



Research Article

The Impacts of COVID 19 on Empowerment: A Study on the Growth and Development of Online Business with Special Reference to F-commerce and Home Kitchen Service

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Abstract: This study aims to provide a comprehensive image of how businessmen view online business and to find potential for the growth and development of online enterprises such as Home Kitchens and f-commerce during the COVID-19 pandemic. It also helps to integrate social media with an e-commerce platform. This study investigates the leading factors, and problems associated with online business and Home Kitchens and also provide some recommendations. For this study, a descriptive-interpretive interview methodology has to be used to gather data from a small group of participants. Social media messaging services (interviewing) have been used for collecting data. The results indicate the COVID-19 provided with the opportunity to become a businessman. During the COVID-19 pandemic emergency, new technologies, concepts, and procedures were applied to almost every facet of business operations. This study also showed some aspects still need to be improved to provide a better e-commerce environment. The study explored the wide range of factors that have a big impact on Bangladesh's development of internet enterprises by evaluating reports and interviews. The study may help Bangladeshi businesses who want to expand their e-commerce by giving them a better understanding of Bangladesh's e-commerce.

Keywords: COVID-19 pandemic; Home Kitchen; online business; social media marketing; e-commerce

1. Introduction

E-commerce, or electronic trade, has radically altered the commercial world. Internet technology's development makes it possible. The way that business is conducted around the globe is drastically changing, with the internet increasingly being used as a tool. Data statistics show that 52% of people worldwide utilize the internet (Karim & Qi, 2018). That gives us a hint as to how e-commerce will affect our social and professional lives in the future or is already doing so. All business formats, including B2B (Business to Business), B2C (Business to Consumer), C2C (Consumer to Consumer), and C2B, can benefit from e-commerce business principles (Consumer to Business). The globe has seen e-commerce grow rapidly during the past two decades. In 2017, worldwide e-commerce sales amounted to 2.3 trillion USD and are projected to rise to 4.88 trillion USD by 2021 (Trad & Dabbagh, 2020)

E-commerce, often known as online business, is a modern convenience. The focus of our lives has switched to the coronavirus during the epidemic and lockdown. This study demonstrates the growth of online commerce and Bangladeshi consumers' trust in online transactions. In this, online shopping and business are similar to traditional shopping. This study demonstrates the state of online commerce both in Bangladesh and globally today. Through an online poll, primary data from Bangladeshi residents was gathered.

The physical world is gradually becoming virtual. Because everything in this pandemic situation occurs virtually via the internet, the coronavirus adds to the virtuality. Everything is virtualized as a result of using an online platform for communication between individuals, offices, institutions, and other groups. The daily lives of people are significantly impacted by this online system. People were confined to their homes while the entire planet is on

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lockdown. Since most businesses were shut down for lockdown due to the coronavirus, most have been open for business (Islam, 2020)

However, online-based e-commerce companies are expanding significantly both in Bangladesh and throughout the rest of the world as a result of this epidemic. Online purchasing is widely used in the modern digital era. However, it appears that the topic of online buying is quite beneficial in coronal life. In Bangladesh, a developing nation in South Asia, e-commerce enterprises first appeared a few years ago. For Bangladeshis, however, this is still a very novel concept. Due to the pandemic crisis, we are confined to our home and order all of our daily essentials online, such as food, medicine, clothing, and numerous other items. This situation raises the enormous number of small and large online firms. As online commerce grows, new problems including phony products, prices, and challenges with reliability and trustworthiness arise.

The Home Kitchen and other online enterprises are trendy in today's tech-based business landscape. Online commerce is becoming more and more common in Bangladesh, and especially in Dhaka, the country's capital. This essay examines how the COVID-19 pandemic in 2020, 2021, and 2022 can affect marketing initiatives and the expansion of internet businesses like e-commerce and home-based businesses.

The article begins with a literature review to set the stage for the study and address the research goal. The creation and analysis of the data are described in the methods section. The authors present the empirical results, followed by a critical discussion part and policy suggestions. It concludes with a section outlining further study. Numerous Bangladeshis view this as a blessing and use it to launch online businesses like live presenters, Facebook businesses, Home Kitchens, catering services, etc.

The study demonstrated the expansion and development of internet businesses, including e-commerce and Home Kitchens. Considering the available literature, the following research questions have been proposed for this study. The following are the research questions:

RQ1: What do you think about online commerce and COVID-19?

RQ2: What circumstances and factors encouraged you to launch online business like Home Kitchen and Facebook business?

RQ3: During COVID-19, what challenges did you encounter in growing your Facebook business and Home Kitchen?

RQ4: How much has the sale and material collecting changed as a result of the COVID-19 pandemic?

Limitations of the study

The study has been conducted with the intention of making it as a complete and truthful one. In preparing this study some problems and limitations have face with which are given below:

- Confidential issues: Participants didn't share some confidential information accurately. It hinders to prepare paper.
- Unavailability: Participants are not always available to answer the questions. They are also unwilling to answer.
- Also face problems due to poor network connection.

2. Literature Review

There are many papers, articles, and studies that focus on online business but this idea is the absolute isometric reason that during the pandemic internet shopping is going on the top choice of shopping in Bangladesh (Bijoy et al., 2022). Below is a condensed presentation of a few of the studies that discuss the growth and development of online businesses like F-commerce and Home Kitchens.

During the COVID-19 pandemic situation in Bangladesh (Alam, 2020) demonstrated a few online buying realities. 155 samples of data were collected from people using an online survey, using simple random methods, and it was discovered that 5 perspectives, such as wellbeing, value, item, trust, and the spot, have a positive and significant role in shopping behavior under the pandemic. During a pandemic, the online business assumes a crucial role in people and gives some nourishment to people by avoiding get-togethers, enhancing the cost of items, protecting from the people, and so on. IEDCR, Bangladesh's epidemiology institute, reported coronavirus infections on March 8, 2020. In order to stop the COVID-19 epidemic from spreading further throughout Bangladesh, a complete lockdown was implemented starting on March 26, 2020. The COVID-19 epidemic is having a



disproportionately large impact (Alam, 2020). Many people, particularly women working in the formal sector, lost their employment. Due to a shortage of funding, it has been difficult for many small- and medium-sized business owners to run their operations. The pandemic has left thousands of artisans and low-wage employees in ruins, not to mention the associated economic downturn. It is important to note that many people encountered challenges when trying to reenter the job market during the potential rebound in the winter of last year. Many families' male and female wage earners lost their employment, and many had their pay lowered when the pandemic first started. Due to their families' financial difficulties, those women found themselves in an uncomfortable situation where they had to spend their savings and even their own money on household expenditures (Pasztor et al., 2019). In addition, it is certain that domestic violence has increased during the pandemic crisis. For instance, the Manusher Jonno Foundation (MJF), a regional human rights organization, conducted a study in April 2020 and discovered that at least 4,249 women had been the victims of domestic violence in 27 of the country's 64 districts (Banerjee et al., 2022).

In extremely patriarchal underdeveloped countries, women's business issues can be more difficult. The statement can be justified in light of the topic of women's home responsibilities. While the literature (Jaim, 2021) has shown strong negative impacts of intensive domestic responsibilities and childcare activities of women on their businesses in many developing nations, it is also important to note that maidservants play a crucial role in aiding women in domestic activities in many countries (Jaim, 2021). However, in order to maintain social distance during the coronavirus crisis, part-time employees may not be permitted to work from home. In that situation, given the high level of societal expectations surrounding their execution of domestic activities, women are in a hard position when managing homebound responsibilities. The eventual question raised by the scenario is whether women's excessive domestic duties have a detrimental effect on their enterprises. Investigating gender-specific concerns relating to women's experiences of continuing, halting, or even shutting down their businesses as a result of the COVID-19 in patriarchal developing countries is crucial (Jaim, 2021).

In such a situation, a lot of people, mainly women in Bangladesh, started their online companies on the Facebook platform in order to establish themselves as entrepreneurs and provide for their families. Thus, the term "F-commerce," a fresh take on E-commerce (Electronic-commerce), has gained popularity in recent years. Combining the concepts of "E-commerce" and "Facebook," the term "F-Commerce" was created. It is important to emphasize that social commerce, which makes use of social networking sites to facilitate online business, is regarded as a sub-element of e-commerce in this context. F-commerce, a type of social commerce, aims to establish a platform for ongoing trade as well as marketing and branding initiatives via Facebook (Jílková & Králová, 2021). Figure 1 summarizes the factors leading to lead to online business and Home Kitchen.

The epidemic caused a number of new organizations to emerge and begin marketing health-protective equipment like face masks, gloves, PPE, safety goggles, sanitizers, etc. (Jílková & Králová, 2021). Before the epidemic, Chaldal.com, Direct Fresh, Khass Food, Meena Click, and other companies were doing well in the grocery retail e-commerce business (Islam, 2015). They received a lot of orders on their platform during the early stages of the lockdown, but they weren't able to fulfill them all. Most of the time, they had to limit the number of orders they could accept each day, and occasionally it took more than one day to deliver the goods. New players began to enter the grocery retail e-commerce business at that time. Four major food delivery services, Pathao, Shohoz, Uber, and Foodpanda, began delivering groceries. They accompanied large retailers like Shwapno, Meena Bazar, and other nearby supermarkets. Additionally, they offer content more quickly than conventional platforms. Most of the time, they delivered within 30 to 40 minutes because they focused on serving customers one at a time. Golden Harvest, Kazi Farms, and Aarong Dairy. The nation's largest producer of processed foods began offering home delivery as individuals were unable to leave their homes (Islam, 2015). That is how the ongoing coronavirus outbreak affected the grocery retail and e-commerce market system (Maity, 2022). The lockdown days of the coronavirus outbreak gave many a second chance to rediscover their inner fortes (Magliah et al., 2021).

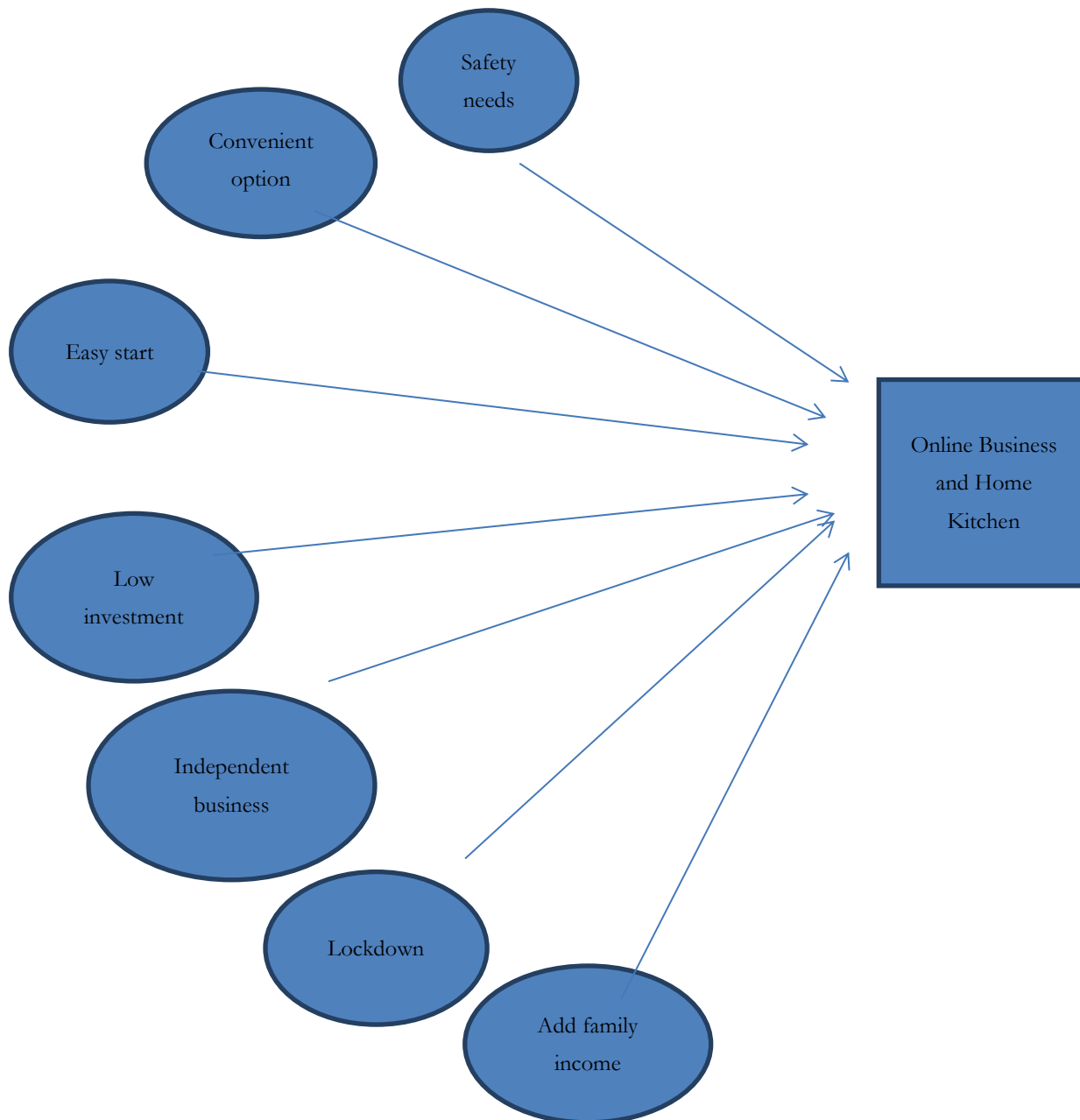


Figure 1: Factors lead to online business and Home Kitchen.
Source: Authors' development based on literature.

In the past few years, e-commerce has grown moderately; some e-commerce service providers have launched their services. Rokomari.com, a website that uses a similar business model to Amazon, started selling books. Currently dominating the sector, they started growing their company into other product categories. Another example of a company using a distinctive business plan is Bikroy.com. On their site, they offer both buying and selling choices for consumer goods. Othoba.com, Pickaboo, and Chaldal.com represent the FMCG and grocery sectors, which also enter the e-commerce market. Well-known corporations and business associations in the nation have expressed interest in participating in the e-commerce trade. Meal enthusiasts also had a very favorable reaction to online food delivery services. Because of the heavy traffic and poor driving conditions, consumers prefer to buy food online instead of going to a restaurant (Karim & Qi, 2018). In Dhaka and Chittagong, two well-known delivery e-commerce platforms are Hungry Naki and Food Panda (Karim & Qi, 2018). The potential for e-commerce development in Bangladesh is very promising since online shopping is becoming more and more popular, and there are more people using the Internet (Karim & Qi, 2018).

3. Materials and Methods

For this study, it was necessary to use a descriptive-interpretive methodology to gather data from a small group of participants. So, for the purpose of conducting this research, semi-structured in-depth interviews were preferred. The descriptive-interpretive approach made it possible to pose hypothetical, open-ended research questions that helped define the study areas and group these fundamental notions into groups of related experiences. Furthermore, detailed and rich data were provided by in-depth interviews, which is suited for an interpretive strategy. As a result, it gave participants a way to express their thoughts, feelings, observations, and opinions in their own words through interpretations.

3.1. Samples and Participants

The intended respondents for this study are business owners who grew their operations during Bangladesh's COVID-19 pandemic. Convenience interviewing was used to determine the study's sample size (Kumari, 2012). An effective, simple, and exploratory research tool is the convenience sample methodology (Kumari, 2012). The study selected Dhaka, the capital city of Bangladesh, as the location for its sample since, as of early 2020, Facebook had 35 million members, making it the most popular social media platform in the country (Hamadani et al., 2020).

Based on the purposive sample technique, fifteen (15) entrepreneurs were chosen to participate in in-depth semi-structured interviews. The contestants are all headquartered in Dhaka. It is acknowledged that these individuals do not speak for all Bangladeshi businesspeople. The richness and specificity of the interview data, however, are probably common in the general population. The researcher's personal connections were used to find participants. Nearly every participant had a bachelor's degree or higher and was highly educated. The majority of the participants – 10 in total – had no other jobs besides their web businesses; three had regular jobs, and two were students. Demographics information of these participants is described in table 1.

Table 1. Demographics information of the participants.

Name of the respondents	Age	Education	Business types	Business starting time
Sumaiya	40	Graduate	Catering Service	5 th June 2021
Labonno	38	Graduate	Jewelry and Fashion	1 st July 2020
Amena	28	MBA	Clothing	8 th July 2022
Nazneen	44	Master's	Catering Service	1 st January 2020
Ashi (Student)	26	BBA	Women Clothing	2021
Happy	30	HSC	Women's Clothing	1 st August 2021
Naim	33	MBA	Frozen Foods	8 th December 2021
Fahmida	32	MSC	Men's Clothing	August 2021
Rattri (Student)	28	BSC	Women's Clothing	2021
Setu	35	HSC	Women's Clothing	2022
Habib	42	Graduate	Frozen Foods	2021
Tahmina	38	Graduate	Women' Clothing	2021
Usha	40	Post Graduate	Jewelry Wholesaler	2020
Liton	45	Graduate	Clothing	2022
Sayma	35	Graduate	Interest	2019

Source: Authors' calculation.

Note: Used pseudo name for confidentiality issues.

3.2. Instruments and Procedures

Between January 2022 and November 2022, all interviews with participants were done. The interviews ranged in length from 20 to 25 minutes, and Bengali was used as the language of exchange. Data analysis was carried out in a number of steps:

- (1) Initially, every interview was jotted down and kept that way.
- (2) The taped interviews were faithfully translated into English.



(3) Written interviews were then read aloud many times, allowing preliminary enciphering.

(4) Then, this research was written.

For the purpose of performing this study, both primary and secondary data were utilized. Primary sources are journal articles, e-commerce-related news pieces, and associated research works.

4. Results

With the COVID-19 epidemic underway, the goal of this research is to look into the factors that contributed to the rise and development of E-commerce, as well as F-commerce and home cooking. Three overarching research questions have been discussed throughout the interview sessions with chosen entrepreneurs in relation to Facebook-based businesses and Home Kitchens:

4.1. *What do you think about online commerce and COVID-19?*

When the researcher asked the participants about corona pandemic and all of them replied negatively, and also told some negative impacts of the pandemic, especially during the lockdown. They stated how the coronavirus affects food security, food and agricultural systems, and everyone involved across the food supply chain in a substantial and unfavorable way. The supply of resources, labor, and agricultural inputs has been restricted or disrupted as a result of this loss, which has indirectly harmed food and agriculture but also decreased production and/or generated producer losses.

The COVID-19 is a curse for us. But it provides a golden opportunity for online businesses like f-commerce and Home Kitchens especially. During the COVID-19 occasions like lockdown EID and Puja, E-commerce like f-commerce and the Home Kitchen is the best option for both consumers and businessmen.

It is far discovered that people are actually ordering their favored merchandise online from domestic as massive gatherings in buying malls or eating places can purpose critical fitness threats (Statt, 2021). Purchasing for all styles of products along with drugs, garments, and meals are done from special online structures. Despite the fact that economically marginalized and lower-center profits families are nonetheless marketplace orientated, center elegance or higher-center humans are buying extra online (Statt, 2021)

Merchants are glad to meet the increased demand. To attract more consumers at the retail level and business customers, retailers constantly offer new discounts. Almost everything is available online, including clothing, jewelry, food, electronics, vegetables, and cosmetics (Statt, 2021) the e-Cab claims that the majority of shoppers are concentrated in urban areas. From Dhaka, Gazipur, and Chattogram, 80% of online shoppers hail. Of these, 35% are from Gazipur, 39% are from Chittagong, and 35% are from Dhaka. Sylhet and Narayanganj make up the other two cities. 85 percent of people who shop online are between the ages of 18 and 34 (Allam et al., 2020).

According to the most recent Statista data, the Bangladeshi e-commerce market, which was valued at \$1,648 million in US dollars in 2019, is anticipated to increase to \$2, 77 million this year and \$3, 77 million in 2023 (Allam et al., 2020).

In the capital of Bangladesh, social media has made it easier for more people especially women – to launch their own enterprises. According to Syed Almas Kabir, over 300,000 people in Bangladesh – roughly half of them women – use Facebook to manage their businesses, according to the president of BASIS, the country's largest association for software and information services. These businesspeople bring in between €100 and €1,000 per month told to Almas Kabir. During the COVID-19 epidemic, Facebook has experienced a spike in traffic. In a way, Kabir's addition is a godsend in disguise (Statt, 2021).

Samia Farah is the administrator of Women and E-Commerce, the largest Facebook group for female entrepreneurs in the country of South Asia. She stated that her forum has gained a lot of new users since the outbreak started in March. We created this group in 2017 and, as of March, had about 50,000 members. We currently number over a million members. She continued by saying that many of them were young female business owners (Maity, 2022)

Many of these ladies own businesses that serve fresh meals. Some work from home and sew garments, sell jewelry or offer other services (Islam, 2020). Facebook is being used by a lot of Bangladeshi women who lost their employment due to the COVID-19 outbreak to establish their own companies (Maity, 2022).



4.2. What circumstances and factors encouraged you to launch online business like Home Kitchen and Facebook business?

The participants were questioned regarding their motivations for adopting Facebook as a resource to become a business. They discussed several factors that prompted them to launch their Facebook-based business endeavors.

- The desire for self-reliance said the reasons by Sumaya, Labonno, and Nazneen.
- A secret desire to become a successful business shared by Amena, Naim, and Fahmida.
- Financial needs told by the rest of the participants.

4.2.1. Supporting Factors to Start Online Business

The participants were asked about the supporting factors that help to start their businesses.

One participant Amena who had also a formal job told:

“My suppliers provide me with a great opportunity. They do photo-shoot of their products and send me on Whats.App. I then post this picture to my page, promote and collect orders. After collecting orders I purchase from my supplier and deliver them to my customers. For this reason, it’s easy for me to continue my entrepreneurial initiatives with low investment as well as low difficulties at the same time with a formal job.”

She, also added one thing that is the delivery system:

“I actually used REDx for delivering customers’ orders. They collect parcels from my home directly. So, I do not feel any difficulties delivering the parcel. It also helps me to apply my marketing knowledge studied and taught.”

Another participant Sayma told:

“I provide real-time information about my products so that clients may view them and then place orders. This live presenting tool of Facebook helps me to grow up my business.”

In this regard, Naim told:

“I offer my customer complete cash on delivery (COD). Even I don’t take delivery charge in advance. The customer felt safe and placed an order. I also provide them return and exchange policy under a few conditions. So, customers trust my page. It helps me much.”

4.3. During COVID-19, what challenges did you encounter in growing your Facebook business and Home Kitchen?

There are many payment options available. They are explained in table 2.

Table 2. Payment methods used in online business.

Most Acceptable Payment methods	Charge	Fraud and Risk Management
Bikash	20 BDT per Thousand	Yes
Nagad	10 BDT per thousand	Yes
COD (Cash On Delivery)	No	No

Source: Authors’ calculation.

Most of the entrepreneur told that maximum customers prefer cash on delivery (COD) for no extra charge and no risk related to payment of the product’s price and delivery charge. But it’s a challenge for business man.

The results of this study show that the COVID-19 situation has created some substantial challenges for Facebook-based enterprises. In order to raise women’s potential for entrepreneurial development and to promote their economic empowerment, it is crucial to strengthen the environment that may enable such development.

One participant Ashi told:

“Because they had previously encountered issues with bogus pages, some consumers advised sending them real photographs. They lost their faith in online pages. So, I think it’s a problem for real online businessmen.”

Rattri said in this regard:

“As I don’t take any advance from customers sometimes they did not receive the phone of the rider after placing the order. Then those parcels were returned to me. For these cases, I have to pay the delivery charge and return charge. So, it’s a problem for businessmen.”

Setu, who runs an internet store selling imported goods, stated:

“During the epidemic, the cost of shipping and hauling garments has increased. I too am experiencing some increased expenses. Additionally, shipping is taking longer than usual.”

In this regard, Habib said:



“Customers frequently expect fast and free delivery, which makes it difficult during the pandemic because transportation costs are growing across the country. I don’t impose any additional fees on my clients. I must therefore pay that extra fee out of my own cash. Consequently, this lowers my minimal profit. However, my products’ production costs are higher than they often are.”

Another participant, Naim, told:

“Some fake pages cheat people. For those reasons real businessman faces problems.”

Other participants also mentioned some problems with the development of E-commerce like Facebook business and Home Kitchen. The participants selected a few common roadblocks as being the most difficult.

- Higher delivery fees;
- Higher manufacturing costs;
- A lack of client confidence;
- Fierce competition;
- Cyber bullying and other issues.

To get their goods to customers, the majority of F-commerce business owners rely largely on delivery services. Nearly all of the participants stated that the pandemic caused delivery agencies’ efficiency to drastically decline, which was problematic for them.

4. Discussion

The responses were derived from the end results, which supported the subsequent conclusion drawn from the study’s findings. The majority of responders were new to the online business that recently lost its previous artwork and began operating online as a result of the COVID-19 situation. From these 15 respondents, about eight people started their business in the last eight months, three started their business for a year, three started it for two years, and one started it for five years. The major findings are discussed in the below subsections:

4.1. *Impact of the COVID-19 Pandemic on Online Business*

Young people under the age of 25 responded positively to the question on the COVID-19’s impact on the internet business, citing it as a benefit for keeping an eye on the big picture. The COVID-19 pandemic issue had transformed the customers buying aim and sample thru being encouraged by way of the online carrier where it would be a significant threat to display their credibility. Yet, a lot of people experienced a terrible and mixed sensation as a result of short-term questioning because they were earning less money than the typical business due to their lack of interaction with the clients. The COVID-19 pandemic ended up being a curse for the entire world, but some businessmen saw it as an opportunity and launched their own companies to cater to the clients as a result. For those looking for the right time to start their own business and who saw an opportunity to put their entrepreneurial skills to use, the COVID-19 pandemic turned out to be more of a blessing than a burden. The COVID-19 outbreak taught people that they could shop from the comfort of their own homes if they wanted to buy something. The COVID-19 pandemic was partially beneficial for internet business because it encouraged people to use online services since they were encouraged to live at home.

4.2. *Impact of the COVID-19 Pandemic on Raw Material Collection*

The inquiry regarding the impact on your material collection from suppliers confirmed that the material collection became more difficult in the initial period even though the typical product customer thought it was normal. Because of the pandemic situation, the government stopped purchasing goods from China, which prevented many online businesses from obtaining the resources they needed to operate alongside other countries. The value of the initial days was multiplied by the lack of international flights and cargo movement, which was remedied following the lifting of the lockdown in the countries and interior Bangladesh. For the businessman running the internet operation while also purchasing the goods from the market, getting the cloth from the neighborhood was quite difficult. The general public no longer followed the COVID-19 pandemic measures, and business owners became fearful even when they were shopping as a result. Due to their lack of prior experience and the lack of appropriate guidance from the suppliers on this pandemic situation, many fledgling enterprises encountered difficulties when gathering goods.

4.3. *Sales Shift due to the COVID-19 Pandemic*

There is a considerable probability that professionals and students who operate online

businesses would lose their jobs, according to the inquiry regarding the shift in sales as a result of the COVID-19 pandemic. There were a few who thought nothing had changed, but that wasn't the case. The selling of fiercely competitive and conventional products has diminished the demand for adaptable and innovative products from online vendors. However, because of the gridlock brought on by the lockdown, many people were forced to completely change their setup and close their enterprises as a result of government regulations. As many businesses launched during COVID-19 pandemic, no adjustments to business operations were necessary. One sales volume was positive and one was negative for the identical product's use.

4.4. *Opportunities and danger identified*

The respondents' mixed responses to the question on opportunity and risk indicated that they were uncertain of the COVID-19 pandemic situation. Although sales weren't much increased, many people with traditional operations saw the COVID-19 pandemic as an opportunity for their operations to run the business and cope with a lot of competitors. This epidemic was seen as a threat to his company because it was no longer able to guarantee sustainable growth while competing with others. Nonetheless, the COVID-19 pandemic provided a chance for the new entrepreneurs who had managed to maintain their clientele without an existing traditional business to expand their sales. In the past few years, there have been a number of controversies around the use of the word "suicide" in the context of the drug war. The sensation of opportunity and risk combined showed that there was more possibility to make money, but that there was also more competition, which made it difficult for businesses to produce profits effectively.

5. Conclusions

Bangladesh is a very populous country with a young age group that is ideal for embracing e-commerce, and it's likely that no other country in the world has a population with such a young age range. Bangladesh's achievements in e-commerce are noteworthy. In Bangladesh, the e-commerce industry has seen enormous growth. Online shopping is ideal during lockdown to stay home, avoid crowds, and avoid the coronavirus, according to studies. However, some aspects still need to be improved to provide a better e-commerce environment, as previously indicated. E-commerce has several significant effects on business and virtually. They are all having a beneficial impact. E-commerce has given a lot of benefits to Bangladesh. Superiority in economic endeavors and has modernized the conventional notion of traditional using the contemporary idea of online commerce. It has increased not just the reach of international commerce was made possible by domestic business as well.

According to the interview, therefore, e-commerce traders should take the initiative to establish a long-term relationship with customers and win their trust, allow them to express their ideas, create communities, pay attention to their opinions, and use their suggestions, but more importantly, concentrate on the operation's transparency. They should enhance their marketing initiatives and create a consumer-focused strategy to draw in additional clients.

In order to protect consumer data and offer the required platform for education about e-commerce, the government must take a leading role in this situation. The government must take the lead and act to assist those business owners financially. According to this survey, there is a knowledge gap between consumers and retailers in the entire business system. Therefore, the government must take a leading role in this situation, guarantee the security of consumer data, and offer the appropriate platform for e-commerce education. E-commerce enables us to work from home, combat inequality, develop new ideas, and conquer poverty as well as create employment and boost our GDP also.

5.1. *Limitations*

Along the road, this research has run across a number of obstacles. These are listed below:

- The sample was composed primarily of a small group of online business professionals based in Bangladesh's capital city of Dhaka. It might not accurately reflect the state of the nation as a whole.
- This research is based on in-depth a semi-structured interview that was very difficult to apply because of the participant's busy schedule.
- For analysis the author used qualitative interview technique but not quantitative technique. If so then it helps to find more accurate results.



5.2. Recommendations for Growth and Development

- Government should take proper initiatives about E-commerce so that none can cheat customers.
- Government should make mandatory trade license for online businesses.
- Delivery system should be improved and lower delivery charges.
- Customers should have faith in those pages after seeing review post on those pages.
- Customers should be confirmed before placing an order.
- Digital marketing ads should also be introduced.
- To avoid page restriction and earn monetization verified accounts should be used.
- Promotional ads can be introduced.

5.3. Future Research Opportunities

It was discovered that the web business has altered the purchasing behavior of the clients as a result of the COVID pandemic situation when considering the potential in online businesses from the control of the COVID-19 pandemic. People started to believe that internet purchases were less valuable because there was no longer a physical presence and that they were more comfortable. Online communities had a high likelihood of no longer possessing any COVID-19 vaccination, and it was anticipated that the condition would likely remain unchanged for some time. Companies could be able to increase earnings right away if they followed the right procedures. The owner of the traditional business that went online wasn't finding any good customers from the COVID-19 pandemic. The majority of organizations have converted to online operations and opened online divisions, which has increased group competitiveness and innovation. The COVID-19 pandemic had improved prospects for prolonged sales opportunities from its clients' final outcomes. Owing to the COVID-19 pandemic, people were purchasing the majority of their desired goods online, increasing the opportunities to profit from them. Several people developed their skills and passions, which clients later demanded, turning them into a positive signal. The online business had a good chance of succeeding if it could identify people's needs in the first place. As a result, more and more daily needs were then demanded on online offers, which led to the creation of more online businesses.

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