

**CUSTOMER EXPERIENCE ON FAST VERSUS DELAYED DELIVERY
PERFORMANCE: A STUDY ON UNIVERSITY STUDENTS' EMOTIONAL
RESPONSE AND THEIR PURCHASING FREQUENCY.**

Daraz Bangladesh

Prepared by

Sakib Ahmed

ID: 222011182

Major: Supply Chain Management

Supervised by

Md. Imran Hossain

Assistant Professor of ULAB School of Business

Submitted in Partial Fulfillment of the Requirements for the Degree
Bachelor of Business Administration



December 2025

LETTER OF TRANSMITTAL

Dec 14, 2025

Imran Hossain

Assistant Professor

University of Liberal Arts Bangladesh (ULAB)

Subject: Internship report submission.

Dear Sir,

I am pleased to submit the internship report on "CUSTOMER EXPERIENCE ON FAST VERSUS DELAYED DELIVERY PERFORMANCE: A STUDY ON UNIVERSITY STUDENTS' EMOTIONAL RESPONSE AND THEIR PURCHASING FREQUENCY." as a requirement for the completion of my internship at Daraz Bangladesh Ltd. The report covers my findings on the level of satisfaction of University students and how this would impact on further purchasing frequency from the company.

I have put in my best effort to meet the practical orientation objectives and I am open to providing further clarification if needed.

Sincerely yours,

SAKIB AHMED

ID: 222011182

BBA Program

School of Business

University of Liberal Arts Bangladesh



Internship/Project Report Approval Form

Student Name Sakib Ahmed

ID No.222011182

Major: Supply Chain Management

Year: Fall 2025

Mobile Phone: +8801985363302

Email:sakib.ahmed3.bba@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship

Organization: Daraz Bangladesh Ltd.

Internship /Project Report Topic: **CUSTOMER EXPERIENCE ON FAST VERSUS DELAYED DELIVERY PERFORMANCE: A STUDY ON UNIVERSITY STUDENTS' EMOTIONAL RESPONSE AND THEIR PURCHASING FREQUENCY.**

Term (Tick one): ☐ Spring 2025 ☐ Summer 2025 ☒ Fall 2025

SUPERVISOR APPROVA

(Tick One)

☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (For Not Approved): _____

Signature: _____

Date: 14/12/2025

Name: Md. Imran Hossain

Assistant Professor of ULAB School of Business

E-mail: imran.hossain1@ulab.edu.bd

Phone: _____

PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the

Internet.

2. I acknowledge and understand that plagiarism is wrong.

3. I understand that my research must be accurately referenced.

4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.

5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: SAKIB AHMED

ULAB ID: 222011182

Signature:

Date: Dec 14, 2025

TABLE OF CONTENTS

Chapter 1: Internship Preparation

- Interview motive and Plan 6
- Search Process 6
- Interview experience..... 7
- Background of the Company 7

Chapter 2:

- My responsibilities as an Intern 8
- Things I have to accomplish and the work I do everyday 8
- Newly Learnt Skills 9
- My contribution to the Business 9
- Things I learnt from my classes 10
- What I liked about my internship 11
- Things that went wrong for me 11
- Things I could have done better 12
- What the business could have done to get more from me..... 12
- Plans after my internship 13
- Things I Want to Get Better At 13
- My Plans 15

Part B

- Executive Summary 16
- Chapter 1 (Introduction)..... 17
- Research Title 17
- Objective of the research 17

Research context	17
Research Question	17
Chapter 2 (Methodology)	
Type of Research	19
Research design	19
Primary Data Source	19
Sampling Method	20
Data Collection Method	20
Question Type	20
Limitations of the research	20
Survey details	20
● Chapter 3 (Survey Demography)	
○ Findings and Discussions	22
○ Research demography.....	22
○ Purchasing frequency	23
○ Delivery Time	25
○ Delay or On Time delivery	26
○ Measuring Satisfaction.....	28
○ Delivery Preference	32
○ How delivery time influences platform preference	35
○ Timely Delivery and Shopping Frequency	36
○ Audience Feedback	37
○ Paying Extra For Fast Delivery.....	39

○ Recommendation	40
○ Appendix	42

PART A
CHAPTER 1
Internship Preparation

Internship Motive and Plan

I was in the last semester of studying Supply Chain Management and wanted to get a real-world experience related to what I had studied during my academic years. I learned a lot of theories in classes, but I wanted to see how supply chains really work in real life. previously, I had some experience of visiting warehouse but never got the opportunity to learn the operational activities of how an ecommerce platform regulates and wanted to learn more about e-commerce because online shopping is growing very quickly in Bangladesh.

I have a lot of good reasons for choosing Daraz as an internship company. First of all, Daraz is the biggest e-commerce platform in South Asia and a member of the Alibaba Group. I would also have an exposure to a Multinational corporate experience. Lastly, it was their first flagship internship program. After joining Daraz, I realized it is very lively at Daraz, especially during their biggest campaigns like 11.11. Third, I'm good at dealing with stress, so Daraz's 11.11 flagship campaign has become an environment for me to learn new things and challenge myself.

Being a Supply Chain background student, it was easy for me to understand the cause and effect of the business. However, since Daraz is an e-commerce platform, the operations were not clear. To learn more about it, I looked up how an e-commerce business's supply chain works. I wanted to learn how to use facts to better implement in the industry. I also wanted to improve my ability to work with others by working with people from different universities and backgrounds.

Search Process

I looked at Facebook groups since people post job openings there. That's when I spotted an ad for Daraz's first flagship internship opportunity for the 11.11 campaign. I used their online process to apply right away. After about 20 days, I got a call from the HR department of Daraz. They told me when the interview would take place and texted me their HQ address with the interview date and time. I was not excited at all for the interview, as I got very few calls and was

also been rejected from the last few interviews. My expectations were the same rejection as the other companies.

Interview experience

I went to their HQ on my interview day and met a lot of interns. About 30 people applied for the Supply Chain internship opportunity. The office appeared clean and new. My interview lasted between 30 and 45 minutes. My interviewers asked a lot of questions relating to things I have included on my resume, how well I knew Excel, what clubs I was in at university, and how my past experiences in the club would be utilized in daraz.

I was honest in all of my replies and demonstrated that I wanted to learn. And with confidence, I answered all of their questions with a gentle smile on my face. A few days later, they called me to let me know that I got the internship secured and my office will start from 16th October 2025.

Background of the Company

Daraz is the largest e-commerce platform in South Asia. Daraz has roughly 1500 employees in Bangladesh who do a lot of various activities. The company's website and mobile app link millions of customers with thousands of sellers.

Its aim is to remain the country's leading online marketplace and the champion in South Asia's e-commerce sector. We can buy a number of things from Daraz, such as clothes, tools, food, home appliances, and many more. The company sells a lot of products every year, but the most on 11.11.

.

Chapter 2

My responsibilities as an Intern

I work with Daraz as an intern and am currently on the Business Sales Team. The company helps sellers get their goods online and keep track of how well they are selling.

I work at the headquarters of Daraz. The new building has computers, fast internet, and places to hang out. The office was very busy and intriguing, especially during campaign times. Everyone was busy with their task, yet they were all friendly and willing to help.

Every morning, we have a leadership meeting where the director of the supply chain department instructs us on what we need to do that day in a short meeting with the whole team. At first, every meeting seemed like coded language to me, and I felt overwhelmed with information as the terms, company position, and the relationship with the sellers were unknown to me. But my Team was always there for me when I needed support or had a query.

Things I have to accomplish and the work I do every day

At first, my main responsibility was to check the prices of different companies. I would look at a few online stores to see how much their things cost. After that, I would check the pricing on Daraz to see how they compared. It kept Daraz in business in the market.

I asked my reporting supervisor if I might work with the Key Account Managers more often after a few weeks. They agreed, and I received more work to do. I went up to the sellers and talked to them directly about prices. I used my skills in negotiating deals and talking to individuals here.

1. I check from the seller center how much stock is in the warehouse every day.
2. When stock is low, I collect the warehouse replenishment data and communicate with the sellers.

3. I submit Inbound Orders to the system and collect the Purchase Order Number from our internal communication group, and provide the Purchase Order Number to the sellers.
4. Attended strategic planning team meetings inside or outside of the office.
5. Going to the store to get new product ideas.
6. Putting new stores on the site.

I'm putting in a lot of effort right now to get ready for the 12.12 campaign. I go to a lot of different stores to discover things that fit with the prices we can onboard to our platform for the campaigns. I also help those who are new and are facing difficulties understanding.

Newly learnt skills

During my first few days, I was learning the company terminologies and how each department works. And after that, my real work started. I really needed to know Excel well. My first task was to retrieve data and compare prices from multiple stores with XLOOKUP. I prepared an excel sheet of my own with all the company details piled up in one file for me to easily retrieve the data with X-lookup and form pivot tables.

I was able to talk to individuals, which helped me make deals with vendors and work with other teams. I learnt how to convey my results to my bosses better and have a much more polite and gentle approach with the sellers.

I also learned a lot of new things at Daraz. The interns were taught how to use Daraz's internal software and websites, how to negotiate prices, how to deal with vendors, how to meet tight deadlines, how to manage their time better, and how to perform a lot of tasks at once.

My contribution to the business

I'm proud of some of the things I've done for Daraz:

1. I helped lower the prices of some products by looking into the market prices of each and working with the Key Account Managers to bargain and reduce the prices. I could see the price adjustments on the internet. This was the reflection of my work and it felt very pleasing to visually experience the change. This made Daraz better than other platforms.
2. I was able to get a few new sellers to join the site, which gave sellers and customers new opportunities to fulfill their objective.
3. I went to the warehouse a lot, especially when things were busy, to make sure there was enough product and they got properly allocated with the respective orders.
4. The sorting and negotiation which I was a part of, helped the team reach a better profit margin and also onboard new products before the campaign.

Things I learnt from my classes

The things I learned in university helped me do this job. I learned about logistics and warehouse management processes in my Supply Chain Management class. I utilized what I learned every day when I checked the warehouse stock and made sure it was always full according to the demand of the market.

In my Strategic Management class, I learnt how to look at price data and find patterns. I learned how to set prices and deal with clients in the marketing class I took. I studied how to collaborate with others and bargain with buyers in my Procurement course.

At Daraz, I put everything I learned from university into practice. Now I could understand how company concepts function in the real world.

What I liked about my internship

The best part was seeing how my work made a difference. The next day, after we talked about

them, I could see the new prices that the owners had decided to place on the site. It made me delighted to know that I was assisting the company and the people.

Everyone at Daraz was happy to help me and teach me. The Business Managers took the time to clarify things to me when I didn't get them.

Every day was different. Some days I worked in Excel, while other days I went to the store or the market. These issues made things interesting.

I learned something new almost every day. I had to learn quickly because things moved very fast.

Daraz has a very professional workplace with internal platforms are easy to use as well.

Things that went wrong for me

During my internship, I had a lot of problems, such as:

1. Laptop Problem: At first, I was facing challenges with my laptop. It took a long time to load and kept crashing. I had to work overtime and also at home as my laptop did not support me. But later, upon informing, the management had it replaced with a better performing laptop and now my work is faster than ever.
2. Short Deadlines: A few projects were handed to me with a very little time in hand. I had to hurry up and finish things at times. It was hard, but it helped me learn how to get things done faster and utilize my time better.
3. I had a hard time the first few weeks because I didn't know how the company worked. At once, there was a lot to learn.

Things I could have done better

1. I should have asked questions earlier instead of trying to figure everything out on my own.
2. I could have learned more advanced Excel functions faster, which would have helped me get more done.
3. I should have taken longer notes in the first several weeks to help me recall things better.

What the business could have done to get more from me

I believe that Daraz could use my skills in more ways like:

1. I could do more to help with the logistics and operating the warehouse. As a Supply Chain student, I think that getting more experience in these areas would have helped me understand a lot more.
2. I would have had a better idea of how everything fits together if I had worked with other departments, like operations or transportation.

PLANS AFTER MY INTERNSHIP

When I'm done with my internship, I want to work in an MNC just like Daraz. As an Operations or Supply Chain Executive, I want to work for a well-known organization. In five to seven years, I aim to be a Senior Executive and lead business teams.

I want to stay in e-commerce or supply chain management because these are two of the most popular jobs in Bangladesh right now. I learned that I like this kind of work while working at Daraz.

Things I Want to Get Better At

I need to focus on a few important abilities that are possible for me to acquire to go where I want in my career:

1. I want to learn how to use pivot tables better and do difficult calculations.
2. Learning how to read data and make reports
3. Supply chain software such as ERP and inventory management systems.
4. Learning how to utilize Tableau or Power BI.
5. I want to go to more case study events so I can get better at talking.
6. I want to learn how to think critically and figure things out.
7. Learning how to lead organizations and work with people
8. How to get better at bargaining
9. I want to get better at addressing real business problems, so I'm going to go to case contests at different universities.
10. I'm learning how to apply data analytics and run a supply chain.
11. Getting to know people who do the same job as you

My Plans

I will study new Excel and data analysis abilities for two to three hours a week to get better at these things.

2. In the upcoming year, I want to enter at least two case study competitions.
3. Attend seminars and presentations that have to do with what I want to study further.
4. Look for jobs in supply chain and management.
5. Use services like Coursera and LinkedIn to keep studying.

I know I can attain my career goals and become a great supply chain person if I keep working hard and learning.

PART B

Executive Summery

We asked 32 university students (ages 18-28) about their experience shopping on Daraz, Bangladesh's biggest online shopping website. We gave them a survey with questions using google form about how fast their orders arrived and how this impacts them emotionally to increase or decrease the purchasing frequency for the future.

Students responded that fast delivery is the most important thing when choosing where to shop online, even more important than low prices! When packages arrive in 1-2 days, students are very happy. But when packages take 10-14 days, students are not satisfied with the delayed experience.

Even though most students get their packages in 2-3 days, almost half of them still experience delays sometimes. This inconsistency makes students unhappy because they never know if their order will arrive on time or late as they usually have very uncertain and bust schedules.

Fast delivery makes students want to shop more, while slow delivery makes them want to stop shopping. Most students said they would shop more often if Daraz promised 2-day delivery, but most don't want to pay extra money for it.

Daraz needs to make deliveries more consistent and reliable, not just faster.

Chapter One

Introduction

Research Title: CUSTOMER EXPERIENCE ON FAST VERSUS DELAYED DELIVERY PERFORMANCE: A STUDY ON UNIVERSITY STUDENTS' EMOTIONAL RESPONSE AND THEIR PURCHASING FREQUENCY.

Objective of the research Aims to have an overview of Daraz's delivery service to its customers.

- ii) Measure customer experience based on the delivery time.
- iii) Determine the emotional impact on the university students.
- iv) Knowing how delivery time can have an impact on the purchasing frequencies of the individuals.

Research Context

This report will show whether the customers are satisfied with the delivery duration of Daraz. And the impact of fast delivery can enhance purchasing more from the platform, gaining customer trust and satisfaction, and boost their reliability on Daraz. It will also include the negative emotional impact a delayed delivery can have on the customers, causing their purchasing frequency to decrease.

Research Question

- i) What is the demographic target and why?
- ii) How satisfied or dissatisfied are the customers?
- iii) What emotional imprint did the delivery speed have on the customers?

iv) Do customers buy from the same platform even if they have a longer delivery time?

Chapter 2

Methodology

Type of research

It is mostly descriptive research because most of it is qualitative data collection.

Research design

This research used a mixed method to deeply analyse the data collected and present the perspective and purpose of each question asked.

A series of 20 questions relating to the delivery experience has been surveyed among 5 different university students using google form.

Some questions had descriptive experiences of the students who were part of the survey.

Some qualitative data contained evaluating the delivery service, such as rating out of 5 or how often they purchased, either Always, Often, Sometimes, Occasionally and Never, or how satisfied would the population be if they received their orders between a certain length of days, all of the ratings and experiences were allocated with weights and calculate the satisfaction level of experience of the customers.

Bar-charts and Pie charts were used in some of the quantitative data to have a proper visual representation and understanding.

Primary Data Source

- i) Used Google Form to convey the survey
- ii) Personal experiences on Daraz delivery time from the customers.
- ii) Investigating with the warehouse team if there is any cause of delay.

Sampling Method

We have used Purposive sampling for this research, as we have targeted the age range from 18-28. Most of these sampling data are current university students.

Data Collection Method

- 32 Google form responses from 5 different University Students.

Question Types

- Open-ended questions
- Multiple Choice Questions
- Scaling/Rating

Limitations of the Report:

There are some limitations to this report. However, relevant information and references were tried to link to this report to make it reliable to the audience.

Some of the limitations are:

The number of responses were not sufficient; only 32 participants' responses were recorded between a specific demographic audience aging from 18-28. The data collection duration was also very short and had only 5 universities to support the research. The major limitation of this research is the lack of experience.

Survey Details

University Students aging from 18 to 28 who prefer online shopping, were targeted for the survey.

5 universities cover this survey

Respondent size is 32

Male: 16

Female: 16

Age Range: 18-28 years

Chapter 3

Survey Demography

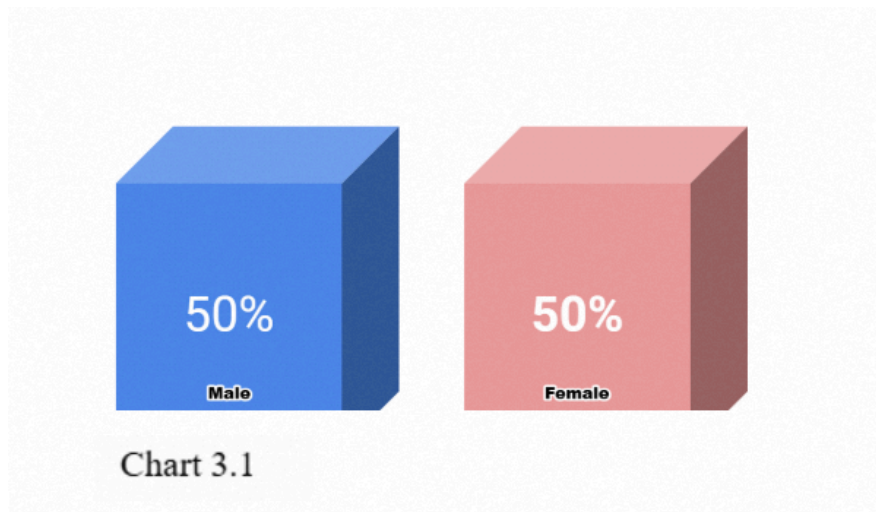
Findings and Discussions

Research demography

32 participants took part in our survey. Among these, the gender distribution was intentionally kept constant. Which means 16 participants were Male and 16 participants were Female, with an age range of 18-28 years old. This generation is also known as Gen-Z.

Gen-Z is a short term for Generation Z, who are born between 1997 and 2012. This generation is known to grow up surrounded by technologies and the advancing internet, where Social Media has the biggest impact on their lives.

This survey data was collected from the University Students who were between the ages of 18 to 28. Students from 5 different universities took part in the survey. The purpose of targeting university students is to have an in-depth idea of whether a Fast or Delayed delivery would have a positive/negative impact on their perspectives and cause them to lose trust in the company during their busiest schedules.



Purchasing frequency

How often do you shop online on Daraz in a month?

We have been able to gather some numeric answers from both genders and below are their purchase responses in a month.

Out of 16 male participants, 1 of them has a frequent purchasing habit from Daraz. 2 of them often purchase and 5 of them sometimes purchase from Daraz. Whereas 7 of them occasionally purchase and 1 has no purchasing trend from the survey.

Out of 16 female participants, 1 of them has a frequent purchasing habit from Daraz. 2 of them often purchase and 3 of them sometimes purchase from Daraz. Whereas 8 of them occasionally purchase and 2 have no purchasing trend from the survey.

Purchasing Frequency

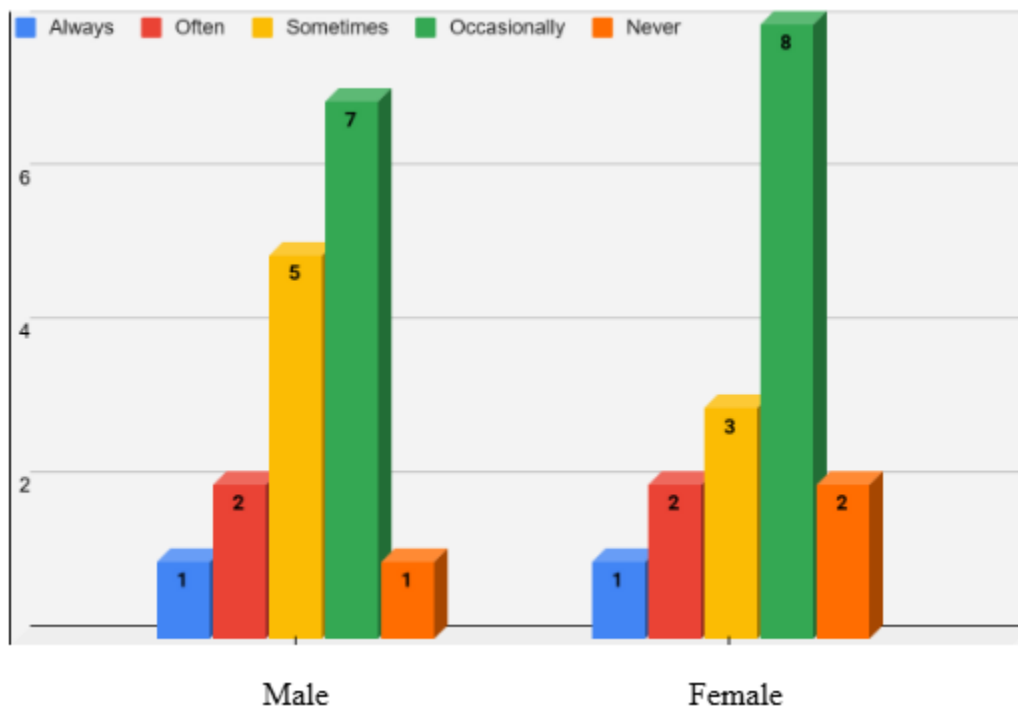


Chart 3.2

Table 3.1

Gender	Always	Often	Sometimes	Occasionally	Never
Male	1	2	5	7	1
Female	1	2	3	8	2

From this chart, we get an overview of both genders' responses to online purchases. There are very slight differences between how each gender reacts to online purchases, like women purchase a little less from Daraz compared to men.

Analysis of shopping frequency data reveals that, on a weighted average, male participants buy slightly more than female participants. With a score of 2.69 and 2.50 respectively.

Calculation:

Table 3.2

Gender	Always	Often	Sometimes	Occasionally	Never
Weight	5	4	3	2	1
Male	1	2	5	7	1
Female	1	2	3	8	2

$$\text{Weighted Male Average: } (1*5) + (2*4) + (5*3) + (7*2) + (1*1) = 43/16 \\ = 2.69$$

$$\text{Weighted Female Average: } (1*5) + (2*4) + (3*3) + (8*2) + (2*1) = 40/16 \\ = 2.50$$

Delivery Time

On average, how long does it take for your Daraz orders to be delivered?

The three different delivery lengths are shown by the colored slices on our pie chart:

20 students (62.5%) said that their orders usually come in 1-2 days in the Green Slice, which was the biggest piece. This is the biggest piece of our pie. It takes up more than half of the circle.

9 of the students (28.125%) said that their orders usually arrive in 2-3 days of ordering.

This is roughly one-third of the whole pie.

Only 2 out of 32 students (6.25%) said they had to wait 4-5 days for their orders. This is the second smallest piece of pie.

And lastly only 1 student faced a delay of more than 5 days, which makes up about 3.125% of the population of the survey.

This means that the green slice is the biggest piece of the pie chart. A good amount of time for most of the people in our study to get their orders is two to three days. When we add the green and red slices together, we can see that 90.625% of the student population get their orders in less than 4 days.

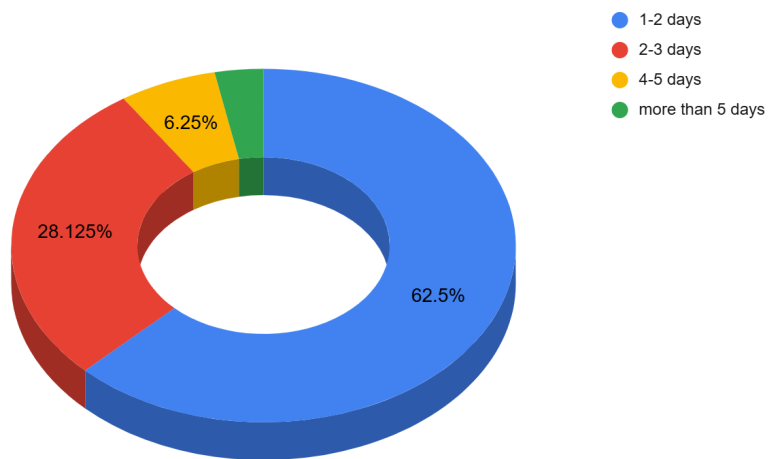
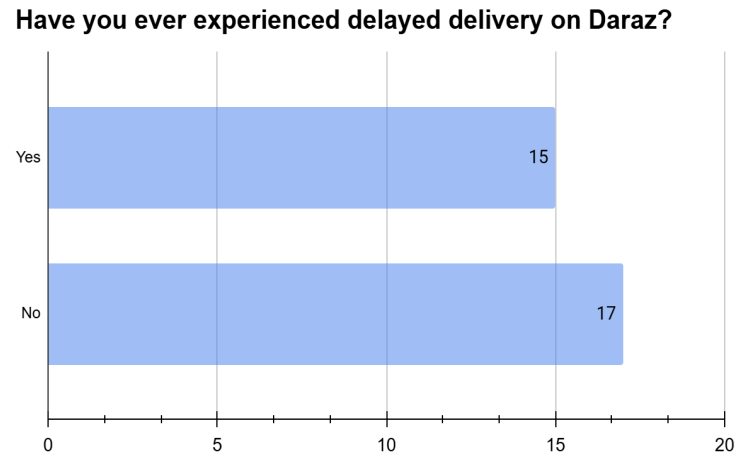


Chart 3.3

Delay or On Time delivery

Have you ever experienced delayed delivery (beyond promised time) on Daraz?

Our bar chart displays two categories side by side. We found that 17 students (53.1%) answered "No", they had never experienced a delay. This bar reaches a certain height on our chart.



15 students (46.9%) answered

"Yes", they had experienced at least one delay. This bar is almost the same height as the other bar.

When we examine this graph carefully, we notice some **Chart 3.4** ig. Even though our graph showed that most people get fast delivery, this graph reveals that almost half of our participants have experienced delays at some point. The two bars being nearly equal in height means that experiencing a delay is almost as common as not experiencing one. This can be due to subjective opinion on the length of delayed duration.

For the 15 people who faced a delayed delivery, we additionally wanted to know exactly "When your order was delayed, how much later was it delivered than promised?"

Our bar chart shows four groups which represent the number of days their orders got delayed. The number of delayed days are reduced as we go from left to right of the graph.

The First Bar shows about 3.125% (1 participant) got their delivery more than 10 days later than the promised date. About 6.25% (2 participants) faced a delay of 6-10 days than promised to them. And 28.125% (9 participants) of the population's delivery was made within 3-4 days late from the promised date. And the rest 62.5% (20 participants) of the population was delivered within a day or two from their promised date.



Chart 3.5

Measuring Satisfaction

To measure the delivery service satisfaction from the participants, we have made a different question pattern. Which will give us a hint of their emotional satisfaction and if they are willing to stay with Daraz or will look for better platforms who provide a better delivery without delay.

How satisfied are you with Daraz's overall delivery speed?". We have set a satisfactory scale from 1 to 5. With 1 being the most unsatisfied and 5 being extremely satisfied.

We asked students to rate their overall satisfaction with Daraz's delivery speed and here are the results that we have obtained.

9) How satisfied are you with Daraz's overall delivery speed?
(1 = Extremely Dissatisfied, 5 = Extremely Satisfied)

32 responses

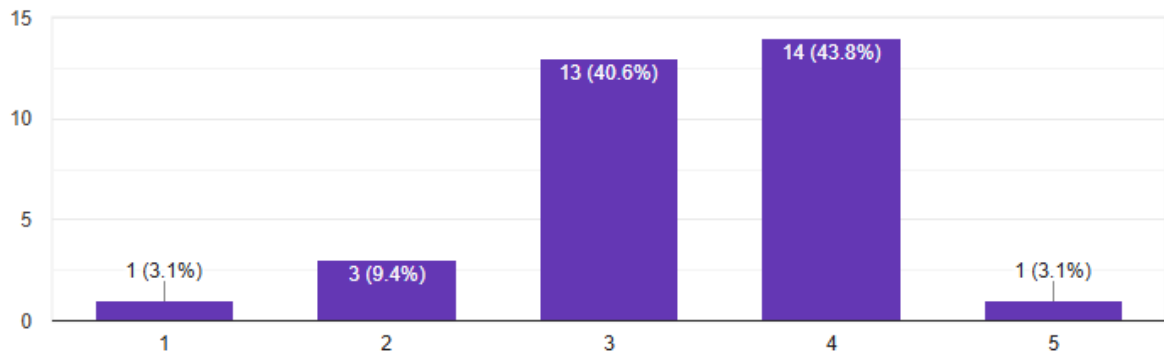


Chart 3.6

To get a single answer from the population, we have allocated weights to the ratings. With rating 1 having the weight 1 and respectively increasing to rating 5 having the weight of 5.

Later we multiplied the weights to their respective population to get the total score of each classified population.

Lastly, to get a single rating value, we have divided the sum of the score with the total surveyed

population.

Satisfaction rating Score calculation

Table 3.3

Weight	Population	Score	Total
1	1	1 x 1	1
2	3	2 x 3	6
3	13	3 x 13	39
4	14	4 x 14	56
5	1	5 x 1	5
Total			107
Average Score			3.451612903

The average score was 3.45 out of 5.00, which is slightly above neutral but not great. Most students gave ratings of 3 (neutral) or 4 (satisfied), with these two categories making up 84.37% of all responses. Very few students were extremely dissatisfied (3.1%) or extremely satisfied (3.1%). This moderate satisfaction level suggests that Daraz performs adequately but has significant room for improvement. The concentration of responses in the middle range indicates mixed feelings students are neither thrilled nor angry, just "okay" with current delivery performance.

Different participants having different perspectives may interpret the rating system differently. And one of the participants has mistakenly been extremely dissatisfied instead of extremely satisfied.

To know more about students' satisfaction on Daraz Fast and Delayed Delivery performance, we have segmented each range of delayed days they have encountered and their rate of satisfaction accordingly have been recorded below.

We have asked the participants to rate how satisfied they would be if they receive their order within the following days.

Table 3.4

Rating	★★★★★	★★★★	★★★	★★	★
1-2 days	17	7	5	1	2
3-4 days	4	9	13	4	2
5-7 days	3	3	4	12	10
10-14 days	1	1	5	2	23

The results are clear but yet again there is a possibility of outlier. The faster the delivery, the happier the customers are.

Delivery within 1-2 days:

17 rated 5 out of 5

7 rated 4 out of 5

5 rated 3 out of 5

1 rated 2 out of 5

2 rated 1 out of 5

Delivery within 3-4 days:

4 rated 5 out of 5

9 rated 4 out of 5

13 rated 3 out of 5

4 rated 2 out of 5

2 rated 1 out of 5

Delivery within 5-7 days:

3 rated 5 out of 5

3 rated 4 out of 5

4 rated 3 out of 5

12 rated 2 out of 5

10 rated 1 out of 5

Delivery within 10-14 days:

1 rated 5 out of 5

1 rated 4 out of 5

5 rated 3 out of 5

2 rated 2 out of 5

23 rated 1 out of 5

Delivery Preference

To understand the Student's perspective on repurchasing based on the satisfaction of the past delivery experience, good or bad, we have set a different pattern of questions to retrieve the approximate result.

After experiencing fast delivery, how does it affect your likelihood to shop again on Daraz?

We asked students how fast delivery affects their willingness to shop again. The results were strongly positive: 21.9% representing they would be much more likely to shop again after fast delivery (40.6% more likely, 6.3% being less likely). Only 28.1% said it wouldn't change their behavior, and just 3.1% responded negatively, being much less likely to purchase from daraz even after a faster delivery. This demonstrates that fast delivery is essential in any business to building customer loyalty.

14) After experiencing fast delivery, how does it affect your likelihood to shop again on Daraz?

32 responses

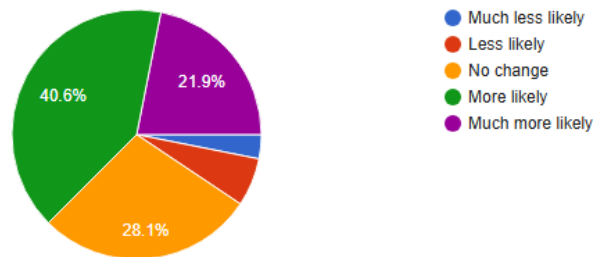


Chart 3.7

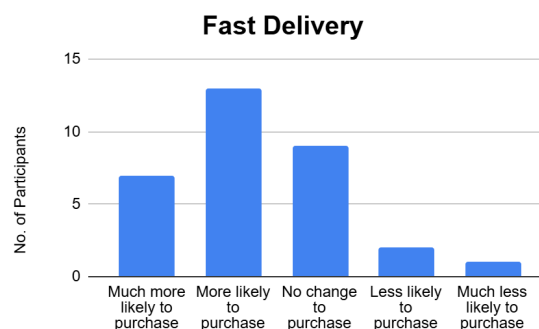


Chart 3.8

A similar question was asked to them relating their repurchasing based on their past experience with Daraz delivery. But this time, we wanted to know if they would go for further purchasing from the company if they had a delayed delivery experience. The question is as follows.

After experiencing delayed delivery, how does it affect your likelihood to shop again on Daraz?

The results were obvious, negative. This time, 3.1% responded they would much more be likely to keep purchasing from Daraz. 12.5% of them are more likely, 15.6% of the population having no change in their purchasing habits on Daraz. 6.3% responded with a negative on purchasing from daraz and a staggering 62.5% of the participants expressed a strong dissatisfaction and would be less likely to stay with the company and have a greater chance of switching to a different e-commerce platform.

15) After experiencing delayed delivery, how does it affect your likelihood to shop again on Daraz?

32 responses

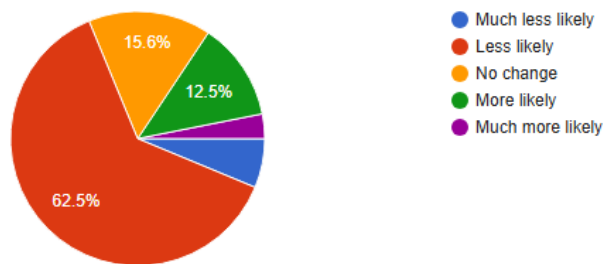


Chart 3.9

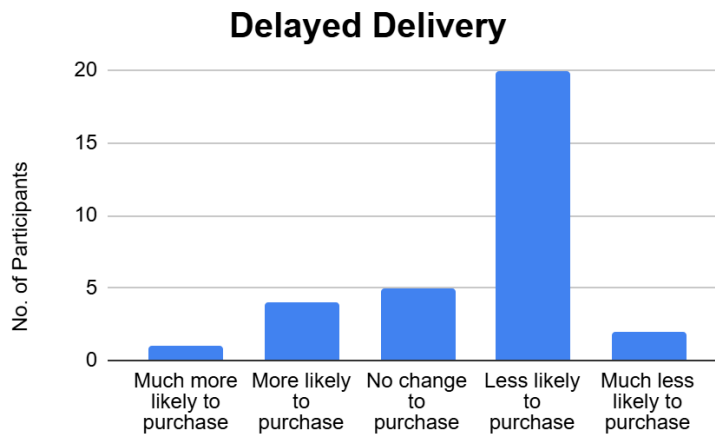


Chart 3.10

When the data were compared of how fast and slow delivery will change how people shop in the future. People who get their order on time are more likely to shop again, while people who get their order late are less likely to shop again. This means that one late order can ruin the good will that many fast deliveries have built up. So, Daraz needs to do more to keep customers who expect a faster and smoother delivery.

How delivery time influences platform preference

To understand the priority of the customers whether to rely on Daraz or choose another platform like shopee, foodpands etc for a delivery, we have prepared some questions for the young participants.

In the past 3 months, did delivery speed influence your decision to choose Daraz over other platforms (e.g., foodpanda, Shopee)?

Delayed delivery influence to switch platforms

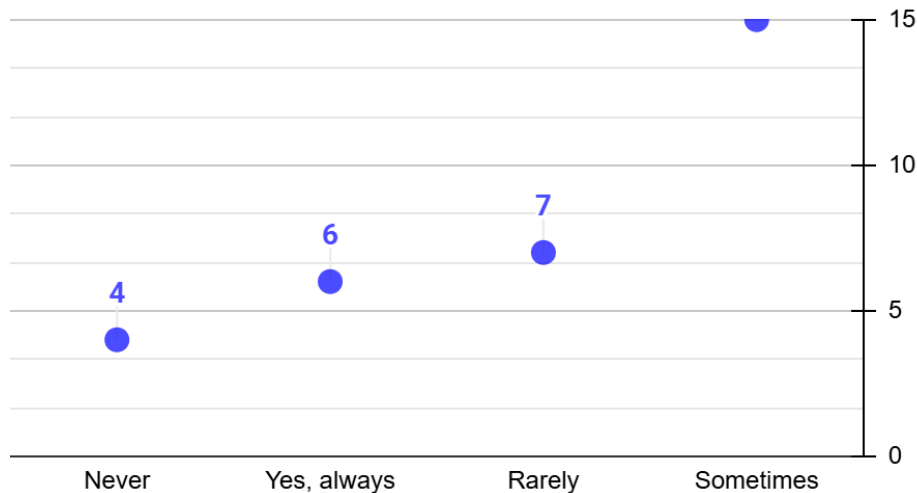


Chart 3.11

About 12.5% (4) of the participants seem to prefer relying on Daraz for their orders. This might be caused because of price competitiveness. And 18.75% (6) of the participants show strong feelings about changing the platform if they face delayed delivery. 21.88% (7) of the participants would rarely change their preferred purchasing platform even if it is delayed. And 46.88% (15) of the participants might change their purchasing platform and not stay with Daraz if they face delay in delivery.

Timely Delivery and Shopping Frequency

Despite all the negative effects of delayed delivery by Daraz, we have designed an opinion based questionnaire to presume that if the promised delivery time was maintained, the customer retention would improve drastically. The question which they had to answer was, "If Daraz guaranteed 2-day delivery, how would it change your shopping frequency?".



Chart 3.12

More or less most of the participants responded positively. Signifying a dramatic increase in repeated customers of Daraz for fulfilling their promised and faster delivery service alone.

Here, out of 32 participants, 4 of them think there would be no change in repeated customers even if with punctual delivery deadlines. 8 and 13 of them think purchasing frequency would slightly and moderately increase respectively. About 7 of them think the purchasing frequency would significantly increase if the delivery time is guaranteed and fulfilled. Since all the participants are students, time and availability matters to them at a greater importance. This is why more students would have a positive emotion towards Daraz if they can guarantee their delivery time increasing their purchasing frequency.

Audience Feedback

Keeping in mind about Customer preferences and desires, we have also provided an open ended question where participants could share their experiences and also suggest what they feel can have a positive impact on Daraz Delivery.

Some of the replies are shared below.

One specific experience I had with Daraz delivery was a delayed order that arrived almost a week later than the promised delivery date. Although the product quality was acceptable, the lack of timely updates and clear communication made me feel frustrated.

From this response of one of the participants, we can see that they were satisfied with the product quality but the delivery was delayed by about a week. Daraz can put more effort on minimizing the communication gap between the customer and the delivery person.

I once ordered a gamepad, the package was smashed on one side but the contents inside were alright so i was relived there but the package being smashed up does worry me in the future specially when ordering something fragile

This response from one of the participants is not about delivery performance, but it partially contributed to the delivery process. While customers' parcels are being delivered, the delivery person should be more careful and handle the products with care to avoid any sort of damage to the packages. Any damage to the product might cause customer loss and also have an unhappy customer.

My ordered products usually reached on time. But there were a very few times when the delivery got delayed. My ordering frequency is usually low, so there might be a coincidence of me getting the delayed delivery. If my delivery frequency was high, it would be easily detectable if the delivery speed of Daraz is often delayed, or occasionally delayed.

This respondent clearly stated about their delivery experience. While they sometimes had on time delivery and a few delayed deliveries. They have also expressed how they are not regular with Daraz purchasing frequency which can not give a solid response. This signifies that Daraz delivery service is inconsistent and this is why some people have mixed feelings about their service.

Table 3.5

	★★★★★	★★★★★	★★★★	★★★	★
Product Price	11	5	4	3	9
Delivery Speed	6	9	6	5	6
Product Variety	10	7	7	0	8
Customer Service	9	6	6	6	5
Brand Trust	13	3	5	3	8

PAYING EXTRA FOR FAST DELIVERY

For the final question, we have asked if respondents would pay extra for on time delivery. Surprisingly 53.2% of respondents preferred regular delivery. And the rest 18.8% and 28.1% of the respondents are ready to pay 10% and 5% extra for a proper and fast delivery respectively. Event though the total number of respondents who would not mind paying extra for faster delivery, is only a little short from being 50% of the data, this response shows how important and significant impact a fast delivery can have on customer experience and perhaps increase in purchasing frequency.

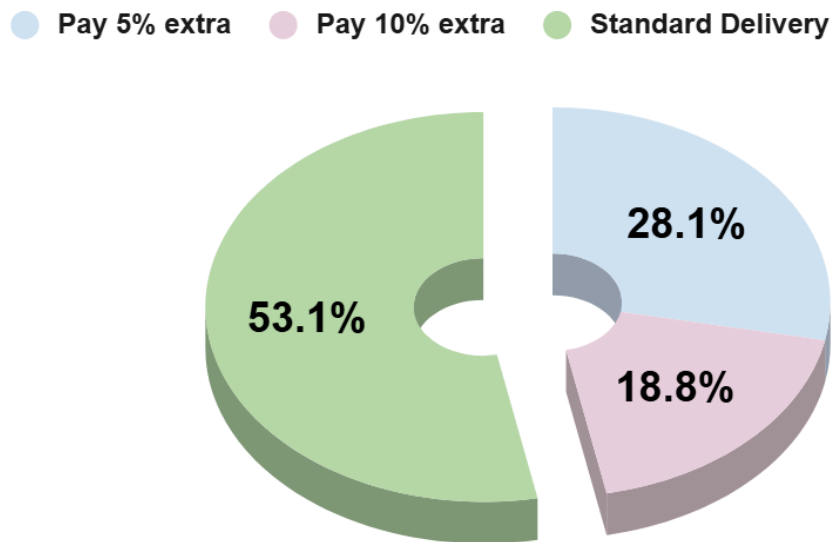


Chart 3.13

Recommendation

We asked 32 University students how fast Daraz Bangladesh delivered their packages and how happy they were with the service. We made a strategy questionnaire based on the most important results. Our research found that delivery speed is more important than price when choosing a platform. Also, 87.5% of people who bought something said they would buy more often if they knew it would arrive in two days. But only 46.9% are willing to pay more, which means that 40.6% of people want something but don't want to pay for it. Most people (59.4%) get their packages in two to three days, but 46.9% have to wait longer. This is a "inconsistency paradox" that shows that being dependable is more important than being quick.

First, Daraz should care more about how reliable their deliveries are than how quickly they get there. They should say that delivery will take 3 to 4 days instead of 2 to 3 days. Customers can't make plans that are set in stone if they don't know when things will happen. Second, the business should include shipping in the price of the service and offer free, quick delivery instead of charging extra for it. 87.5% of customers said they would buy more often if they knew their orders would arrive on time. This would be good for business. Third, a lot of money needs to be spent on logistics technology and infrastructure, like making warehouses work better, moving fulfillment centres to new places, and setting up real-time tracking systems to lower the current 46.9% delay rate.

Daraz could also start a program called "Daraz 2-Day Guarantee" that promises customers a full refund if their packages are late. It should start in big cities and then spread to other parts of the country. The company also has to deal with the problems that come from things not being even. This means that a customer is 68.7% less likely to buy again if their order is late and 62.5% more likely to buy again if it is on time. They need to learn how to fix problems with service and deal with delays before they happen in order to do this. Lastly, Daraz could stop trying to beat the competition on price and instead focus on how well they do their job. Since 65.7% of people say that delivery affects their choice of platform, it should call itself "Bangladesh's most reliable e-commerce platform." These ideas change how Daraz competes by shifting the focus from price to service. The business will be able to beat its competitors in the long run by making things work better. First, Daraz needs to promise that deliveries will take three to four days instead of

two to three days, which isn't always the case. This would make deliveries more reliable. Customers can't make plans that will work out if there are delays. The company should also pay for shipping and not charge extra for it. It should be a standard service. 87.5% of customers would buy more if they knew their orders would arrive on time. This would increase sales. Third, a lot of money needs to be spent on logistics infrastructure and technology, like making warehouses work better, moving fulfillment centres to new places, and setting up systems for real-time tracking to bring down the current 46.9% delay rate.

Daraz should also start a "Daraz 2-Day Guarantee" program that pays for things that are late. This should start with a test in big cities and then spread to the rest of the country. The business also has to deal with the asymmetry effect. This means that if a customer gets their order late, they are 68.7% less likely to buy from the business again, and if they get it quickly, they are 62.5% more likely. They need to set rules for how to deal with delays and get back on track when service is lost in order to do this. Lastly, Daraz should focus on making sure the delivery is good instead of trying to beat the competition on price. 65.7% of people say that the speed of delivery is a big reason why they choose an e-commerce site. That's why it should be called "the most trustworthy e-commerce platform in Bangladesh." These ideas shift Daraz's competitive edge from price to service, which will give the company a long-term edge through great operations.

Appendix

Google Form Survey Questionnaire

Name:

Age:

Gender:

University Name:

1) How often do you shop online on Daraz in a month?

- Always
- Sometimes
- Often
- Occasionally
- Never

2) On average, how long does it take for your Daraz orders to be delivered?

- Less than 2 days
- 2-3 days
- 4-5 days
- More than 5 days

3) Have you ever experienced delayed delivery (beyond the promised time) on Daraz? (If no, skip to 9)

- Yes

- No

4) How often have your Daraz orders been delayed in the past 6 months?

- Never
- 1-2 times
- 3-5 times
- More than 5 times

5) When your order was delayed, how much later was it delivered than promised?

- 1-2 days
- 3-4 days
- 6-10 days
- More than 10 days

6) How satisfied are you with Daraz's overall delivery speed?

Extremely Dissatisfied 1 . . . 5 Extremely Satisfied

Delivered within 1-2 days



Delivered within 3-4 days



Delivered within 5-7 days



Delivered within 10-14 days



7) After experiencing fast delivery, how does it affect your likelihood of shopping again on Daraz?

- Much less likely
- Less likely
- No change
- More likely
- Much more likely

8) After experiencing delayed delivery, how does it affect your likelihood of shopping again on Daraz?

- Much less likely
- Less likely
- No change
- More likely
- Much more likely

9) In the past 3 months, did delivery speed influence your decision to choose Daraz over other platforms (e.g., foodpanda, Shopee)?

- Yes, always
- Sometimes
- Rarely
- Never

10) If Daraz guaranteed 2-day delivery, how would it change your shopping frequency?

- No change

- Slightly increase
- Moderately increase
- Significantly increase

11) Open-ended: Describe one specific experience (positive or negative) with Daraz delivery and how it affected your trust or future purchases.

12) Rank the following factors when choosing an online platform (1 = Most Important, 5 = Least Important)

Product Price ● ● ●

Delivery Speed ● ● ● ● ●

Product Variety ● ●

Customer Service ● ● ● ● ●

Brand Trust ● ● ● ● ●

13 Would you pay extra for guaranteed fast delivery (e.g., within 24–48 hours)?

- Yes, upto 5% extra
- Yes, upto 10% extra
- No, prefer free standard delivery