Evaluating the Effectiveness of Three Prominent Bangladeshi E-Commerce Websites; Chaldal, Pickaboo, and Shajgoj

Samsed Ahmed Urmee[1], Rubel Hasan[2], Rabeya Sultana[3]

[1,2]Postgraduate Student, University of Dhaka
[3]Professor, University of Dhaka

Abstract:

This study evaluates the websites of Chaldal, Shajgoj, and Pickaboo, three prominent e-commerce platforms in Bangladesh, based on eight specific criteria from the book E-commerce (Laudaon, Traver, 2022). These criteria are Functionality, Informational, Ease of use, Redundant navigation, Ease of purchase, Multi–browser functionality, Simple graphics and Legible text. By employing a comprehensive evaluation framework, we aim to identify the strengths and weaknesses of each platform. The assessment reveals that while all three websites demonstrate commendable features, distinct differences in various aspects such as load times, navigation ease, and security protocols highlight the unique approaches each company adopts to enhance user satisfaction. The findings offer valuable insights for both consumers seeking optimal online shopping experiences and developers aiming to refine e-commerce solutions in the competitive Bangladeshi market.

Keywords: E-Commerce, Pickaboo, Shajgoj, Chaldal, Comparison, Apps, Websites

Introduction:

The e-commerce sector in Bangladesh has seen unprecedented growth in recent years, driven by increasing internet penetration and a rising middle class. This study aims to compare three leading e-commerce platforms in Bangladesh: one specializing in grocery and medicine, another in electronics and gadgets, and a third in cosmetics and lifestyle products. By evaluating these platforms based on user experience, product range, pricing strategy, and other criteria, this research seeks to provide insights into the effectiveness and competitiveness of these sites within their respective markets. E-commerce has revolutionized the way consumers shop, offering convenience, variety, and competitive pricing. Nevertheless, it saves our time and effort. One can buy or sell their products without being physically present which makes e-commerce platform popular day by day.

Background:

In Bangladesh, e-commerce platforms have seen significant growth, driven by increased internet penetration and a growing middle class.

In Bangladesh, e-commerce platforms have experienced remarkable growth, fueled by increasing internet penetration and a burgeoning middle class. As of 2023, internet penetration in Bangladesh reached over 70%, with more than 120 million active internet users (World Bank, 2023; BTRC, 2023). This widespread

access to the internet has enabled consumers, particularly in urban and semi-urban areas, to engage with digital platforms more frequently, driving the adoption of e-commerce.

The e-commerce sector has been expanding rapidly, with the market value estimated to surpass USD 3 billion by 2023 (Statista, 2023; Google & Temasek, 2023). This growth is also attributed to the rising middle class, which now constitutes around 25% of the population (BBS, 2023; World Bank, 2023). This demographic is characterized by higher disposable income and a preference for convenient shopping experiences, making them a significant driver of online retail.

Furthermore, the COVID-19 pandemic accelerated the shift towards online shopping, with consumers increasingly relying on e-commerce for essential goods such as groceries and medicines, as well as for electronics, gadgets, and lifestyle products. By 2022, online grocery sales alone saw a year-on-year increase of 30%, reflecting the growing trust in digital platforms for everyday needs (Dhaka Tribune, 2022; The Financial Express, 2022).

The competitive landscape in Bangladesh's e-commerce industry is dominated by specialized platforms that cater to distinct consumer segments. Leading platforms in the grocery and medicine sector, electronics and gadgets market, and cosmetics and lifestyle products space have capitalized on this digital transformation, offering tailored services to meet the evolving demands of Bangladeshi consumers (BASIS, 2023; Nielsen Bangladesh, 2023).

Methodology:

This study compares three prominent e-commerce websites in Bangladesh, each specializing in different product categories: grocery and medicine, electronics and gadgets, and cosmetics and lifestyle products. These websites are among the leading platforms in their respective fields. The websites were selected based on their market presence and popularity among Bangladeshi consumers.

a) Selection of Websites

The three websites chosen for this study are **Chaldal**, specializing in grocery and medicine; **Pickaboo**, focused on electronics and gadgets; and **Shajgoj,** offering cosmetics and lifestyle products. Each site was selected for its relevance to a specific consumer segment and its prominent market position.

b) Comparative Criteria

The evaluation focuses on eight basic criteria listed in following table.

Table-1

The eight most important factors in successful E-Commerce site design		
Sl no.	Factor	Description
1.	Functionality	Pages that work, load quickly and point the customer toward product offerings.
2.	Informational	Links that customers can easily find to discover more about you and your products.
3.	Ease of use	Simple foolproof navigation.
4.	Redundant navigation	Alternative navigation to the same content.
5.	Ease of purchase	One or two clicks to purchase.
6.	Multi–browser functionality	Site works with the most popular browser.

7.	Simple graphics	Avoid distracting, obnoxious graphics and sounds that the user cannot control.
8.	Legible text	Avoids backgrounds that distort text or make it illegible.

Source: Laudon, K. C., & Traver, C. G. (2022). E-Commerce: Business, Technology, Society (17th ed.). Pearson.

c) Data Collection Methods

Data were collected using a combination of usability testing, customer reviews, and direct evaluation of customer service interactions. Site performance was measured using Google PageSpeed Insights, while product range and ease of use were assessed through direct comparisons of similar products across the sites.

d) Comparison Framework

Above mentioned criteria are used to evaluate each website, with specific weighting applied to criteria most relevant to each site's market segment. For example, product availability was emphasized for the grocery and medicine site, while user experience was prioritized for the cosmetics and lifestyle site.

e) Data Analysis

The data were analyzed using a combination of quantitative and qualitative methods, with results summarized in comparative tables that highlight the strengths and weaknesses of each website across the selected criteria.

Short overview of these websites:

Chaldal:

Chaldal.com is an online grocery and food products provider shop in Bangladesh. It was stated its business from September, 2013. It was mainly a online based grocery shop. But recently it spreads its business. Now it sells pharmaceutical products and cooked up foods through online by selecting those categories.

Chaldal follows the business model called B2C (Business to Consumer) and B2B (Business to Business). For it, both a website and an app are available. A user of the website or app must register or login first before selecting items from the several categories (Rahman, Md. Mahbubur, 2022). Cash on delivery, debit cards, credit cards, mobile banking i.e. Bkash, nagad, are all acceptable methods of payment.

Pickaboo:

In April 2016, Pickaboo.com started its journey and within a very short time period it was able to become a popular destination for the online shoppers. Pickaboo is an ultimate shopping destination where you can purchase Smart and Feature phones, Camera, Computing and accessories, have them delivered to you directly. They offer free returns and various payment methods including Cash on delivery, online payments, swipe on delivery and Bkash with affordable price and quality products. They are expanding the range of our products to include latest gadgets, accessories and new categories. Pickaboo.com follows the Daraz.com.bd as a business trade on a single platform where the sellers sell their products through Pickaboo.com website in exchange of commission percentage on each and every sale. Pickaboo.com in an online market source where buyers can get chance to exchange their own old devices with new one. Buyers from Dhaka enjoy the facility of payment via cash on delivery(COD) while the buyers outside Dhaka throughout the country also can enjoy the home delivery service by prepayment through mobile banking. Pickaboo.com provides sellers the free advertisements of their products through social media, newsletter and Google Search Engine Optimization (SEO) (Mahfuzul Haque, 2016).

Shajgoj:

Shajgoj began its journey in 2013 but mainly they entered their E-commerce platform in 2016. This company generates different types of content over different beauty & health related solutions. Besides they also sells many beauty and healthcare products as well as Makeup products, beauty care, food & health. They also help their customer to choose among thousands of products that suits their desirability most. They have their own Facebook page and blog as well "shajgoj.com". They also opened E-commerce site of the company "shop.shajgoj.com" from which they receive their order and deliver goods within 24 hours. They update their product line regularly on the online in a regular basis and suggest those to customer with the help of own beauticians, expert dermatologists etc. They have their nine physical shops whereas they start their business with two physical shops in Jamuna future Park and Dhanmondi Shimanto Square with the shop named Shajgoj. At first they started with their blog and published different content over products like:

a. Skin care, Hair care, Nail Care, Bridal, Makeup tips and products review
b. DIY (Do It Yourself) Videos
c. Product Swatch
d. Perfume Review
e. Health and hygiene
f. Recipe
g. Fitness
h. Expert opinion
i. Maternity, Child section, Parenting
j. Fashion and lifestyle etc

While they started their E-commerce site, they observe that customer cannot find their suggested products in local vendors and even if they found most of them are replica. That's why "Shajgoj" took a step ahead to supply the goods that their expert suggests to their customers. As "Shajgoj" is a startup company they are trying their heart and soul to develop their E-Commerce site as well as their Product and delivery side also (Nikita Barai, 2016).

Discussion & Analysis:

Based on the above criteria sited on table-1 we are going to evaluate these three sites.

1. Functionality:

First criteria is functionality which means Pages that work, load quickly and point the customer toward product offerings. Among these three website all pages work, load quickly and point to the offerings. Below there are the first sight view of these three websites. Chaldal and Shajgoj serve their offerinngs at first click, but Pickaboo give a little bit distraction to their customer compared to those by asking visitors to login their account. But after cancelling this window it is all good to serve their customer.
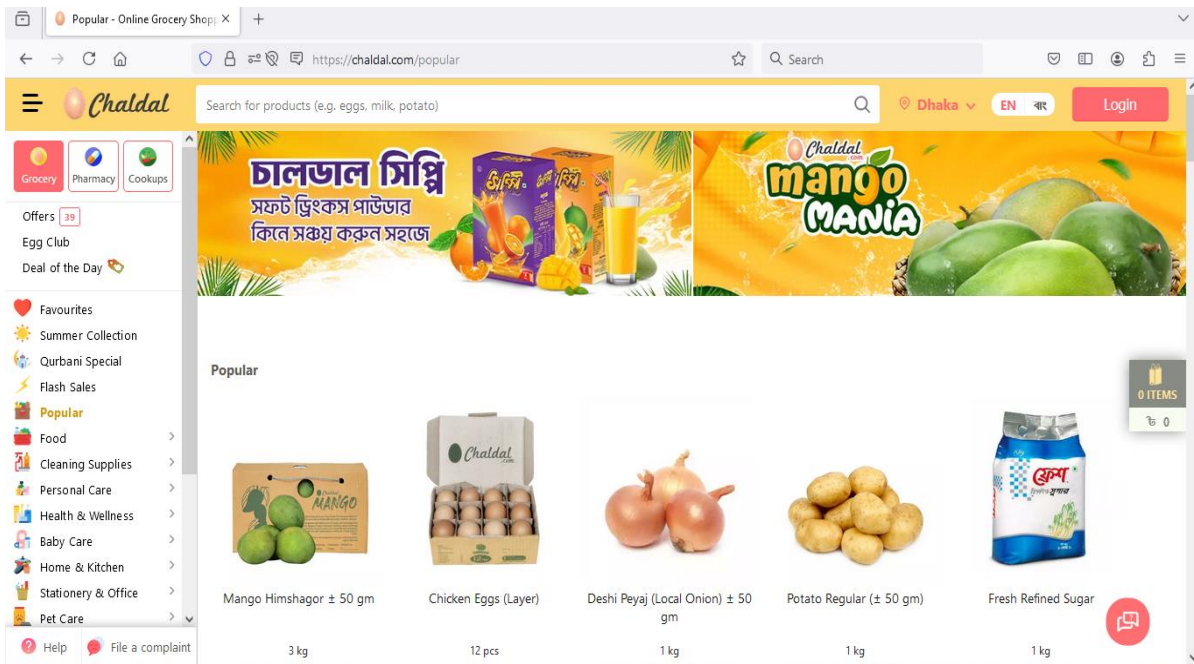
Fig: First click view of chaldal website

If we go through the website of Shajgoj, we find the home page like the page below:
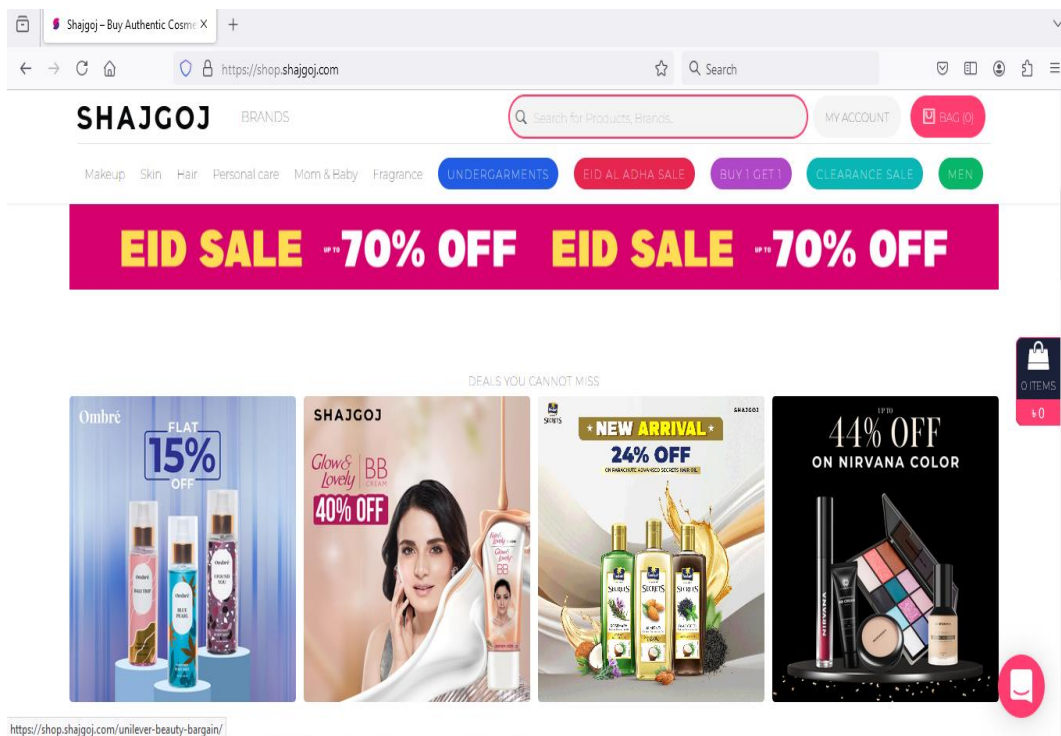

Fig: First click view of shajgoj website

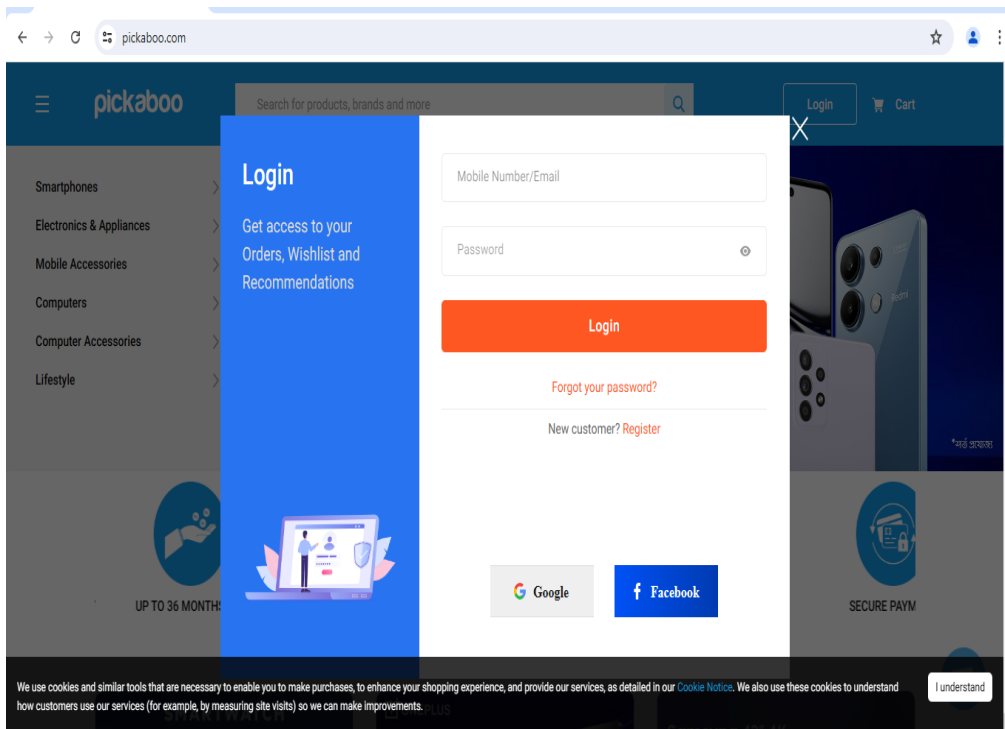Then we also try to browse the home page of the website of Pickaboo, we see the page like the page below:

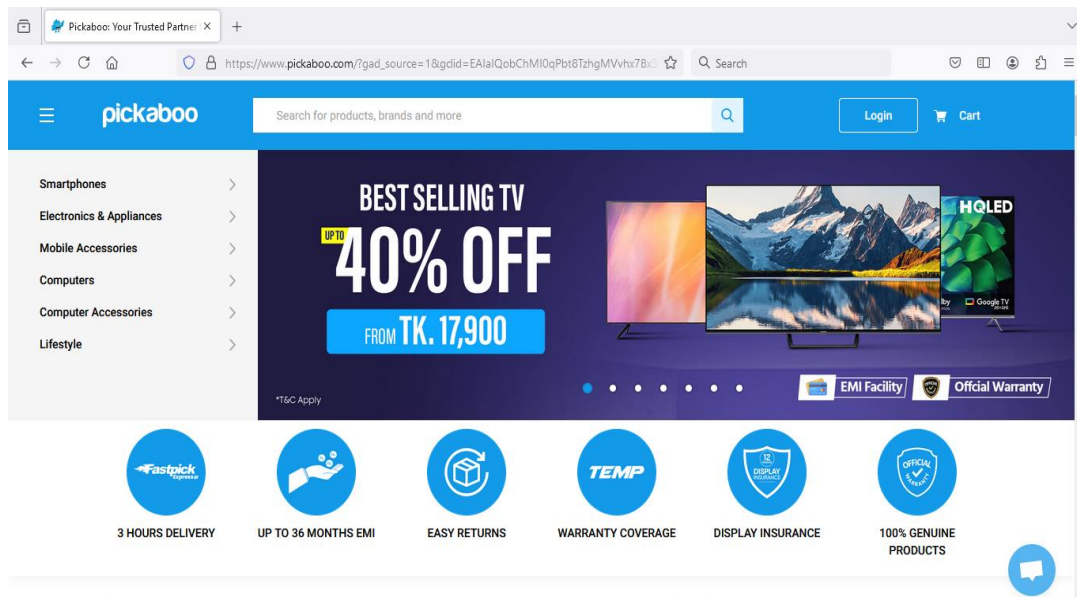**Fig: First click view of pickaboo website**

Fig: View of pickaboo website

- **Key functionalities of Chaldal also includes**
- ✓ User Interface: user-friendly with easy navigation for browsing a wide range of grocery items.
- ✓ Order Processing: Orders are processed efficiently, often within hours, making it highly reliable for urgent needs.
- **Key functionalities of Shajgoj include:**
- ✓ Product Range: The website offers a broad range of beauty and personal care products, including international and local brands.

✓ User Experience: Shajgoj provides an aesthetically pleasing and intuitive interface that simplifies the shopping experience.

✓ Content Integration: The site integrates beauty tutorials, tips, and product reviews to engage customers and help them make informed decisions.

- **Pickaboo, which is an e-commerce platform specializing in electronics and lifestyle products its functionalities include:**

✓ Product Availability: It offers a wide range of electronics, gadgets, and accessories with detailed product descriptions and specifications.

✓ User Interface: The platform is designed to be user-friendly, with categories and filters that make it easy to find products.

2. Informational

The second criteria is informational which links that customers can easily discover more about you and your products. Here's a summary of how the informational aspect of Chaldal, Shajgoj, and Pickaboo webpages that perform based on the availability of easily discoverable links and resources about their products and services:

Chaldal:

Chaldal offers a user-friendly website that prioritizes ease of navigation and accessibility of information. It provides detailed categories for various products, including groceries, personal care and household items, making it easy for customers to find what they need. The website includes sections like "About Us," "Help," and "Contact Us," providing comprehensive information about the company's mission, customer service, and support options. This makes it straightforward for customers to learn about the company and its offerings.

Shajgoj:

Shajgoj excels in providing extensive informational content related to beauty and personal care. The website features a vast collection of articles, videos, and tutorials on various beauty topics, skincare routines, and product usage, establishing itself as a knowledgeable resource in the beauty sector. Shajgoj also offers free beauty consultations, both online and in their physical stores, which further helps customers make informed decisions. Their content strategy not only promotes products but also educates customers, enhancing their shopping experience (The Daily Star) (IDLC) (YourStory.com).

Pickaboo:

Pickaboo provides detailed product descriptions and specifications, helping customers make informed purchasing decisions. The website features sections such as "Deals," "Brands," and "Categories," which streamline the browsing experience. Additionally, Pickaboo includes an "About Us" page and customer support links that give insights into the company's background and customer service policies.

While it may not have as extensive content as Shajgoj, Pickaboo's straightforward presentation of product information and clear navigation aids in the overall informational accessibility of the sites.

On the given screenshots we can see all three websites provide substantial informational content, but Shajgoj stands out due to its extensive educational resources and interactive consultations, making it particularly effective for customers seeking in-depth knowledge about beauty products.
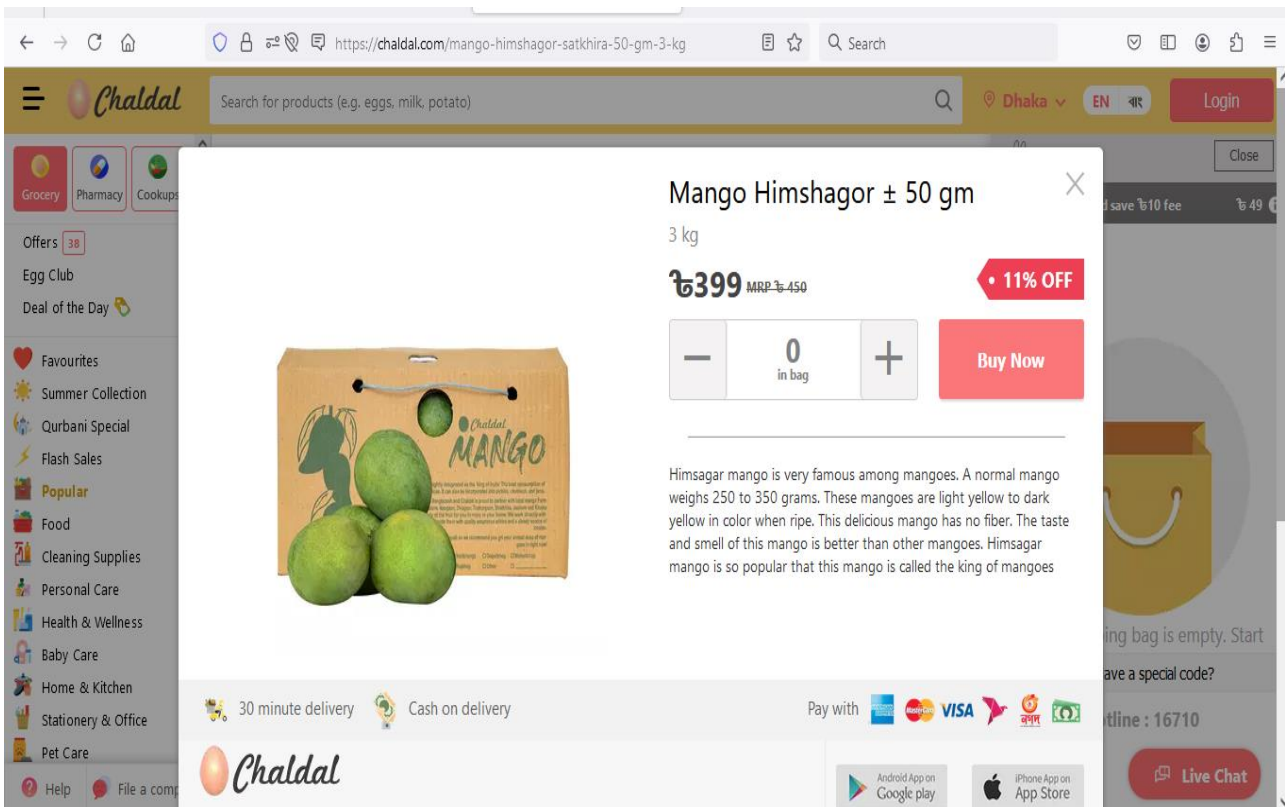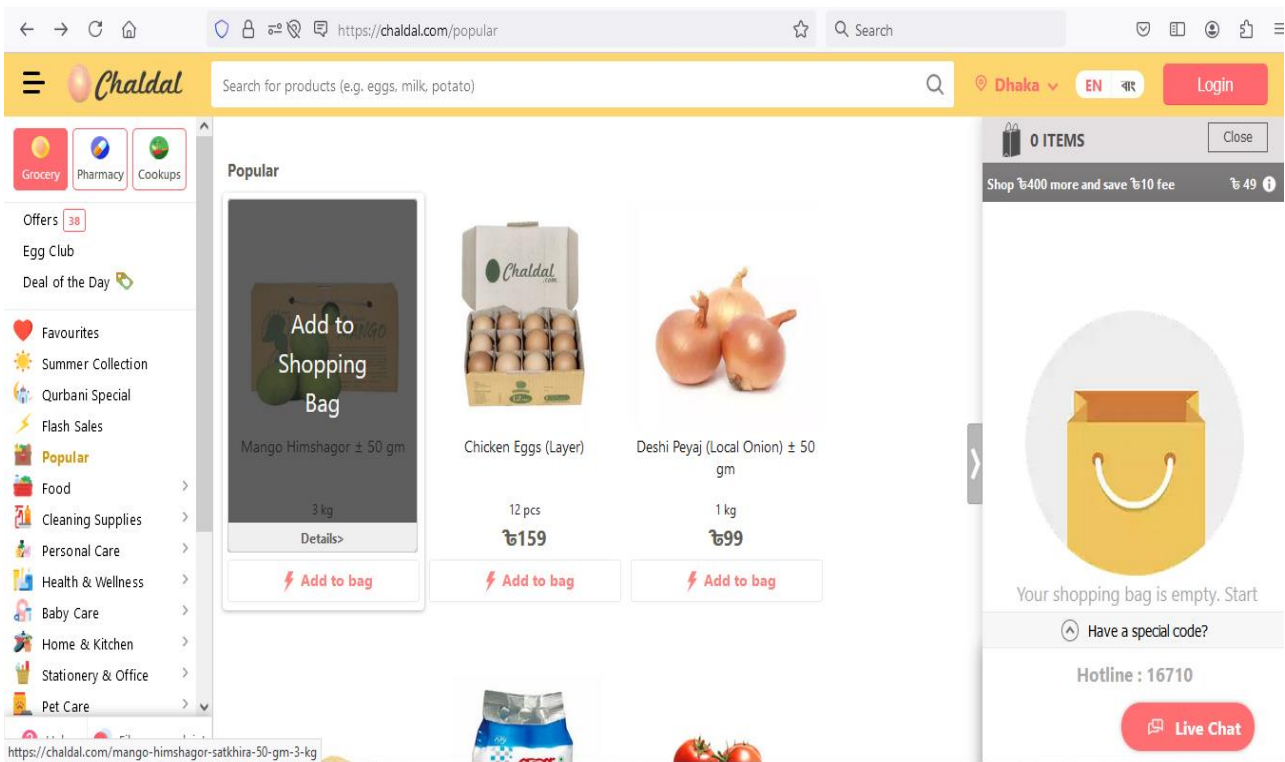
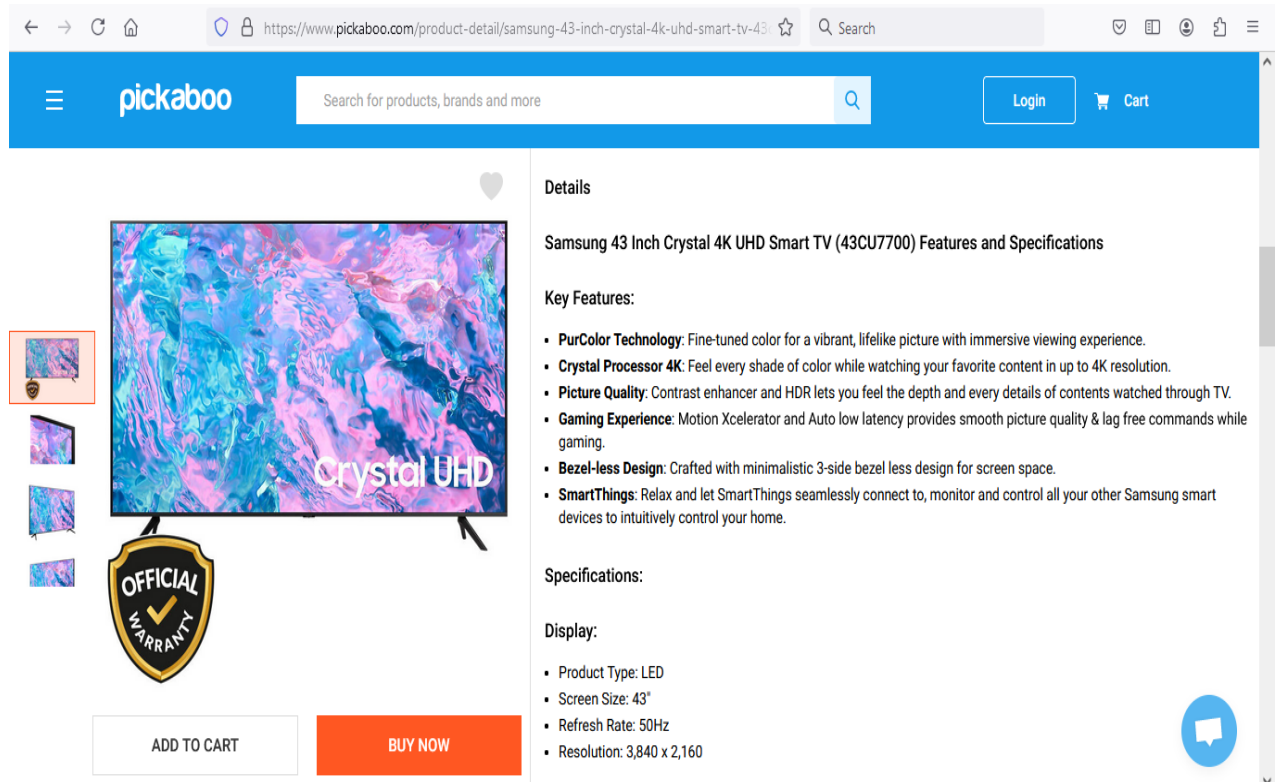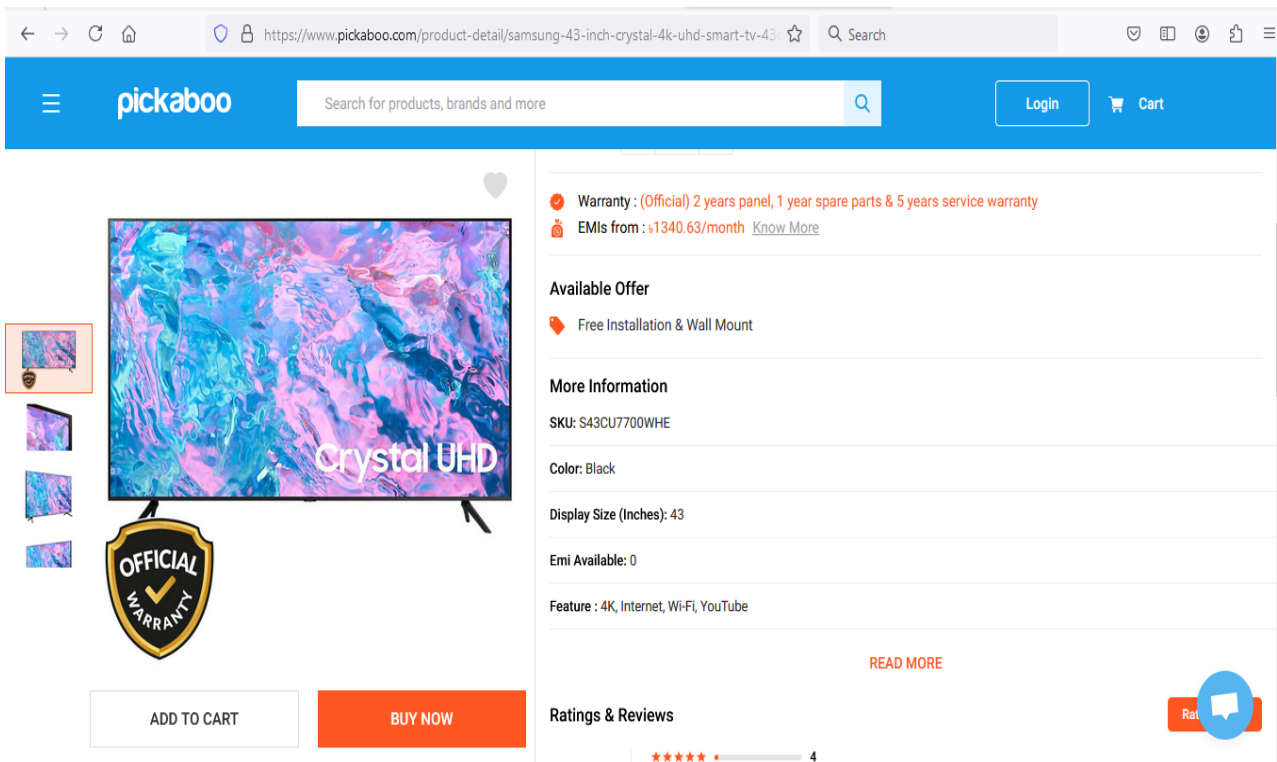**Fig: chaldal provides details information about its product**

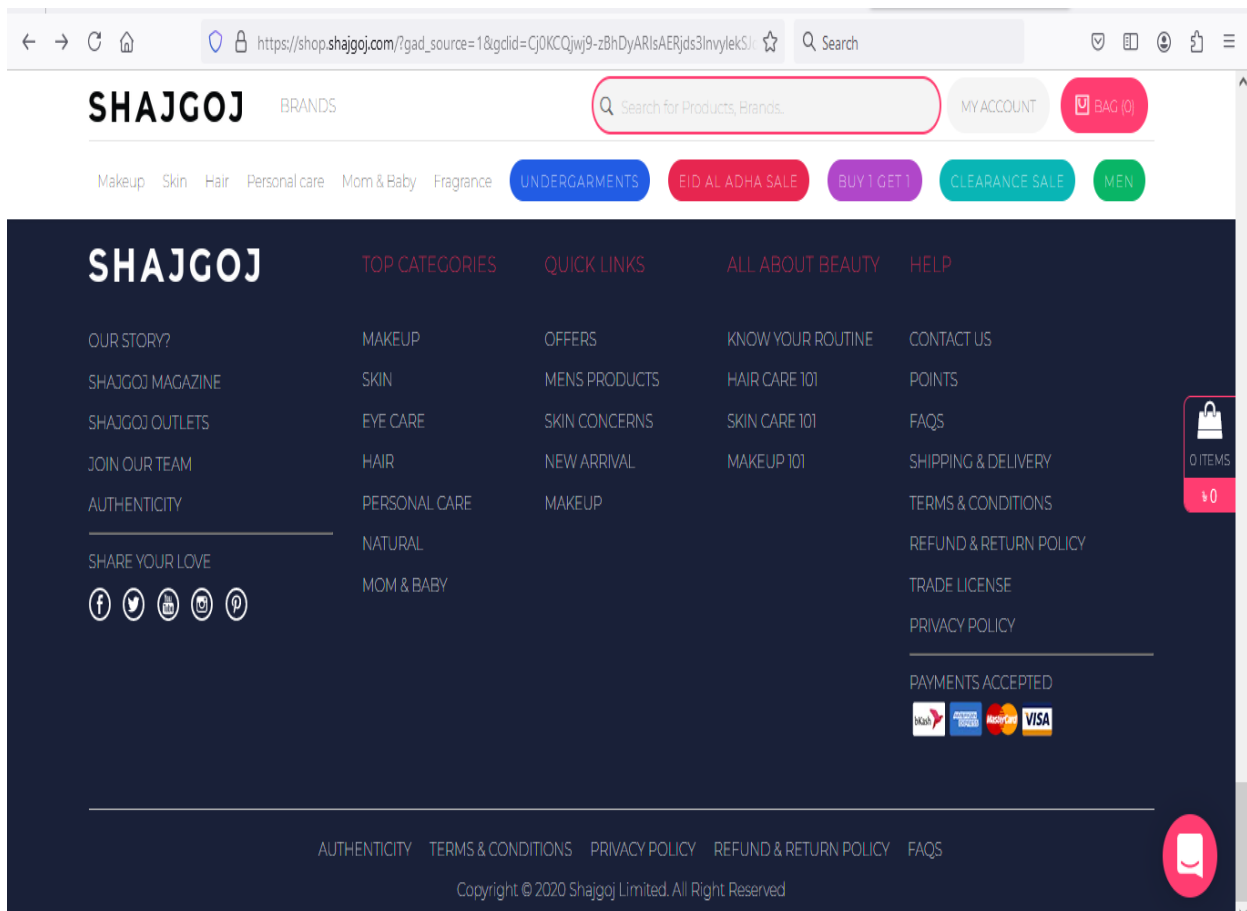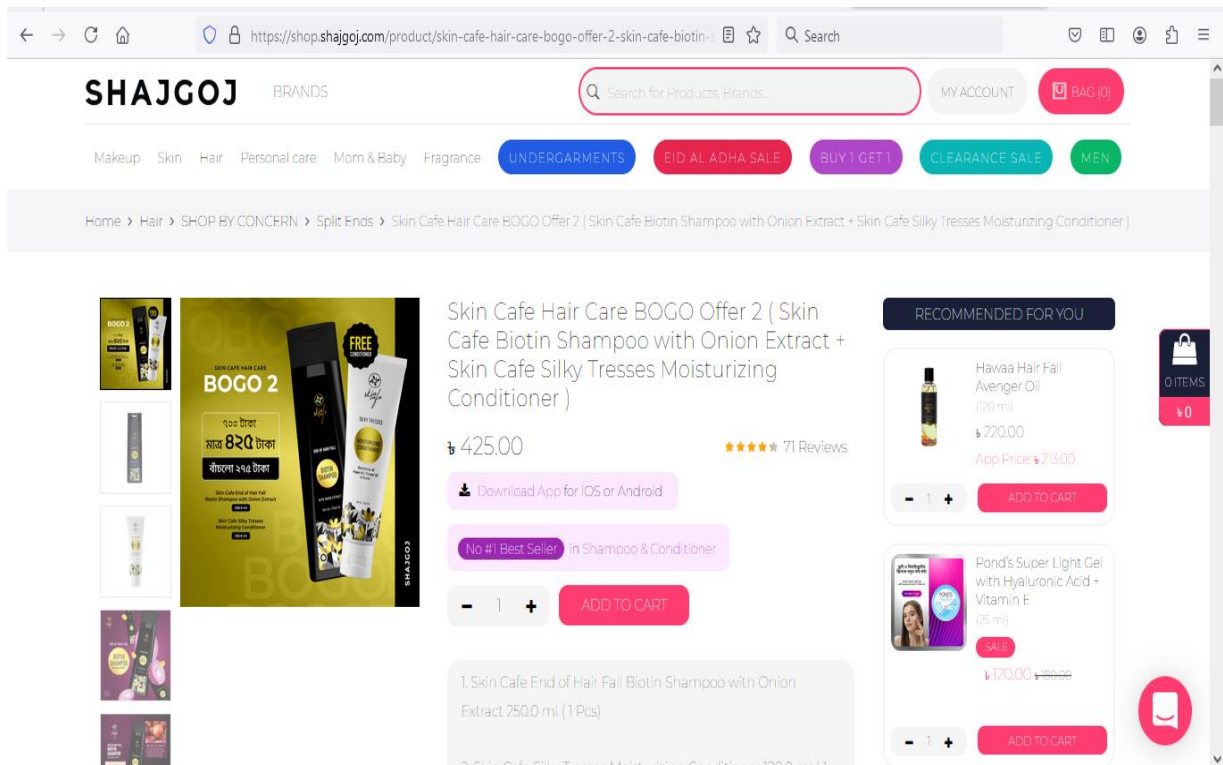**Fig: pickaboo provides details information about its product**

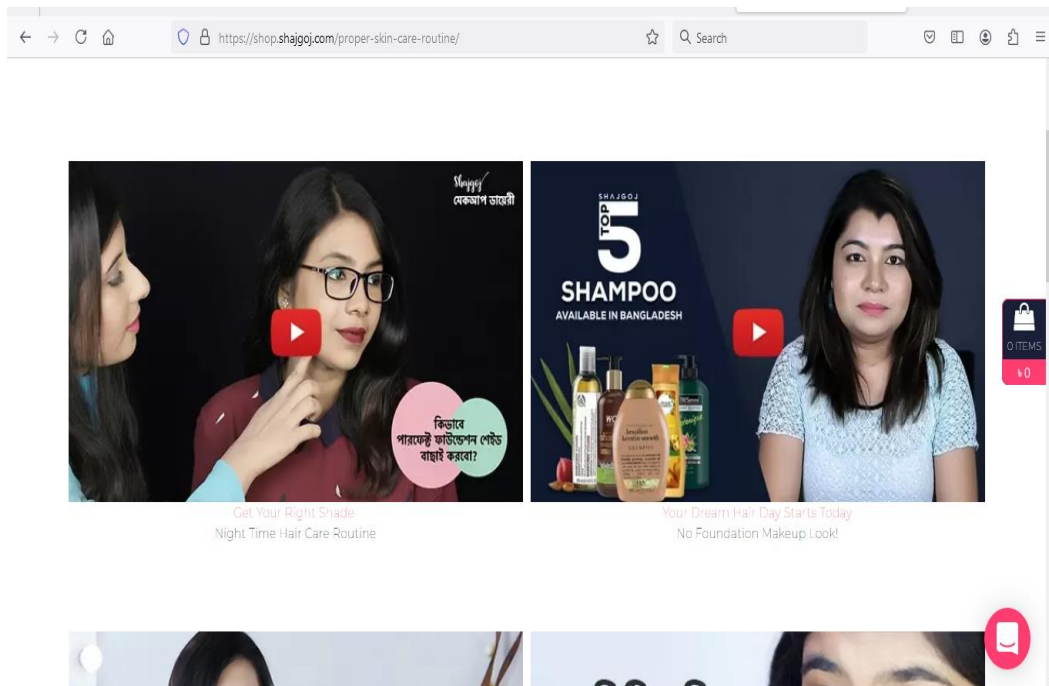**Fig: shajgoj provides details information about its product**

Fig: Shajgoj provides interactive consultations for customers seeking knowledge about beauty products.

3. Ease of use, third criteria which means Simple foolproof navigation

Chaldal:

Chaldal is known for its user-friendly interface and ease of navigation. The website and app features intuitive design elements that make it simple for users to find and purchase groceries. The recent addition of a home page and bottom navigation bar has enhanced user experience by allowing quick access to various sections. Chaldal also offers features like personalized recommendations and a "Favorites" section, which streamline the shopping process.

Shajgoj:

Shajgoj, a popular e-commerce platform in Bangladesh for beauty and personal care products, also prioritizes user experience. The website is designed with clear categories and a search function that makes it easy to find products. The navigation is straightforward, with well-organized sections for different types of products. Shajgoj's mobile app mirrors this simplicity, offering a seamless shopping experience with quick access to personalized recommendations and trending products.

Pickaboo:

Pickaboo, another major e-commerce player in Bangladesh, excels in providing a smooth and user-friendly shopping experience. The website features a clean layout with clear categories and filters that help users quickly find what they are looking for. The navigation is intuitive, with a focus on ease of use. Pickaboo's mobile app further enhances the user experience by offering a streamlined interface, quick checkout processes, and features like order tracking .

All three platforms, Chaldal, Shajgoj, and Pickaboo, emphasize ease of use and simple navigation. They incorporate intuitive design elements and personalized features to enhance the shopping experience. Chaldal and Shajgoj focus on a seamless grocery and beauty product shopping experience respectively, while Pickaboo provides a broad range of electronics and lifestyle products with efficient navigation and user-friendly interfaces.

4. Redundant navigation means alternative navigation to the same content is the fourth criteria of evaluating these sites.

Chaldal:

Chaldal's navigation is efficient and designed to minimize redundancy. The main categories are straightforward, such as groceries, personal care, and household items, with subcategories that are logically nested. However, some users have mentioned that while the navigation is generally user-friendly, occasional overlaps in product listings can make the browsing experience slightly repetitive.

Shajgoj:

Shajgoj's website does suffer from some redundancy in its navigation. The site has an extensive list of categories and subcategories, which can sometimes lead to repetitive links and a cluttered interface. For instance, there are multiple links to similar products under different headings, which can confuse users. The site's navigation can feel overwhelming due to the breadth of its offerings, leading to a less streamlined experience.

Pickaboo:

Pickaboo, like Chaldal, aims for a clean and straightforward navigation experience. However, the site has faced criticism for having too many overlapping categories, especially in the electronics and accessories sections. This can lead to users encountering the same products under different categories, which creates a sense of redundancy. Nonetheless, the overall user interface is intuitive, with clear paths to find various products.

In summary, Chaldal and Pickaboo offer relatively efficient navigation with minimal redundancy, though both have areas for improvement. Shajgoj, on the other hand, tends to have a more cluttered navigation experience due to its extensive and overlapping categories.

5. Ease of purchase means One or two clicks to purchase is our fifth criteria to evaluate these sites.

Here's an analysis of Chaldal, Shajgoj, and Pickaboo based on the "one or two clicks to purchase" criteria:

Chaldal:

Chaldal's platform is designed for ease of use, emphasizing quick and straightforward navigation. The homepage features clear categories and a prominent search bar, allowing users to find products quickly. Once a product is selected, adding it to the cart and proceeding to checkout is streamlined, often requiring just one or two clicks. This efficient process makes Chaldal a user-friendly option for purchasing groceries and household items.

Shajgoj:

Shajgoj also focuses on providing a seamless shopping experience. The website's layout is intuitive, with categories like skincare, makeup, and haircare easily accessible. Product pages are detailed, and the "Add to Cart" button is prominently displayed. Users can swiftly move from browsing to checkout with minimal clicks. However, navigating back to the main category pages can sometimes require additional steps, slightly impacting the overall ease of use.

Pickaboo:

Pickaboo's website is designed for quick navigation and ease of purchase. The platform offers detailed product listings with an easy-to-find "Buy Now" button. This allows users to add items to their cart and proceed to checkout rapidly. The checkout process is straightforward, often requiring just a couple of clicks from product selection to purchase confirmation. This efficient setup enhances the user experience, making it easy to complete purchases quickly.

In summary, all three platforms aim for a user-friendly experience, with Chaldal and Pickaboo being particularly strong in minimizing the number of clicks required to complete a purchase. Shajgoj is also efficient but can occasionally require additional navigation steps.

6. Multi–browser functionality means Site works with the most popular browser.

When evaluating the multi-browser functionality of Chaldal, Shajgoj, and Pickaboo, the following   points can be made:

Chaldal:

Chaldal is known for its smooth multi-browser functionality. The platform is responsive and works well across various browsers such as Chrome, Firefox, Safari and Edge. This ensures that users can access the site without any issues, regardless of their preferred browser. However, specific reviews about multi-browser testing for Chaldal are limited.

Shajgoj:

Shajgoj also maintains a high standard for multi-browser functionality. It provides a consistent user experience across different browsers. The site's design and functionality remain intact whether accessed on Chrome, Firefox, Safari, or other popular browsers. This consistency is crucial for an e-commerce platform to ensure all users have a seamless shopping experience.

Pickaboo:

Pickaboo has received positive feedback for its cross-browser compatibility. It ensures that the site performs well on multiple browsers, including Chrome, Firefox, Safari, and Edge. This widespread compatibility helps in retaining customers who use different browsers and enhances the overall user experience.

General Considerations:

Cross-browser functionality is critical for e-commerce sites to ensure a uniform user experience. Websites like Chaldal, Shajgoj, and Pickaboo likely follow standard practices such as testing on multiple browsers, including different versions, to catch and fix any issues that might arise due to browser inconsistencies.

All of these three websites can be connected through mobile app and web. Their mobile apps are more popular than the web. The screenshots below provide their status as a mobile app. Among these three chaldal has a better user experience than other two according to the user's experience and review. Comparison of their mobile apps according to the customer review is given below:

Chaldal	Pickaboo	Shajgoj
Downloaded over 1million times	Downloaded over 1million times	Downloaded over 1million times
4.7 star rating	3.9 star rating	4.3 star rating
26.4k reviews	4.88k reviews	14.8k reviews
Over 21k five star reviews	3k five star reviews	Over 9k five star reviews

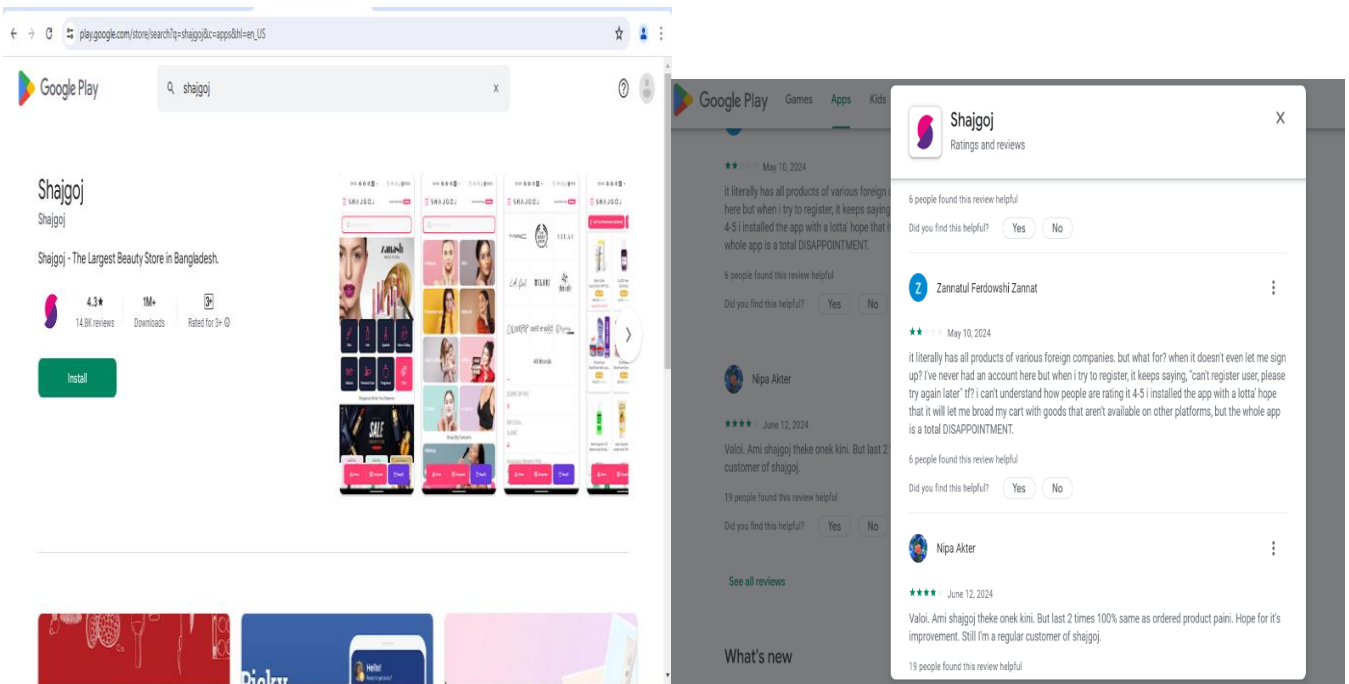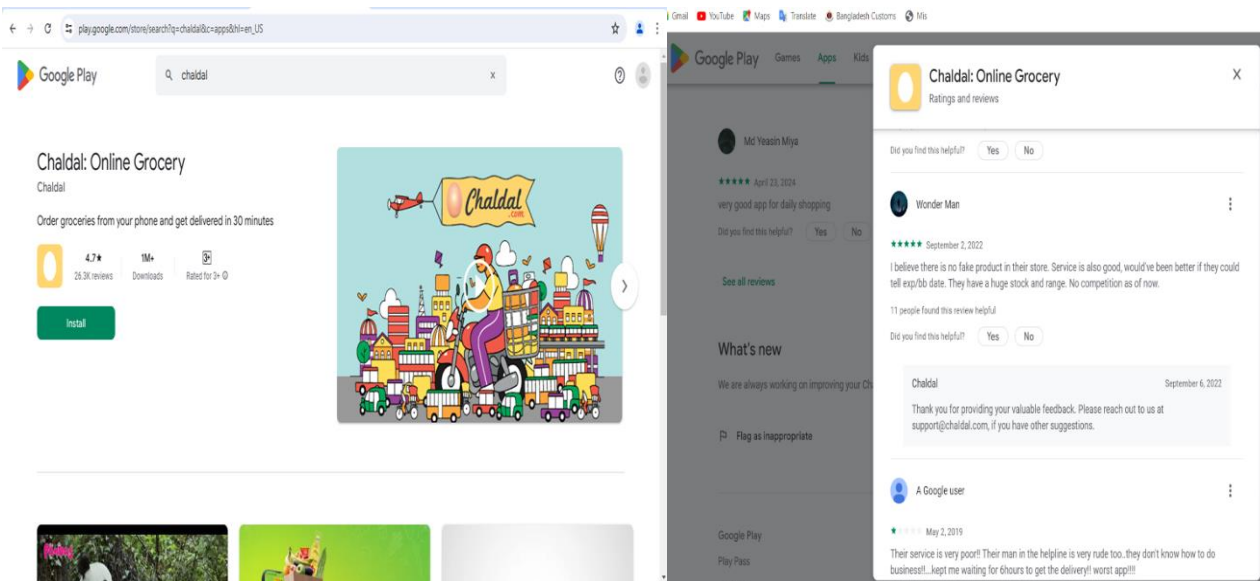**Fig: Mobile app and their review for shajgoj**

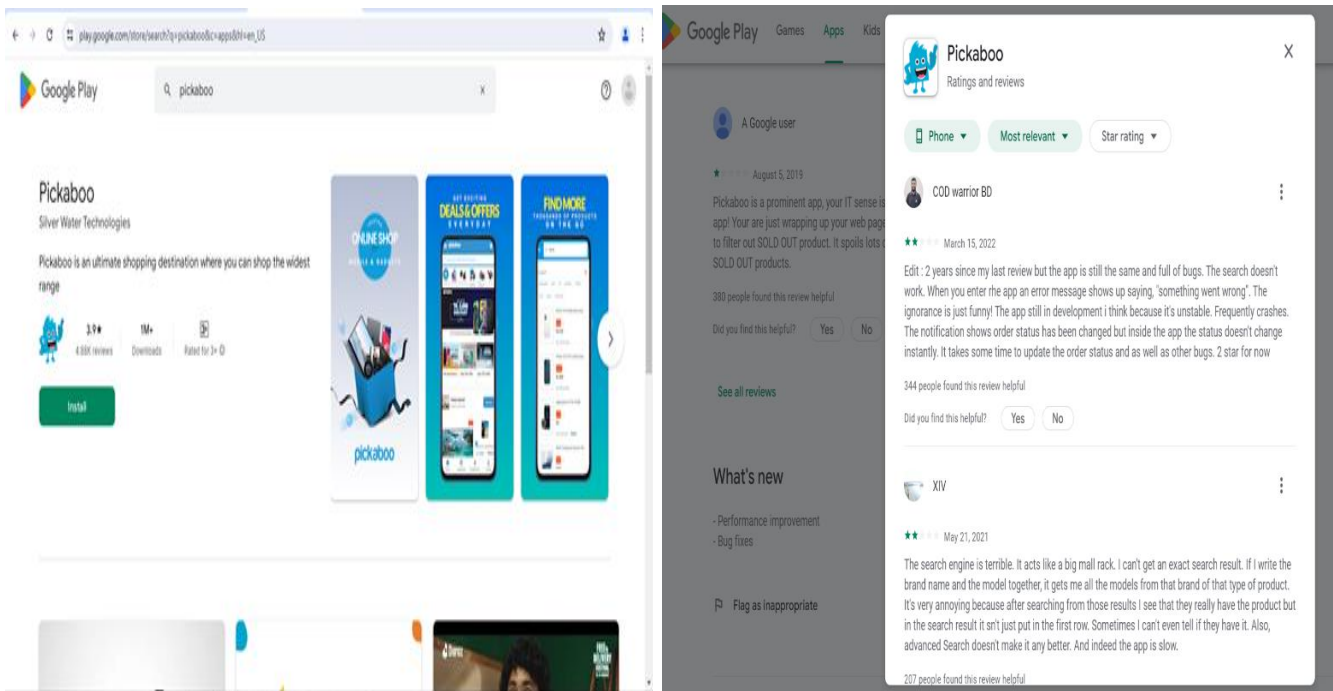**Fig: Mobile app and their review for chaldal**

Fig: Mobile app and their review for pickaboo

7. Simple Graphics:

When assessing Chaldal, Shajgoj, and Pickaboo based on the presence of distracting or obnoxious graphics and sounds that users cannot control, here's what can be concluded:

Chaldal

Chaldal maintains a clean and user-friendly interface with minimal distractions. There are no reports of intrusive graphics or sounds that disrupt the shopping experience. The site focuses on simplicity and ease of navigation, ensuring that users can shop without unnecessary interruptions.

Shajgoj

Shajgoj also provides a streamlined and visually appealing interface. The website is designed to showcase beauty and cosmetic products without overwhelming users with flashy graphics or annoying sounds. The focus is on product visuals and descriptions, making it easy for users to browse and make purchases without distractions.

Pickaboo

Pickaboo is known for its functional and straightforward design. While the site does feature various promotional banners and product images, it avoids the use of disruptive sounds and overly flashy graphics that could annoy users. The overall design is aimed at providing a smooth shopping experience, ensuring that any visual elements serve to enhance rather than hinder the user experience(pickaboo)

General Observations:

All three platforms—Chaldal, Shajgoj, and Pickaboo—prioritize user experience by avoiding distracting and obnoxious elements. They ensure that their interfaces are user-friendly, focusing on product visibility and ease of navigation without resorting to intrusive graphics or sounds.

For users who value a distraction-free shopping environment, any of these platforms would be a suitable choice.

8. Legible text

Chaldal

Chaldal ensures a clean design with no backgrounds that distort or make text illegible. The site focuses on user-friendly navigation and readability, ensuring that all text contrasts well with the background, making it easily readable.

Shajgoj

Shajgoj also excels in maintaining text readability. The design emphasizes clear, legible text with high contrast against the background. This helps users to browse products and read descriptions without any visual strain.

Pickaboo

Pickaboo maintains good design practices by ensuring that text is always readable against the background. The website avoids using busy or distracting backgrounds, focusing on simplicity and legibility to enhance the user experience.

Overall, all three platforms prioritize text readability and avoid backgrounds that could distort or obscure text, ensuring a pleasant browsing experience for users (Smashing Magazine).

Comparison between these three website based on the criteria in a nutshell

Comparison between these three website based on the discussion and analysis are given in following table:

Table-2

Sl no.	Factors	Chaldal.com	Shajgoj.com	Pickaboo.com
1	**Functionality**	Load quickly and point to the offerings. Serve their offerings at first click.	Load quickly and point to the offerings. Serve their offerings at first click.	Load quickly and point to the offerings. Serve their offerings at first click except a little bit distraction of log in window.
2	**Informational**	Provide substantial informational content	It has extensive educational resources and interactive consultations, making it particularly effective for customers seeking in-depth knowledge about beauty products	Provide substantial informational content
3	**Ease of use**	Emphasize ease of use and simple navigation. Focus on a seamless grocery product shopping experience	Emphasize ease of use and simple navigation. Focus on a seamless beauty product shopping experience	Emphasize ease of use and simple navigation. A broad range of electronics and lifestyle products with efficient navigation
4	**Redundant navigation**	Chaldal offer relatively efficient navigation with	Tends to have a more cluttered navigation	Pickaboo offer relatively efficient

		minimal redundancy, though has areas for improvement	experience due to its extensive and overlapping categories.	navigation with minimal redundancy, though has areas for improvement
5	Ease of purchase	Chaldal and Pickaboo being particularly strong in minimizing the number of clicks required to complete a purchase	Shajgoj is also efficient but can occasionally require additional navigation steps.	Chaldal and Pickaboo being particularly strong in minimizing the number of clicks required to complete a purchase
6	Multi–browser functionality	Known for its smooth multi-browser functionality. Can be used through both web and mobile app. Through mobile app chaldal has a better user experience than other two according to the review.	Shajgoj also maintains a high standard for multi-browser functionality. Can be used through both web and mobile app.	Pickaboo has received positive feedback for its cross-browser compatibility. Can be used through both web and mobile app.
7	Simple graphics	Chaldal maintains a clean and user-friendly interface with minimal distractions.	Shajgoj also provides a streamlined and visually appealing interface than other two websites.	Pickaboo is known for its functional and straightforward design.
8	Legible text	Prioritize text readability and avoid backgrounds that could distort or obscure text	Prioritize text readability and avoid backgrounds that could distort or obscure text	Prioritize text readability and avoid backgrounds that could distort or obscure text

Conclusion:

After a thorough evaluation of Chaldal, Shajgoj, and Pickaboo, several insights emerge that highlight their individual strengths and areas for improvement.

Chaldal stands out for its robust grocery delivery service, offering a wide range of products that cater to everyday needs. The user experience is enhanced by an intuitive interface and efficient delivery system. However, there is room for improvement in expanding the product range to include more niche or specialty items and enhancing customer support responsiveness.

Shajgoj excels in the beauty and personal care segment, providing a curated selection of products and a wealth of beauty-related content. The site's strength lies in its user-friendly design and focus on customer education through tutorials and blogs. Future growth could be driven by diversifying the product categories and improving delivery speed.

Pickaboo is notable for its comprehensive electronics and gadget offerings. It provides competitive pricing and various promotions, making it a go-to for tech enthusiasts. While the site performs well in terms of product variety and promotional deals, enhancing the user interface and streamlining the checkout process could further elevate the shopping experience.

Overall, each platform brings unique value propositions to the table. Chaldal is ideal for everyday grocery shopping, Shajgoj caters well to beauty and personal care needs, and Pickaboo is a strong choice for electronics and gadgets. By addressing their respective areas for improvement, each site can enhance user satisfaction and drive future growth.

References:

1. World Bank.(2023). Individuals using the Internet (% of population) Retrieved from https://data.worldbank.org/indicator/IT.NET.USER.ZS?locations=BD

2. Bangladesh Telecommunication Regulatory Commission (BTRC).(2023). Annual Report 2023. Retrieved from https://www.btrc.gov.bd/

3. Statista.(2023). E-commerce in Bangladesh - Statistics & Facts. Retrieved from https://www.statista.com/topics/xxxx/e-commerce-in-bangladesh/

4. Google & Temasek. (2023). Bangladesh E-commerce Market Insights. Retrieved from https://www.thinkwithgoogle.com/intl/en-apac/insights/bangladesh-ecommerce-market-insights/

5. Bangladesh Bureau of Statistics (BBS).(2023). Population and Housing Census 2023*. Retrieved from http://www.bbs.gov.bd/

6. The Daily Star.(2022). E-commerce Growth During COVID-19. Retrieved from https://www.thedailystar.net/business/news/e-commerce-growth-during-covid-19

7. Bangladesh Association of Software and Information Services (BASIS).(2023). E-commerce Annual Report 2023. Retrieved from https://www.basis.org.bd/

8. Nielsen Bangladesh.(2023). Consumer Trends in E-commerce. Retrieved from https://www.nielsen.com/bd/en/

9. Dhaka Tribune.(2022). Surge in Online Grocery Sales Amid Pandemic. Retrieved from https://www.dhakatribune.com/business/2022/04/surge-online-grocery-sales

10. The Financial Express.(2022). E-commerce Growth in Bangladesh: Online Grocery Sector. Retrieved from https://thefinancialexpress.com.bd/business/2022/05/e-commerce-growth-online-grocery.

11. Rahman, Md. Mahbubur, Chaldal Case Study (August 30, 2022: ssrn.com/abstract=4209363

12. https://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/11337/16104187_BBA.pdf

13. https://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/6596/11304042_BBA.pdf

14. www.slideshare.net/slideshow/presentation-on-chaldal-kiksha-rokomari-daraz/204342210

15. https://www.slideshare.net/slideshow/presentation-on-e-business-of-chaldalcom/74929884

16. https://yearbook.chaldal.com/2023/

17. Shajgoj Product Navigation

18. User reviews and feedback on e-commerce website navigation

19. https://chaldal.com/

20. https://shop.shajgoj.com/

21. https://www.pickaboo.com

22. E-commerce, by Kenneth C. Laudon and Carol Guercio Traver.