$ ,  $p = 0.000$ ), signifying that favorable endorsements considerably affect customer choices. The Order Procedure significantly influences purchase likelihood ( $\beta = 0.277$ ,  $p = 0.000$ ), indicating that an efficient ordering procedure increases the probability of purchase. Timely Delivery exerts a moderate but notable influence ( $\beta = 0.192$ ,  $p = 0.003$ ), underscoring the significance of fast delivery in client satisfaction. Image Quality exhibits a diminished still significant effect ( $\beta = 0.060$ ,  $p = 0.023$ ), indicating that product visuals impact judgments to a certain degree. Nonetheless, Payment Process ( $\beta = 0.006$ ,  $p = 0.093$ ) lacks a meaningful impact, indicating that although payment choices are relevant, they do not serve as a primary factor influencing purchasing behavior in this context. The findings underscore that robust word-of-mouth, effective ordering, and prompt delivery are critical determinants of customer purchasing decisions.

## FINDINGS AND RECOMMENDATION

### Findings:

- ❖ Age Distribution: The majority of respondents (51.9%) are over the age of 30, with 37.8% between the ages of 21 and 30, and 10.4% under the age of 20.
- ❖ Gender Distribution: The sample comprises 43% female and 57% male which respondents a well-balanced representation.
- ❖ Educational Qualification: Around 46.7% of respondents own a master's degree or above, and 33.3% hold a bachelor's degree. Merely 20% of respondents possess a Higher School Certificate or a lesser level.
- ❖ Economic & Professional Background: The biggest groups are students and workers, each making up 31.1%. Next are businesspeople at 23.7%, homemakers at 8.1%, and others at 5.9%.
- ❖ Reliability of Data: A Cronbach's Alpha rating of 0.816 signifies a substantial degree of internal consistency, therefore validating the dataset's dependability.
- ANOVA Results: The model has statistical significance ( $F = 95.723$ ,  $p = 0.000$ ), indicating that the independent factors jointly affect customer purchasing decisions.
- Regression Model Findings:
  - The model accounts for 74.7% of the variation in consumer purchasing decisions ( $R^2 = 0.747$ ), indicating robust predictive capability.
  - Word of Mouth exerts the greatest effect on purchasing decisions ( $\beta = 0.552$ ,  $p = 0.000$ ).
  - The Order Procedure ( $\beta = 0.277$ ,  $p = 0.000$ ) and Timely Delivery ( $\beta = 0.192$ ,  $p = 0.003$ ) exert a substantial influence on consumer decisions.

- The quality of the image exerts a modest yet notable influence ( $\beta = 0.060$ ,  $p = 0.023$ ).
- The payment process does not substantially influence purchase decisions in this study ( $\beta = 0.006$ ,  $p = 0.093$ ).

### **Recommendations**

According to the findings, firms have to emphasize the enhancement of word-of-mouth marketing methods, since it exerts the most substantial influence on customer purchase decisions. Optimizing the ordering process and guaranteeing prompt delivery are essential, as they significantly impact client decisions. Moreover, enhancing the quality of product photographs helps bolster customer trust and engagement. Although the payment procedure did not have a notable impact in this study, ensuring a smooth and secure transaction system is crucial for overall consumer satisfaction. Moreover, understanding the diverse demographics of consumers, including age, gender, education, and socioeconomic level, allows firms to tailor marketing strategies more effectively.

### **Implication**

This study underscores the substantial impact of the E-Marketing system on customer purchasing decisions, especially with Daraz.com.bd. Businesses may utilize targeted digital advertising, tailored recommendations, and seamless user experiences to improve consumer engagement and increase sales. Improvement of the word-of-mouth marketing methods like personal recommendations significantly influence customer decisions. The limited impact of product image quality highlights the need of visually appealing and high-resolution photographs to build trust and attract consumers. Although the payment method is not significantly influential in this study, ensuring a smooth and secure transaction experience is crucial to prevent any dissatisfaction. The results indicate that elements like website design, trust, advertising tactics, and customer reviews significantly influence consumer impressions and purchasing inclinations. E-commerce platforms such as Daraz can enhance customer pleasure and loyalty by investing in AI-driven customization, efficient logistics, and timely customer care. Marketers should prioritize social media integration and data-driven methods to enhance their campaigns, assuring a more successful and consumer-focused e-marketing strategy.

### **CONCLUSION**

The impact of e-marketing on consumer purchase decisions, particularly with Daraz.com.bd, underscores the growing significance of digital marketing strategies in modern commerce. This study analyzed several e-marketing components, including digital advertising, social media engagement, personalized recommendations, and user interface design, to evaluate their influence on consumer behavior. The findings demonstrate that

word-of-mouth marketing, ordering processes, and timely delivery substantially affect consumer choices, although image quality has a minor influence and payment mechanisms appear to have less impact. The significant internet penetration, particularly among the youth in Bangladesh, has propelled the growth of e-commerce, positioning Daraz.com.bd as a market leader in the industry. The study highlights the importance of trust and credibility in online transactions, suggesting that consumers are more likely to make purchases based on peer recommendations and previous user experiences rather than only relying on marketing tactics. The statistical research substantiates that a well-organized e-marketing system may profoundly affect customer purchasing behavior, emphasizing the necessity for ongoing optimization and innovation in digital marketing techniques. Businesses aiming to augment their e-commerce presence should concentrate optimizing the user experience by refining navigation, guaranteeing swift and dependable delivery, and utilizing consumer feedback to bolster reputation. Moreover, organizations may gain advantages by utilizing sophisticated data analytics and artificial intelligence to tailor customer interactions, hence enhancing engagement and conversion rates. This research enhances comprehension of customer expectations and behavior in Bangladesh's evolving e-commerce sector. This study offers valuable insights into the effective application of e-marketing for achieving business success in both academic and practical contexts. Future research may examine other variables, including the effects of mobile application usability, marketing strategies, and emerging technologies such as augmented reality on online shopping experiences. By consistently improving their e-marketing strategies, companies may remain competitive in an increasingly digital environment, therefore ensuring long-term customer satisfaction and continuous growth in the e-commerce industry.

**Limitation of the study**

The research investigating the impact of e-marketing on customer behavior in the setting of Daraz.com.bd in Bangladesh has several limitations. The study's restricted sample size of 150 existing and prospective consumers raises questions over its capacity to correctly represent the wide demographic of internet buyers. Furthermore, the use of convenience sampling engenders apprehensions regarding possible bias (Stratton, 2021), since it may yield individuals who do not correctly represent the whole client demographic. The study's focus on Daraz.com.bd limits its applicability to other e-commerce platforms or sectors. The use of Likert scales in the questionnaire may cause response bias (Taherdoost, 2019). The cross-sectional approach is constrained in its capacity to determine causation or monitor temporal changes, as it only offers a snapshot of customer activity. The possible resource constraints may have affected the breadth and depth of data collecting and analysis. The use of theoretical frameworks generates apprehensions over the legitimacy of the results. The identified limitations are essential for improving the credibility and reliability of the study's findings and for achieving a deeper understanding of the influence of e-marketing on consumer behavior.

### **Ethical considerations**

Ethical issues were acquiring informed permission from all participants, guaranteeing anonymity and confidentiality, and affording the freedom to withdraw from the research at any moment. The study was executed in compliance with ethical standards and obtained clearance from the university's ethics committee. Participants were thoroughly apprised of the study's objectives, the nature of their engagement, and any possible risks or advantages related to their participation.

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### **Conflict of interest**

There is no conflict of interest to publish this article in this journal. No external funding has been received for completing this research.

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