

REVIEW ARTICLE

EXPLORING CONSUMER PREFERENCES: THE SIGNIFICANCE OF PERSONALIZATION IN E-COMMERCE

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ABSTRACT

This qualitative study investigates the significance of personalized experiences within Bangladesh's e-commerce landscape, focusing on their impact on consumer behavior, satisfaction, and loyalty. Employing qualitative methods, including in-depth interviews with 35 participants engaged in online shopping, the research explores tailored recommendations' effectiveness and identifies challenges and potential enhancements for a more enriched user experience. The findings underscore the substantial influence of personalized recommendations, particularly those rooted in browsing history and past purchases, on shaping consumers' purchasing decisions. These tailored experiences significantly elevate satisfaction levels and foster heightened loyalty among users. However, challenges such as inadequate cultural alignment and inconsistencies in personalization efforts hinder optimal user experiences, impacting the effectiveness of tailored recommendations. While the study provides valuable insights, its limitations stem from the qualitative approach and the constrained sample size, potentially limiting broader generalizations. To optimize personalized experiences in e-commerce, the study advocates for actions such as enhancing cultural understanding, refining algorithms for better personalization, diversifying recommendations, and offering clearer user controls. Implementing these improvements can fortify user engagement and satisfaction, ultimately contributing to a more user-centric online shopping environment. The study's implications extend beyond the e-commerce realm, emphasizing the social significance of improved personalized experiences in catering to diverse cultural preferences. By addressing these challenges, e-commerce platforms can build stronger connections with users, meeting their individual needs more effectively. This research provides original insights into personalized experiences in Bangladesh's e-commerce domain, underscoring the importance of overcoming challenges to enhance user satisfaction and loyalty in online shopping.

KEYWORDS

Personalization, E-commerce, Consumer Behavior, Satisfaction, Cultural Alignment, User Engagement

1. INTRODUCTION

The rise of e-commerce in today's digital world has fundamentally transformed the way customers engage with companies, surpassing physical limitations and offering unmatched convenience and ease of access (Pramanik et al., 2019). Bangladesh, an emerging nation in South Asia, has had a significant growth in e-commerce operations, fueled by the rise in internet use, widespread smartphone ownership, and changing customer choices (Azam et al., 2021). The growing e-commerce industry requires organizations to have a deep grasp of customer behavior and preferences in order to achieve sustainable success (Emon & Khan, 2023; Ingaldi & Ulewicz, 2019). In the midst of the ongoing shift towards digitalization, companies have recognized personalization as a fundamental approach to establish a deeper and more customized connection with customers (Aguirre et al., 2016; Emon & Nahid, 2023). Personalization in e-commerce involves customizing product offers, suggestions, and marketing messages to match the unique interests, habits, and demands of individual customers (Anshari et al., 2019; Emon et al., 2023). It includes a range of tactics, including as tailored product suggestions, focused ads, and individualized user interactions, with the goal of improving customer involvement and contentment (Hasan et al., 2023; Wang, 2021). The importance of customization in e-commerce resides in its capacity to cultivate more robust customer connections,

stimulate recurring purchases, and ultimately shape purchasing choices (Li & Ku, 2018). E-commerce platforms may enhance the buying experience by using data analytics, machine learning algorithms, and user behavior analysis to provide tailored suggestions that align with customers' likes and tastes (Abtahi, Farhana, et al., 2023; Akter & Wamba, 2016). The country of Bangladesh, known for its varied cultural environment and fast-growing digital economy, offers an exceptional setting to study the significance and consequences of personalization in the field of electronic commerce (Kizgin et al., 2020). Given that consumer behavior is intrinsically shaped by cultural norms, social values, and economic considerations Chowdhury & Akter, (2018), it is crucial for firms operating in the Bangladeshi market to comprehend how customization methods correspond to the preferences and expectations of Bangladeshi customers. Furthermore, current worldwide patterns suggest a fundamental change in customer expectations, with a growing need for customized experiences in several sectors, such as e-commerce (Vakulenko et al., 2019). The transition is driven by the technologically proficient behavior of contemporary customers, who need smooth and personalized interactions throughout their online buying experiences (Shen et al., 2018). This qualitative research seeks to examine the complex dynamics of customer preferences in Bangladesh's e-commerce industry, with a special emphasis on the importance of customisation. This study aims to explore the views, attitudes, and behaviors of Bangladeshi

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customers towards customized e-commerce experiences. By doing so, it attempts to provide detailed insights that may guide the strategies and practices of e-commerce enterprises. This research seeks to investigate the elements that influence customer preferences for individualized e-commerce experiences across a varied group of Bangladeshi online shoppers. It tries to uncover the motivations and obstacles behind these desires, including cultural, socio-economic, and technical aspects. The objective of this study is to enhance the existing information on e-commerce and customer behavior. Additionally, it aims to provide practical recommendations for companies in Bangladesh to improve consumer engagement and happiness in the changing e-commerce industry.

2. LITERATURE REVIEW

The landscape of e-commerce has witnessed a transformative shift, propelled by technological advancements and changing consumer expectations. Personalization has emerged as a pivotal strategy for e-commerce businesses seeking to enhance customer experiences, improve engagement, and drive sales (Anshari et al., 2019).

2.1 Importance of Personalization in E-commerce

Personalization is of utmost importance in the ever-changing world of e-commerce. It involves a range of tactics aimed at personalizing and improving the online buying experience, taking into account the distinct interests, habits, and requirements of individual customers (Bleier & Eisenbeiss, 2015). This comprehensive method of customisation encompasses several aspects inside the e-commerce system, such as customized suggestions for products, focused marketing messages, and user-friendly website interfaces that are specifically designed to match the interests of individual users (Z. Huang & Benyoucef, 2013). Personalization is a potent strategy for firms to distinguish themselves and establish stronger bonds with customers in a highly competitive market (M.-H. Huang & Rust, 2017). It goes beyond the simple provision of items or services; its objective is to establish significant and customized engagements that deeply connect with customers on an individual level. Recent research indicates that customized experiences have a substantial impact on consumer behaviors, resulting in concrete results like as improved conversion rates, enhanced customer loyalty, and heightened overall satisfaction (Hasan & Karim, 2023; Hult et al., 2019). Personalization plays a crucial role in influencing buying choices. Algorithmic analysis of user behavior and preferences has shown the significant impact of personalized product suggestions on customer decision-making (Karmakar et al., 2023; Rabbani, Nath, et al., 2023; Zhang et al., 2018). When customers get customized recommendations that match their interests, they are more likely to interact with the suggestions and make purchases, which in turn has a beneficial effect on conversion rates for e-commerce enterprises. In addition to its immediate influence on sales, customisation also plays a crucial role in cultivating enduring connections with customers. Businesses may foster client loyalty by offering personalized experiences. Enhancing customers' perception of being comprehended and attended to at a personalized level increases the likelihood of their loyalty to the same platform for subsequent transactions (Wu & Li, 2018). The process of tailoring interactions to individual customers, which results in heightened loyalty, plays a substantial role in enhancing consumer pleasure. Consequently, this establishes a favorable cycle of positive reinforcement for e-commerce enterprises. Data analytics and machine learning algorithms are the foundation of personalization in e-commerce. These technologies allow the accumulation and examination of extensive quantities of user data, including browsing history, previous transactions, and demographic details, in order to get a deeper comprehension of customer preferences (Chen et al., 2014). These data enable e-commerce platforms to make well-informed judgments, providing customized suggestions and experiences that closely match the preferences of individual customers. Personalization plays a vital role in distinguishing oneself in the ever-growing e-commerce industry. Businesses that demonstrate exceptional proficiency in providing tailored experiences get a distinct advantage by attracting and maintaining consumers in a dynamic landscape where consumer expectations are always developing (Abtahi et al., 2023; Kopalle et al., 2020). Consumers typically see the capacity to provide a smooth and customized experience as a crucial aspect when picking between different e-commerce platforms.

2.2 Cultural Influences on Personalization

Bangladesh, with its rich cultural heritage and diverse societal fabric, presents a unique landscape where cultural nuances play a pivotal role in shaping consumer behaviors and perceptions (Saxena et al., 2020). In the realm of e-commerce, where personalization strategies seek to tailor

experiences to individual preferences, understanding and integrating cultural dimensions becomes imperative for effective implementation (Riegger et al., 2021). The collective nature of Bangladeshi society, characterized by strong familial and social ties, underscores the significance of communal values and group harmony (Babu et al., 2017). In such a cultural milieu, personalization strategies need to strike a balance between catering to individual preferences while respecting the collective mindset. E-commerce platforms that acknowledge and reinforce societal connections, emphasizing shared experiences or recommendations endorsed by groups, are more likely to resonate positively with consumers. Consumers in Bangladesh often place considerable emphasis on community and collective decision-making, seeking validation or recommendations from peers and family members before making purchasing decisions (M. B. Hasan et al., 2020). Hence, personalization strategies should consider incorporating social elements that facilitate interactions and recommendations within these community networks. Utilizing social proof, such as user-generated content or testimonials from within the consumer's social circle, can significantly influence purchasing behavior by aligning with communal decision-making practices. Adapting content and recommendations to align with cultural sensitivities is essential to build and maintain consumer trust in the e-commerce space (Lin et al., 2021). Bangladeshis may respond more favorably to personalized experiences that demonstrate an understanding of local customs, traditions, and values. E-commerce platforms that demonstrate cultural sensitivity by showcasing products or services that align with cultural norms or religious practices are likely to foster stronger connections with consumers. While collective values are pivotal, acknowledging and respecting individual preferences within the broader societal context is equally crucial (Qasim et al., 2018). Personalization strategies that allow consumers to express their individuality while still promoting a sense of belonging to a larger community can strike the right balance. Customized recommendations or experiences tailored to individual tastes but presented in a way that resonates with broader cultural narratives can enhance consumer engagement. Navigating cultural influences on personalization in e-commerce poses both challenges and opportunities for businesses. While aligning strategies with cultural norms enhances consumer trust and engagement, cultural diversity within Bangladesh demands nuanced approaches tailored to various regional and demographic segments. Overcoming language barriers, understanding regional preferences, and addressing diversity while maintaining cohesion present challenges that businesses need to address for effective personalization.

2.3 Challenges and Opportunities

Despite its potential benefits, implementing effective personalization strategies in e-commerce is not without challenges. One notable challenge is the ethical use of consumer data (Gouthier et al., 2022). Privacy concerns and data security issues have led to consumer apprehension regarding the collection and utilization of their personal information (Schwaig et al., 2013). Therefore, businesses must navigate this landscape ethically and transparently to maintain consumer trust and compliance with data protection regulations. Moreover, while advancements in technology, such as artificial intelligence and machine learning, have facilitated personalization, there remains a digital divide in Bangladesh (Bhuiyan et al., 2023). Unequal access to technology and internet connectivity disparities across regions pose hurdles to implementing comprehensive personalization strategies that cater to all segments of the population. However, these challenges also present opportunities. E-commerce businesses can differentiate themselves by addressing privacy concerns through transparent data policies and providing options for consumers to control their data usage (Zhu et al., 2017). Additionally, bridging the digital divide by expanding internet access and technology infrastructure can unlock new consumer segments, broadening the scope for personalized experiences in Bangladesh (Rabbani et al., 2023).

2.4 Impact of Personalization on Consumer Behavior in Bangladesh

There is a scarcity of research specifically examining how tailored experiences affect customer behavior in the e-commerce industry of Bangladesh. Nevertheless, research undertaken in similar cultural settings has provided insight into the beneficial impact of customized experiences on customer involvement (Cetin & Walls, 2016). The results indicate that by adapting personalization tactics to correspond with cultural norms and values, it is possible to enhance consumer-brand interactions and cultivate loyalty among customers in Bangladesh (Islam & Rahman, 2017). In Bangladesh, customer behaviors and preferences are significantly influenced by cultural subtleties. Therefore, offering customized experiences that are specifically designed to comply with cultural norms has great potential. Bangladeshi society is characterized by a collectivist orientation that places great importance on maintaining group peace and

upholding communal ideals (Tasnim, 2021). Hence, implementing customization tactics that uphold these collective principles while catering to individual preferences are expected to elicit a more favorable response from customers. Modifying information and suggestions to conform to cultural sensitivities might bolster customer confidence and involvement, cultivating a more profound bond between consumers and e-commerce platforms (Zhang et al., 2014). Customized customisation tactics, when adapted to align with the particular tastes and cultural sensitivities of Bangladeshi customers, may significantly improve consumer engagement and satisfaction. Although there may be a lack of concrete data relevant to Bangladesh, research undertaken in other locations has shown that tailored experiences have a favorable effect on customer engagement. Consumers have a greater tendency to engage in pleasant interactions with e-commerce platforms that provide individualized suggestions that are in line with their cultural preferences (Xiang et al., 2016). Moreover, these customized encounters may result in enhanced involvement, as seen by longer durations of platform use and more frequent instances of visiting. Customized product suggestions and individualized marketing messages, in accordance with cultural norms, have the ability to favorably impact customer buying choices. While there is a scarcity of concrete information about the specific effect of customization on conversion rates in Bangladesh, research conducted in other areas indicate its potential influence on sales and conversion rates (Pugna et al., 2019). Culturally aligned customization methods have a significant impact on the development of long-term client loyalty. In a country such as Bangladesh, where relational and cultural elements have a substantial influence on customer loyalty, the implementation of successful customization strategies may cultivate more profound emotional bonds and trust between consumers and e-commerce platforms. Establishing this level of trust may result in customers making many purchases and spreading favorable recommendations, which greatly enhances long-term customer loyalty (Nisar & Whitehead, 2016). However, there are difficulties associated with the implementation of culturally appropriate customization tactics in Bangladesh. Overcoming the challenges of successful customization include adjusting techniques to accommodate various cultural preferences in different places, resolving language and geographical differences, and catering to distinct demographic groups.

The literature underscores the paramount importance of personalization in e-commerce, offering insights into its impact on consumer behavior and the challenges and opportunities it presents within the context of Bangladesh. Understanding cultural influences, addressing ethical concerns related to data privacy, and leveraging technological advancements are crucial for businesses aiming to implement effective personalization strategies in Bangladesh's e-commerce market. Despite challenges, the potential benefits of personalized experiences in enhancing consumer satisfaction, loyalty, and engagement cannot be overlooked. Further empirical studies focusing on Bangladeshi consumer preferences and behaviors within the e-commerce realm can provide deeper insights, guiding businesses towards tailored strategies that resonate with the diverse cultural fabric of Bangladesh.

3. MATERIALS & METHOD

This qualitative study employed a semi-structured interview approach to delve into consumer preferences within the e-commerce domain in Bangladesh, specifically emphasizing the significance of personalization. The research adopted purposive sampling techniques to select a sample size of 35 participants, ensuring representation across various demographic characteristics like age, gender, geographic location, and online shopping behaviors. Purposive sampling allowed for a diverse range of perspectives while maintaining depth in responses. Participants were recruited through diverse channels including online forums, social media platforms, and e-commerce communities to ensure a comprehensive representation from different regions of Bangladesh. This recruitment strategy aimed to capture a variety of experiences and viewpoints regarding personalized e-commerce interactions. Data collection revolved around semi-structured interviews, either conducted in person or through video conferencing tools, to accommodate the preferences and accessibility of participants. An interview guide, developed based on the research objectives, covered topics such as experiences with personalized recommendations, perceptions of cultural influences, and preferences for tailored e-commerce interactions. Each interview was anticipated to last approximately 45-60 minutes. The collected data underwent thematic analysis, allowing for the identification of recurring themes, patterns, and divergent perspectives within participants' responses. Thematic analysis involved an iterative process including familiarization with data, generating initial codes, identifying and reviewing themes, and reporting final findings. This methodology provided nuanced insights into consumer preferences and attitudes towards personalized e-commerce experiences in Bangladesh. Ethical

considerations were adhered to throughout the research process. Participants were provided detailed information about the study's objectives, voluntary participation, and data handling before the interview. Informed consent was obtained from each participant prior to the interview, ensuring confidentiality and anonymity. Pseudonyms were used in reporting findings to maintain participant anonymity. Limitations inherent in this study included the scope confined to the chosen sample size, potentially limiting the generalizability of findings to a broader population. Additionally, the qualitative nature of the research might not have captured quantitative metrics or established causality between variables, emphasizing exploration of nuanced perspectives rather than statistical relationships.

4. RESULTS & FINDINGS

4.1 Overview of Online Shopping Experience

In exploring the online shopping landscape within Bangladesh, participants provided diverse and varied experiences reflective of the nation's evolving e-commerce market. The frequency of online purchases varied among participants, illustrating a spectrum where some individuals engaged in regular and frequent online shopping activities, while others made purchases occasionally. Among the e-commerce platforms frequently cited by participants as preferred choices in Bangladesh's online shopping arena were well-established platforms such as Daraz, AjkerDeal, and Shwapno, among others. The selection of these platforms was often attributed to several factors, primarily their user-friendly interfaces, easy navigability, and wide-ranging availability of diverse products. Participants appreciated the intuitive nature of these platforms, which facilitated seamless navigation and simplified the shopping experience, enhancing overall user satisfaction. Daraz, considered one of the pioneering and dominant e-commerce platforms in Bangladesh, was favored by many participants due to its extensive product catalog encompassing categories like electronics, fashion, household items, and more. Participants lauded its interface for being user-friendly, offering convenient payment options, and ensuring a reliable delivery process. Additionally, AjkerDeal, recognized for its localized offerings and discounts, appealed to participants seeking deals on a variety of products, enhancing the affordability of online shopping experiences. Shwapno, known for its grocery and daily essentials, was appreciated for its convenience in providing everyday household items with quick delivery services, particularly appealing to busy urban consumers. Participants valued Shwapno's user-friendly interface and efficient delivery system for grocery items, simplifying their shopping routines. The user-friendly interfaces of these e-commerce platforms were pivotal in attracting participants. The streamlined and intuitive design elements facilitated easy navigation, quick search functionalities, and efficient browsing, contributing significantly to user satisfaction. Additionally, the availability of diverse product ranges, promotional discounts, and secure payment options were cited as compelling reasons for participants to favor these platforms. Moreover, participants highlighted the convenience factor associated with these e-commerce platforms, emphasizing the time-saving aspect of online shopping. They appreciated the accessibility and convenience of shopping from the comfort of their homes or while on the go, avoiding the hassle of physical stores, traffic congestion, and long queues, which traditional shopping experiences often entail in Bangladesh. The prevalence of these e-commerce platforms underscores their impact on shaping consumer behavior and preferences, offering a convenient and accessible avenue for Bangladeshis to fulfill their diverse shopping needs. Their user-friendly interfaces, diverse product availability, and convenience have contributed significantly to the evolution and growth of online shopping experiences in the country.

4.2 Personalization in E-commerce

The majority of participants have observed that the online buying scene in Bangladesh is characterized by strong individualized experiences. During their online buying activities, they often received personalized suggestions and customized experiences. These encounters appeared in many ways, such as obtaining personalized product recommendations based on past purchases or browsing behavior. Participants emphasized occasions when they saw the material offered to them as deliberately tailored to match their preferences and interests. Of efficacy, participants had favorable impressions of the influence of individualized product suggestions or customized content. They reported that these customized experiences were crucial in influencing their buying choices. The customized character of the suggestions was seen as very impactful, often resulting in participants expressing greater levels of pleasure with their online buying experiences. Furthermore, participants consistently expressed that these customized suggestions heightened their probability of making a purchase, demonstrating the efficacy of such tactics in

favorably influencing customer behavior. Participants demonstrated a substantial correlation between individualized experiences and their overall pleasure and loyalty towards e-commerce platforms. Individuals who were provided with personalized suggestions demonstrated much greater levels of satisfaction with their online buying experiences. The individualized character of their encounters enhanced their satisfaction, demonstrating the platform's proficiency in comprehending and accommodating their preferences efficiently. In addition, individuals who received personalized experiences exhibited higher levels of loyalty towards these platforms, indicating a tendency to return to and interact

with platforms that offered customized suggestions. The connection between tailored experiences and higher levels of happiness and loyalty underscores the importance of implementing such tactics in the field of online commerce. The capacity of platforms to provide customized suggestions not only heightens customer happiness but also greatly adds to their loyalty, therefore cultivating a more robust connection between consumers and e-commerce platforms. In general, participants' favorable views on the efficacy and influence of tailored experiences emphasize their crucial role in molding consumer behavior and promoting happiness and loyalty in the context of online shopping in Bangladesh.

Table 1: Impact of Personalized Experiences in E-commerce in Bangladesh

Aspect of Personalization	Description
Encounters	Participants frequently encountered personalized recommendations or tailored experiences while engaging in online shopping. Experiences included receiving customized product suggestions based on previous purchases or browsing history.
Effectiveness	Positive perceptions regarding the impact of personalized product recommendations or tailored content were shared. Participants believed these experiences significantly influenced their purchase decisions, leading to higher satisfaction levels and increased likelihood of making a purchase.
Impact on Satisfaction and Loyalty	Participants who received tailored recommendations expressed notably higher levels of satisfaction with their online shopping experiences. The personalized nature of these experiences heightened their contentment, reflecting positively on the platform's understanding and catering to their preferences effectively. Additionally, recipients of personalized experiences displayed greater loyalty toward these platforms, demonstrating an inclination to revisit and engage further.
Significance in E-commerce	The correlation between personalized experiences and increased satisfaction and loyalty emphasizes the significance of such strategies. Platforms offering tailored recommendations not only enhance consumer satisfaction but also contribute significantly to fostering stronger consumer loyalty, thereby forming a robust bond between consumers and e-commerce platforms.

Source: Developed By Author from Interviews

4.3 Cultural Influences

The research found that participants had varied viewpoints about the incorporation of cultural values and norms in tailored experiences provided by e-commerce platforms in Bangladesh. Participants had varying viewpoints, with some expressing contentment over the inclusion of their cultural preferences in individualized experiences, while others said that e-commerce platforms disregarded these characteristics. Some participants emphasized situations in which their cultural values were taken into account, resulting in interactions that were more relevant and tailored to their own needs. Nevertheless, several individuals pointed out that platforms often lacked a profound comprehension of cultural subtleties, leading to the neglect of these aspects in customized encounters. The panelists unanimously agreed on the need of tailoring bespoke products and services to cater to the cultural nuances and diversity of Bangladesh's complex market. There was a widespread perception that e-commerce platforms could more effectively incorporate cultural values and conventions into individualized experiences. The participants stressed the significance of recognizing and honoring cultural diversity, urged platforms to have a greater awareness of the complexities of Bangladesh's diverse cultural heritage. They emphasized that integrating cultural values into customized experiences will not only improve relevance but also cultivate a greater feeling of connection and rapport between customers and e-commerce platforms. Participants saw parallels between the customized experiences offered by domestic Bangladeshi e-commerce platforms and those offered by overseas competitors. Local platforms were seen to possess a superior understanding of cultural significance and were skilled at customizing experiences in a way that closely aligned with the cultural essence of Bangladesh. These local platforms were praised for their efforts in recognizing and integrating cultural subtleties, hence providing users with more tailored and relevant interactions. In contrast, participants saw that multinational platforms sometimes had difficulties in comprehending or adjusting to the varied cultural milieu of Bangladesh, leading to experiences that were seen as less aligned with local tastes and customs. The disparities discovered between local and foreign platforms regarding cultural alignment underscore the significance of cultural sensitivity in tailored experiences. The perspectives of participants emphasize the need for e-commerce platforms, especially those operating internationally, to enhance their understanding of local cultures in Bangladesh. Improving cultural congruence in tailored experiences will not only enhance user experiences but also help establish better ties and resonate more genuinely with Bangladeshi customers.

4.4 Consumer Preferences and Engagement

The survey found that participants had clear preferences when it came to the specific features of tailored experiences that had the greatest impact on their online buying patterns. The most powerful elements impacting their shopping choices were personalized suggestions derived from their browsing history and prior purchases. Participants valued the tight alignment between these suggestions and their own preferences and past

experiences on the platforms. The customized recommendations were widely regarded as quite advantageous, assisting participants in discovering goods that precisely aligned with their preferences and requirements. In addition, while suggestions derived from wider patterns or popular goods did not have a significant impact, participants recognized their usefulness in providing alternatives or presenting new products, so adding to their decision-making processes. Furthermore, the influence of customized experiences on participants' involvement with e-commerce platforms was apparent. Individuals who were provided with customized suggestions had a significant rise in their involvement measurements. They dedicated more time to perusing the site, demonstrating a heightened inclination to explore a wide range of items and categories. Moreover, these individuals exhibited a higher frequency of visits to the platform, suggesting a continued interest and active engagement. The observed pattern indicated that customized experiences not only appealed to consumers but also maintained their attention and interest, leading to more frequent returns for further interaction. The significant influence of customized experiences on participants' level of involvement was further emphasized by their heightened probability of completing a purchase. Individuals who were provided with personalized suggestions shown a greater propensity to transform their online surfing into tangible transactions. This observed behavior highlights the influential power of tailored suggestions, as they not only captured users' attention but also encouraged them to make a purchase, hence adding to the platforms' conversion rates. In general, participants showed a preference for customized recommendations that were tailored to their browsing history and previous purchases. However, they also recognized the value of larger trend-based ideas as a supplemental source of recommendations. The significant influence of these customized experiences on engagement metrics underscores their importance in shaping customer behaviors and promoting increased levels of engagement and conversion inside e-commerce platforms.

4.5 Challenges and Suggestions

The survey participants highlighted many obstacles linked to the present execution of customized experiences by e-commerce platforms in Bangladesh. The combination of these issues has a significant influence on the efficiency and general contentment of consumers interacting with tailored functionalities. Participants emphasized a significant difficulty with the insufficient cultural comprehension shown by e-commerce platforms. They raised worries about platforms lacking a complete understanding or sufficient consideration of the varied cultural values and practices that are widespread in Bangladesh. This constraint resulted in situations when customized experiences failed to align with users' cultural inclinations, leading to encounters that seemed disjointed or inconsequential. Participants felt that inconsistencies in customization attempts were a significant difficulty. They observed discrepancies in the caliber and precision of tailored suggestions, including instances of really pertinent recommendations to entirely unconnected ones. The presence of such discrepancies undermined users' faith in the dependability of

tailored functionalities, resulting in reduced confidence and contentment with the platforms' services. Participants also highlighted the constraints of the variety of suggestions offered by e-commerce platforms. They requested more diverse and extensive suggestions that covered a wider range of items and interests. The apparent absence of variety in suggestions hindered users' ability to explore and limiting their exposure to new or specialized items, eventually affecting their overall pleasure with the platform's tailored experiences. In order to tackle these problems and increase the efficacy of customized experiences in Bangladesh's e-commerce industry, participants put up several recommendations for enhancement. One of the most important proposals was to improve cultural comprehension. Participants stressed the need of e-commerce platforms dedicating resources to comprehend and integrate varied cultural values and conventions into their customized solutions. Implementing this method would guarantee that customized experiences are more closely in line with users' cultural preferences, promoting a

stronger feeling of relevance and connection. In addition, participants emphasized the need to improve algorithms used for customisation, with the goal of achieving enhanced precision and pertinence in suggestions. Their idea was to use sophisticated algorithms that thoroughly evaluate user activity in order to create personalized recommendations that accurately align with individual tastes. In addition, participants suggested offering a greater variety of suggestions to accommodate a broader spectrum of interests and preferences. Expanding the range of items and categories in tailored suggestions would provide consumers with a wider selection of choices, promoting exploration and increasing satisfaction. Finally, the panelists suggested the adoption of more explicit choices for opting in or out of individualized experiences. Granting consumers more autonomy in customizing their choices for tailored suggestions will promote a more transparent and user-centric methodology, enabling users to customize their experiences based on their preferences and comfort thresholds.

Table 2: Impact of Personalized Experiences on Consumer Behavior in E-commerce

Aspects of Personalized Experiences	Description
Influential Factors in Purchasing Decisions	Personalized recommendations based on browsing history and past purchases emerged as highly influential in shaping participants' purchasing decisions. Tailored suggestions closely aligned with individual preferences, aiding in finding products that matched tastes and needs. Recommendations based on broader trends or popular items were acknowledged for offering alternatives or introducing new products.
Impact on Engagement	Personalized experiences significantly increased participants' engagement metrics. Those receiving tailored recommendations spent more time browsing the platform, showcasing heightened interest in exploring various products and categories. Additionally, they visited the platform more frequently, indicating sustained interest and active involvement.
Impact on Likelihood of Making a Purchase	Participants who received tailored recommendations displayed a higher inclination to convert browsing into actual purchases. The personalized experiences not only attracted attention but also influenced users towards completing purchases, contributing to enhanced conversion rates for platforms.
Overall Preference	Participants preferred personalized recommendations based on browsing history and past purchases, while acknowledging the supplementary role of broader trend-based suggestions. The significant impact of personalized experiences on engagement metrics highlights their importance in influencing consumer behaviors and fostering higher levels of engagement and conversion within e-commerce platforms.

Source: Developed By Author from Interviews

Table 3: Enhancing Personalized Experiences in Bangladeshi E-commerce: Challenges and Suggestions

Challenges in Implementation	Description
Inadequate Cultural Understanding	Participants highlighted e-commerce platforms' limited understanding of diverse cultural values and norms in Bangladesh. This led to disconnected and irrelevant personalized experiences that did not resonate with users' cultural preferences.
Inconsistencies in Personalization	Disparities in the quality and accuracy of personalized recommendations were noted, ranging from highly relevant to completely unrelated suggestions. These inconsistencies impacted user confidence in the reliability of personalized features, diminishing trust and satisfaction.
Limitations in Recommendation Diversity	Participants expressed a desire for more varied and comprehensive recommendations covering a broader spectrum of products and interests. The perceived lack of diversity in recommendations restricted users' exploration and exposure to new or niche products, affecting overall satisfaction.
Suggestions for Improvement	
Enhance Cultural Understanding	Participants stressed the importance of e-commerce platforms investing efforts in understanding and incorporating diverse cultural values and norms. Aligning personalized experiences more closely with users' cultural preferences would foster a deeper sense of relevance and connection.
Refine Algorithms for Personalization	Participants recommended refining algorithms for greater accuracy and relevance in recommendations. Adopting advanced algorithms that comprehensively analyze user behavior would generate tailored suggestions matching individual preferences more precisely.
Provide More Diverse Recommendations	Participants proposed offering a broader variety of products and categories in personalized recommendations. This would encourage exploration, providing users with an extensive array of options and enhancing satisfaction.
Implement Clearer Opt-in/Opt-out Options	Participants suggested providing users with more control over personalized recommendations. Implementing clearer opt-in/opt-out options would ensure a transparent and user-centric approach, empowering users to customize their experiences according to preferences and comfort levels.

Source: Developed By Author from Interviews

5. DISCUSSION

The research examines how customized experiences in Bangladesh's e-commerce industry influence customer behavior. Customized suggestions, especially those derived from browsing history and previous purchases, have substantial impact on customers' buying choices. This impact leads to increased happiness and enhanced loyalty among users. However, the research also reveals some obstacles that impede the effective deployment of tailored experiences. A primary obstacle is the insufficient synchronization of customized services with consumers' cultural values and preferences. Lack of cultural comprehension and discrepancies in customization efforts result in disconnections, resulting in user experiences that often seem irrelevant or disjointed. In order to overcome

these obstacles, it is crucial to emphasize the improvement of cultural understanding and the optimization of algorithms to more effectively meet individual preferences. Moreover, enhancing the variety of suggestions and giving users more explicit authority over their customized interactions may significantly enhance levels of happiness and involvement. The research emphasizes the profound influence of customized experiences on customer behavior in the e-commerce industry of Bangladesh. By recognizing and confronting these difficulties, there is a chance to strengthen user contentment and allegiance. Implementing these suggested enhancements is crucial not just for improving user experiences but also for fostering deeper and more lasting ties between customers and e-commerce platforms. This would ultimately strengthen the competitive advantage of these platforms in the dynamic

and expanding e-commerce industry of Bangladesh.

6. CONCLUSION

The extensive analysis of personalized experiences in Bangladesh's e-commerce industry highlights the crucial influence these customized encounters have on customer behavior. The study highlights the significant influence of tailored suggestions, namely those derived from browsing history and previous transactions, on molding buying choices, enhancing satisfaction levels, and promoting greater loyalty among users. Nevertheless, the report also highlights significant obstacles that impede the smooth implementation of tailored experiences. The main difficulties are mostly related to the lack of compatibility with users' cultural values and preferences, as well as discrepancies in the implementation of tailored methods. To overcome these obstacles, it is essential to adopt a strategic approach that involves improving algorithms, deepening cultural comprehension, broadening suggestions, and offering more explicit user controls for tailored experiences. Ultimately, this research highlights the crucial importance of tailored experiences in the e-commerce industry of Bangladesh. Tackling the identified obstacles and implementing recommended enhancements are crucial measures for strengthening customer happiness, boosting loyalty, and fostering better ties between consumers and e-commerce platforms. By adopting these improvements, the e-commerce industry in Bangladesh may progress to effectively cater to the varied requirements and preferences of customers, eventually cultivating a more captivating, customized, and gratifying online purchasing atmosphere. The study's findings provide a basis for continued progress in tailored experiences, enhancing the ongoing development and improvement of the e-commerce system in Bangladesh.

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