

The Transition of E-Commerce Industry in Bangladesh: Added Concerns & Ways of Recovery

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Abstract

The retail business is undergoing a huge upheaval around the world, and Bangladesh is following suit. In Bangladesh, ecommerce is still a new and developing business that is rapidly expanding. We have outlined the current fresh issues and areas for improvement in Bangladesh's ecommerce sector in this research. It also tries to depict the overall recent controversial scenarios of ecommerce in Bangladesh. The paper is organized by anatomizing various secondary sources on ecommerce news and articles. Moreover, During the covid-19 situation this sector has glimpsed a remarkable upthrust as to people are barred from going outside to get their regular commodities. Following this uprising, even in this post pandemic condition, ecommerce business in Bangladesh has emerged tremendously. But some ecommerce ventures fabricated fraudulence and treachery with consumers which let this potential sector on the edge of destruction now. Necessary numerous steps must be needed to make available different facilities and establishing policies to rebuild trust in ecommerce as well as to ensure transparency. Thus, this article comprises suggestions and ways of recovery and for improvements in overall legal framework and operational activities to overcome current sensitive state of ecommerce in Bangladesh.

Keywords: E-commerce, E-commerce fraud, Transition

1. Introduction

Although the ecommerce sector of Bangladesh gained popularity rapidly, but it is now going through a transition period. The practice of online shopping has been developing in Bangladesh for the past few years. and there was a fast growth over the time with the changing of business atmosphere. Furthermore, the COVID-19 rise and countrywide lockdown provide it with a critical boost, allowing it to play a critical role in the country's economy. As people were totally prohibited to go outside and depended on e-business firms to have their daily products at their doorsteps. E-business firms took the full advantage of this pandemic condition through expanding their business and making it convenient for the consumers to get expected commodities on time. During having a rapid growth of ecommerce, suddenly many several controversial cases of deception, money-laundering and mis-management in product delivery occurred with the customers recently. There are only a handful of companies that have failed. Fraud with customers has now created instability in the sector. A few local ecommerce companies have created turmoil in the sector. Because of them, buyers are losing confidence in this sector gradually. The Ministry of commerce could not take any effective action immediately against those culprits. Despite various advertising and big sponsoring of these controversial local ecommerce companies restored the confidence of the buyers and kept their market more stable and ongoing. Due to lack of proper jurisdiction and standard policies to run ecommerce sector, government of Bangladesh was unable to monitor

and could not take pivotal steps immediately to identify such issues as well as could not brought those deceitful companies or owners of companies into accountability, Now, the government must build a new law framework to organize, control, rebuild trust, measures for running companies for the delivery of products on time, consumers safety of money by operating and enforcing ecommerce abide by the law.

2. Literature Review

Dejan (2011) introduced a proactive rule-based Fraud Management System (FMS) that uses layers of fraud protection to monitor credit cards. Magnetic stripe was shown to be inferior than chip and pin. Thomas (2004) provides a very basic decision tree for identifying common fraud types. They also offer a starting step toward developing a fraud classification system. Vasuu and Vasuu (2004) offered a five-phase method for creating a taxonomy for computer fraud. According to the authors, the taxonomy was designed with the objective of minimizing fraud and may be used in a number of ways. This method might be useful for them as a tool for increasing awareness and education, as well as supporting those in charge of preventing IT-related frauds in formulating and executing risk-reduction initiatives. Chau (2006) introduced Fraud Detection on Two Levels (2LFS) approach to simulate the tactics that fraudsters frequently utilize to carry out fraudulent operations and to catch offenders in advance. This algorithm is used to categorize online auction users as honest, dishonest, or conspirators. Methodologies that characterize fraud are critical for the first part of the process, as they serve as the foundation for developing a model of the problem and determining the best method for solving. Vikram, Chennuru, Rao, and Upadhyaya (2004) suggested a risk score system based on statistical models that identify suspect account activity using inferred patterns from cardholder history transactions as well as current transaction variables. The scope of the project was to examine Customer.

Wang, Mylopoulos, and Liao (2002) proposed intelligent agents are used in financial monitoring systems to properly monitor financial transactions and discover and report any anomalies. Their scope was insufficient to prohibit unusual transactions. Jithendra (2006) elicited the security mechanisms that banks use to keep transactions safe from fraudsters Their research yielded four primary strategies that banks may use to prevent credit card transaction issues. The credit card was emphasized in their work. Micci-Barreca (2004) proposed an e-payment system that uses data mining techniques to identify fraudulent Card-Not-Present (CNP) transactions. They were in charge of credit cards. Mingqiu, Xiangpei, Jiahua, and Guishi (2007) proposed an m-commerce authentication architecture that reduces the computing resources required for mobile terminals while also providing secure authentication, credit standing, and a session key for both the buyer and the seller to avoid large-scale identity theft. Their research focused on identity theft. Saleh, Nien, and Dennis (2002) suggested an architecture for identifying and authenticating online customers, preventing illegal credit card transactions, and successfully resolving e-commerce disputes via a trusted email protocol. Credit card fraud on soft-goods was the focus of their research. Malakedsuwan and Stevens (2010) suggested an e-fraud model of electronic fraud that provides for a better understanding of the mechanics and context of e-fraud. It considered the numerous components of e-fraud in order to provide practitioners with a holistic organizational picture of the e-fraud phenomenon. The goal was to learn more about the nature and scale of e-fraud, as well as the controls and mechanisms in place to combat it. Rehab, Shiraz, Malik, Hayat, Aihab, and Memoona (2010) presented a system comprised of “predefined checks” that monitor the characteristics of fraudulent and non-fraudulent transactions, with data communicated via a pair of symmetric keys. When tested on a data set, it discovered both fraudulent and non-fraudulent transactions. Their focus was on cards rather than actual circumstances’. Gunter (2011) recommended using distribution tracing within web content to find the source of counterfeiting. It discovered counterfeiting activity on prominent transactional websites including banking portals, stock trading platforms, and online retail sites. The focus of the investigation was on fake websites. Harsha and Parwaiz (2011) eliminated risks and vulnerabilities that influence the entire functioning of computer systems in an e-commerce environment by examining the security of business applications in a whole electronic commerce ecosystem. The emphasis was on the e-commerce environment.

3. Objective of the Study

The objective of this research are

- i. To have a detailed understanding of Bangladesh’s existing E-commerce condition.
- ii. To unveil the recent challenges, government policy, E-CAB policy, and consumer protection with necessary remedies.

4. Methodology

The study relies heavily on secondary data. Data and information were gathered from a variety of sources,

including publications, websites, newspapers, online blogs, journals, and research papers. This article examines the information presented in reports and surveys. We also examined the many aspects that have a significant influence on Bangladesh's employment and ecommerce development. Our goal is to provide a better understanding of Bangladesh's current ecommerce controversies, uniqueness, and barriers in order to assist with the newest and forthcoming issues of ecommerce in Bangladesh. Understanding e-consumer behavior regarding disputes, preferences, and expectations is extremely important for those involved in the ecommerce industry to guarantee the deployment of the proper plan for recovery from the current situation while increasing ecommerce in Bangladesh.

5. The Fraudulence Issues- Some Case Studies in Recent Time

A broad variety of e-commerce enterprises have allegedly defrauded clients out of substantial quantities of money by selling items, online investments, and e-loans via e-commerce platforms and social media. Evaly, ringID, Eorange, Dhamaka Shopping, Shirajganj Shop, Qcoom, Alesha Mart, Adyan Mart, Dalal Plus, Aladin's Prodig, Boom Boom, Priyoshop, Needs.com, and Nirapod Shop were the e-commerce sites with the highest fraudulence cases. We have highlighted some of the biggest ecommerce organizations' case studies that have produced an unstable scenario in Bangladesh's present e-commerce sector.

Evaly

It is learned that since its launch in the e-commerce market, Evaly offered cash back offers ranging from 20 to 150 per cent on products. Many people stumble to order products in Evaly in the hope that the original money will be returned and things will be returned. This kind of business model is rare in the world! Because Jack Ma didn't take a long-time service charge when he started Alibaba in China. But have accepted the price of the product. The question of how realistic Evaly's approach as a business model is, some experts say, it cannot be a business model. Because of this offer, many people are depositing money in Evaly's accounts. After two or three months maybe a number of customers are being given the product but, in this time, more money is going to their account by announcing more offers. If all the customers want their product at once, then Evaly would fail completely. Now that was where they stand. Now they would have either declare themselves bankrupt or flee.

It has recently been noticed that Evaly was not delivering the product on time even with advance payment from the customer. Evaly was also not paying the merchants from whom the goods were taken. As a result of these activities, a large number of buyers and sellers are at risk of financial loss. In such a situation, Bangladesh Bank reported to the Ministry of Commerce on June 17, 2021 that Evaly owes Tk 214 crore to the customer and Tk 190 crore to the merchant. In contrast to this filing, Evaly total assets are Tk 92 crore, of which only Tk 75 crore is working capital.

Alesha Mart

Another new e-commerce company trying to walk the path of Evaly at the same time when the online market is already struggling with Evaly. Although the company did not give discounts on other products but it does give discounts on motorbikes. As in case of Evaly, the buyers got the product delivery in the beginning but they did not get deliveries lately anymore. On the other hand, many people were started getting products from Alesha Mart, so people started to place order in there. However, in the near future, the concerned people are fearing that this organization will also walk the same path of Evaly.

Dhamaka Shopping

E-commerce company 'Dhamaka Shopping' did not have any kind of approval and license. Even they had no business account in order to conduct business. Business transactions had been done through the accounts of Invariant Telecom Bangladesh Limited. Since 2016, the company had a turnover of Tk 650 crore. The RAB (Rapid Action battalion) claimed that the entire transaction of Tk 650 crore had been done illegally. Because, this organization had no legal basis. They did give products by cheating many people with money. Subsequently, on the basis of the victim's allegations of fraud and embezzlement of the company's COO. RAB arrested three senior employees. Referring to the preliminary interrogation of the arrested persons, one of them said, "About Tk 750 crore had been transacted by the customer so far through this online shopping platform. Despite the huge amount of money transactions, only one lakh Taka had been found in that account at present. The rest of the money had all been removed. The company currently had a sales arrears of around Tk 180 to 190 crore. Customer arrears of Tk 150 crore and customer refund check arrears of Tk 35-40 crore.

Eorange Shop

One of the biggest frauds was done by Eorange shop in the middle of all these ecommerce websites. With her brother, a woman and her spouse held top positions. Her brother was a cop who presided over everything from behind the scenes. Eorange, unlike other family businesses, has had "strong growth" in sales in only two years

from its establishment in 2019. They also signed a former player of Bangladesh National Cricket Team to gain the trust of customers. And their plan succeeded. Most of the orders were placed after the signing that former cricket player as an ambassador of Eorange. The company was running smoothly until new government e-commerce law was imposed about delivering products in 10 working days from the date of order placed. But their operation was somehow smashed with such new law and they stopped their office and delivery in the name of COVID-19 lockdown. But actually, they were running out of options and from inside they planned to escape from this situation and flee the country safely.

Qcoom

During the Covid-19 outbreak, many turned to online buying to get over the limitations. E-commerce sites such as Qcoom took advantage of the situation by announcing various deals and discounts, and users paid large sums of money in advance to obtain things at a lower price. Although there had been no actual proof of fraud against Qcoom like Eorange and Dhamaka shopping, but recently police arrested the owner of Qcoom, He was charged under the Digital Security Act with embezzling Tk250 crore from consumers who had paid in advance through his e-commerce website.

Priyoshop

Priyoshop was one of the oldest and first e-commerce sites in Bangladesh. They were founded in 2012 and were running their business smoothly since then. But after the great offers of other e-commerce sites like Evaly, Dhamaka, Eorange, Qcoom, they started to face decrease in getting orders. So, they also started to give offers just like other e-commerce with huge discounts and cashback. And that caused their smooth operation turned into bumpy. And then started to get accused of not giving products in time just like other e-commerce companies. Several complaints have already been filed against the firm with the Bangladesh E-Commerce Association and the National Consumer Rights Protection Directorate (E-CAB). In light of these charges, the police's Criminal Investigation Department (CID) is initiating a shadow investigation into the organization's actions.

6. Results

During the time of analyzing the recent cases along with the theoretical knowledge about current situation of e-commerce sector of Bangladesh, we have found some noticeable reasons which are mainly responsible for this sudden transition of this sector. These responsible driving causes are categorized by responsibility of concerning and regulatory sector, consumer sector, and sudden implementation of unpracticed policies of e-commerce. By observation of these factors we have found some aids to current situation, where the changes for the recovery of current situation of e-commerce industry is utmost important and by realizing the importance of this section, efforts have been made to give feasible recommendations, which are categorized under the following:

6.1 Lack of Government Monitoring to Regulate Which Has Promoted the Fraudulence

Bangladesh's e-commerce revenue is now tripling every year as a result of the country's rapid embrace of technology, and it is expected to continue to rise. More than 1,000 e-commerce platforms with e-CAB membership and several million social media-based small online vendors are trying to create at least Tk 8,000 crore in yearly sales, with Tk 25,000 crore predicted in the next three years. While the industry has been working to build a stronger e-commerce ecosystem across the country, some rogue sites like Evaly, Dhamaka, and Eorange have enticed millions of people to pay in advance for big-ticket items like electronics, two-wheelers, and even cars, with some insane discounts of up to 50%. They pretended to pursue their growth goals through topline warfare, but in truth, they were burning customer advances and supplier credits on high-value advertising, sponsorship, and personnel hiring. Now, the platforms owe their consumers and merchants billions of takas, and with no recourse in sight, some of those who have been scammed have sued them. Customers and merchants are increasingly concerned about their money these days after seeing key executives of corporations in jail or absconding, while the government is unsure if the site owners will be able to repay the money owed to them. What happened on certain e-commerce sites was the result of everyone's faults, and now the most important thing is to get the money back to the people who were cheated.

Although this is not the first instance of e-commerce fraud in Bangladesh. Previously, similar situations have occurred throughout the country and remained unsolved. Effective implementation of current rules might assist to bring order to the developing online market. However, the government intends to create a separate legislation and regulator for this industry. Actually, Bangladesh, like other nations, does not require a new statute or regulator to control e-commerce enterprises; rather, more oversight by existing government agencies would be more effective in bringing discipline to the sector. It took 6-7 years for this company to earn people's trust, and following recent examples of companies collecting advance payments from consumers and failing to deliver items or refund money,

internet firms are suffering as they struggle to acquire new customers' trust. The National Consumer Rights Protection Directorate (DNCRP) should be reinforced and made more responsible.

6.2 Lack of Consumers Trust Has Occurred Due to the Fraudulence Cases

Ecommerce is nothing but just a purchase. You can order a book from a publisher or bookshop to send the book. The price of the book may be what you pay after you get the book in hand. Before the emerge of ecommerce, People used to buy books by VP post. The publisher in city would send the books to another city's specific address and the post office guy used to bring the books and receive the payment of it. It may also be that if one has already paid the price in advance, the book will be delivered to his door by post. Now that communication technology has improved, one can place an order online to buy a book or any other product. The money can be paid after receiving the product or it may be that one has already paid the price of the product. The main transaction, however, is the same legally and characteristically. If the matter is easy to trade, then why are there so many scandals, huge frauds, arrests and imprisonment of entrepreneurs? And why are people blaming e-commerce companies for these scandals? And how do you stop these scandals or the possibility or fear of people being deceived? The answer to these questions is not very complicated. As e-commerce or any other trade says, as long as there is a market economy, there is a possibility of people losing trust or being cheated.

Some people may come up with different rules for more profit, sometimes those rules may not work and some people may be deceived. Sometimes those intelligent people may deliberately create projects to deceive. In order to prevent this, the judiciary of the country has to function properly and democracy has to be effective in the country. So, whatever happens, if someone wants to do any kind of scandal even if they want to, if they are caught, they will be judged and punished quickly, everyone can know, everyone is alert. Some people cheat but they got free. And if there is an effective democracy, discussion in the parliament and various levels. Then if there is a loophole in the structure of the law, regulations can be made to close it.

6.3 Newly Introduced Payment System by Bangladesh Bank Creates Obstacle

An escrow is a service or financial transaction system where the price that a buyer pays when purchasing a product is deposited with a third party on behalf of the organization conducting the buyer-seller transaction. The third party pays the price to the seller (seller's account) after the buyer assures that he has received the delivery of the product or service he is looking for. Bangladesh Bank issued a directive on August 29, 2021 in the wake of allegations of fraud in ecommerce companies. The directive, which was sent to the managing directors and chief executives of all commercial banks in the country, said ecommerce companies would not be able to charge customers in advance for delivery of goods directly to their own banks. The directive calls on banks to transact only after ensuring proper supervision considering the risks. In accordance with this directive, The Ministry of Commerce has formulated 'Digital Commerce Management Guideline-2021' to facilitate transactions and purchases in e-commerce. It was published in the form of a gazette on July 4, 2021. This has made escrow service mandatory in ecommerce transactions suddenly. Despite the fact that the draft rules were adopted by the end of June, global escrow is not a required service. For customers, this is a different approach. For quick commerce, such as ride sharing, food delivery, groceries delivery, cellphone recharge, service delivery or utility, school fees, tickets (bus, air, rail, launch), or hotel booking sites, it is preferable not to make escrow obligatory.

6.4 Lack of Government Initiatives for Ecommerce Sector's Prosperity and Security

Many companies in the e-commerce sector were falling prey to fraud by showing greed for discounts. That matter had already come up in the internal investigation of the Ministry of Commerce. The concerned agencies were also warned about this. But none of the responsible agencies have taken steps to stop this fraud.

Government should attempt to effect a fundamental change in how individuals act in the ecommerce business. The industry will not be able to develop without basic, proper, and aligned policy backing. We can't envisage an economy that rises to be the country's second largest enterprise without government backing. Only our clothes business now earns the most foreign exchange. As a result, a framework must be developed to secure the profitability of the country's SMEs. Government and ministry authorities should make mandatory registration of all ecommerce merchants in order to produce a consistent format to avoid frauds and issues such as replacement of defective items, over discount offers, and advance payment offers.

6.5 Ways to Recover by Combined Efforts of Govt, ECAB and Consumers Awareness

According to the research firm Light castle Partners, the ecommerce market in Bangladesh will reach US 300 crores in 2023, which is about Tk 25,000 crore in Bangladeshi currency. But even five years ago, in 2016, the market of this sector of the country was 560 crores. There are more than 50,000 social media-based Facebook companies in this sector. In all, 1 lakh 25 thousand people have been employed in the ecommerce sector. The

expansion of ecommerce sector got more growth during COVID-19 Pandemic. At this time people start shopping online to avoid infection. This creates a large buyer class. Now the size of the market is about 16 thousand crore Taka. That's why Ecommerce growth cannot be slowed down, it can never be a solution. The problem can be greatly reduced if buyers, consumers and government agencies work together.

The Bangladesh Ecommerce Association (E-CAB) presently has over a half-thousand members. The E-Commerce Association of Bangladesh (E-CAB) should launch a public awareness campaign to promote the ecommerce sector's recent stability. They should take projects to bring real ecommerce entrepreneurs to the forefront and not leave any way open for the application of bad business strategies. E-CAB should work with the government on several issues such as to solve the recent issue of escrow system. As, thousands of crores of taka of many customers and merchants are stuck into the escrow system-cab's registration and membership process should be more professional and upgraded. Membership must be given under proper analysis of operations, business model, sale policy, return policy, offer conditions of the organization. Accused organizations must be kept under surveillance. They can try to launch an integrated grievance management service.

E-cab can establish a maintaining discipline in the digital commerce sector using various technology tools including escrow system modernization, central complaint management system, central tracking system, unique business identification numbers and artificial intelligence, solving problems through existing laws without new laws, quick return to the customer. Unique business identification number can be implemented by the ministry of commerce, central complaint management system can be implemented by consumer rights, central tracking management system can be implemented by postal department, escrow system can be modernized and money stuck in payment gateway should be returned to customers quickly.

Now, the main question in making a decision about listed fraud ecommerce companies is about the solution to the current problems. Because putting the heads of the organizations in jail and shutting down the business is not an option. And releasing them conditionally and keep the business under strict control is also not easy.

First, both Government officials and E-CAB should find out the consequences of keeping the heads in prison and shutting down businesses. They could be punished for not delivering goods or money on time. But it doesn't matter to the customer what the punishment is. The customers need to get their money or goods. But they see no solutions about these companies rather closing their operation and business. If the big domestic ecommerce companies continue to close like this, only foreign ecommerce companies would be benefited. They would get exclusive market in Bangladesh. Thousands of entrepreneurs involved with Evaly will lose their capital. Then, it will be difficult to regain people's confidence in ecommerce. Thousands of people will be unemployed.

Second, Government should find out the consequences of releasing them and letting run their business. They should be restricted go abroad. So that they either have to go to jail, or they have to pay people money or goods. There is a possibility that if they are released and allowed to do business, it will continue. In the last one year, they have delivered three lakh old orders. This trend may return and continue. Then the debt may continue to decrease. As a result, customers can get money or products over time. Evaly authorities can also reduce the amount of debt by sitting down with the creditors and requesting them. In addition, if they continue to try to get investment and get it, then there also a good possibility can be created to make a profit by continuing the business. In the end, a local organization can stand tall.

In addition, the deficit of the organization is being mentioned in the calculation of the material assets of Evaly. But those who understand ecommerce better will consider a few more things. For example, Evaly's market size. The company has about 4 million customers. More than 6 million apps have been installed. If they can retain even 30 to 50 percent of the customers from this huge market, then they will be able to hold one of the top positions in Bangladesh. Life time value is important in the language of marketing. How long a customer stays in a relationship with an organization is called the lifetime value of that customer. Internationally recognized studies say, Customers have a six to ten relationship with a large organization. If Evaly can have a five-year relationship with half of its customers, the company has the potential to grow in South Asia.

Since being stuck between decisions against listed ecommerce companies, will be no solution. But there is a possibility of something good being allowed to do business with release, so that should be done. However, in this case, some steps can be taken to keep the organization under strict control. Here are some suggestions on how to look or get an appointment for antique items:

- 1) There should be a committee of authorities, buyers, sellers and government representatives to ensure that everything goes smoothly. That committee will combinedly oversee the business.

- 2) The profit from the organization will be paid to the creditor every month or at a certain time by a certain amount basis.
- 3) Creditors will be paid at the rate of serial or registration process with proof.

All listed fraud ecommerce companies should not be given same opportunity if there is no advantage of the potential like the Evaly's has. As their deficit is not too much comparing their customer and transaction size. There are many ecommerce companies in the country whose business size is negligible compared to Evaly. But they are in much more deficit than Evaly is. The law should be equal for all. Law enforcement should be equal.

6.6 Measures Can Be Taken to Regain the Customer's Trust for the Survival Ecommerce Industry of Bangladesh

In the last few years, especially during the Corona period, the ecommerce sector has expanded very fast in our country. But suddenly this developing sector came to the center of discussion in the controversial activities of some organizations, new uncertainty began. Although the type of online business is new in our country. Some people are creating issues to take this sector backwards due to their dishonest activities. The problem of trust is one of the most important. There has been a significant increase in problems related to fake products, broken products, poor quality, unnatural delays, and severe lack of customer service, at times bordering on rudeness towards the customer, just as there has been an increase in young ecommerce companies with unstable business models. And these problems have gotten worse as the pandemic has progressed. As a result, numerous ecommerce platforms and dealers have lost a substantial amount of confidence. It must realize that the recent harm will not only have short-term consequences, but will also have long-term consequences.

In the last few years, only a few ecommerce companies have risked the immense potential of ecommerce on online platforms due to weak and fraudulent business models. Besides, several lakh new entrepreneurs are at risk. In this situation, almost everyone is urging to formulate realistic policies as well as increase surveillance to restore customer confidence. Some, however, insist on controlling customer greed. Most are concerned about the future prospects of the sector as a whole.

According to the data, there are about 2500 ecommerce sites in the country at present. Apart from this, about 2 lakh entrepreneurs are doing business through social media Facebook or F-Commerce. In a few days, this ecommerce sector has awakened great potential in the country's economy. The creation of new entrepreneurs has also created employment for many people. At different times there were many instances of cheating with the customer in the name of MLM company, multipurpose or co-operative society. With the addition of e-fraud. This year, the names of at least 14 companies have come to the fore, who have snatched more than Tk 3,000 crore by showing the temptation to supply products to the customers at very affordable prices. Most of the money laundering companies are young. These new ecommerce companies have swindled huge sums of money by showing incredible discounts before getting to know the customer properly.

People in the ecommerce sector cite the example of the international company Amazon, saying that its founder rose to the top of the list of the world's richest people because its founder did not think of making money overnight. Just two decades ago, Jeff Bezos was an ordinary entrepreneur. But he realized that there would come a time when anything could be bought with a single click on a computer or mobile. The popularity of shopping malls will decrease, shops will be forced to make various offers. As a result, his divine vision. Now you can get essential products with one click. Instead of shopping malls or restaurants, people are getting their favorite food at home. Clothing, jewelry, medicine, food, electronics, cosmetics, vegetables everything is available online. In the necessities of life, consumers are increasingly turning to e-commerce in changing circumstances.

Action from three separate stakeholders is essential to enable the emergence of a strong and trustworthy ecommerce industry. The first and most significant function that online businesses or merchants must perform is that of the first and most crucial role. Both the merchant and the platform must work to earn the consumer's confidence, rather than being satisfied with a completed sale of poor quality or poor customer service. There are two compelling reasons to do so. In the subject of strategy, it is common knowledge that a carrot and a stick approach is required for any policy or decision to be effective. The carrot represents motivation, whereas the stick represents punishment. If businesses fail to develop trust, the consequence is an indisputable rise in internet shopping. Customers do not have particularly significant switching costs for the majority of things purchased online. Customers may prefer to purchase at a real store. As a result, when it comes to ecommerce platforms, buyers are more likely to buy anything if they don't have to leave the house. So, if ecommerce enterprises step in to provide excellent customer service and build confidence, the platforms will be able to reclaim their lost clients. Organizations should do this because trust is the first step in establishing long-term brand value, and as we have seen in the history of business over the last century, brand value can be a significant factor. Take Apple as an example.

Platforms that link buyers and sellers, such as Daraz, must also have a strategy for dealing with their vendors. Poor service and quality will not only affect the merchant, but it will also erode trust in the platform. As a result, it's critical to strengthen the platform's ecology. They can establish an incentive structure by promoting and pushing the items of merchants and sellers who have received positive feedback from verified buyers (purchaser accounts which have been confirmed by the platform that has not been created by the seller to improve ratings). Similarly, when a consumer searches for a product, seller accounts with complaints might be de-ranked and shown less. This straightforward approach can motivate vendors to be more professional, improve customer service, and expand their market. Simultaneously, similar to Amazon Choice, these platforms may have their staff of product evaluators promote some of the sellers' items, or the sellers account, providing another another incentive to create truly excellent products and services.

In this current situation, government should give the opportunity to ecommerce after creating a legal framework. Consumers are easily deceived as there is no legal framework. The time has come for a timely and strong legal framework to restore confidence in the sector and make it acceptable to all. There is no alternative to a timely legal framework to block all avenues of fraud on this platform.

The Ministry of Commerce has recently issued policies and guidelines for the management of digital commerce to maintain confidence in the country's ecommerce sector. The guidelines are mainly tied to the time of delivery of goods and refund. It has been said that if the ecommerce company and the buyer are located in the same city, the product has to be delivered within five days. If you are in a different city, you have to ensure the delivery of the product within 10 days. No payment can be accepted if the product is not in stock. The money paid in advance should be credited to the seller's account after delivery of the goods. The product is delivered to the delivery man or delivery company within 48 hours of the buyer's advance payment. Ecommerce companies will inform via e-mail or SMS. The delivery man will deliver the product to the buyer within the next 72 hours. An e-commerce company cannot take more than 10 per cent of the value of the goods in advance unless it is in a position to hand over the goods or services to the delivery man within a maximum of 72 hours. However, the victims say, these instructions have remained only on paper.

In the matter of restoring faith, it is a difficult and time-consuming issue. But the extent to which real traders see losses is only temporary; Not long term. But two things are urgent at the moment.

- 1) Real traders should take initiative to ensure more service to their customers than before. So that customers find a little more assurance and reliance on regular services than before.
- 2) The government should take effective action on incidents like Evaly with utmost efficiency and intelligence. An expert committee can be formed under his leadership to appoint one 'coordinator' or 'supervisor' in organizations like Evaly. The committee needs to include experts who can directly contribute to the development of an innovative solution. For example: The High Court has already a former board for Evaly consist of a former judge, secretary, a minister, a chartered accountant. In the future, this board can include more ecommerce experts as needed.

Furthermore, it is difficult to collect money through the legal system from ecommerce organizations that have defrauded clients for thousands of billions of taka through fraud and MLM (multilevel marketing) schemes. As This has been done through deception so it will take time. It is difficult to say at this moment that the victims will get the money for sure.

Here are the legal procedures required to focus-

- Those who have cheated in the legal framework may have justice. But getting the money back is time consuming. Because, the law does not say anything clearly. That is why a new legal framework is needed for e-commerce.
- Consumers in digital businesses are being deceived due to systemic weaknesses. That is why the reality of the chances of getting the money back are low. In the past, the fraudulent money of some other organizations including youth and Destiny could not be recovered. Most of the money smuggled abroad could not be recovered. The reason behind this is that our country's ability to investigate is not appropriate. Our system is arresting criminals, remanding them, sending them to jail but not being able to recover the money. This is the weakness of our system.
- Those who responded to the unusual offers of ecommerce companies also did not do the right thing. Now government have to find out where the money is or where it has gone, whether it has been laundered or not. Then government have to build a proper legal framework so that such incidents do not happen again in the future.

7. Conclusions

All the ecommerce companies in the country are now facing disgrace due to 'fraud'. Institutions that did not lure customers with ravishing discounts and did not hold back their debts are now facing severe problems. With these new hurdles in a fast-changing entrepreneurial ecosystem, fresh policy aid and enforcement can help a sector thrive again. Establishing an online consumer protection statute, as well as the infrastructure to enforce it, is a critical problem. Many platforms are already attempting to construct their own versions of consumer protection rules, but scams and frauds will continue to thrive until a regulatory policy level campaign is undertaken to create a consistent set of regulations safeguarding online consumers. All of the comments and recommendations were bolstered by the fact that our e-commerce industry has a significant number of F-commerce (Facebook-based stores). The proposals aren't a comprehensive list of what may be done, and they're also ineffective on their own. As previously said, various stakeholders must work together to create a thriving and safe ecommerce sector. If these initiatives are successful, Bangladesh's future online consumption and ecommerce will undoubtedly contribute to a healthy economy.

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