

MARKETING CHALLENGES FACED BY PAKSITAN E-COMMERCE INDUSTRY: A QUALITATIVE STUDY ON DARAZ.PK

By

**MUHAMMED JAMAL MEMON
14179**

A thesis presented to the Department of Management Sciences, Bahria University
Karachi Campus, in partial fulfillment of the requirements
of the MBA degree



SPRING, 2014

Bahria University Karachi Campus

MBA Thesis

2nd Half-semester Progress Report & Thesis Approval

Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
	2/12/14	Faculty Room	Literature Review & Research Method	<i>[Signature]</i>
	7/1/15	Faculty Room	Data Analysis	<i>[Signature]</i>
	18/2/15	Faculty Room	Discussion & Recommendation	<i>[Signature]</i>

APPROVAL FOR EXAMINATION

Candidate's Name: _____ Registration No. _____

Thesis Title: _____

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 8.6 that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: *[Signature]* Date: 6/3/15

Name: M. Zushman Ali

Head Of Department Signature: *[Signature]* Date: _____

Abstract

Internet plays a significant role in development of business, and reaching customers all over the world. E-commerce businesses have emerged lately to facilitate businesses with online presence and brand development. The purpose of this research was to analyze the emergence of e-commerce businesses in Pakistan and how it has developed over the past years. The researcher conducted a mixed study to collect both primary and secondary data. The chosen organization was Daraz.pk and the sample size was 100 managers. Primary data was obtained by conducting surveys with these employees. The survey findings showed that Daraz.pk has grown rapidly and currently employs 600 workers with sale of 1000 products daily. The company has been successful in the e-commerce industry and is experiencing increasing revenue.

Table of Content

2nd Half-semester Progress report and Thesis Approval.....	ii
Declaration of Authentication.....	iii
List of Tables.....	iv
First Page of Plagiarism Test Report.....	v
Acknowledgement.....	vi
Abstract.....	vii
Table of Contents.....	viii-xi
CHAPTER 1: INTRODUCTION.....	1
1.1 Problem Background and Aim of Study.....	1
1.2 Research Questions.....	2
1.3 Ethical Considerations.....	2
1.4 Research Work Limitations.....	3
1.5 Organization and Structure of Study.....	4
1.6 Daraz.pk – An Introduction.....	5
CHAPTER 2: LITERATURE REVIEW.....	6
1.1 Status of Internet in Pakistan.....	7
2.2 The Status of E-commerce in Pakistan.....	8
2.3 The Emerging Challenges of E-commerce Industry in Pakistan.....	10
2.3.1 Successful Content Marketing Strategy.....	10
2.3.2 Developing Trust through Website.....	10
2.3.3 Vast Data for Gaining Customer Insights.....	11
2.3.4 Integration of Mobile in Website.....	11
CHAPTER 3: RESEARCH METHOD.....	12

3.1	Nature of Research	12
3.2	Sample Size	13
3.3	Data Collection	13
3.4	Data Integration	14
CHAPTER 4: DATA ANALYSIS		15
Question# 1	15
Question# 2	16
Question# 3	18
Question# 4	19
Question# 5	21
Question# 6	23
Question# 7	25
Question# 8	27
Question# 9	29
Question# 10	31
CHAPTER 5: DISCUSSION.....		33
Emergence of E-commerce in Pakistan	33
Challenges and opportunities for E-commerce business in Pakistan	33
Success of Daraz.pk in E-commerce Business.....	34	
CHAPTER 6: CONCLUSION AND RECOMMENDATION		36
References	38	
Appendix A: QUESTIONNAIRE.....	42	