Title: ***Impact of the Internet on Bangladeshi consumers in London in the pandemic time of Covid-19.***

Contents

Executive summary:

The following research has focused on defining the impact of the internet on the Bangladeshi consumers in London city during the lockdown period of pandemic coronavirus and the ultimate result has shown that the factors involved in using the internet have 34% influence on the British Bangladeshi consumers living in London city only. This research has six chapters to meet four research objectives. In the first chapter, the researcher has justified research background, rationale, aims and objectives and research structure finding that during the pandemic situation, all of the countries of the world locked in their home due to the fear of spreading the highly contagious disease COVID-19 that has contributed to the drastic change around the world. The second chapter has defined the research variables to consider and found that the home delivery service with the online platform has made this platform tangible enough and believable by the target audience as the companies in the pandemic situation has served their target population with the organisational success in reaching the doorstep of the consumers; ease of reach, information access, and the opportunity of customised service are the other independent variables. The third chapter has determined the research design and suggested to conduct deductive research with the quantitative research method conducting primary research on the market from 66 respondents. The result of the frequency analysis has shown that the respondents are supporting the researcher on all points and the variables explained the changes in consumer behaviour by 34%. The discussion section has connected the literature with the result and findings and found high consistency. The last chapter has recommended the UK-based organisations to educate the customers about quality, integrate augmented reality, influencer marketing, and IMC to use for utilising this platform.

Key words: ease of reach, influencer marketing, integration of marketing communication, brand awareness, brand advocacy, augmented reality, delivery ease, customised service, personalised experience.

Chapter 01: Introduction

1.1 Background

During the pandemic COVID-19, since 18th March, the UK was shut down, even getting out from home was banned and every social gathering was abandoned by the government to prevent spreading this highly contagious disease. Therefore, the organisations have shifted their operation from offline to online services and limited social gathering rather focuses on home delivery practices with the blessing of the internet. The internet was then the only channel of business communication for daily shopping and the organisations have tried to accommodate the new normal with the home delivery service (Laato, et al. 2020). 49% of the Bangladeshis in the UK lives in the greater London city and like other citizens there, they have also suffered a lot due to pandemic effect there. The total lifestyle then was dependent on the online marketplace, even the employment was based on remote team management. As the financial condition of this population is comparatively lower than that of other ethnic groups and races or local citizens, they have to suffer a lot due to this effect. The digital divide is acute among the British Bangladeshis as they are by culture relies on the offline practices that have to shift at this period and the total population then must have to rely on the internet only for the consumption on anything. With the information accessible on the internet, the UK consumers get an alternative channel of physical distribution process in the pandemic period. The UK Bengalis have spent 55% more times on their phone or connected to the internet anyhow that penetrates the success of the retailers and the manufacturers to be directly connected with them using the online channel of communication (Stanciu, et al. 2020). The consumers are facilitated with the customised services designing their service delivery process. The parcel delivery industry has found a swift shift of 59% in the pandemic period as the home delivery service was the only channel for the red zones. However, considering all these facts, it is matter to research that the degree to which internet was contributing to the British Bangladeshi consumer's lifestyle in the pandemic period to define the potential usage of internet to support regular life.

1.2 Rationale

The pandemic situation is continuing since March 2020 with comparatively lower effect due to taking precautions faster; therefore, people should still be aware of this contagious disease and concentrate on health and safety of people at social gathering area with public awareness. To avoid

social gathering, all of the regular transaction was conducted in electronic format and online channels have been flourished with an unexpected shift (Stanciu, et al. 2020). The number of online businesses has been increased by 32% to grab the opportunity derived by the dependence of the confined population on the internet for their regular shopping to especial shopping even to get the medical care services. Therefore, the internet was an indispensable part of regular life for the British Bangladeshi population though they were once the less responsive population to the online channel of distribution (Singh, et al. 2020). It is a major matter to understand the changes in consumer behaviour due to the pandemic situation and the way the internet has penetrated the changes among the British Bangladeshis.

This research would contribute to understanding the degree of changes in consumer behaviour anticipating its application in the next decade defining the drastic change notable across the buying behaviour process where technology has acquired a major portion. However, the British Bangladesh population used to like shopping at the store physically instead of relying on the online channel or mobile shopping as 87% of them have opined that they enjoy roaming at the shops and taking "touch and feel" experience from the brick-and-mortar stores. It is the most contemporary issue now in the market that the world market is still suffering and no specific research has been conducted on this issue now (He and Harris, 2020). Therefore, the following research is supposed to highlight a narrower view to define the impact of the internet on the British Bangladeshis in London during the pandemic situation understanding the way their consumption pattern has changed and how their purchasing pattern has been affected by the innovation in the market.

1.3 Aims & Objectives

This research aims at the understanding impact of the internet on Bangladeshi consumers in London in the pandemic time of covid-19. Therefore, the following objectives have been defined to understand the effect thoroughly.

- To evaluate the way the internet is contributing to the regular life in London for the British Bangladeshi population
- To define the challenges included in internet adoption for regular shopping and transaction for British Bangladeshi population
- To examine how the factors included in the adapting online channel of communication in the pandemic situation for British Bangladeshi consumers in London

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- To recommend the way online communication channels can boost customer engagement with the further pleasing shopping experience and reliability

1.4 Research Questions

General question: What is the impact of the internet on Bangladeshi consumers in London in the pandemic time of Covid-19?

- How does the internet contribute to regular life in the pandemic situation in the UK?
- What are the challenges included in internet adoption for regular shopping and transaction for British Bangladeshi population?
- How the factors included in the adapting online channel of communication in the pandemic situation affect British Bangladeshi consumers in London?
- How does online communication channels can boost customer engagement with further pleasing shopping experience and reliability?

1.5 Research Structure

Chapter	Name	Description
1	Introduction	The identification of the research background and why to conduct this research determining the aim, objectives, and research question
2	Literature Review	Constructing the thorough theoretical analysis of the research to define the variables to consider for further research with the findings of the previous researchers
3	Methodology	The research tools and techniques determined to conduct the research and successfully meet the research objective
4	Result	Analysing the collected data and demonstrating them to meet the research objective
5	Discussion	The integration of research findings from the literature review and mixed research conducted to understand whether all the objectives are met
6	Conclusion	The summary of the whole research with the recommendation and the further research scope

Chapter 02: Literature Review

2.1 Introduction

2.2 Concept of Internet

Internet is basically a network of interconnected networks. It's a global system of communicating within network and device. It contains vast things. All kind of information's we can get through it. All the news all the resources are available here. One can get all these by sitting at home. Internet has brought the world closer. one can get all the information's of one corner of the world by sitting in another part of the world as delineated by Wirtz, Schilke, and Ullrich, (2010). It's the virtual room of meeting people from far away. Also, we can shop through it from any part of the world from our home. Also, its a virtual market place. It has larger numbers of users. Ramlall (2004) augued that it has spread into the remote corner of city. In recent world we can hardly find anyone who doesn't use internet. It's too easy to use internet. Even though illiterate peoples are using internet so fluently.

The internet is a technological revolution that has completely changed the lives of the individuals. Although it has disadvantages and addiction but the need for internet in the pandemic situation is highly essential in all around the world as delineated by Wirtz, Schilke, and Ullrich, (2010). The concept of internet is to connect with people and deliver important messages from one place to another especially for long distances. However, Ramlall (2004) argued that although it was mainly regarded as a mode of communication for long distances but now the internet has revolutionized itself by helping and supporting the individuals to conduct businesses through online.

2.3 Internet and its Implication

The world is moving faster in the 21st century based on creative and innovative technologies. Given the economy and infrastructure due to the pandemic situation; companies are not being able to grow continuously due to lack of technological advancement. According to Ramlall (2004), as the pandemic situation is impacting the country through lack of technologically advancement, the multinational companies is facing severe problems in order to meet the expected demand of the customers. Technology plays an important role in each and every companies. However, HR department only needs to deal with this challenge and needs to recruit people who are quite advanced in the technological software which are being used in the company or be proactively

seeking new technical changes to make the service smoother so that they can bring changes in company to connect with the customers in such a pandemic situation. HR managers need to identify specific information technology skills in interviewee during the time of recruitment in order to stay in market for longer time period as delineated by Mcknight et al., (2002). For example, the companies use SAP Success Factor in their HR department and Oracle PeopleSoft in their finance team so the recruit should be knowledgeable enough about this software or at least have the basic. Additionally, under the risk management department the HR should also hire employees who can access the risk assessment software. Gruman and Saks (2011) argued that the proper and advanced knowledge of technology among all the newly recruited people will help the company, to provide technically advanced services to customers and will be able to satisfy them in huge scale during COVID-19 situation.

The technological revolution such as the internet is one of the integral issues faced by the departments of the companies in the pandemic situation. Bangladesh is currently lagging behind in the development of the infrastructure due to its inability to innovate technology. Technology is necessary for streamlining various activities of the companies as stated by Gruman and Saks (2011). Hence, the companies are required to hire IT specialists that are expert in the technological sector such as the internet to ensure that the companies are upgraded with the latest technologies to offer better services to the customers. The companies operating through online channels in the UK requires the employees to have computer skills, Microsoft Office expertise. Moreover, Rust and Lemon (2001) argued that, the HR department requires basic knowledge of SAP Success Factor and the Finance department requires basic knowledge of Oracle software. Technological adaptation assists in making all the services easier and digital which can be accessed from anywhere in the world by the top management.

The technological advancements and increase in the globalization are reinforcing the companies to go through unembellished changes. The recent advancements in the 21st century and the pandemic situation are however different from the challenges that were faced by the companies in the previous periods. According to (Rust and Lemon 2001; Constantinides, 2004; Liang, and Lai, 2002), it is more apparent that all the necessary adaptation to the technologies along with employee training is the key to surviving in the world with technological revolution in order to entertain the customers. Service-oriented organizations such as the non-banking financial institution primarily

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rely on human resources as they are required to use their people skills to encourage and retain customers as stated by Gruman and Saks (2011).

It seems that internet implications tend to focus on five factors:

1) inequality

 2) community and social capital

3) political participation

4) organizations and other economic institutions

5) cultural participation and cultural diversity.

Inequality (Digital divide)

Inequality or Digital divide refers to gap between the people who are getting benefitted by using internet and the people who are not. Rust and Lemon (2001) argued that Though internet has been expanded even in some remote areas but some people are still not aware of it. They are still deprived of internet. may be for lack of knowledge or for scarcity of availability of network. They are deprived from all kind of information's. there life is less smooth from those who have internet facilities as delineated by Mcknight et al., (2002).

Community and social capital

It helps to make people more socialized than before. Connects different communities at fingertip through internet. Inter communal relationship has been built stronger. It also helps to gain social capital as stated by Gruman and Saks (2011). Many unemployed has become self employed by starting online business. Which has helped to raise the social capital.

Political participation

Internet also helped the politicians in many aspects. Like before politicians used to meet physically to the public for voting. But now they can ask for votes through online. Also, people can see the result of pole in online news portals as debated by Constantinides, (2004). People on one part can know about the political news of another part through internet.

Organizations and other economic institution

Internet has driven up the productivity which impact the economic growth. Productivity matters to policymakers. Rust and Lemon (2001) argued that They are the head of economy. Economic environment has been modernized by the use of internet. By the use of internet many unemployed youths have become self-employed. Which helps to contribute in economy.

Cultural participation and Cultural diversity

By the use of internet, we can know about different culture from internet. Now we can see the diversity of culture. As we came to know about different culture from internet. And cultural participation of people has been raised up than before. It all because of internet. Liang, and Lai, 2002) argued that Diversity is one of the common challenges faced by most organizations. Nepotism and discrimination are somewhat common in Bangladeshi customers. Based on Hofstede's cultural dimensions, UK scores 66 on masculinity vs feminism which indicates that it is a male-dominated country. This type of culture gives men's decisions more preferences and men are seen as powerful. However, this practice is now changing as the UK has become more openminded with the increase in expansion of the multinational companies as delineated by Mcknight et al., (2002). As a result, to keep up with these multinational companies that follow diversity, it has become apparatus that the local companies must ensure diversity practices within their organization. Liang, and Lai, (2002) delineated that Diversity is commonly referred to as the combination of individuals with different gender, ages, culture, race, religions, etc. A diversified customer is divided based on demographic, socio-cognitive, and psychological factors. It is important to consider that customers of the companies are from a culturally diversified background and their interaction with someone similar to their culture helps to motivate and satisfy the customers. The Human Resources department of the companies are responsible for ensuring diversity management within the organization while establishing rules against discriminatory behavior to help employees engage with the customers regardless of their differences as delineated by Patrick and Kumar (2012). Different cultures of customers allow the company to grow. The promotion of diversity increases the fair treatment of all the customers during the trading process. As a result, with the help of the internet the companies have the advantage of creating value among

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the customers with the help of diversity management as it increases cohesiveness among the employees while improving their performance and productivity as indicated by Ramlall (2004).

2.3.1 Information accessibility

One can get all kind of information in internet. one can get all the information by one click through internet. There are different search engines on the web like google, yahoo, Bing, ask.com etc. by the use of such engines we can get all kind of information accessibility. information's are needed in every field. For research purpose, educational purpose, teaching purpose etc. we need a lot of information's. and all these kinds of information's are available at internet according to Liang, and Lai, 2002).

During covid 19 pandemic online portals used to provide information's about this virus and precautions about how to keep yourself safe from it.

One can know about what is available on foreign market and shop it from home. Though internet we can shop from home as stated by Ramlall (2004). There is available size and measures all the information about any product and dress is provided here. Also daily needed things are available here. Also, medical services are available here. One can have primary medicate service at home through online.

Scientists are increasing the use of internet for the purpose of gathering information's. as they need all the authentic and real data and information. Liang, and Lai, (2002) supported that So, internet is the safest way of getting authentic data. They gather all the real data and information and then the do their research.

Students do their research paper by gathering information's from web. As its too difficult to visit on field and gather data physically. So, internet has eased the way of getting all the data by one click sitting at home. So, it is the easiest way of getting information's.

With the help and assistance of the internet it is possible to gain data easily that helps to understand the behavior pattern and preferences of the customers. The internet businesses and online shopping businesses are able to easily collect the customer's name, mailing address, email address, and

phone number which are usually cannot be taken during offline channels as debated by Constantinides, (2004). With these personal details, the businesses can easily connect with the customers about product updates, discount and other information through the internet as contradicted by Liang, and Lai, (2002).

2.3.2 Easiness of Reach

Internet has made life easier. And more modernized. One can have the whole world at fingertip just by one click. It has been possible because of internet. People can get a product from another country through online shopping using internet. All the news and information around the world are available on internet. What is happening around the world we came to know about it through internet. By sitting at home all the grocery items daily needed things or medicines can be ordered. During lockdown period in covid 19 pandemic people were locked at home as delineated by (Rust and Lemon 2001; Constantinides, 2004; Liang, and Lai, 2002). They couldn't go out for buying their daily needs. In that situation internet helped a lot to survive. People ordered all the needed products though online and it was delivered at home as debated by Constantinides, (2004). The people from Bangladesh who was living at London shop everything from online by using internet. It helped them to survive in this pandemic situation. Internet has helped a lot to create ease in life. It has ease men's life in many ways. Now a days they people can't survive a single day without it as debated by Constantinides, (2004). If there was less availability of internet it would have been too difficult to survive in this pandemic situation. And people were safe and secured by sitting at home, and it happened because of internet.

Voss (2003) delineated the e-service as the services offered through online where both buying and selling of the services take place. Therefore, Mofazali, (2004) defined e-service as a web-based service. In addition to that, Boyer, Hallowell and Roth (2002) opined that e-service required interaction with the customer with the use of advanced telecommunications, information, and multimedia technologies. On the other hand, Rust and Lemon (2001), have defined e-service as true component of the web as it is essential for marketing and information processes. E-services and e-commerce are mainly increasing due to the pandemic situation which is why there has been a true need for true interactivity with customers, personalization and real-time adjustment for customer offering.

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2.3.3 Customized Service

Internet services are too much customized and well impoverished. As it is controlled by online authorities, they have to maintain some protocols and professionalism as debated by Constantinides, (2004). So, the services which are provided through internet are way more perfect than other services. It is now so popular that people prefer online shopping more than traditional one. As its hassle less and easy to shop. And service is better than traditional shopping as stated by Kim, Lee, Lee, Choi, Hong, Tam, , Naruse, and Maeda, (2004). It strictly maintains the scheduled time. and make sure that the quality of the product remains same at delivery time.

The internet has made it easier to personalize the internet shopping experiences which is supporting the customers to conveniently shop through online channels. Different personalized messages are created through the internet to attract different audiences. This helps to attract the customers by delivering them with proper and accurate messages as delineated by Boyer, Hallowell and Roth (2002). The offline shops mainly require the companies to have specialized sales people to nurture the customers which is not needed in an online business channel because the online channel mainly focuses on the message and behavior rather than the appearance of the employees as delineated by (Rust and Lemon 2001; Constantinides, 2004; Liang, and Lai, 2002). Personalized are easier for the online businesses because it helps to reach different segments of customers and attract them into visiting their online websites and pages. Moreover, with the help of the internet it is possible to track the customers and their online behavior and suggest them with the right products will also help to encourage the customers. The internet allows to monitor customers' preferences and choices that help the businesses to personalize their messages in a way that can help to grab their attention.

Li and Zhang, (2002), opined that the pandemic situation is the major reason for adopting the online platform as quickly as it is now Mcknight et al., (2002) supported that the consumers get a lot of information from the internet with the user-generated contents so that they can compare the products and services as much as they need and ultimately take the decision of action. Boyer, Hallowell and Roth (2002) supported that the internet with social media has created a revolutionary change in the contribution of the internet for communication managing interactive communication

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penetrating the success of an online platform to connect people and boost brand awareness and advocacy. Lee, (2002) added that along with the ease of delivery, the customization of the services has indulged the customers of the new era to involve in the online purchasing process. Suh and Han, (2002) argued that it is not the customized system rather the integration of augmented reality in involving the consumers in the product development process is penetrating the organizational success in creating personalized experience among the consumers.

2.3.4 Delivery Ease

In online services delivery date is very important. Online shops strictly maintain the time. It always provides products within mentioned time. And delivers products at doorstep. Without going outside of the home one can get products delivered at home as argued by Gruman and Saks (2011).. At the time of corona pandemic when people couldn't go outside it helped a lot. As all kind of products are available here like medicine, foods, grocery, vegetables etc. in pandemic time people could order daily needed things through it. So that they could kept themselves safe from this pandemic. As it provided all the needed goods at the door. Delivery sent at the home by the time.

For the easiness of delivery people are more interested in online shopping. It is the easiest way o shopping. When anyone go outside home for shopping, he/ she get tired. But now it has been popular among young and old for both generations. In the study of (Guttman et al., 1999; Mile et al., 2000; Li and Zhang, 2002, Mcknight et al., 2002, Constantinides, 2004) it is evident that the behavior of the online customers is completely different from that of the behavior of the traditional customers. Therefore, the internet is the main reason for the differences in this behavior as the internet shapes the consumer behavior and modifies their online purchasing process. On the other hand, the customer behavior is an important and essential segment in an online channel context compared to the traditional shopping context. The researchers (Lee, 2002, Liang and Lai, 2002, Suh and Han, 2002) have delineated that the internet has revolutionized the shopping experience through online but it differs from traditional shopping experiences based on trust and confidence. Social media has integrated the general mass on the internet with the simplest form of sharing picture, content, and experience with their friends and acquaintance as well as the public whom they want to inform. Therefore, the consumers used to highly engage with the social media that drives it as a major platform of communication even by the business organizations to reach their target market and lead a life with them taking part in their regular life directly or indirectly. The

major contribution of social media is generating the contents by the consumers; social media is nothing but just space where anyone can share their joys and achievement with the mass people they want as argued by Mcknight et al., (2002). The depth of the information is enriching with the increasing number of participations in social media.

2.4 Conceptual Framework
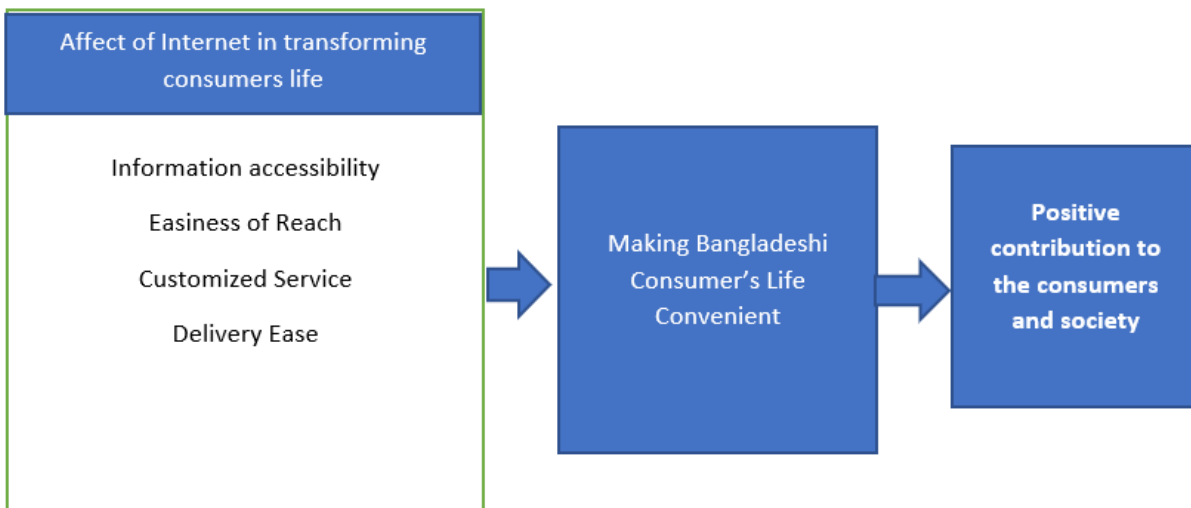
Figure 1: Conceptual Framework
Source: Author

The internet has made it easier for the customers to obtain products and services easily and conveniently without the need for walking to the physical stores. The internet has made it accessible to order online and get the products delivered at their doorsteps. By making it accessible in such a pandemic situation has protected the customers from the deadly virus Covid-19 as deduced by Boyer, Hallowell and Roth (2002). Moreover, various different protection and precautionary measures have been necessary in order to ensure full satisfaction of the customers. As a result, the precautions included extra packaging to eliminate contact with the product by the delivery personnel. Moreover, the delivery people have maintained safety precautions by wearing protective gloves, masks and suits that ensured the overall safety of the customers as well as the employees. The researchers (Lee, 2002, Liang and Lai, 2002, Suh and Han, 2002) have delineated the need for such precautionary measures in the context of the pandemic has completely met the

basic necessities of the customers. The consumers are facilitated with the customized services designing their service delivery process. The parcel delivery industry has found a swift shift of 59% in the pandemic period as the home delivery service was the only channel for the red zones. However, considering all these facts, it is matter to research that the degree to which internet was contributing to the British Bangladeshi consumer's lifestyle in the pandemic period to define the potential usage of internet to support regular life as stated by Kim, Lee, Lee, Choi, Hong, Tam, Naruse, and Maeda, (2004).

3 Methodology

3.1 Introduction:

The research methodology contributes to determining the appropriate tools and technique required for particular research according to the characteristics and features of the research problem. It includes defining the research design, philosophy, approach, method, and data analysis technique mentioning the ethical consideration followed in this research.

3.2 Philosophy

This research aims at defining the impact of the internet on British Bangladeshis living in London during the pandemic situation due to their different lifestyle in comparison to the native population. There are four major research philosophies are used to solve the marketing research problem including positivism, realism, interpretivism, and pragmatism (Romeo-Arroyo, et al. 2020). The realism philosophy is used in a situation where the research problem is subjective and the knowledge and observation ability of the researcher are the only tools to conduct the research. This research required to know the actual scenario of the market with the opinion of the British Bangladeshi consumers where the judgement of the research could not explain their experience without their direct expression, therefore, realism is not appropriate for this research. The researcher should include the respondents or the consumers directly with the completion of the research and their experience was supposed to derive the answer aimed.

The interpretivism philosophy is also followed for the subjective research where the research problem is not well defined and the researcher needs in-depth analysis of the market data taking the opinion of the smaller number of respondents whereas to know the effect of the internet, the research needed the opinion of a larger number of representative customers that have shown that

interpretivism philosophy is not meeting the research aim (Hair Jr, et al. 2019). The pragmatism philosophy is used when the theoretical background could not meet the research problem and require additional market data to identify the changes with deep analysis suggesting mixed research including the qualitative and quantitative analysis. This research is backed by the theoretical background and contributed to define the research variables that have supported the researcher to conduct a thorough quantitative analysis but the qualitative analysis was not possible as the smaller number of respondents were not representative of total British Bangladeshi consumers in London. A substantial number of consumers were required to use for this research. However, positivism philosophy suggests the researcher conduct quantitative research collecting the opinion of a large number of respondents to solve the objective research problem. This research problem was objective and well-defined supported by theoretical background; therefore, the researcher has used the positivism philosophy here conducting quantitative analysis on them. This philosophy helped to find out the contribution of the identified variables of using the internet in daily life with the consumers buying behaviour so that the potential utilization of internet can be identified.

3.3 Approach

The inductive and deductive research approaches are used in conducting marketing research where the researchers find the way they should complete the research according to the aim of the research. In the inductive research, the researcher first observes the research problem thoroughly, creates its pattern, and ultimately comes up with a theory that can be used in further research to solve a research problem (Burns and Bush, 2020). On the other hand, in the deductive research, a research hypothesis is developed with the theoretical background and that is going to be proven with the collected data from the respondents or the published resources. The hypothesis will be accepted or rejected with the research completion. However, this research has followed the positivism philosophy that directs to follow quantitative research to explore the impact of the internet on British Bangladesh consumers in London. The consumer behaviour and the implications of the internet in our regular life are well defined and backed by the theoretical background, no new theory has to be developed; therefore, the inductive research was avoided in this research and the research has been completed following the deductive research approach. It helped to develop the hypothesis generated by the theoretical background and proving the hypothesis with the first-hand data collected.

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3.4 Strategy

Research strategy contributes to defining the tool to use for collecting data required for the research according to the attributes of the research. Seven strategies are suggested in the research onion to conduct research, such as case study, ethnography, survey or interview, experiment, action research, archival research, and grounded theory (Malhotra, et al. 2017). Ethnography is used to solve the research problem relevant to migration and ethnicity and for the inductive research especially whereas this research is just defining the way internet was used by the British Bengali consumer while lockdown for their regular consumption that is irrelevant for using ethnography as the tool to collect data.

The experiment is conducted in a highly controlled environment where no extraneous variables are going to affect the research result except two variables that are selected to find the interrelationship. This research had four research variables whose effect was supposed to be determined that could not be conducted in the controlled environment as the social research must be influenced by the extraneous variables, therefore, this method will not be applicable for this research. In action research, the researcher observes the changes in action and its effect on the respondent in a partly controlled environment (Hair Jr. et al. 2019). This research environment can not be controlled as the research population is large enough and not possible to observe the reaction of the population changing the actions each time; moreover, the effect of COVID-19 is not going to be same always. Therefore, this research strategy does not apply to this research. The grounded theory is used when the research problem can be solved just using the already built theory that was not possible for this research problem as it was new to the world problem.

The archival research suggests to use the already published data to solve the research problem as the research problem is new and the published data alone could not define the impact of the internet on the consumers, this strategy could not be used. The case study is conducted with different acts of a single organisation but this research did not target any particular organisation rather society was targeted, therefore, this research strategy could not be used for this research problem. Lastly, the survey research strategy allows the researcher to take opinions directly from a large number of customers and understand the way the internet has helped them during this pandemic situation.

3.5 Research method:

The researcher could any of the three research methods including quantitative research, qualitative research, and mixed research. The qualitative research is used when the research problem is subjective and the researcher has to meet the general objective only. The in-depth research of qualitative research contributes to finding a credible solution with descriptive research. the researcher used to be involved in the research intensively to create an interconnection with the respondents to assure that the research findings do not derail from the central issue of the research. This would be a better method for this research but the researcher could not use this method due to the objectivity of the research problem that required the opinion of a large number of respondents. The qualitative research is conducted on a large number of the population when the research problem is objective and well-defined. The variables can be tested and measured numerically and presented with graphs and charts to show the summary of the research extensively, meaningfully, and precisely. The research responses used to be structured and in a closed-form but the researcher not always actively participate in the data collection process.

This research followed the quantitative research method that helped the research to answer the specific research questions with the appropriate measures and tools. The results had been presented with the graphs and charts to summarise the result of the quantitative research.

3.6 Data collection method

Two types of data collection methods are available for the researcher including primary research and secondary research. The primary research suggests the researcher go directly to the respondents and collect their responses to prove the research hypothesis. It contributes to finding the relevant and actual data from the respondents avoiding the impact of the extraneous variable in the research. When the research population is known and can be reached as well as the particular population can present the research problem, the researcher can use this data collection method. The secondary research is used when the first-hand data could not represent the scenario rather the published data can express the whole scenario (Beri, 2013). This research has collected first-hand data to prove the research hypothesis. The major limitation of this data collection method is the possibility of scattered data when the respondent's error occurs. If the sample size and sample are not chosen appropriately, the research may not be representative of the market. However, the primary data has been collected with the online survey strategy **with Google Form**. The

questionnaire has been designed avoiding the respondent's error like the unwillingness of the respondents and the knowledge barrier. However, with the close-ended question and seven-point Likert scale, the responses have been collected for this research.

3.7 Sampling

The target population of this research is the British Bangladeshi population living there during the pandemic situation. The sampling strategies can be categorised as probability sampling and non-probability sampling strategy (McDaniel Jr. and Gates, 2018). The probability sampling is used when the researcher has defined population and all the participants know about the research problem, thus, they could contribute to the research successfully. They must be reached by the researcher. On the other hand, in non-probability sampling, the respondents must not have adequate knowledge about the research problem. The researcher is not sure whether they have an adequate idea of the research problem. For this research probability sampling method could be more effective for this research as the researcher could not reach the consumers due to COVID-19 and direct interactive communication was tough to assure. As a result, in this research, the researcher has followed the non-probability sampling method with the convenience sampling method that mentioned that the respondent would be selected from the convenient area of the researcher; therefore, the respondents are collected from British Bangladeshis in London only. There are 500,000 British Bangladeshi lives in the UK and 222,000 of them are living in London. The sample size therefore will .03% of the total population of the research, that means 66 respondents had participated in this research.

3.8 Data analysis

The collected primary data has been examined with the frequency analysis and regression analysis technique. The frequency analysis with mean and mode had shown the proximity of the respondents agreeing or disagreeing with the researcher and the regression analysis has expressed the degree to which the variables of internet usage is going to affect the consumption behaviour of the British Bangladeshi population. The mean and mode have been tested with the standard deviation to know the consistency of the responses and the regression has been validated with the Cronbach Alpha test **with SPSS**.

Regression model= $A + \beta_0 IA + \beta_1 ER + \beta_2 CS + \beta_3 DE$

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3.6 Ethics

The research involved human participation and few personal data of the respondents have been collected including their occupation, gender, etc. The researcher provided with full freedom for the respondents to opine and anytime, they could deny the research anytime but no incomplete data will be considered for research. The Data Protection Act 2018 of the UK has been followed for this research. No personal data of the respondents has been published or mentioned anywhere in the research rather the research was conducted anonymously (Cooper and Schindler, 2016). No animal substance was used in this research. No fabricated data has been used to prove the researcher's point. Furthermore, the researcher has taken the consent of the respondents with the informed consent form educating them with the purpose of the research and how their personal information would be kept private. The responses are recorded in excel but after the completion of the research and when the paper would be submitted, all that data would be deleted.

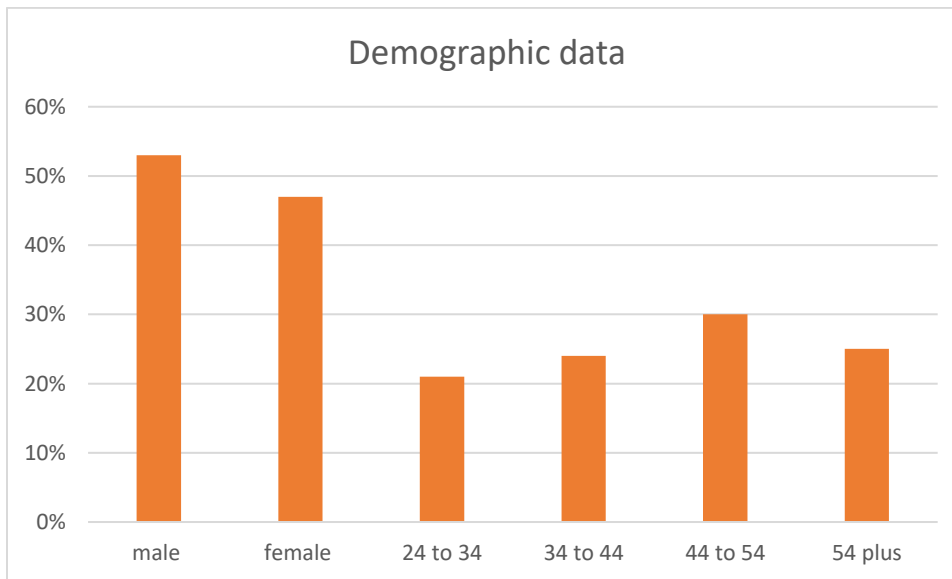## 4. Result and Findings: Quantitative Research

4.1 Demographic data:

Figure 2: Demographic data

This research has chosen 66 respondents as per the convenience of the researcher from London. 53% of the respondents were male population and 47% of them were female consumers. However, 21% of them were from 24 to 34 years old that means the millennials and 24% of them were chosen

from generation x. The majority of the consumers chosen from the ageing population as the Bangladesh culture suggests the elderly person take care of home with daily shopping.

4.2 Frequency analysis

1. Information accessibility

IA	Information Accessibility
IA1	Internet is full of user-generated content
IA2	internet is the largest database with a variety of data published for the general mass
IA3	Social media has increased the scope and depth of data reached this channel
IA4	Anyone can find any relevant data now just searching on the internet

Frequency

	1	2	3	4	5	6	7
IA1	0	0	0	3	3	42	18
IA2	0	0	0	0	5	52	9
IA3	0	0	0	0	6	48	12
IA4	0	0	0	0	0	59	7
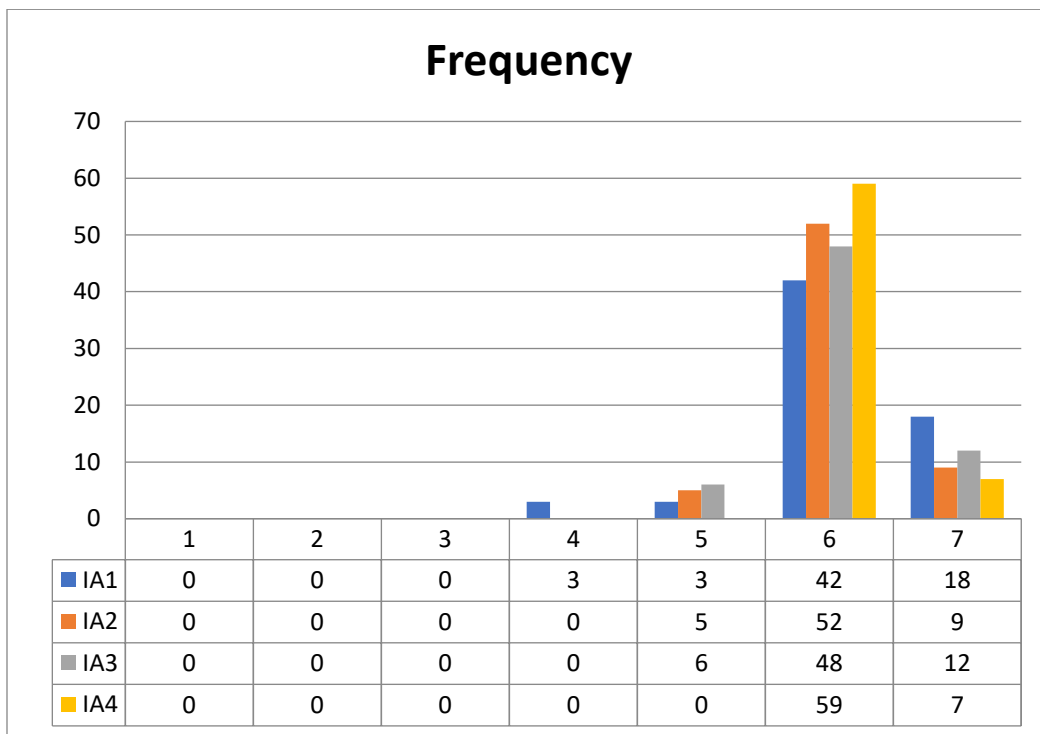
Figure 3: Information accessibility

The above graph has shown the responses of the chosen respondents for information accessibility. The first query has mentioned that Internet is full of user-generated content where 60 out of 66 people has agreed with the researcher and the other six was somewhat agreeing with the researcher on this issue as they found that the user-generated content is not only the data sources rather the online advertisement and google generated resources are enriching the data sources. The users of the internet create their content and reach the target audience, they use the internet as the channel

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of distribution. Therefore, the everyday huge amount of content is generated around the world that is boosting the database of the search engine.

The second query has illustrated that the internet is the largest database with a variety of data published for the general mass. Here, 61 out of 66 respondents have agreed with the researcher considering the vast amount of data available on the internet as the search engine tries to provide the appropriate answer to the query searched on the internet. Even after the organisation does not have any online existence, with the inclusion of the GPS and Googles map, the consumers can find it. The internet has been highly enriched with numerous options including social media and another digital communication medium where they are interactive or not. 5 out of 60 has been confused to agree with the researcher as they considered that the internet may have a large amount of data but all that is not right as some of the databases are fictitiously established and they are providing with the fabricated data. Therefore, the respondents should check the source credibility before believing the information found there.

The third query has focused that social media has increased the scope and depth of data reached this channel where all of the respondents have agreed with the researcher but 6 of them were confused to agree. Social media has integrated the general mass on the internet with the simplest form of sharing picture, content, and experience with their friends and acquaintance as well as the public whom they want to inform. Therefore, the consumers used to highly engage with the social media that drives it as a major platform of communication even by the business organisations to reach their target market and lead a life with them taking part in their regular life directly or indirectly. The major contribution of social media is generating the contents by the consumers; social media is nothing but just space where anyone can share their joys and achievement with the mass people they want. The depth of the information is enriching with the increasing number of participation in social media. Primarily, the millennials were the major users of social media but now it has become an ageless platform wherefrom the babies to the older people can surf and find the content, they are interested in. This communication platform has resulted in the introduction of the social media marketing concept.

The last query on this variable was whether anyone can find any relevant data now just searching on the internet. All of the respondents are undoubtedly agreeing with the researcher on this point mentioning that they have got any information they want from the internet just searching them on

the prominent search engine. The capacity of the search engine in finding the most accurate data is the major penetrator of the success of the internet in providing a vast amount of data available. This platform is contributing to the organisational success in providing as much information required to provide the customer as possible whereas the consumers can also find the exact information, they need to fulfil their need from the credible sources. Undoubtedly, the internet is the largest database, everyday enriching limitlessly.

Information Accessibility	IA1	IA2	IA3	IA4
Mean	6.14	6.06	6.09	6.11
Mode	6	6	6	6
SD	0.70	0.46	0.52	0.31

Table 1: the mean, mode, and SD

The mean of the responses has shown that on average everyone was agreeing with the researcher in all context regarding the informational accessibility on the internet. However, the mode of the responses has shown the similar result that majority of the respondents thought that internet is the largest database in the world and they can find any information they need just by tapping their smartphone or searching by computer. The standard deviation has shown that the responses are consistent enough due to the result of the standard deviation of all four questions were close to .5 and lower than 1 that reflects the response consistency.

2. Easiness of Reach

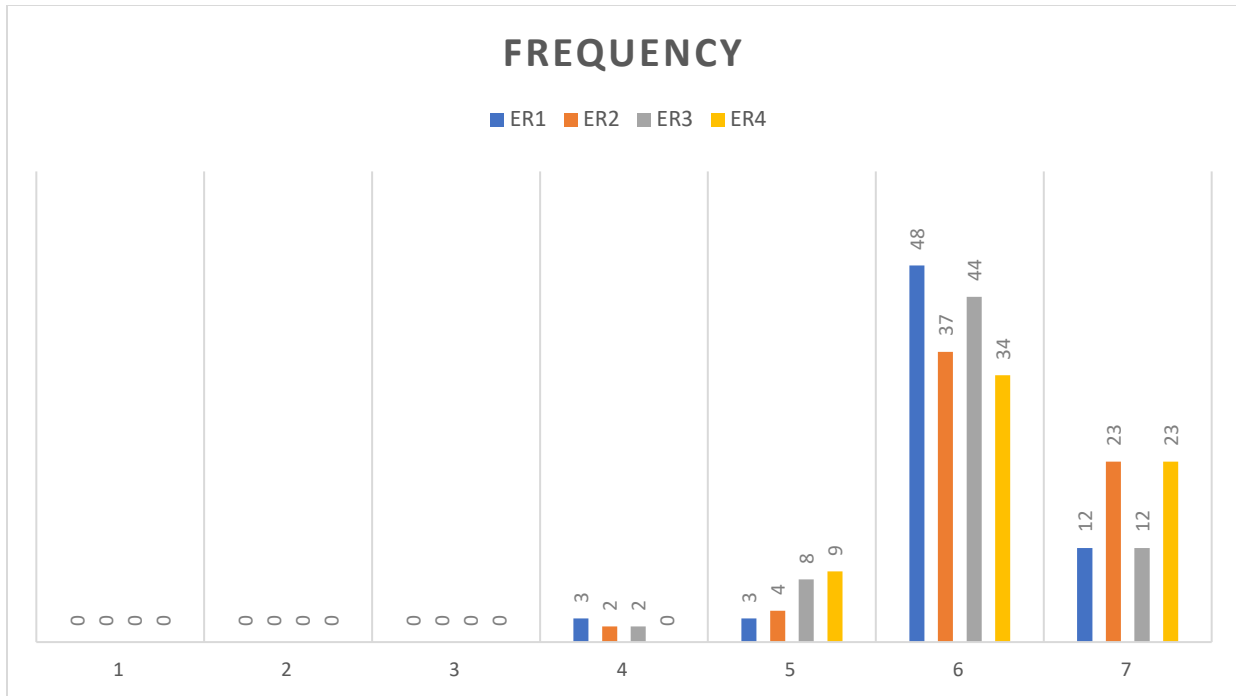| ER	Easiness of Reach
ER 1	Due to the extravagant participation of people on the internet is increasing its reach across the world
ER 2	With GPS, the internet has enriched with real-time tracking the people to reach
ER 3	The brands can easily reach their target population with the internet due to digital transformation around the world
ER 4	The consumers can easily reach the required organisations to fulfil their need due to their online physical evidence

Figure 4: Easiness of Reach

The second variable to consider was the ease of reaching the target audience with the internet from the consumers' perspective for the British Bangladeshi consumers mainly. The first query on this issue mentioned that the extravagant participation of people on the internet is increasing its reach across the world where the frequency analysis has shown that the 60 out of 66 people chosen for the research are supporting the researcher on this issue mentioning that they are willingly participating in the social media in generating newer content every day that penetrates the reach of the organisation to their target population in the market.

The second question has highlighted that with the GPS, the internet has enriched with real-time tracking the people to reach. Here again, the majority of the participant showed a positive attitude to the researcher's point on the contribution of the GPS to identify the customers or the required shop by the consumers. 50 out of 60 has mentioned that the GPS has recorded the organisations and provides the audiences with the exact location of the organisation as well as the consumers that have penetrated the operational efficiency of the ride-sharing applications and the parcel or food delivery service. The brands can reach their consumers with the social media market. During the pandemic situation, the reach of the internet has supported the consumers from any race and caste have been highly supported by the internet from purchasing their daily necessities online to taking telemedicine to avoid the infection by COVID-19 by taking service from the hospital. 10 out of 66 has confidently supported the researcher at this point.

The third query has illustrated that the brands can easily reach their target population with the internet due to digital transformation around the world where nearly 90% of the respondents have supported the research on this issues mentioning that the world population, as well as the British Bangladeshis, are highly active in the internet taking part in the digital transformation of the world relying on the internet for their daily necessities and enjoying the ease and comfort generated by the internet for the people around the world. However, the organisation can contribute to the knowledge of the target audience with the repeated interaction with the consumers with the social media advertisement like popping advertisement while watching any video on YouTube or any other social media and another format of digital marketing that accelerates the brand awareness among the consumers on this perspective. 10% of them were confused to agree with the researcher but did not strongly oppose the point.

The last question has demonstrated that the consumers can easily reach the required organisations to fulfil their need due to their online physical evidence where 57 out of 60 people have supported the researcher contributing to the research that during the pandemic situation, they were locked at their home and not even permitted to conduct their daily shopping due to the pandemic virus out there; at that period, they have no alternative to find their necessities on the online platform. They mentioned that they have found any information they needed about the product or the providers on the internet and the GPS has provided them with the information about the closest shops and provided with the most accurate information especially while taking the medical care. 13 out of 66 respondents contributed to the research confusing supporting the researcher from another point.
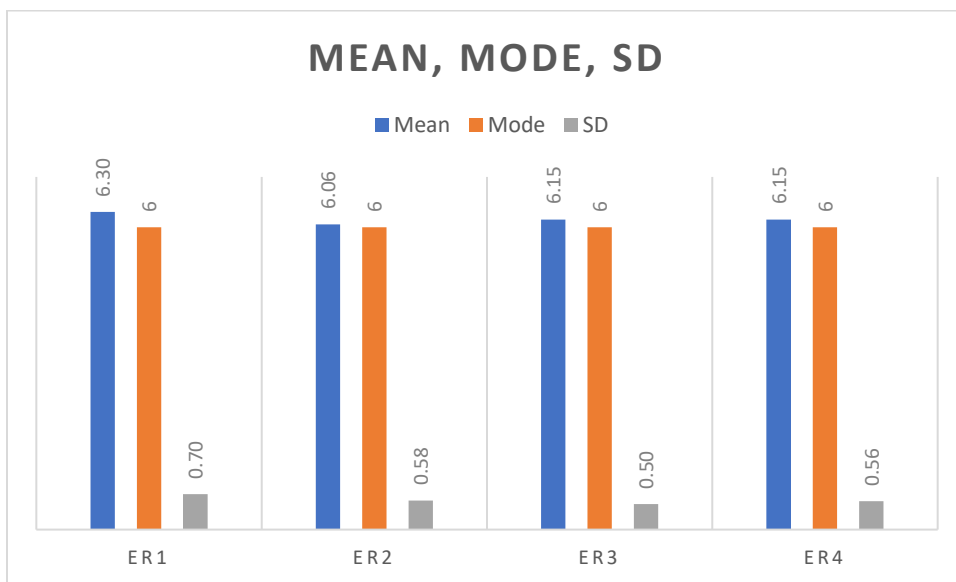

Figure 5: mean, mode, and SD

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The mean and the mode of these four questions have mentioned that the respondents are supporting the researcher on every point mentioning that internet has reduced the place limitation of the organisation and the organisation can reach the customers anytime as well as the consumers can find the appropriate provider with the internet. The standard deviation has proven the credibility of the findings showing that a minimum level of inconsistency is notable in the answer that is negligible claiming that the responses are consistent enough.

3. Customized Service

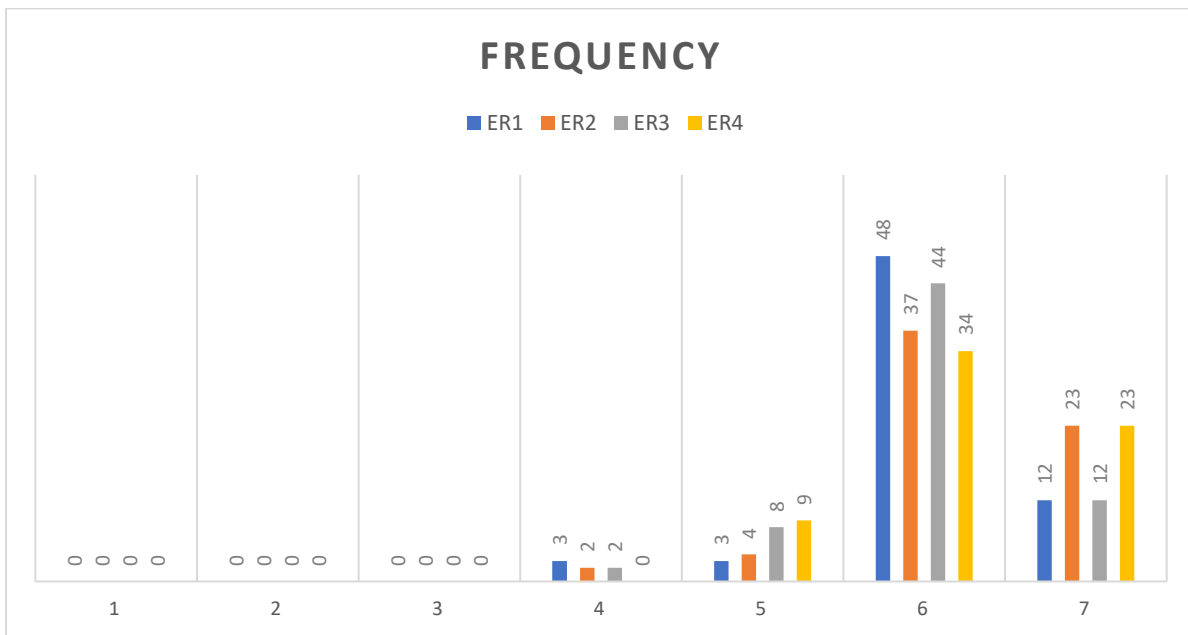| C S	**Customized Service**
C S1	The interactive communication medium supported by the internet contributes to simultaneous communication between the buyers and sellers
C S2	The interactive communication contributes to defining the customer need considering individually different want
C S3	the product mix or bundle can be designed according to the individual customers with direct contact with them
C S4	The service customisation by interactive communication or augmented reality improves the credibility of the organisation to the customers

Figure 6: Customised service

The third variable was the customised service provided by the organisation with the help of the internet especially by the highly responsive customer service with the interactive mode of communication. The first query on this variable has mentioned that the interactive communication medium supported by the internet

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contributes to simultaneous communication between the buyers and sellers. The frequency analysis has shown that the 42 out of 66 people chosen for the research are agreeing with the researcher on this issue mentioning that the great organisations are highly responsive in the social media and tries to accommodate the changes in the consumer behaviour with the appropriate communication medium. 12 out of 66 participants have strongly agreed with the researcher contributing to the research that the organisation can manage day-to-day life with the consumers using the internet and try to include the customers' latent need with the customised services managing the least difference between the promised service and perceived service. However, only 6 of them were hesitating to support the researcher as they do not take any help for customised service yet rather they used to go for the discount shop where customisation is not available.

The second query has depicted that interactive communication contributes to defining the customer need considering individually different want. 60 out of 66 people have mentioned that they are supporting the researcher on this issue as the organisation can define the target market and closely monitor them defining every detail of their expressed and unexpressed needs, wants, and demands that can be served by the organisation; the appropriate interpretation of the customer need can be availed with the internet providing the customers with the option to design their product or product bundle. Only 6 of the participants of this research were somewhat agreed with the researcher and they mentioned that the interactive medium is supportive but not accepting the customised service always with the auto-generated message service.

The third query has mentioned that the product mix or bundle can be designed according to the individual customers with direct contact with them. 44 out of 66 respondents have contributed to the research supporting the researcher that they can choose their product bundle while purchasing goods online that provides the opportunity for the brand to define the most successful products and what products are needed by the consumers so that the upcoming product bundle is designed accordingly mitigating the unnecessary elements. Then, the organisation would not be suffered from the additional cost of a customised product or service. 12 out of 66 respondents have mentioned that the organisation are trying to build an automated place on the internet that are supporting them with the opportunity to design their products or services and even set the price by themselves within the range of the product deserves. 6 of them were confusingly agreeing with the researcher due to their less concern on the customisation in product bundling.

The fourth query has mentioned that the service customisation by interactive communication or augmented reality improves the credibility of the organisation to the customers. On this query, 57 out of 66 respondents have supported the researcher mentioning that the interactive communication medium in the website, mobile application, and in the social media marketing practices are helping the organisations to be closer to the consumers and monitor them in the social media and their every digital movement so that the organisation can define the especial need of the consumers. Considering the contribution of augmented

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reality in this context. 23 of them have strongly emphasised that the augmented reality has opened a new world of reality that simulates the real-world and provides the prototype to the customers to ensure the knowledge about the ultimate product. 9 of them were somewhat agreed with the researcher mentioning that the British Bangladeshis does not believe in the portrayal of the augmented reality as the real product does not match with the expected one.

Customized Service	CS1	CS2	CS3	CS4
Mean	6.08	6.14	6.09	6.03
Mode	6	6	6	6
SD	0.66	0.39	0.45	0.25

Table 2: mean, mode, and SD

The mean of the responses of all of the questions is close to 6 mentioning that on average the respondents are agreeing with the researcher on this point. The mode of the findings has shown that the highest proximity of the responses has been found to 6 that means, majority of them were agreeing with the researcher on this issue. The standard deviation of the responses has proven that the responses are consistent enough to claim that the customised service can be provided with the help of internet.

4 Delivery Ease

DE	Delivery Ease
DE1	with the home delivery system, the brands are now conducting distribution to anywhere in the world even for the remote customers
DE2	there is no alternative to home delivery process to distribute products directly to the customers
DE3	the brands are using the online distribution channel as the only medium of providing service that does not require direct interaction of people during the pandemic situation
DE4	the ease of delivering the products contributes to the flourishment of the online channel

Frequency

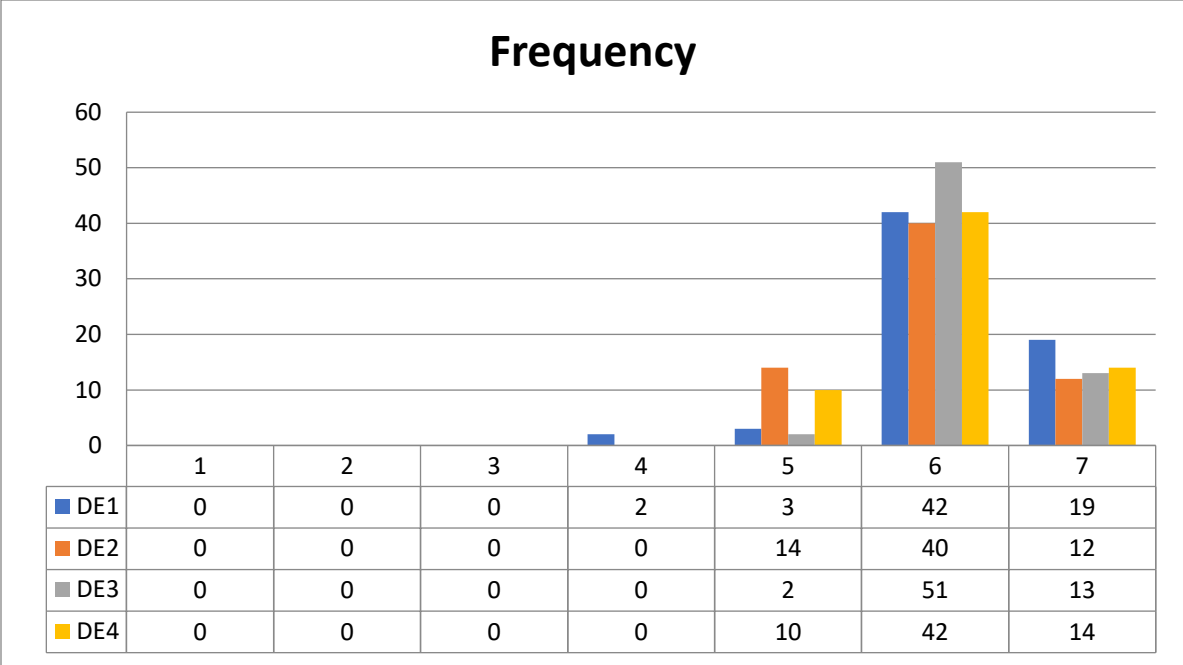|	1	2	3	4	5	6	7
DE1	0	0	0	2	3	42	19
DE2	0	0	0	0	14	40	12
DE3	0	0	0	0	2	51	13
DE4	0	0	0	0	10	42	14

Figure 7: *Delivery ease*

The fourth variable has mentioned that the ease of delivering the products at the doorstep of the consumers with eth help of GPS, the organisations are providing with the right product. The first query on this area has focused that with the home delivery system, the brands are now conducting distribution to anywhere of the world even for the remote customers. Here, 61 out of 66 respondents have mentioned that they are agreeing with the researcher on this point as they can order any product from the online platform and it takes a few days to reach them. They used to order the products online that hardly need just right then. In case of online food delivery service, they used to deliver the products just in an hour at home as the domestic and closer restaurants are only serving for them due to the high perishability of the product.

The second question on this variable has highlighted that there is no alternative to home delivery process to distribute products directly to the customers where 62 out of 66 people supported the researcher stating that during the pandemic situation, only the way of purchasing things was the online delivery system though it was risky for the delivery boys or girls. They have actually worked for the safety of the mass people taking the risks to be infected while delivering the product. There is no alternative for the online retailers to send the product to the doorstep of the consumers when they have paid for the delivery additionally. The hub system can contribute as an alternative but not much popular around the world due to the hassle to pick the products as mentioned by the 14 respondents who are confused to agree with the researcher strongly.

The third question has illustrated that the brands are using the online distribution channel as the only medium of providing service that does not require direct interaction of people during the pandemic situation. It has been supported by 64 out of 66 people mentioning that in the pandemic situation, the

organisation had no option to deliver the product to the customer without the online product delivery service as they were not allowed to open the physical stores; furthermore, the customers were scared about going to the stores to buy things to prevent them from infectious COVID-19. As a result, all of the brands around the world has focused on the alternative medium, the online platform to reach the customers and meet their need with the parcel delivery service at their home.

The fourth question on this variable has mentioned that the ease of delivering the products contributes to the flourishment of the online channel. 56 out of 66 participants have supported the researcher stating that the online retail chains have gained a swift fat shift in the curve during the pandemic situation as all of the consumers in the UK used to purchase their regular good from home with the parcel delivery service. Therefore, both the parcel delivery service and the online retail channel have been facilitated with the changes in consumer need.

Delivery Ease	DE1	DE2	DE3	DE4
Mean	6.18	5.97	6.17	6.06
Mode	6	6	6	6
SD	0.65	0.63	0.45	0.60

Table 3: mean, mode, and SD

On an average in all the four questions, the respondents were agreeing with the researcher as per the mean of the responses for each question. The mode has justified the claim mentioning that majority of the consumers were agreeing with the researcher on this issue and they were enjoying the home delivery service. However, the researcher has found that the responses were consistent enough with their assessment results that are close to .5 and less than 1.

5. Impact on British Bangladeshi consumers

IB BC	**Impact on British Bangladeshi consumers**
IBB C1	The British Bangladeshi consumers enjoyed the information accessibility as the source of credibility to shift to the online channel
IBB C2	With the online channel of communication in this digital era, the consumers can enjoy easy reach to their favourite mall just with a tap on the phone
IBB C3	The brands are offering customised service for the consumers that penetrates the British Bangladeshi consumers to accommodate this channel in the pandemic period
IBB C4	the ease of delivering the products on time at the doorstep has influenced the British Bangladeshis to use this source as the alternative to direct shopping at the store

Frequency

	1	2	3	4	5	6	7
■ IBBC1	0	0	0	4	0	44	18
■ IBBC2	0	0	0	0	8	50	8
■ IBBC3	0	0	0	0	6	49	11
■ IBBC4	0	0	0	0	1	60	5

Figure 8: Impact on British Bangladeshi consumers

The set of questions has been developed to define the impact of the internet on British Bangladeshi consumers in London during the pandemic situation. The first query on this issue was depicting that the British Bangladeshi consumers enjoyed the information accessibility as the source of credibility to shift to the online channel. Here, 62 out of 66 respondents have supported the researcher contributing to the research that they are currently relied on the online channel of communication due to the easy information accessibility by the internet; they were effective too previously but nowadays, with the increasing number of neutral contents, they are currently relying on the internet in the pandemic situation for the information required.

The second query has focused that with the online channel of communication in this digital era, the consumers can enjoy easy reach to their favourite mall just with a tap on the phone. 58 out of 66 respondents have supported the researcher on this issue mentioning that they are enjoying the online shopping experience as they could explore as much as they want, they could compare the sources and prices in different online malls. 8 of the respondents have mentioned that the touch and feel experience is absent in the online retail stores, therefore, the organisation should focus on the physical stores too with the scheduled shopping time managing social distance along with taking the support of internet only.

The third question has demonstrated that the brands are offering customised service for the consumers that penetrates the British Bangladeshi consumers to accommodate this channel in the pandemic period. 60 out of 66 respondents have supported the researcher that the organisation contributes to the customisation of services offered as it has engaged its consumers to choose the design of their expected product and service mentioning their requirement or choosing an option from the limited customisation opportunity. In the brick-and-mortar store, it is hardly possible to show the customised service required without the integration of augmented reality.

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The last question has described that the ease of delivering the products on time at the doorstep has influenced the British Bangladeshis to use this source as the altern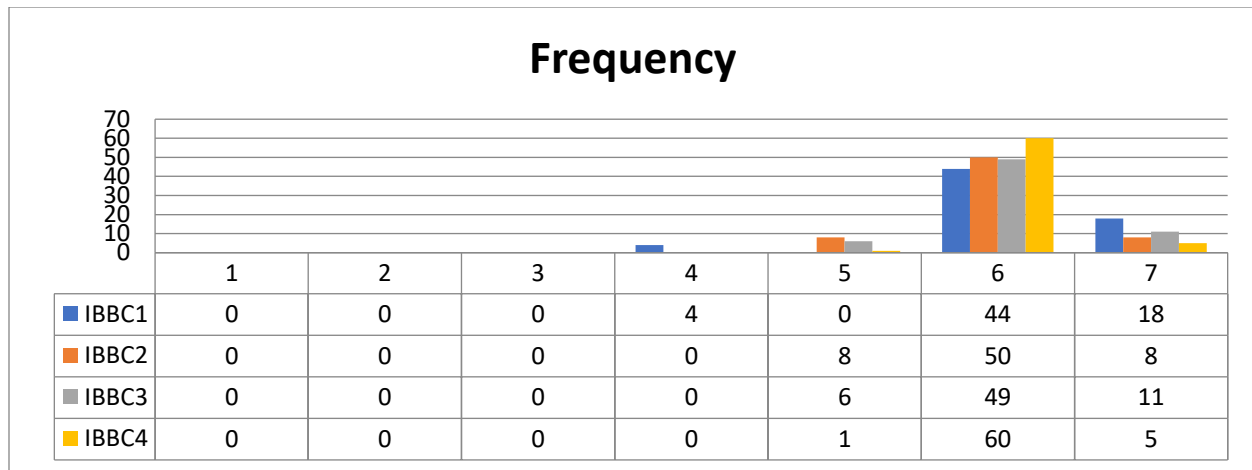ative to direct shopping at the store. Here, 65 out of 66 respondents have supported the researcher on this issue mentioning that the home delivery process followed by the organisation penetrates them to purchase products online. The return policy of the organisations has contributed to winning the trust of the consumers so that they engage with the brand that is new to the market playing the role of innovator. 1 of them was confused to agree with the researcher due to his firm belief that the product is shown online never has higher quality.

Impact on British Bangladeshi consumers	IBBC1	IBBC2	IBBC3	IBBC4
Mean	6.15	6.00	6.08	6.06
Mode	6	6	6	6
SD	0.71	0.50	0.51	0.30

The mean of the four questions has shown that on an average of all of the respondents are agreeing with the researcher on this point approaching that they were highly dependent on the internet in the pandemic situation and they have to shift their concentration from physical store to online one to adapt with the abandoned situation. The mode of the responses contributes to the research that the higher concentration of the responses is notable to 6 meaning that the larger portion of the responses is supporting the researcher. The standard deviation of the responses is lower than 1 depicting that the responses are consistent.

Regression analysis:

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	Delivery ease, Information access, Ease of Reach, Customised service[b]	.	Enter
a. Dependent Variable: Impact on Bangladeshi consumer purchase decision			
b. All requested variables entered.			

Model Summary[b]											
Model	R	R Square	Adjusted R Square	Std. The error of the Estimate	Change Statistics						Durbin-Watson
					R Square Change	F Change	df 1	df 2	Sig. F Change		
1	.585a	.342	.299	.249	.342	7.932	4	61	.000		2.035
a. Predictors: (Constant), Delivery ease, Information access, Ease of Reach, Customised service											
b. Dependent Variable: Impact on Bangladeshi consumer purchase decision											

The above table has shown that the model summary mentioning that the relationship has found by 34% among the dependent variable and the independent variable of the research. After the adjustment, the contribution is close to 30% only mentioning internet as moderate change-maker in the lifestyle of British Bangladeshi consumers in London city during the pandemic situation.

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.970	4	.492	7.932	.000b
	Residual	3.788	61	.062		
	Total	5.758	65			
a. Dependent Variable: Impact on Bangladeshi consumer purchase decision						
b. Predictors: (Constant), Delivery ease, Information access, Ease of Reach, Customised service						

The regression of the research has comparatively less effect on the consumption behaviour of the British Bangladeshi consumers than that of before the pandemic situation that has been proven with the score of F-test over 7 with no significance level.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	3.787	.480		7.895	.000	2.828	4.746		
	Information access	.045	.054	.105	.825	.412	.153	.064	.668	1.498
	Ease of Reach	.226	.057	.425	3.961	.000	.112	.339	.935	1.070
	Custimised service	.045	.057	.099	.776	.441	-.070	.159	.658	1.519
	Delivery ease	.147	.053	.298	2.745	.008	.040	.254	.915	1.093
a. Dependent Variable: Impact on Bangladeshi consumer purchase decision										

The constant of the research is higher than that of the independent variable showing the online purchase attitude of the British Bangladeshi consumers previously established before the pandemic. The customised service is the most attractive offer of the organisation with the integration of augmented reality in operation.

Collinearity Diagnostics[a]								
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Information access	Ease of Reach	Customised service	Delivery ease
1	1	4.972	1.000	.00	.00	.00	.00	.00
	2	.013	19.680	.01	.22	.12	.14	.14
	3	.007	26.898	.01	.01	.48	.03	.67
	4	.005	31.314	.00	.74	.01	.78	.05

5	.003	39.722	.98	.03	.40	.05	.13
a. Dependent Variable: Impact on Bangladeshi consumer purchase decision							

The eigenvalues of the variables have shown that there is no interconnection between the independent variables defined for this research and the research is free from multicollinearity issue.

Correlations		Impact on Bangladeshi consumer purchase decision	Information access	Ease of Reach	Customised service	Delivery ease
Pearson Correlation	Impact on Bangladeshi consumer purchase decision	1.000	.034	.497	.132	.407
	Information access	.034	1.000	.103	.574	.126
	Ease of Reach	.497	.103	1.000	.093	.245
	Custimised service	.132	.574	.093	1.000	.180
	Delivery ease	.407	.126	.245	.180	1.000
Sig. (1-tailed)	Impact on Bangladeshi consumer purchase decision	.	.394	.000	.145	.000
	Information access	.394	.	.204	.000	.157
	Ease of Reach	.000	.204	.	.230	.024
	Custimised service	.145	.000	.230	.	.074
	Delivery ease	.000	.157	.024	.074	.
N	Impact on Bangladeshi consumer purchase decision	66	66	66	66	66
	Information access	66	66	66	66	66
	Ease of Reach	66	66	66	66	66
	Customised service	66	66	66	66	66
	Delivery ease	66	66	66	66	66

The correlation matrix has shown that the ease of reach, customised service opportunity and the products delivered at the doorstep of the customers are the major variables affecting the British Bangladeshi's consumer experience.

	Cronbach's Alpha
Information access	.508
Ease of Reach	.558
Customised service	.468
Delivery ease	.543
Impact on Bangladeshi consumer purchase decision	.541

The Cronbach Alpha test has been conducted to define the inter-item dependency and found that all the cases are valid and the result from the research is valid too with the satisfactory and closer score for all of the items.

5. Discussion:

This research aimed to identify the impact of the internet on the Bangladeshi consumers in London city that has been obtained with the frequency analysis and the regression analysis. Four research objectives have been designed to meet the aim and the following section is going to conjoin the findings from eth literature and the research result to obtain the research objectives.

The first objective was to evaluate the way the internet is contributing to regular life in London for the British Bangladeshi population. Constantinides, (2004) Supported that internet was then the only medium to express themselves and talk to one another cost-efficiently. Liang, and Lai, 2002) Added that already the technological revolution around the world with the information technology has been started since a decade, the pandemic situation has penetrated its success creating the alternative channel to serve the confined population at their home with the support from medication to regular purchase. Rust and Lemon (2001) Argued that the delivery men and the workers involved in production could not stay at home in fear of COVID-19 and they are the real hero in this situation to create a connection between the producers and the consumers. The quantitative research has shown that the British Bangladeshis used to purchase their daily necessities from the brick-and-mortar stores but the pandemic effect has also confined them at

home and at that time, they have been highly dependent on the internet for communication, transaction, and exploring their talents even as agreed by 92% of the respondents. 86% of them illustrated that they have spent almost 5 to 8 hours at their mobile browsing internet only that has provided them with information about the world as well as let them work from home. 95% of respondents have mentioned that they used to go to the discounted grocery shops for their regular needs but the pandemic has transformed their life to the smartphone but it has provided with the knowledge of the way, they can save their time for construction works.

The second objective has mentioned defining the challenges included in internet adoption for regular shopping and transaction for British Bangladeshi population. Boyer, Hallowell and Roth (2002) mentioned that the discount shopping tendency and bargaining tendency of British Bangladeshis demotivated them to purchase online as there is no chance to bid. Liang, and Lai, (2002) argued that comparatively British Bangladeshis are poorer than the native one that hinders them to purchase from the online retail stores for their daily necessities. The quantitative research has shown that the 88% of the respondents are agreeing with the researcher that the main reason for avoiding the online shopping is the inaccurate pricing and high price dispersity across the channels along with the mismatch of the product quality promised and provided. 92% of them have mentioned that the excessive information in the online stores delays their decision-making process that often creates confusion too; therefore, they used to avoid the online channel of communication and do not engage in online purchasing. 95% of the participants in the research have mentioned that they are supporting the researcher on the point that the touch and feel and the face-to-face communication are the major contributors to their purchase decision that are absent in online shopping experience. 75% of them have agreed with the researcher that the time-lapse to get the parcel at home is another major challenge that hinders them to prefer online shopping mall and till the day, the parcel comes at the doorstep, they had to cautious that creates another hassle but the cash on the delivery system introduced in the online purchase process have penetrated their participation in the online channel.

The third objective has focused on examining how the factors included in the adapting online channel of communication in the pandemic situation for British Bangladeshi consumers in London. Rust and Lemon (2001) Opined that the pandemic situation is the major reason for adopting the online platform as quickly as it is now. Li and Zhang, (2002) supported that the consumers get a

lot of information from the internet with the user-generated contents so that they can compare the products and services as much as they need and ultimately take the decision of action. …. supported that the internet with social media has created a revolutionary change in the contribution of the internet for communication managing interactive communication penetrating the success of an online platform to connect people and boost brand awareness and advocacy. Constantinides, (2004) added that along with the ease of delivery, the customisation of the services has indulged the customers of the new era to involve in the online purchasing process. Boyer, Hallowell and Roth (2002) argued that it is not the customised system rather the integration of augmented reality in involving the consumers in the product development process is penetrating the organisational success in creating personalised experience among the consumers. In the quantitative research, 90% of the respondents have mentioned that they are agreeing with the researcher on this issue that the internet is the largest database in the world and it is contributing to their regular life with the most exact data they need to meet their need and want to find the most suitable solution of the search. 82% of the respondents have supported that due to the online engagement with the retailers or the brand, their brand inclination increases and they started to live with the organisation. They have also mentioned that the interactive communication and instant solution of the customer problem with social media marketing accelerate their trust in the consumers. 75% of the respondents have supported that the faster delivery system has been penetrated in the pandemic situation and the home delivery service is the only reason for the increasing sales growth of the online retailers; especially the British Bangladeshis have adopted this channel due to the ease of delivery system as well as the easy return policy of the brand. 83% of the respondents have contributed to the research the customised products available in the online market contributes to customer satisfaction when they find they have got exactly the combination; they have asked for.

The last objective has highlighted to recommend the way online communication channels can boost customer engagement with further pleasing shopping experience and reliability. The contribution of the augmented reality and virtual reality on the internet is supposed to boost the organisational success in attaching the consumers in the total order fulfilment process from production to their doorstep with the simulated real-world as opined by Mile et al., (2000). According to Mcknight et al., (2002), the British Bangladeshi consumers quite price sensitive and switches the brand faster than the native British population; therefore, the online retailers should contribute to boosting the customer trust with the free return policy and the best price of the

products among all other online retail channels. Guttman et al., (1999) argued that the organisation does not need to reduce price rather focus on quality and educate the price-sensitive customers that how the quality products are more cost-efficient even if the consumers have to buy them at a comparatively higher price than that of the cheaper ones. Therefore, the researcher must adopt the influencer marketing as a medium to communicate the quality of the products to the target audience as the Bangladeshi millennials in the UK are more affectionate to the influencers in the social media and try to follow them in their real life. Li and Zhang, (2002) argued that it does not include influencing people rather the brand should focus on informing people with integrated marketing communication tools where different types of customer advocacy will be the weapon of attracting and retaining the customers. From the quantitative analysis, it has been found that 88% of respondents have found the return policy as an interesting medium to reduce the risks of the products mismatch, 92% of the consumers have mentioned that the integration of virtual reality or augmented reality in operation can contribute to the organisational success in reaching and retaining the British Bangladeshi consumers growing in London, and 95% of them have agreed that they are highly influenced by the influencer marketing practices of Nike, Gucci, etc. 67% of them have shown their attention on the necessity of integrated marketing communication to reach the customers.

The aim of the research has been met with the regression analysis summarising the results with the ANOVA table and validating with the correlation matrix, the ultimate result has found that all of the variables together can explain 34% changes in the lifestyle of British Bangladeshis using the internet during the pandemic period.

6. Conclusion:

The above research has focused on defining the impact of the internet on the Bangladeshi consumers in London city during the lockdown period of pandemic coronavirus and the ultimate result has shown that the factors involved in using the internet have 34% influence on the British Bangladeshi consumers living in London city only. However, four objectives have been developed to meet the research aim that has been met with six different chapters of the research.

However, the first objective of the research was to evaluate the way the internet is contributing to the regular life in London for the British Bangladeshi population that has been met by the first chapter

of the research where the research background, rationale, aims and objectives and research structure have been determined. This chapter has found that during the pandemic situation, all of the countries of the world locked in their home due to the fear of spreading the highly contagious disease COVID-19 that has contributed to the drastic change around the world adopting the virtual world as their real-life creating a balance between them.

The second objective of the research focused on defining the challenges included in internet adoption for regular shopping and transaction for British Bangladeshi population that has been met by the second chapter of the research that has derived the variables to consider to define the support of the internet for the British Bangladeshi consumers developing the hypothetical relationship between them that is supposed to contribute to solving the research problem. However, the findings from the literature review have shown that the British Bangladeshis likes to go for direct shopping at the store and does not believe in online shopping as in 33% of cases, the products ordered online brings about highly different from that of the real one.

The third objective has highlighted on examining how the factors included in the adapting online channel of communication in the pandemic situation for British Bangladeshi consumers in London and the third and fourth chapter of the research has met the research objective designing the way this research should be conducted as well as the findings the interrelation among the variables defined previously. The methodology has been suggested to conduct deductive research with the quantitative research method conducting primary research on the market from 66 respondents. The findings have shown that the home delivery service with the online platform has made this platform tangible enough and believable by the target audience as the companies in the pandemic situation has served their target population with the organisational success in reaching the doorstep of the consumers.

The last objective has concentrated on recommending the way online communication channels can boost customer engagement with further pleasing shopping experience and reliability. This objective has been obtained with the fifth and the last chapter of the research mentioning that the organisations should integrate influencer marketing, augmented reality, integration of all marketing communication channels, and educating the customer regarding the quality first to boost their participation in the online effort of the organisation.

6.1 Limitation and future research:

The major limitation of the research was the scarcity of updated data and particularly focusing on the consumer's behaviour pattern of the minority and migrated group of people, the Bangladeshi consumers only. Therefore, this research has used the general consumer attitude as the representative of the British Bangladeshis while developing the literature review. Therefore, the research findings to some degree found an inconsistency. Furthermore, the limitation with digital skills has hindered the operational efficiency of the research to present it lucratively. The upcoming research can be conducted on how the discounted store attracts the British Bangladeshi consumer. Research on eth acceptance of the influencer marketing by the British Bangladeshi millennials can be focused on next. the contribution of the augmented reality in online channel sales-boosting should be identified too to determine the appropriate mix of the communication channel.

6.2 Recommendations:

Educating the quality:

The British Bangladeshi consumers highly price-sensitive and like to bargain with the shopkeeper, therefore, the online retailers should contribute to boosting the customer trust with the free return policy and the best price of the products among all other online retail channels. That effort is going to assure the consumer's spontaneous participation in recognising the quality of goods over price.

Inclusion of augmented reality:

The contribution of the augmented reality and virtual reality on the internet is supposed to boost the organisational success in attaching the consumers in the total order fulfilment process from production to their doorstep with the simulated real world. Therefore, the organisations should create a personalised experience for the consumer with this technology and reduce the time required for action-decision.

Influencer marketing:

As the British Bangladeshi millennials are highly involved with the influencers in the social media, it can be a better platform to gain the trust of the consumers as well as create social media community for the brand. It is going to penetrate the acceptance of the brand and its online channel building a trustworthy relationship even before experiencing the product or service.

Integration of marketing communication

The consistency of the information in different communication channel creates confusion with high price dispersity affecting the trustworthy relationship of the customers. Therefore, the organisation should follow the integration of marketing communication channels of the organisation communicating the same message everywhere. It is going to contribute to building a brand value perceived by the consumers.

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Appendix I: Survey Questionairre

Sl no.: ……………   Date: ……………………….

Subject: Request to fill the survey form

Dear Concern,

I m conducting an academic research on "the impact of internet on the Bangladeshi Consumers in London City" and I need your direct participation to get the pure data about your experience by the mean time. Hope you will join me with the online survey attached.

Thanks in advance.

Survey questionnaire:

Code	Statements	strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
		1	2	3	4	5	6	7
IA	Information Accessibility							
IA1	Internet is full of user generated content							
IA2	internet is the largest database with variety of data published for the general mass							
IA3	Social media has increased the scope and depth of data reached this channel							
IA4	Anyone can find any relevant data now just searching in internet							
ER	Easiness of Reach							
ER1	due to the extravagant participation of people in internet is increasing its reach across the world							

Code	Statement							
ER2	With the GPS system, internet has enriched with real-time tracking the people to reach							
ER3	The brands can easily reach their target population with the internet due to digital transformation around the world							
ER4	The consumers can easily reach the required organisations to fulfil their need due to their online physical evidence							
CS	**Customized Service**							
CS1	The interactive communication medium supported by internet contributes to simultenous communication between the buyers and sellers							
CS2	The interactive communication contributes to define the customer need considering individually different want							
CS3	the product mix or bundle can be designed according to the individual customers with the direct contact with them							
CS4	The sevice customisation by interactive communication or augmented reality improves the credibility of the organisation to the customers							
DE	**Delivery Ease**							
DE1	with the home delivery system, the brands are now conducting distribution to anywhere of the world even for the remote customers							
DE2	there is no alternative to home delivery process to distribute products directly to the customers							
DE3	the brands are using the online distribution channel as the only medium of providing service that does not require direct interaction of people during the pandemic situation							
DE4	the ease of deliverying the products contributes to the flourishment of online channel							
IBBC	**Impact on British Bangladeshi consumers**							
IBBC1	The British Bangladeshi consumers enjoyed the information accessibility as the source of credibility to shift to the online channel							

I B B C 2	With the online channel of communication in this digital era, the consumers can enjoy easy reach to their favourite mall just in a tap on the phone							
I B B C 3	The brands are offering customised service for the consumers that penetrates the British Bangladeshi consumers to accommodate this channel in the pandemic period							
I B B C 4	the ease of deliverying the products on time at the doorstep has influenced the British Bangladeshis to use this source as the alternative to direct shopping at the store							