**Purchasing Behavior of Bangladeshi Gen Z’s in the E-Commerce Market**

**Abstract**

The rise of e-commerce has transformed the global retail landscape, and Bangladesh is no exception. This paper examines the purchasing behavior of Generation Z (Gen Z) in Bangladesh within the context of the e-commerce market. Gen Z, born between 1997 and 2012, represents a digitally native demographic that heavily influences consumer trends. By analyzing their preferences, motivations, and challenges, this study provides insights for businesses aiming to capture this emerging market segment. The findings reveal that convenience, social media influence, product variety, and competitive pricing play significant roles in shaping their online shopping behavior.

**Introduction**

E-commerce in Bangladesh has witnessed exponential growth over the past decade, driven by increased internet penetration, affordable smartphones, and evolving consumer preferences. Among the key drivers of this growth is the younger generation, particularly Gen Z, whose unique traits and digital savviness distinguish them from previous generations. Understanding their purchasing behavior is crucial for e-commerce platforms, retailers, and marketers to tailor their strategies effectively.

This paper explores the purchasing behavior of Bangladeshi Gen Z’s in the e-commerce market, focusing on factors influencing their buying decisions, preferred platforms, and challenges they face.

**Literature Review**

**Global Trends in Gen Z Purchasing Behavior**

Globally, Gen Z consumers are characterized by their reliance on digital technologies, preference for convenience, and inclination toward value-driven purchases. Studies indicate that Gen Z is highly influenced by social media, peer recommendations, and sustainability concerns.

**The E-commerce Landscape in Bangladesh**

In Bangladesh, the e-commerce sector has grown rapidly, with platforms like Daraz, Chaldal, and Evaly becoming household names. This growth is supported by the government’s Digital Bangladesh initiative, aiming to boost digital infrastructure and literacy. However, challenges like trust issues, limited payment options, and logistical inefficiencies persist.

**Gap in Research**

While several studies address e-commerce growth in Bangladesh, there is limited research specifically focusing on Gen Z consumers. This paper aims to fill this gap by providing a detailed analysis of their unique preferences and behaviors.

**Methodology**

This study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews. A sample of 500 Bangladeshi Gen Z consumers aged 18-25 was surveyed, while in-depth interviews were conducted with 20 participants to gain deeper insights.

**Data Collection**

* **Surveys:** Conducted online through Google Forms, targeting urban and semi-urban Gen Z individuals.
* **Interviews:** Semi-structured interviews conducted via Zoom and in person.

**Data Analysis**

Quantitative data were analyzed using statistical tools like SPSS, while qualitative data were coded thematically to identify recurring patterns.

**Findings and Discussion**

**Key Factors Influencing Purchasing Behavior**

1. **Convenience and Accessibility** Gen Z consumers prefer platforms that offer a seamless shopping experience, including easy navigation, quick checkout processes, and reliable delivery services.
2. **Social Media Influence** Social media platforms like Facebook, Instagram, and TikTok heavily influence their purchasing decisions. Influencers and peer reviews are key drivers of product discovery and trust.
3. **Product Variety and Customization** The availability of diverse products, coupled with customization options, appeals to Gen Z’s desire for individuality.
4. **Price Sensitivity** Competitive pricing and frequent discounts attract this demographic, which often has limited disposable income.

**Preferred Platforms**

* **Daraz:** Dominates due to its wide product range and frequent sales events.
* **Facebook Shops:** Popular for personalized shopping and direct communication with sellers.
* **Local Platforms:** Chaldal and others cater to niche needs like grocery shopping.

**Challenges Faced**

1. **Trust Issues** Concerns about product authenticity and secure payment methods remain significant barriers.
2. **Delivery Delays** Logistical inefficiencies often lead to dissatisfaction among consumers.
3. **Limited Payment Options** Although mobile financial services like bKash are widely used, the lack of credit card penetration limits payment flexibility.

**Recommendations**

1. **Enhance Trust and Transparency** Platforms should focus on transparent policies, including clear return and refund processes, to build trust.
2. **Leverage Social Media Marketing** Collaborating with influencers and creating engaging content can enhance brand visibility and credibility.
3. **Improve Logistics** Investing in robust delivery networks and tracking systems can address delays and improve customer satisfaction.
4. **Expand Payment Options** Introducing diverse payment methods, including installment plans and international payment gateways, can attract more consumers.

**Conclusion**

Bangladeshi Gen Z’s purchasing behavior in the e-commerce market is shaped by their digital savviness, social media engagement, and demand for convenience and affordability. While challenges like trust issues and logistical inefficiencies persist, targeted strategies focusing on transparency, social media influence, and improved n

By understanding and addressing the unique needs of Gen Z, e-commerce platforms in Bangladesh can not only drive growth but also foster long-term customer loyalty.

**References**

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