APPROACH & CHALLENGES OF DIGITAL MARKETING IN BANGLADESH

BY

TAZVIR AHMED
ID: 203-17-438

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Degree of Master of Science in Management Information Systems

Supervised By

Professor Dr. Md. Fokhray Hossain
Dean & Professor
Department of CSE
Daffodil International University

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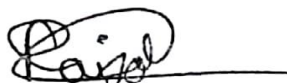**DHAKA, BANGLADESH**
JANUARY, 2023

APPROVAL

This Thesis/Project titled "**APPROACH & CHALLENGES OF DIGITAL MARKETING IN BANGLADESH**", submitted by TAZVIR AHMED, ID: 203-17-438 to the Department of Management Information System, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of MS in Management Information System and approved as to its style and contents. The presentation has been held on 24 January 2023.

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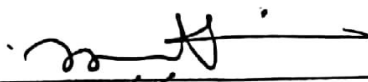**Md. Sazzadur Ahamed**   **Internal Examiner**
Assistant Professor
Department of CSE
Faculty of Science & Information Technology
Daffodil International University

Dr. Mohammad Shorif Uddin   **External Examiner**
Professor
Department of CSE
Jahangirnagar University

DECLARATION

We hereby declare that, this thesis has been done by us under the supervision of **Professor Dr. Md. Fokhray Hossain**, Professor, Department of Computer Science and Engineering (CSE), Daffodil International University. We also declare that neither this document nor any part of this document has been submitted elsewhere for the award of any degree or diploma.

Supervised by:

Hossain

Professor Dr. Md. Fokhray Hossain
Professor
Department of Computer Science and Engineering (CSE)
Daffodil International University

Submitted by:

Tazvir Ahmed

Tazvir Ahmed
ID: 203-17-438
Department of MIS
Daffodil International University

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ABSTRACT

Bangladesh is one of the world's fastest-growing developing countries. Where the online marketplace is getting to be well-known in recent days. Other than the conventional market or super shops, online marketplaces snatch the eyeballs of the buyer and vendors because of maintaining a strategic distance from an overwhelming traffic jams, tremendous time consumption, and open gathering. In the Bangladesh scenario e-commerce industry getting grown up accordingly the weakness and challenges are creating a very dissatisfying situation for consumers and also for sellers. In this study, focus on those challenges which can be solved and approach to increase the digital marketing success rate. In the Bangladeshi e-commerce scenario, there are some wrong approaches and challenges between sellers and consumers most of the time. By using the survey-based methodology and analyzing the collected data from respondents, some beneficiary ideas can be implemented to develop digital marketing in Bangladesh. Because proper digital marketing is always fast & profitable for every company but wrong approaches are very challenging and a threat to every company. So, if we can find out and solve that problem in a short time, our e-commerce industry and other business will transform into top-notch positions in the Bangladeshi digital industry. This paper conducted an experimental study to find out the challenges and establish a proper approach for sellers to make their business more profitable and challenges in the online marketplace of Bangladesh.

TABLE OF CONTENTS

LIST OF FIGURES

Title	Page

LIST OF TABLES

CHAPTER 1

Introduction

1.1   Background of Research

Internet marketing, display advertising, mobile phone marketing, and any other kind of product promotion that makes use of digital technology fall under the umbrella term "digital marketing." When compared to traditional marketing, digital marketing's use of channels and methodologies that enable businesses to quickly and accurately analyze marketing efforts to determine what is working and what isn't sets it out as a distinct discipline. Digital marketers often investigate a variety of metrics, including but not limited to: what is being watched, how frequently, and for how long; sales conversions; successful and unsuccessful content; etc. The Internet is the digital marketing channel that sees the greatest use, but there are other channels as well, such as cordless text messaging, television advertisements, mobile instant messaging, mobile applications, podcasts, digital television as well as radio channels, and so on. The overarching concept of digital marketing actually encompasses the use of all digital platforms and contemporary technologies in the interaction with customers, as well as the development, implementation, and management of marketing strategies as well as plans, with the end goal of improving overall levels of customer satisfaction and advancing the objectives of the organization.

Figure 1.1: Digital Marketing Channels

E-commerce, often known as electronic commerce, is steadily gaining popularity in a global economy that is only beginning to emerge. 1995 marked the beginning of e-commerce [1]. People engage in several kinds of transactions through the use of this electronic procedure, such as purchasing, selling, transferring, and exchanging things, services, and/or information [2-3]. E-commerce is undergoing a process of profound transformation as it breaks the flow of the traditional business model in order to reduce the importance of the physical infrastructure, such as large cities, markets, shopping malls, and other similar areas, as an inevitable prerequisite for the successful performance of business [4].

1.2   Statement of the Problem

Consumers all throughout the world are price sensitive, yet price is not the primary determinant in determining their buying patterns. They are increasingly cautious about their spending these days, particularly with regard to issues such as quality, safety, branding, pricing, and so on. Retailers are also coming to the realization that the worth of the confidence placed in them by their consumers is a vital asset for attaining a better and more lucrative turnover. The promotion of goods and services over the internet may be accomplished with the help of a comprehensive collection of tools and strategies that are offered by digital marketing. Because of the additional channels and marketing processes that are at one's disposal on the Internet, it encompasses a greater variety of marketing components than conventional commercial marketing does. It is possible that it would support the building of trust and relationship between consumer and brand, which would make it an increasingly vital medium to employ in order to optimize brand loyalty around the world. However, the pattern of this growth could be dependent on a few things, and the degree to which it is dependent might differ among regions. It is vital to do research on a regional basis if one wants to conduct an effective analysis of the elements that have the biggest impact on a particular area. Due to the all-encompassing nature of digital media, customers may obtain information whenever and wherever they desire it thanks to its availability. During the times of the ancients, only very particular information was accessible on the company. The use of digital media as a source of information, entertainment, the news, commerce, and social contact is rapidly becoming more

2

widespread. Consumers have access to a broad variety of information, so they are aware not only of what their respective firms have to say about their brands, but also of what the media, friends, family, peers, and other individuals are saying about those brands. It has been demonstrated time and time again that customers place a higher level of trust in one another than they do in businesses. Consumers are looking for brands that they know they can trust, businesses that they are already acquainted with, interactions that are both personalized and relevant, and offers that are tailored to their individual requirements and preferences in a manner that is both easy and accessible. The majority of consumers make use of several digital channels and a wide range of devices, each of which makes use of a unique set of protocols, standards, and interfaces. Furthermore, consumers connect with these devices in a variety of different ways and for a number of different reasons. When compared to conventional media, digital medias are generally inexpensive, making them affordable for the majority of new and small size businesses as well. In digital channels, consumers typically leave a massive data trail in their wake. It is highly challenging to handle and run such a vast bank of data and to put them into action at the same time. The purpose of this study is to investigate the influence that digital marketing has had on consumers' behaviors and how they have responded to it.

1.3   Objectives of the Research

- The purpose of this study is to determine the demographic effects of digital media;
- To determine the components that contribute to the mental state of consumers;
- To determine which promotional tools have the greatest impact on consumers relative to the others;
- To familiarize oneself with the dynamics of e-commerce from the points of view of both consumers and business owners;
- To investigate the attitudes held by both customers and sellers with regard to online business in order to foresee both the potential and the difficulties associated with online trade in Bangladesh;
- Understand the role that social media plays in marketing and how it affects brand communication in Bangladesh;

- The importance of social media in comparison to other types of brand communication mediums and the advantages it offers are discussed.

1.4   Proposed Solution

In recent years, an increasing number of people in Bangladesh have begun to make use of the internet. People who live in cities are generally quite tech-savvy. More than 90 million individuals in Bangladesh are reportedly connected to the internet at any given time, as reported by the Bangladesh Telecommunication Regulatory and Communication Commission (BTRC). In response to the fact that a sizable number of individuals log on to the internet on a daily basis, a variety of companies have adjusted their marketing strategies to place more of an emphasis on digital marketing. We are all actors on the stage that is digital marketing. The field of digital marketing is consistently showing signs of expansion. The most successful businesses are increasing their focus on digital marketing trends.

With the continued development of marketing technology, businesses are looking for ways to maintain their revenue stream. One option is to incorporate online components into their traditional brick-and-mortar stores, while another is to combine numerous digital marketing strategies in order to compete in the lucrative online market. Because the vast majority of customers now use smartphones and conduct product research online before making purchases, it is very necessary for these types of organizations to have a digital marketing strategy in place in order to communicate with the audiences they are trying to reach. Despite this, businesses all over the world have begun to embrace digital marketing for a variety of reasons, not the least of which are cell phones and internet analyses. They are employing these tactics in order to target consumers more effectively on the internet. A good number of people are reporting a big profit on their investments (ROI).

1.5 Conclusion

Marketing is an important factor in influencing consumer behavior, although it is not the major one in most markets. Customers are becoming more picky in their purchasing habits these days, placing a premium on factors such as quality, security, reputation, branding, and value. The trust that customers have in them is also being recognized as a valuable asset that may help businesses increase their profits. In this chapter, we discussed the research background, aim, application, and solution.

CHAPTER 2

Literature Review

2.1   Introduction

The world is always evolving, and as a result, our conceptions of time and distance are undergoing transformations as well. Access to the internet and a few mouse clicks are all that are required to communicate with anyone on the other side of the world at this point because the whole world is now effectively connected. The advent of the Internet and online shopping has opened up an entirely new realm of marketing, along with a variety of newly developed marketing strategies and types. This new marketing domain was built upon the Internet arena, which is full of highly skilled and conveniently located promotional tools, and it is currently dominating marketing that is based on television and radio. Several survey-based studies have been conducted in both local and global contexts to examine the Approach & Challenges of Digital Marketing on brands and consumers and to identify the most effective ways to create and boost brand equity in light of the rapidly expanding use of digital marketing around the world.

2.2   Review of Literature

Web Marketing as primarily achieving advertising objectives through the application of technological breakthroughs [5]. Internet advertising, according to [6], is the practice of carefully targeting clients to interact with businesses using the most intimate, in-home medium yet conceived. Web marketing as "the use of the Internet and related sophisticated technologies to achieve marketing goals." According to this article [7], web-based advertising entails strategies and activities to promote products and services and build relationships with customers via the Internet. The authors [8] demonstrated the usefulness of the traditional marketing model for developing online business marketing strategies in comparison to a real company employing the integrated marketing model. However, authors [9] claimed that customers who are satisfied with electronic communication are affected by the reviews of other customers and share their post-purchase opinions on electronic platforms. In spite of the fact that customers enjoy the usage of sophisticated channels during a dynamic journey, the research revealed that they do not book a vehicle online. The researchers [10] analyzed the impact of technological

development on both customers and marketers, concluding that computerized advertising has become a crucial component of many business strategies. According to this paper [11], digital advertising developments enable clients to maintain a data-driven mindset. Expert examined the difficulties in advanced marketing from the company's perspective and identified innovation as a major concern [12]. Further, experts [13] concentrated on the theoretical understanding of advanced marketing, how advanced marketing benefits the current firm and a few scenarios as concrete examples. Here authors [14-17] developed an integrated perspective on the use of intuitive media for advertising, which we refer to as computerized advertising. They [18] investigated several forms of computerized showcasing, as well as its viability and effect on corporate sales. The investigated case contains 150 enterprises and 50 CEOs who were randomly selected to demonstrate the adequacy of modern advertising. In 2000, Giese and Gote discovered that client data fulfillment for advertising might be interpreted as a quantity of fluctuating emotional reaction force. Its usage is bolstered by key elements of sales activities, data systems, sophisticated services, customer service, after-sales administration, and pals culture. Vishal Midha examined distinctions between the sexes regarding purchaser strengthening and security concerns in 2012 and found that strengthening has a more substantial positive effect on trust for males than for females, whereas security concerns have a negative effect on trust for females than for males. As indicated by the aforementioned open writing, accessible research in computerized advertising is constrained to a couple of particular regions, for example, computerized advertising mindfulness and acknowledgment looking. On the other hand, a unique amount of research has been conducted on the inclination, attitude, and perspective of the modern consumer. To address this deficiency, current research has focused on the awareness, discernment, and challenges of digital advertising. Authors [19] investigated the impact of efficient online marketing, effective communication, and on-time delivery on the frequency of visits and consumer patronage of three online stores in Owerri, Imo State, Nigeria. Using Statistical Package for the Social Sciences (SPSS) software, they analyzed the data from 300 respondents and discovered that online marketing is a feasible marketing communication channel that has a considerable impact on the frequency of visits and consumer patronage of online retailers. In this paper [20] they analyzed more

material concerning the employment of social media for marketing promotion. The authors attempted to give conclusive proof that social media promotion is superior to traditional promotion methods. Additionally, they attempted to anticipate the future of social media marketing.

2.3 Research Gap

This research investigates the ways in which customers in Bangladesh are influenced by digital marketing in their purchasing decisions and in the ways in which they relate to brands. The past few years have seen a rise in the popularity of digital marketing as a means for enhancing engagement between brands and their target audiences. The primary objective of this research method based on surveys is to answer the question, "What is the most effective technique for enterprises to attract clients through digital marketing?" Such information will be of great use to business owners. But contemporary studies have not done much on the subject.

2.4 Conclusion

The selling of products or services through the use of digital technology, mostly on the Internet, but also including mobile phones, display advertising, and any other digital medium, is referred to as digital marketing. This is an umbrella phrase that encompasses all digital marketing. In this chapter, the related works are discussed after analyzing the research, and the research gap is specified.

CHAPTER 3

The Importance of Digital Marketing in Bangladesh

3.1   Introduction

The promotion of goods or services via the use of digital technology, particularly on the Internet, but also including mobile phones, advertising displays, and any other digital medium. Digital marketing is also known as internet marketing. The proliferation of digital marketing during the 1990s and 2000s has brought about a shift in the manner in which brands and businesses make use of marketing technology [21-24].

3.2   History of Digital Marketing

The decade of the 1990s saw the introduction of the phrase "digital marketing." The introduction of the internet and the subsequent development of the Web 1.0 platform marked the beginning of the digital age. Users were able to locate the information they sought out using the Web 1.0 platform, but they were unable to communicate or collaborate using this information over the web. Marketers all around the world were still unfamiliar with the digital platform up to that point. Because the internet was not widely used at the time, they did not know for certain whether or not their techniques would be successful. After the launch of the first clickable banner in 1993, HotWired made a few purchases of banner advertisements for their website's marketing efforts. The beginning of the transition into the digital era of marketing was arrived. The digital market began to see the introduction of new technologies in the year 1994 as a result of this gradual transformation. Yahoo was established in the precise same year as Google. Within its first year of operation, Yahoo got close to one million hits, earning it the nickname "Jerry's Guide to the World Wide Web" in reference to its creator, Jerry Yang. This resulted in widespread shifts in the digital marketing field, with businesses tweaking their websites to get higher positions in search engine results pages as a direct consequence [25]. 1996 was the year that witnessed the introduction of several additional search engines and related technologies, such as HotBot, LookSmart, and Alexa.

The year 1998 saw the beginning of Google. Yahoo brought its version of online search to market at the same time as Microsoft introduced its MSN search engine. Two years later, the internet bubble burst, and as a result, all of the smaller search engines were either left behind or wiped out, making more room in the market for the industry's titans. The field of digital marketing had its first significant uptick in 2006, when it was announced that traffic to search engines had increased to over 6.4 billion in a single month. Microsoft, not wanting to be left behind, shelved MSN and instead established Live Search as a competitor to the search engines operated by Google and Yahoo.

Then came Web 2.0, which encouraged individuals to participate more actively in online activities as opposed to merely using websites passively. Users were able to communicate with both other users and companies thanks to Web 2.0. It wasn't long before people started referring to the internet as a "super information highway." As a direct consequence of this, information flow volumes, including the channels exploited by digital marketers, skyrocketed, and by the year 2004, internet advertising and marketing in the United States alone generated over $2.9 billion in revenue.

Soon after, social networking sites started to appear on the scene. MySpace was the first social networking site to launch, and Facebook arrived on the scene not long after. Many businesses came to the conclusion that the proliferation of all of these fresh new sites was leading to the opening of hitherto unexplored avenues for the marketing of their products and brands. It ushered in a new era for business by introducing unexplored possibilities and marking the beginning of a fresh chapter. They had access to new resources, but in order to promote their businesses and make the most of the social networking platform, they required new strategies.

Another significant turning point in the history of the digital marketing business was the cookie. Advertisers had started looking for alternative methods to make money off of the new technology, which was still in its infancy. One such method consisted of monitoring the typical web-browsing and content consumption tendencies of regular internet users in order to better cater advertisements and marketing materials to the preferences of these

10

individuals. The original purpose of cookies was to keep track of users' preferences and behaviors. The manner that cookies are used has evolved over the years, and modern cookies are designed to provide online marketers with a number of different options for collecting figurative or actual user data.

Customers may now buy products that are promoted online at any hour of the day or night. According to data compiled by Marketingtechblog for the year 2014, the most popular kind of online activity in the United States is posting on social media platforms. The typical amount of time spent each day on social media by an American is 37 minutes. Facebook is the platform that is used for marketing by 99% of digital marketers, while 97% use Twitter, 69% use Pinterest, and 59% use Instagram. Facebook has been a successful customer acquisition channel for 70 percent of business-to-consumer marketers. Sixty-seven percent of people who use Twitter are far more inclined to make purchases from companies that they follow via Twitter. Pinterest is used by 83.8% of luxury firms for marketing their products. LinkedIn, Twitter, as well as Facebook are the three most popular social networking platforms utilized by marketers today.

3.2.1   Evolution of Digital Marketing – The Timeline

The 90s

The first search engine, known as Archie, made its appearance in the early 1990s, marking the beginning of the age of search. After that came something called SEO, which stands for search engine optimization. 1994 marked the debut of the world-wide web's very first clickable advertising banners. 1997 saw the introduction of what is often considered to be the first recognisable social networking website, which at the time had 3.5 million users. A large number of websites that are still in use today were discovered in the 1990s. Two of these websites, Google and Yahoo's online search, both made their debut in 1998 [25-27].

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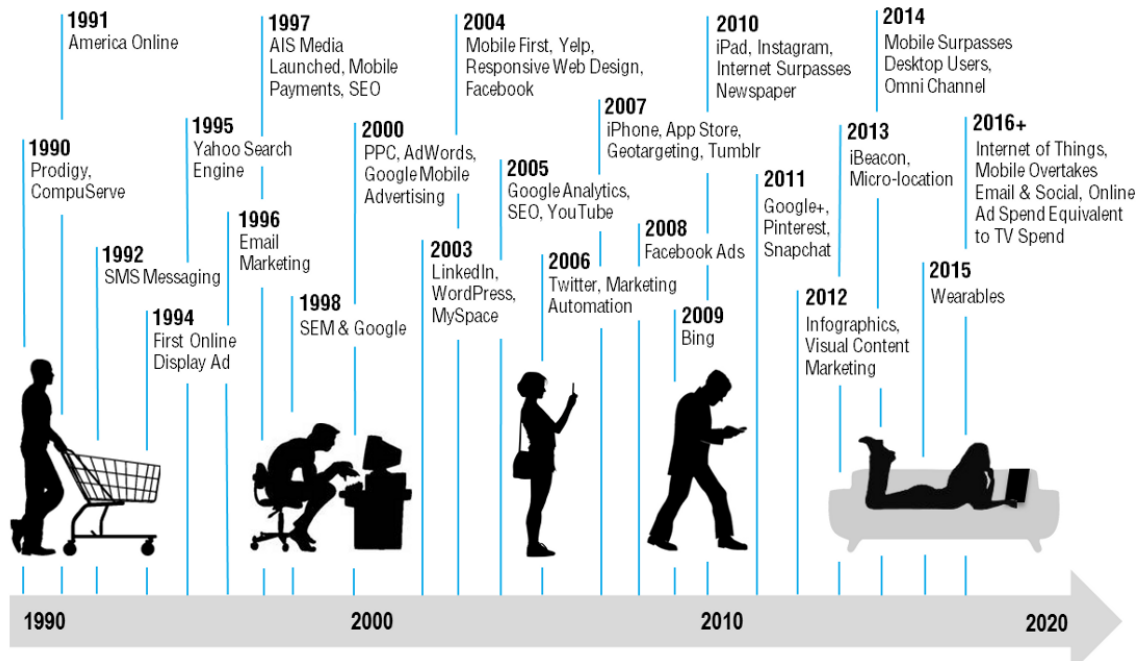
Figure 3.1: Evaluation of Digital Marketing

The Millennial Generation

The new millennium witnessed the growth of a significant economic bubble. Nevertheless, the apex of the bubble and its subsequent collapse between the years 2000 and 2002 caused significant damage to numerous enterprises. As the economy began to recover from the boom that occurred in the 1990s, several new websites came online in the 2000s. These websites included the start of LinkedIn in 2002, Myspace as well as WordPress in 2003, but also Facebook in 2004. Beginning in the early 2000s, mobile marketing through text message started to gain significant traction.

The Mobile Era

In the second half of the decade, there was a rise in marketing and sales, and Amazon's online sales surpassed $10 billion at this time. WhatsApp, Instagram, and Snapchat were three mobile applications that contributed to the expansion of the mobile app culture over the course of the subsequent several years.

12

The Present

At this point in time, 65 percent of an individual's time spent consuming digital media is done so on a mobile device. The value of the digital advertising business is now estimated to be approximately $200 billion, and Google Ad Words is responsible for 96% of the money generated by the firm. Social networking sites, which have an estimated 3.1 billion members, have been at the forefront of the change in digital marketing. The emergence of blogs and Instagram has led in the creation of a business worth $1 billion for influencers, and its expansion is expected to continue. The intriguing field of digital marketing is anticipated to experience significant expansion in the years to come, along with a plethora of new innovations and shifts [28-31].

3.3 The effectiveness of Digital Marketing

The ability to reach a specific demographic at a reduced cost and in a manner that is easily measurable is the primary benefit offered by digital marketing. Increasing customer brand loyalty and generating more purchases online are two additional benefits of using digital marketing. The following are some of the advantages of using digital marketing: A website gives you access to new markets all over the world and enables you to conduct business on a global scale with very little financial outlay. A digital marketing campaign that is carefully designed and targeted may reach the correct clients at a far cheaper cost than traditional marketing tactics can. This can be accomplished by using digital marketing. Results that can be tracked and measured; when you measure the effectiveness of your online marketing campaign using web analytics and other online meter tools, it is much simpler to determine how successful your campaign has been. You are able to gather specific information on how users interact with your website or how they react to your advertising. Personalization: If your customer database is linked to your website, you'll be able to greet site visitors with relevant offers every time your website is visited by a new person. Your ability to improve your consumer profile and sell more successfully to their increases in proportion to the amount of product that they purchase from you. Openness entails actively participating in social media and maintaining your presence on these platforms in such a way as to foster brand loyalty

13

among customers and a reputation for being approachable and simple to interact with. Digital marketing allows you to construct compelling campaigns by utilizing content marketing strategies, which can be thought of as social currency. These pieces of material (pictures, videos, and articles) have the potential to generate social value by being shared from user to user and going viral. Increased rates of conversion: if you have a website, your clients are never further than a few mouse clicks away from completing a purchase of your product or service. Digital marketing, on the other hand, maybe as smooth and instantaneous as it pleases, in contrast to conventional media that need consumers to get up and make a phone call or travel to a shop. All of these components of digital marketing have the ability to contribute to an increase in sales when used together.

3.4   The Digital Marketing Scenario in Bangladesh

Digital marketing in Bangladesh is rapidly evolving as a result of the country's rapidly expanding population of internet users and its relatively cost-effective marketing tactics. Facebook, Instagram, and YouTube are just some of the digital media platforms that are attracting the interest of a growing number of companies as investment opportunities. In recent years, online marketing has solidified its position as the method of choice for marketing due to its capacity to generate a greater number of high-quality leads, boost business revenue and profitability, and improve the company's ability to remain profitable and sustainable in a market that is increasingly competitive.

Since 2014, when it first gained widespread notice, the notion of digital marketing is still relatively fresh in Bangladesh. In Bangladesh, there were around 37 million people who subscribed to internet services in 2014. According to the estimate that was compiled by BTRC, this figure, however, has increased to 99 million in the year 2020. Over the course of the past five years, the number of people using Facebook in Bangladesh has increased by 4 million. The number of people using social media platforms is growing at a rapid rate, and as a result, digital marketing is becoming increasingly popular among businesses and services in Bangladesh.
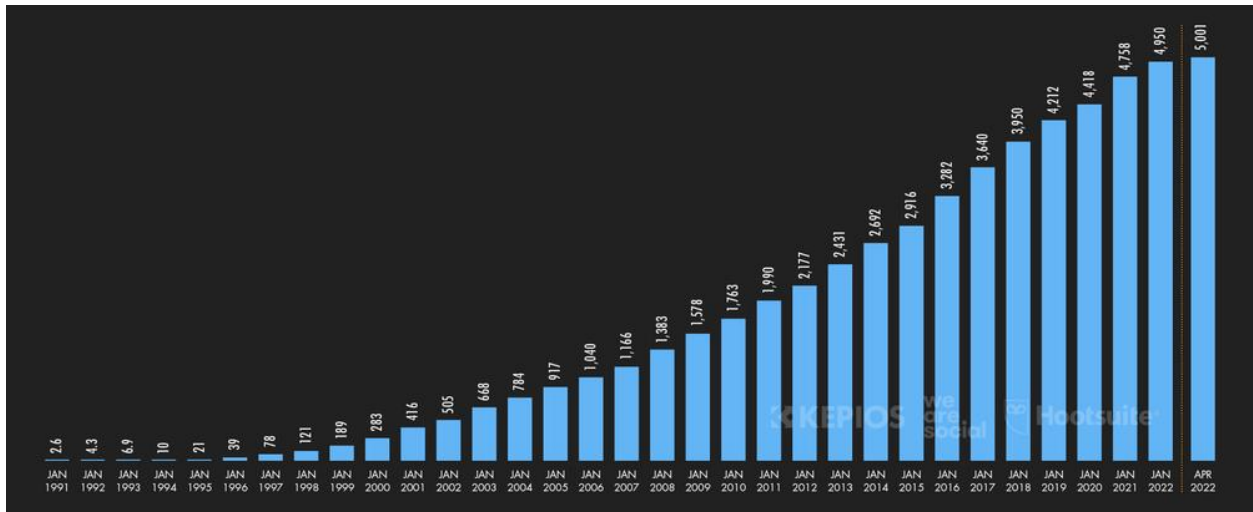
Figure 3.2: Statistics of Digital Marketing in BD

The rise of digital technology has brought about shifts in consumer preferences regarding both the things they want and the ways in which they want to get them. For instance, with digital media, audiences determine which advertisements they want to see, as well as when and how they will do so. Therefore, it is not always up to companies to choose whether marketing should continue to utilize its old medium or transition into the digital sphere. Businesses in Bangladesh aren't losing out on the opportunity; in fact, they've already begun to capitalize on the internet and social media marketing thanks to their rapid adaption.

3.5   Conclusion

Exhibitors' digital marketing strategies rely heavily on technology, and the very essence of events is the camaraderie and camaraderie exchanged between attendees. Some sectors of Bangladesh's business community have successfully adopted technology despite the country's poverty. The prospects for e-commerce in Bangladesh are looking good, thanks to these encouraging signs. The integration of telecommunications and IT has shown that real-time transactions can be tracked and managed effectively. When it comes to advertising, it takes more than just a website to succeed. Therefore, for Bangladeshi firms to take advantage of the new possibilities presented by IT growth, they must get internationally recognized certification in quality control, competitive pricing, and on-time delivery.

Chapter 4

The Challenges of Digital Marketing in Bangladesh

4.1   Introduction

According to research conducted by Deloitte, 72 percent of marketers believe that the function of marketing has become more important during the previous year (s). As a result of the many shifts in consumer behavior that have occurred over the course of the past 18 months, digital marketing has evolved into a potent instrument that can be used to communicate with both new and existing clients. People are being compelled to live differently as a result of the numerous constraints that have been placed on our everyday lives. As a direct consequence of this, people are purchasing and spending their time in new ways.

It is becoming increasingly hard to keep up with client expectations as well as maintain a competitive edge while also staying up to date with the latest technology. As a result, digital marketers are being forced to make adjustments to their strategies in order to adapt to changing consumer behavior. It is common knowledge that the field of digital marketing is presently through a time of transformation, which is accompanied by a number of additional issues, such as the following:

4.1.1   A customer-centric market

Taking a strategy that is focused on the consumer is not a simple undertaking, especially when one considers the fact that the requirements and expectations of customers are always shifting. Even if employing a marketing plan that is focused on the client is essential to achieving success, a research conducted by Salesforce found that:

- 66% of consumers report that their prior experience in a certain business has an effect on the expectations they have for other industries.
- 52% of customers want offerings to be personalized in some form at all times.
- 66% of customers have the expectation that businesses will understand their specific requirements and requirements, yet 66% of customers feel they are often treated like numbers.
- Only 48% of customers believe that they trust firms on a general basis.

16

4.1.2 Creating engaging content

Because of the meteoric rise in popularity of audio and video material over the past several years, the notion of what constitutes compelling content has undergone a sea change. Even while this is not necessarily a fresh trend, the necessity of producing content that is interesting and engaging continues to increase. The difficulty for agencies is to come up with fresh, original concepts to display material and communicate in fresh and engaging ways that are appropriate for the populations they are attempting to attract.

4.1.3 Complying with privacy and data-sharing regulations

According to research conducted by Salesforce, just 27% of customers have a full comprehension of how businesses utilize the personal information they provide, and 86% of customers desire more openness.

The privacy standards that apply to digital marketers are always changing, and many websites are moving away from using third-party cookies. As we continue to bring in an increasing number of visitors from all over the world to a website, organizations have a responsibility to ensure that they continue to comply with any laws that apply to the people of any country that they are targeting.

4.1.4 Mobile-friendly approach

Customers are using their smartphones and tablets for shopping and browsing at higher rates than ever before. Now that more than half of all online purchases are made from mobile devices, it is essential for businesses to ensure that their websites are optimized for mobile viewing. According to a report by App Annie, the introduction of Covid has "permanently" altered the behavior of customers on mobile devices, as evidenced by customers spending 25% more time than they ever have on their mobile apps.

4.1.5 Omnichannel marketing strategies

Businesses need to make investments in omnichannel marketing strategies, which include email marketing, social media marketing, marketing via search engines, marketing via their own websites, marketing via retail applications, and marketing via third-party

messaging systems. Not only are marketers required to communicate the same message across all of these different platforms, but they also need to personalize the communication. 74% of consumers, according to data conducted by Salesforce, have utilized numerous channels to begin and finish a transaction [32].

4.2 Meeting the Expectations of Consumers in the Digital Age

Because of the rapid pace at which technology is altering the behaviors of consumers in today's society, it is simple to grow exasperated by this phenomenon. If businesses want to maintain their level of success, they need to ensure that they are making effective use of the numerous benefits offered by digital technology. The application of digital technology may produce effective solutions that enable organizations to develop in tandem with the expectations of customers. Consumers frequently have an abundance of knowledge but a scarcity of time. It is now essential to create an experience that is more effective and personalised than your rivals can do it faster.

When it comes to appeasing the customer, there is very little room for error. Time is of the essence. However, a portion of one's effort should be devoted to gaining a knowledge of how we arrived where we are today in the realm of customer expectations. Inside the following paragraphs, we will discuss how the expectations of customers are shifting in the digital age, as well as how to respond to these shifts with helpful solutions.

Over the course of the previous few years, customers' expectations have shifted significantly in a variety of ways. There is an increased focus on offering individualized information in the most time and cost-effective manner feasible. The expectations of consumers are developing alongside technological advancements, and it has become huge business to capitalize on this expanding interest. The "Customer Relationship Management (CRM) sector is fast expanding and is predicted to be a market that is worth $82 billion by 2025," according to one source. (Source: dqindia).

18

4.2.1   The most important things people want

We should focus our attention, in particular, on the desire for customisation as well as the requirement for a quick reaction. To begin, the need for individualization is in the front of the ever-increasing level of sophistication of customer expectations. It is essential, in this age of knowledge, to make the customer feel less like a faceless purchaser and more like a unique individual with particular desires and prerequisites. "Personalization is not a "nice to have" component of a loyalty program. It is considered a "need to have." (Image courtesy of loyalty360.com)

With a Digital Customer Experience Platform that has been thoughtfully designed, businesses are able to more easily achieve the desired level of personalization. This can be accomplished by showing customers what they want based on the data that they have already shared with the business or by allowing customers to personalize their platform on their own. According to 84 percent of consumers, it is vitally crucial that they be treated like a person and not a number in order to gain their business. (Source: salesforce). If you don't personalize your online presence, you'll fall farther and further behind as social networking tools and other forms of online communication continue to advance.

Second, the requirement for an immediate reaction is of the utmost importance. Along with the expansion of the internet and other technologies that deliver services on demand, the rate of consumption has quickened. We don't want it later; we want it right now. The benefit of providing a response that is both accurate and immediate cannot be overstated.

"Immediacy has become essential as a result of the widespread availability of connection and the growing accustomization of customers to verbal engagements with companies... 64% of consumers and 80% of company purchasers have expressed the expectation that businesses will reply to them and connect with them in real time. (Source: salesforce). It is obvious that the expectations of consumers have evolved [34].

4.2.2   Capturing data to draw insights

The ability to analyze and make use of data is one of the most essential components that contribute to satisfying the needs of modern consumers. The ability to get insights from data might mean the difference between progressing to the next level or remaining at the same level. "As a result of the abundance of data that is currently available...leaders and teams are progressively enhancing the creative potential of salespeople with data-driven insights." (Data originated from dqindia).

The greatest method to improve the digital customer experience is through utilizing data insights, expert analysis, and new technology; doing so in a planned manner is essential to one's ability to achieve success. One of the best examples of an area in which a company may more readily satisfy the needs of its customers is by making investments to improve its digital workplace capabilities. Therefore, your platform need to provide you with analytics reports to assist you in deriving these essential insights, which, when combined, will result in an improved experience for the consumer at each and every touchpoint.

4.2.3   Acquire a Platform for the Digital Experience of Customers

In the end, the ever-changing nature of the digital world is beneficial to business. It compels corporations to change in response and recognizes and encourages innovative thinking. A significant factor is awareness. You should now perhaps have a better understanding of the importance of having simplified digital touchpoints thanks to the aforementioned recommendations.

The current state of technology paves the way for exciting new avenues of innovation and contact with digital customers. You will be able to adjust better with the assistance of a smart Customer Experience Platform, which will also keep you updated with individualized data insights. Because of this, Unily is able to deliver a comprehensive solution to meet the ever-evolving requirements imposed by customers. You will have the option to customise content depending on how users interact with your portal and you will not require the assistance of IT to do so when you utilize the Unily Digital

Experience Platform. This platform provides thorough and helpful analytics data on how users interact with your portal.

As we've seen, the key to developing a long-term connection with your clientele is to satisfy their combined desire for individualized service and prompt responses to their inquiries. It's possible that taking the next step toward your company's success involves putting an emphasis on communication, networking, productivity, cooperation, and knowledge through the Unily Customer Experience Platform.

4.3   Allocation of Budget to Digital

It is critical to the success of your team that you have a solid understanding of how to appropriately distribute funds for digital marketing activities. When someone has money put aside for the appropriate campaigns and projects, they have the ability to achieve their goals while also receiving a high return on investment (ROI).

When developing a marketing budget, it is common practice to engage in a significant amount of educated speculation and make educated assumptions regarding how money will be spent most effectively within an organization, without actually knowing whether or not anyone will receive any return on investment (ROI).

Even though there isn't any historical evidence to suggest that certain kinds of initiatives will be successful, teams still need a budget so that they can experiment and determine what kinds of initiatives will be successful. This is the case even though no one wants to put money toward an endeavor that won't be successful.

Team leaders in the marketing department are frequently tasked with the job of establishing a budget for digital marketing. It is the responsibility of the marketing leadership to present a budget outline and an explanation as to why particular activities require the requested amounts of money. Although budgets will need to be approved by accounting, finance, or upper management teams, it is their responsibility to provide this information. The spending of between 7 and 10 percent of total sales on marketing

activities is an industry standard that the vast majority of companies adhere to. It is recommended that about half of the sum be allocated to various digital marketing campaigns. Keeping this in mind, it is essential to emphasize the fact that each firm and sector is distinct. Some businesses may need to spend a great deal more money to transition to digital, or they will spend a greater proportion of their total income on marketing efforts. Both of these scenarios are likely.

- Outline Sales Funnel
- List Operational Costs
- Review Last Year's or Quarter's Results
- List of Goals
- Drill Down to the Details
- Select the Best Channels for Business
- Determine the Cost of Marketing Activities
- Scope Out the Competition
- Create Marketing Plan
- Estimate Budget
- Make Every Decision Based on the Data
- Measure Results

4.4   Finding the Right Marketing Mix to Allocate Budget across channel

One of the most prevalent challenges faced by marketers is the art of budget allocation, or deciding how to spend their money in order to make their marketing plan successful. In this part, we discuss how a marketing budget should be allocated, what should normally be included in a marketing budget, and the best practices for marketing budget allocation that should be kept in mind.

There are many different elements that might play a role in determining how successful a marketing strategy will be. Spending your marketing money on initiatives and platforms that will deliver a decent return on investment is necessary in order to have an excellent marketing plan.

At this point, the distribution of the marketing budget comes into play. Marketers that use their funds intelligently are able to execute their plans and provide the expected return on investment. In this part, we will discuss the best practices for allocating marketing budgets in order to provide a guidance on how to spend money to get a high return on investment from marketing efforts (MROI).

Marketing Budget Allocation

The amount of money that a company sets aside for a certain item of expenditures in a marketing plan is what is meant to be understood when we talk about marketing budget allocation. When workers are allowed to charge expenditures for a certain period of time, they are subject to a cap on the total amount of money that they may spend. When developing a marketing strategy, marketers consider their budget allocation to be the maximum amount of money they can spend. In order for marketers to see leads, sales, form fills, as well as other KPIs that can be factored into a ROI, they need to spend their money on the efforts that are required to reach their target online and offline [35-38].

As was noted earlier, the allocation of marketing budget comprises everything that is required for marketers to reach their intended audience and maximize their return on investment (ROI). This includes all costs, such as budgets for advertising and personnel pay, as well as the tools and software that are required to assist marketers in carrying out this attempt.

A budget for marketing often includes expenses in a number of different categories. When determining how much money to spend on marketing, the following categories should be taken into consideration:

- Software/Tools
- Compensation for Internal Marketing Staff
- Services Provided by Experts and Suppliers
- Advertising (Digital & Print)
- Communication in the Public Domain
- Price of events/trade shows

- Seminars and Conventions
- Strategies for Generating Extra Money

When it comes to marketing strategy versus marketing objectives, it is a good idea to define goals first, then develop a plan, including budget allocation, to attain those goals. However, it is also a good idea to establish goals before setting a strategy. This will assist establish what kind of budget is necessary to meet the goals that have been set.

What do the many stakeholders of the organization hope to achieve? What steps does a marketer need to take in order to demonstrate the genuine value that their marketing efforts provide to a company?

Determine how long your marketing strategy will be, and make sure your goals are SMART (specific, measurable, achievable, relevant, and time-based).

Once identify goals, necessary to set money for a marketing campaign. The periods that monthly, quarterly, or annual spending plans cover are denoted in the budget. When developing a marketing plan, it is helpful to have a rough estimate of how much money should be spent on marketing. Although historical data may be used to create budgets, individuals also need to take into account the objectives they wish to accomplish.

The processes of planning and budgeting are intricately intertwined. Making a marketing strategy can help you figure out how to reach where you want to go and achieve your goals. Use data to establish marketing plan.

The strategy should include an overview of the campaigns and costs that will be incurred in order to allocate the marketing budget. You may simplify the process by using the online marketing plan builder that Plannuh provides. These days, marketing strategies are broken up into many different channels or aspects of digital marketing, such as:

- SEO
- Advertising/SEM
- Email marketing

24

- Social media
- Public relations

Invest in various platforms and channels so that you may communicate effectively with your desired target audience. This may appear to be obvious, yet it is essential to any effective marketing strategy.

It will be better able to pick marketing methods to reach an audience if have a thorough understanding of the audience. Research on personas and the buyer's journey will assist in gaining a better understanding of how to allot marketing budget to effectively communicate with a certain audience.

In the field of marketing, omni-channel initiatives are of critical significance. Even if we should put money into successful campaigns and ideas, we shouldn't put all of our eggs in a single basket.

The distribution of marketing budgets isn't only for marketing teams, though. A plan for digital marketing need to incorporate sales teams in order to assist us in achieving our objectives. When the marketing and sales departments work together to allocate the money, they are able to devise a strategy that places both groups in the best possible position to achieve their objectives and realize their potential.

4.5   Finding and Keeping the People who can Digitally Transform A Company

Many businesses, in response to the profound impact that digital technologies are having on an increasing number of business sectors, are undertaking extensive transformation projects in order to capitalize on the opportunities presented by these shifts or simply to maintain parity with their rivals. According to the findings of a recent survey on digital transformations conducted by McKinsey Global, more than eight in ten respondents indicate that their companies had engaged in such endeavors during the last five years. However, achievement in these transitions is proving to be difficult to achieve. Our earlier research discovered that less than one-third of organizational transformations are successful at improving a company's performance and maintaining those gains. However, our most recent findings find that the rate of success of digital transformations is even lower than the success rate of organizational transformations.

The findings from respondents who do claim success indicate to a total of 21 recommended practices that, when implemented, make it more likely that a digital transformation will be successful. These qualities may be broken down into five categories: leadership, competency building, worker empowerment, tool upgrading, and communication. These categories outline where and how businesses should begin to enhance their odds of effectively implementing digital improvements to their operations in order to increase their chances of success.

The success rate for these kinds of initiatives has been demonstrated to be continuously poor throughout the course of years of study on transformations: fewer than 30 percent are successful. According to the findings of this year's survey, digital transitions are an even greater challenge. Only 16% of respondents believe that the digital transformations their firms have undergone have successfully increased performance and also enabled them to endure changes over the long run. An further 7% of respondents assert that performance did increase; however, they believe that the improvements were not able to be maintained.

Even technologically advanced businesses like high technology, media, and telecommunications are having a hard time keeping up. Within these fields, a success rate of more than 26 percent is considered exceptional. But digital transformations are much more difficult to achieve in more conventional industries, such as petroleum industry, automotive, infrastructure, as well as pharmaceuticals, where success rates range from 4 to 11 percent.

The size of the firm might also affect the success rate. Respondent firms with less than 100 workers had a 2.7 times greater likelihood of reporting a successful digital transformation in comparison to respondent organizations with much more than 50,000 employees.

Commit from the Top

In this day and age, the call for innovative ways of doing things in the workplace needs to originate at the very top. When Jean-Paul Agon, the CEO of L'Oréal, hired Lubomira Rochet to become a member of the executive team and the chief digital officer, he was sending a signal that the firm was beginning its transition to a digital model.

One of Rochet's first assignments was to design a leadership development program for the company that would provide its executives with the information, frame of mind, and methods of operation that the business would require in order to expand in the digital age. The top one thousand executives at L'Oréal have taken part in a variety of learning experiences, which has allowed them to construct digital road maps for their respective regions and businesses. Additionally, these executives have been able to model the behaviors that their team members need to embrace in order to execute on these plans, such as a willingness to experiment, an openness to external partnerships, and more autonomous team structures. According to Rochet, "a comprehensible and easily-remembered digital group strategy is now being openly championed by leadership throughout the firm."

Another method to indicate commitment from the top is for executives of consumer packaged goods companies to actively connect with the platforms that their customers utilize. Pete Blackshaw, the Global Head of Digital and Social Media at Nestle, advocates for CPG leaders to personally accept the use of evolving technology platforms and channels in order to bring this new paradigm real to employees, agency partners, and suppliers. Blackshaw is a proponent of the idea that CPG leaders should personally embrace the use of emerging digital platforms and channels.

"I am always experimenting with and making use of new media, such as live video, updates on Facebook, Instagram stories, and many more. "Having my own personal experience with it has given me the confidence to examine and confront some of the claims made in sales presentations made by advertising agency and technology firms who

are attempting to sell me a large advertising campaign," Blackshaw adds. "Because of my own experiences, I am able to promote products and services more effectively."

Give Employees Direct Access to Consumers

The traditional retail model, in which a manufacturer sells to a retailer, which in turn sells to the end consumer, is being challenged by rapidly expanding consumer goods companies such as Warby Parker, Glossier, and Dollar Shave Club. This model depends on the manufacturer selling to the retailer, which in turn sells to the end consumer. Products are finding it even simpler to directly contact customers thanks to advancements in search engine optimization, plug-and-play e-commerce technology, and other distribution methods. Because of this transition, CPG companies now have the chance to get deep insight into the preferences and routines that are the primary drivers of their sales. However, in order to acquire this knowledge, a concomitant change in organizational structure is required, with the goal being to position internal teams in much closer proximity to customers. The new and upcoming technologies of social media listening, user research, and journey mapping are all examples of potentially significant facilitators for the digital transformation of consumer packaged goods companies.

One such instance is the "smart home" appliance manufacturing division known as Connected Home, which was established by the British energy firm Centrica. The group was organized to function in the manner of a startup, with a special emphasis placed on user research and feedback as well as a dedication to lean business practices. By taking use of this strategy, Connected Home was able to propel its Hive "smart thermostat" product to the forefront of the industry in only a few short years. "In a space that can often be confusing and frustrating to consumers, our focus on regular user interviews, meetings, tests, and demos allowed us to build a product that was simple, easy to use, and addressed real consumer needs," Kassir Hussain, the former director of Connected Home, told us. "In a space that can often be confusing and frustrating to consumers, our focus on regular user interviews, meetings, tests, and demos allowed us to build a product that was simple." The Connected Home segment has developed into a significant point of

differentiation and a primary source of revenue generation for the parent company, Centrica, which operates in the highly competitive energy industry.

Help Employees Embrace Agility

When it comes to digital changes, agility is very essential to achieving success. The technology of today and the wants of consumers change at a quicker rate than can be delivered by traditional company road maps. Employees should be ready and given the authority to move at this rapid speed. Establishing a set of concrete day-to-day tasks as well as behaviors that enable individuals to grow swiftly is the most effective approach to drive this transformation, yet it is also the most time-consuming.

While serving as the leader of P&G Asia, Deb Henretta was responsible for the introduction of one such activity. She exerted a great deal of pressure on her employees to implement round-the-clock monitoring of all of their digital assets, including owned websites, customer websites, and social media platforms. She was the one who established a series of live dashboards and regular reports, which assisted the team in maintaining a continual pulse on the activity and behavior of consumers. When all of their items were sold in a physical setting, they were used to doing evaluations on a quarterly and annual basis. This new speed was far quicker than before. However, the team realized the importance of keeping a careful check on everything, including website load speeds, user evaluations, and the general tone on social media.

Invest in "Employee Experience Design"

Some of the most successful firms in the world are turning to user experience design in order to reimagine the employee experience. This is being done in an effort to improve their ability to recruit and keep key personnel, as well as to accept more open and flexible modes of operation. They want to have a better grasp of the motivations of workers, many of whom are in new and evolving jobs, or are from a generation that has fundamentally different professional objectives and expectations than previous generations. These firms are able to modify the manner in which workers experience their

time spent working for the company along every significant milestone by utilizing tools such as journey mapping, persona building, and user research.

One of the teams that has adopted this strategy is the Fashion Giant of LVMH, which is a division of the enormous French luxury goods group LVMH. According to Nathalie Cheveau, the global talent development manager at LVMH Fashion Group, "We've been able to reconsider essential factors of recruiting, onboarding, development, as well as retention to start creating journey maps to enhance the employee experience." These maps were created by drawing inspiration from disciplines such as user experience design. An employee travel map led to the development of four new projects at Céline, one of their premium brands in France, with the goal of mitigating high and low points for important commercial workers in the city of Paris. One of these initiatives is a new job shadowing initiative that enables employees to better understand other roles across the company. This program drives greater employee mobility, which is an essential asset in an environment of transformation in which roles and organizational structures change more frequently.

Invest in Lifelong Learning

Learning and acting are two sides of the same coin for major consumer packaged goods companies (CPGs) because of the rapid rate of change in their business. The most successful consumer packaged goods companies are those that make it a priority to invest in ongoing and frequent programs of employee upskilling. These programs must be presented in forms that are compatible with the growing demands placed on employees' time.

Over the course of the past year, more than 14,000 employees at L'Oréal have enrolled in and completed a dedicated upskilling program. The program consists of a necessary set of online lessons as well as targeted workshops focused on technical skills led by specific markets as well as developed both by General Assembly and internally at L'Oréal. The workshops are led by individual markets and focus on skills that can be applied in the workplace. (One of us is employed by General Assembly, and the other provides

advisory services to the organization.) Skills like as search engine optimization, digital media allocation, and digital analytics are included in this category.

Camille Kroely, who is the Digital Transformation Learning Director at L'Oréal, is the one directing this endeavor on a worldwide scale. Kroely notes that a significant amount of effort was put in to developing a baseline of digital knowledge that all employees are expected to be able to achieve. "We offer nations with a number of strategies, including gamification, incentives, executive communications, and more," the authors write. "This drives an amazing worldwide completion rate of 90% versus the suggested upskilling program track."

These newly acquired talents are resulting in positive outcomes. E-commerce sales at L'Oréal increased by 33% in only one single year, prompting the company to allocate 32% of its overall marketing spending to digital platforms. The firm maintains an exceptional growth rate in both its sales and its profits, and it is at the forefront of innovation in the beauty industry all over the world.

The term "digital transformation" does not refer solely to technological advancements. The capacity of a business to capitalize on the new paradigm of the consumer products environment will be directly correlated to its ability to effectively communicate with its workforce, to organize that workforce, and to retrain its people.

4.6   Conclusion

As a venture of a tremendously successful multinational company, a multinational company in Bangladesh has been enjoying some extra benefits over its competitors while at the same time it is also confronting certain hurdles in the process of managing its firms in Bangladesh. Most of the aims and plans come from other countries, which is the primary issue. Because Bangladesh is so distinctive in comparison to many other nations, it might be very challenging for Bangladeshi workers to achieve the goals they have set for themselves. The delivery of orders is another area in which marketplaces are experiencing difficulty. They do not have a delivery partner that can be relied upon. As a

result, when there are a lot of orders placed, it is often necessary for the customers to wait before their items are delivered. Because the sellers determine the stock of the items, the manufacturers cannot replace the products on their own if the supply of only one of the sellers' products runs out.

CHAPTER 5

The Opportunity of Digital Marketing in Bangladesh

5.1 Introduction

Marketing, as defined by experts [39] is "the process through which a business or organization identifies, develops, and communicates with its target market in order to increase both the level of satisfaction those markets receive from the products and services offered by those businesses and the level of profit those businesses generate." According to the definition offered by expert [40], "marketing is the process that organizations employ to raise the value of their consumers and create a close relationship with them in order to earn their money. Digital marketing in Bangladesh is rapidly evolving as a result of the country's rapidly expanding population of internet users and its relatively cost-effective marketing tactics. Facebook, Instagram, and YouTube are just some of the digital media platforms that are attracting the interest of a growing number of companies as investment opportunities. In recent years, online marketing has solidified its position as the method of choice for marketing due to its capacity to generate a greater number of high-quality leads, boost business revenue and profitability, and improve the company's ability to remain profitable and sustainable in a market that is increasingly competitive.

5.2 Opportunities of Digital Marketing

As defined, "digital marketing is a current trade style that seeks the shared requirement of the firms, dealers, as well as consumers to decrease costs and raise the items' efficiency as quickly as feasible". However, "the ability to use the internet to accomplish the advertising objectives within new advantages and opportunities" is how characterizes digital marketing. Another definition of digital marketing comes from research [24], who says it involves "using the digital methods to make the trading transaction between the involved parties instead of direct communication". Electronic distribution, as described by authors [26], is a foundational component of digital marketing; it serves to establish the structure and content of a company's online presence, allowing it to operate nonstop. "In addition, according to [21], it is the practice of utilizing a variety of IT tools, such as those used in the re-formulation of marketing strategies in order to boost the benefits gained by customers through more efficient retailing, targeting, determination, and

33

location-detecting techniques. Second, we want to improve the effectiveness of our plans for implementing ideas, disseminating information, promoting our wares, and pricing them. Finally, establish trading exchanges that cater to both consumers' and businesses' demands. Utilizing a variety of tools and approaches can increase one's chances of having success in digital marketing and open up new options. These technologies enable marketers to get the full benefits of digital marketing, including but not limited to the following:

Easy Consumer Reach

Companies may effectively communicate with a huge number of potential customers all at once through the use of digital marketing, which is an effective kind of marketing. When it comes to marketing, using the internet as a channel is a rapid way to reach a large number of potential customers and prospects all at the same time all over the world. These marketing operations on various social media platforms, including as Facebook, Twitter, LinkedIn, and Pinterest, have also been transformed as a result of social media marketing's rise to prominence.

Direct Advertising

Direct advertising and increased brand awareness can both be achieved through the use of digital marketing strategies. Currently, businesses are able to display their advertisements for products and services on a variety of digital channels with relative ease. However, digital marketers can improve their performance in a highly competitive marketing environment by developing a solid online advertising strategy and using promotional tools.

Perpetually Displaying Ads

Through the use of digital marketing, adverts may be sent to their target audiences at any time and in any location. There are no time or location restrictions on the prospects' ability to view advertisements on whatever website they want. The advertisements that are always shown entice potential customers to get in contact with you and discover the goods and services that meet their requirements. However, in order for these

advertisements to appear on a webpage, the management of them must be done effectively. Check out the four steps involved in displaying advertisements on a website as well.

Cost Effective Channel

Digital marketing, which makes use of the internet, is a more cost-effective and affordable form of advertising than traditional marketing channels such as television and radio broadcasts, print publications such as magazines and newspapers, and banner ads, etc. The money that is available may be taken into consideration when planning advertising campaigns for digital marketing, which gives marketers more flexibility. The vast majority of websites and company profiles (which display advertisements as well as information about products or services) generate enormous amounts of free traffic. Because of all of its advantages, social media has become an extremely important factor in the promotion of activities related to digital marketing. Platforms for social media marketing such as Facebook, Twitter, Google+, LinkedIn, WhatsApp, Blogs, Yelp, Instagram, & YouTube, amongst others, also give a substantial amount of website traffic.

Consumer's Convenience to Shop Online

Customers now have the ability to purchase online at any time (24/7 basis), regardless of the location of the stores, because digital marketing is becoming increasingly popular and capable. This makes it more comfortable for customers to shop online. The advent of digital marketing has provided businesses and merchants with the chance to guide their clients in the direction of an offline outlet of an online store.

5.3   Employment Opportunities of Digital Marketing

One of the reasons why a career in digital marketing is so interesting is because the industry is always developing as new platforms are created. This is one of the reasons why the sector is so dynamic. A digital marketing manager is always monitoring current trends and analyzing the effects such trends have on the discoverability of products.

Gaining experience in digital marketing covers the development of skills applicable to virtually every aspect of a company's online presence. Managers of digital marketing campaigns analyze the effects of new search engine changes on the rankings of client websites as they become available. The next step is for the entire marketing team to collaborate on the development of a plan. Digital marketing is gradually taking over the market because to the fact that it is more affordable and can provide statistics. Traditional advertising still has its place in the globe. Now, marketing managers can see exactly where visitors are coming from, what they are doing on the website, and which strategies offer the biggest return on investment (ROI). This strategy, which is driven by data, makes it simpler for professionals to demonstrate their value, and it enables executives to determine which initiatives are the most successful. The ability to repeatedly achieve success, hence removing any element of uncertainty from planning subsequent campaigns.

Demand for Digital Marketers

According to LinkedIn, there are now 860,000 job opportunities for the position of "Digital Marketing Specialist," making it one of the top 10 careers that are in the highest demand. Experience in social media, content planning, search engine optimization, analytics, and other areas are increasingly sought after in the field of digital marketing.

Because there are so many different aspects to digital marketing strategy, there is a relatively large number of occupations that are associated to it. In point of fact, the sector is currently dealing with a crisis known as the digital skills gap. According to the results of a poll conducted by LinkedIn, major metropolitan regions in the United States are suffering from a lack of around 230,000 digital marketing experts.

Because there are now so many job openings but insufficient qualified individuals to fill them, now is an excellent moment to launch a career in digital marketing.

5.4 Benefits of Having a Digital Marketing Career

The promotion of a good or service on the internet utilizing a variety of different marketing strategies is referred to as digital marketing. The goal of digital marketing, just

like that of any other type of marketing, is to connect with the greatest number of one's ideal clients as is humanly feasible. It is currently one of the most sought-after job paths available. So that they may get off to a strong start in this industry, a lot of young people who are passionate about it are enrolling in comprehensive digital marketing courses. Having a job in digital marketing comes with a lot of perks that are worth considering.

5.4.1   High Demand for Digital Marketing

The field of digital marketing has a very promising future. Every company, no matter how big or how little, is trying their best to leave their mark on the internet. Individuals are becoming more proficient online as the number of people using smartphones to access the internet continues to rise. After China, India has the second-highest number of internet users of any country, only behind the United States. It now has 481 Million users online, and that figure continues to rise year after year. The marketers are eager to advertise their product to all of these consumers and hope to do so successfully. They require digital marketing professionals in order to accomplish this goal. Offices of major corporations such as Facebook and Apple have already been established in India, and many more businesses will soon follow in their footsteps. The market is expanding, which means there are a lot of fresh chances.

5.4.2   Good Salary

The fact that there is a high demand for digital marketers has directly led to an increase in the amount of money that businesses are willing to pay for these positions. Due to the fact that this industry is still relatively young, there are not a lot of educated digital marketers available for employment. Leading firms all over the world, such as LinkedIn and Twitter, are always searching for qualified applicants to fill open positions. You have the potential to make additional revenue by engaging in some independent contracting job in your spare time.

5.4.3 Flexible Work Life

Being able to set your own hours and work at your own pace is one of the most significant advantages of working in digital marketing. Either you may get full-time employment with a corporation or you can find work as a freelancer for a variety of different organizations. You also have the option of finding employment with a digital marketing firm, which will provide you with excellent opportunities to gain experience working with a variety of customers. If you look into it, you can even find opportunities to work from the comfort of your own home. All you need is a reliable connection to the internet. Job security is another another benefit that comes along with having this level of freedom.

5.5 Become an In-Demand Professional

Customers have a greater obligation in today's highly competitive environment to promote their goods and services by investing in digital marketing services, either by employing an in-house team or working with a partner that provides this service on their behalf. This is necessary for increased market penetration. Customers are expected to spend in end-to-end marketing activities to acquire a competitive advantage over their competitors, which will lead to a multiplication in the growth of digital marketing over the next several years. The technologies have been leveraged to a greater extent in digital marketing, which has led to the development of a variety of different activities that can be offered to end customers or consumers. These activities include Content Strategy, Website creation, blogs, PR, Tele-Marketing Campaigns, Branding, Advertising, Lead Generation, SEO Optimization, Social Media Campaigns, Go-To-Market Strategy, and so on.

Because of the significance of digital marketing for consumers, there has been a rise in the number of job openings and chances for people to further their careers in this competitive and always-evolving industry. Job applicants need to have a strong understanding of both the Marketing domain and the various tools and technologies that are used for the various activities that fall under the umbrella of Digital Marketing. This is necessary due to the fact that online technology serves as the primary support system

for Digital Marketing. Customers have the ability to select Digital Marketing offerings such as Social Media, Content Marketing, PPC, SEO, and Email Marketing based on their individual requirements. As a result, consultants are required to be more dynamic and flexible, as well as to possess the relevant skills and experience in the technologies and digital marketing functions. According to a research on Marketing trends compiled by Naukri.com and McKinsey, the talents that are now in highest demand include Digital Advertising, SEO, Social Media, Content Creation, Curation, and Content Strategy. One can pursue a career in the field of digital marketing by obtaining some skill-based certifications, taking online courses, and participating in on-the-job training programs. Digital marketing does not require any particular skills to gain a position as a consultant.

5.6   Inbound Marketing Manager

A professional marketer with skill in bringing customers to a business via the use of content that is meant to attract qualified prospects and convert those prospects into leads and customers is called an Inbound Marketing Manager. An Inbound Marketing Manager (IMM) is a person who is responsible for planning the strategy and tactics for an organization's various inbound marketing initiatives. The purpose of the IMM is to gain an understanding of what it is that the company's clients are searching for, and then to generate leads, as well as develop content, tell stories, and position the brand. The goal of the IMM is to come up with queries that potential consumers could have. To begin, the IMM will conduct interviews with the personnel of the company in order to have a better understanding of the real clients the company serves. After that, the IMM will do research on the methods that clients use to look for information. After that, the IMM will determine which keywords are the most effective for drawing in consumers and developing content.

5.7   Digital Marketing Manager

Managers of digital marketing are responsible for the planning and management of marketing campaigns that are intended to promote the company's brand as well as its products and services. Their responsibilities consist of, among other things, planning campaigns, analyzing metrics, and spotting trends. In most cases, they have previous experience in art direction as well as social media. A Digital Marketing Manager's

primary responsibilities include the formulation and execution of promotional strategies for a company's or brand's products. They manage different channels such as social media networks, Google Ads, website content, and email marketing in order to deliver a marketing message to their audience that is convincing and consistent throughout all of the channels. For a Digital Marketing Manager to be successful, they need to be able to create and upload copy to websites and other platforms, optimize images for their website, and understand how marketing impacts their organization's goals. In addition to this, it is also their responsibility to deliver precise reports on the Return on Investment (ROI) of their various marketing campaigns in order to demonstrate the efficacy of particular campaigns. In most cases, digital marketing managers will collaborate closely with other marketing experts in a small team. Different marketers supervise different channels including SEO, PPC and email marketing. A marketing manager is in charge of each of these Digital Marketing Manager teams, and he or she is responsible for assigning priorities to tasks and directing the overall marketing activities of the team.

5.8   Conclusion

The advent of digital marketing has made a significant number of work opportunities and career paths available to marketing experts. The discipline of digital marketing is one that mixes art with technology in a way that is both creative and analytical. It has a variety of alternatives that may be discovered, investigated, and mastered in their own right. You may, for example, get into digital marketing, or you could seek a job in a field that is more specialized. There has been a movement away from seeking a profession in conventional marketing and toward pursuing a career in digital marketing for a number of reasons, including remuneration, growth, variety, and measurability.

CHAPTER 6

The Approach & Strategy of Digital Marketing in Bangladesh

6.1   Introduction

Getting people to pay attention may be done in a variety of ways. Getting the word out about your company is impossible without marketing. There are two primary promotional approaches. One is the more conventional marketing methods of yesteryear, while the other is the cutting-edge strategies of today, such as digital marketing. Period traditional advertising has been developing for centuries, digital has only been around for a short while. Each has its advantages and disadvantages, but ultimately, they are both beneficial.

6.1.1   Digital Marketing

To put it another way, digital marketing is simply the communication strategy of using online platforms, such as websites and social media, as marketing tools.

Anyone who uses social media will be familiar with the advertisements that appear in their stream; this is an example of digital marketing.

6.1.2   Traditional Marketing

On the other hand, conventional marketing utilizes outlets that have been around for a long time, such as billboards and printed media. Imagine Don Draper from the show Mad Men coming up with concepts and copy for a Coca-Cola television advertisement. Traditional marketing was almost the only sort of marketing that existed before to the advent of the internet in the 1990s.

6.1.3   Differences

The primary distinction between digital and conventional marketing is the type of channel that an audience engages with in order to get exposed to a marketing message. Digital marketing makes use of digital media, such as websites and social networking sites, as opposed to conventional marketing, which makes use of traditional media such as magazines and newspapers. Even though it's called "conventional marketing," that doesn't imply it's out of date. In spite of the rising demand for people to disconnect from

the digital world, traditional marketing continues to play a vital part in the lives of individuals.

Due to the fact that they leave an impression that is difficult to forget, immersive experiences such as powerful television commercials and tangible media such as physical copies of Rolling Stone magazine continue to be as relevant now as they were 20 years ago. You subconsciously form an emotional connection to their brand, which ensures that you will keep them at the forefront of your mind.

In the same vein, traditional marketing is not nearly as vital as its digital counterpart, which may even be more crucial. The goal of digital marketing is to connect with consumers at each stage of their day-to-day interactions with the internet.

If anyone use Google to look for holiday ideas for your upcoming weekend trip, there is a good probability that you will shortly after see a personalised sponsored advertisement from Sky Scanner. The majority of individuals incorporate frequent, multi-hour sessions spent online into their daily routines as a natural and unremarkable component of their lives. Simply utilizing this fact to one's advantage, digital marketing does so by deftly incorporating marketing messages into each and every digital channel.

6.2   E-Commerce Trends in Bangladesh

According to research conducted by the Dublin-based company ResearchAndMarkets.com, the size of the e-commerce industry in 2021 was around Tk56,870 crore and is expected to reach over Tk1.5 lakh crore by the year 2026. According to the research institute, registered e-commerce enterprises, non-registered online platforms, and social media-based trade sites are all included in the report titled "Bangladesh B2C Ecommerce Market Report 2022." Products and services include shopping at retail stores, providing travel and hospitality, operating an online meal delivery service, providing media and entertainment, providing healthcare and wellness services, and providing technological products and services. There are more than 2,500 e-commerce platforms in Bangladesh, as stated in a study that was published by the e-

42

Commerce Association of Bangladesh (e-Cab) the previous year. Of these, 1% are classified as major enterprises, 4% as medium firms, and 95% as small businesses. Some 1,600 e-commerce entrepreneurs were e-Cab members [41-43].

Late in 2018, the e-commerce platform known as Evaly got its start conducting business in Bangladesh. The platform quickly established itself as a significant participant in the industry by presenting customers with a variety of alluring deals and significant price reductions. However, later on, charges of fraud and corruption were brought against Evaly, and the company has since stopped all of its operations.

6.3   Digital Marketing Insights in BD

Online shopping is becoming increasingly popular in Bangladesh, much like it is in many other nations across the world. The E-Commerce Association of Bangladesh (E-Cab) reports that there are already more than a thousand online platforms that are registered throughout the country of Bangladesh. Every single day, these sites facilitate the delivery of more than 50,000 different items. The difficulty of people to physically visit stores as frequently as they once did is leading to a growing dependency on online shopping. And by taking advantage of this opening, a vicious spiral is deceiving clients by taking advantage of the situation. When people shop for things online, a significant number of them end up being taken advantage of in a variety of ways, falling for cons that use enticing marketing and tempting deals. In particular, the sellers are not delivering the goods that the buyers want in accordance with the demands that they have made. Even if they do ship something, the majority of the time they provide things of poor quality. This happens all the time.

During the time when the Corona epidemic was going on, this form of scam has become much more widespread. It is not always possible for individuals to travel to the market to get the essential supplies when they are confined to their homes as a result of a lockdown that is being implemented to avoid the spread of corona. Therefore, an increasing number of consumers are starting to rely on the convenience of purchasing online. By taking advantage of the high demand for goods purchased online, however, a band of con artists is spinning a web of deceit under the guise of legitimate enterprise. They do not provide the product that has been requested; instead, they supply another product that is either of

a lower quality or is not compatible with the product that has been ordered. To put it simply, we refer to this as "cheating on a big scale." It is certain that several Facebook pages and groups have contributed to the growth in popularity of online shopping in recent years. A great number of people have launched successful internet businesses just by creating their own websites. But the real issue is which websites can be trusted!

6.4   Conclusion

The people of Bangladesh do not have a high level of awareness or education; hence the country cannot yet be considered a significant market internationally. In the past, individuals would utilize computers to finish school assignments, as well as for governmental or commercial initiatives. Recently, there was a rise in the internet market, and as a result, an increasing number of individuals are doing their shopping online.

CHAPTER 7

Data Analysis of Digital Marketing in Bangladesh

7.1   Introduction

The quickest-growing media outlet for advertising is the Internet. Compared to spending in other media, the expenditure on Internet advertising is experiencing tremendous growth. However, the expenditure on Internet marketing stays relatively small in contrast to other media. The research will be conducted using both primary and secondary sources of information. These previously mentioned aspects will also be investigated in order to determine whether or not they make a positive contribution to the investigation of how consumers react to the actions of marketers. In order to gain a better understanding of the direct consumers' perspectives, quantitative data will be gathered from them through the use of a survey. A combination of structured and unstructured questionnaires will be administered to representative samples of Bangladeshi consumers in order to compile the primary data set. For the purpose of gathering primary data, questionnaires are distributed to random samples of thirty participants.

7.2   Methodology of the Study

The research design is described as "the arranging of conditions for data collection and analysis in a manner that seeks to combine relevance to the research objective.... It entails decisions regarding the types of questions needed to obtain the necessary data, the techniques of data collecting, sampling, and data analysis, as well as the piloting and revision of research questions Therefore, it is a systematic plan to investigate a scientific subject, as it specifies the study type and sub-type, research question, hypotheses, variables, data collection techniques, and statistical analysis plan.

7.2.1   Approaches to Theory Development

The theory is characterized in a variety of ways based on diverse philosophical perspectives. As it is a standard way of saying something about a common performance or structure, you should be able to understand it through a wide range of examples. In other words, it is a network of progressing theories that must be understood and explained in relation to a certain social or natural phenomenon. Consequently, each hypothesis provides a statement regarding the relationship between two or more

variables, which are the building blocks of theories distinguish between three fundamental approaches to theory development: inductive, deductive, and abductive.

7.2.2   Deductive Approach

The deduction is that the unrecognized specific identification comes from how similar it is to a set of recognized proofs. This is accomplished by the hypothesis, which also starts with a traditional understanding and sees if it can be applied to cases. In accordance with Hyde (2000), deductive research begins with the general and ends with the particular. In other words, the theory is followed by data.

So, the deductive method involves putting together a conceptual or theoretical framework based on real-world observations. However, the quantitative technique is a detective and depends on the actuality of occurrences. This may be challenging for non-researched publications that debate or analyze strategy but deviate from presumption.

Since we are working on quantitative research, it has to reflect a deductive approach.

7.3   Sample Size and Sampling Method

The questionnaires that were developed for this research are divided into distinct categories, each of which refers to a distinct factor that a particular question intends to reflect. Table 1 presents this classification for your perusal.

Table 7.1: Targeted factors and questions

Targeted Factor	Questions
Demographic factors	Q1, Q2, Q3
Classify respondents	Q4, Q5
Loyalty	Q7
Intention / Opinion	Q9, Q10
Satisfaction	Q8
Quality	Q6
Weakness	Q11

7.3.1 Demographic Factors (Q1,Q2,Q3)

Figure 1 illustrates that most of the responders' age is within the range of 18 and 30, and are young people as mentioned. Only a few percent of the respondents are between 41-50, also the majority of respondents live in the urban area (93.3%) and 86.7% of respondents are male.
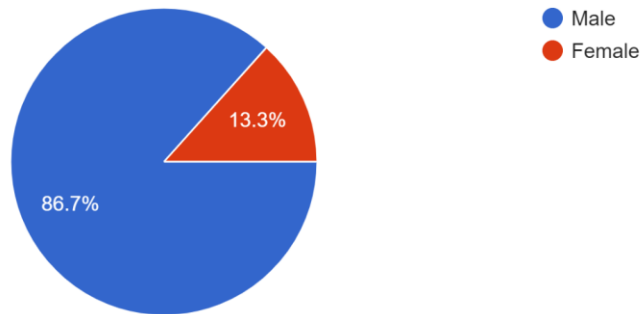

Figure 7.2: Ratio of Gender
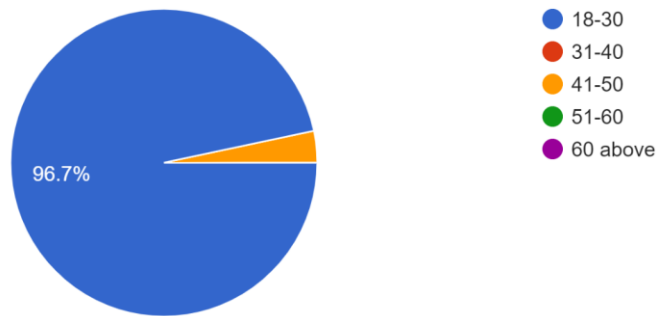
Figure 7.3: Ratio of Age

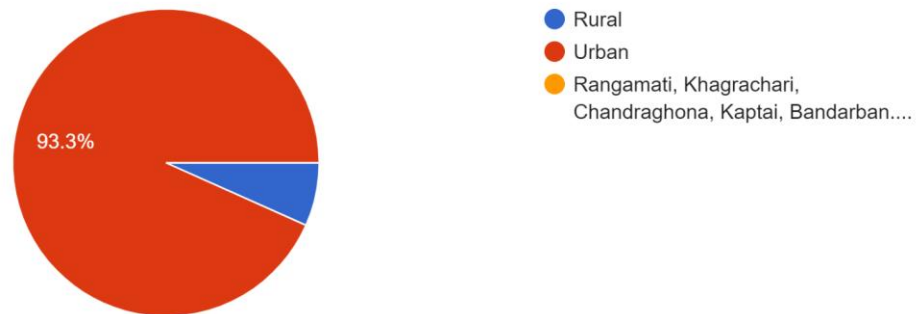Q3. Do you live in urban areas of Bangladesh?

30 responses

- Rural
- Urban
- Rangamati, Khagrachari, Chandraghona, Kaptai, Bandarban....

93.3%

Figure 7.4: People who lives in urban area

7.3.2 Classify Respondents (Q5, Q4)

Here we are classifying the respondents by their activity of using the internet. 66.7% of people mostly used social media.

Q4. Where do you spend the most time while using the Internet?
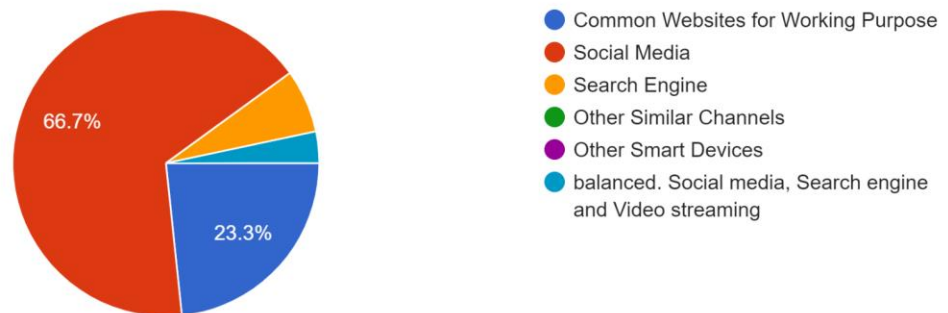
30 responses

- Common Websites for Working Purpose
- Social Media
- Search Engine
- Other Similar Channels
- Other Smart Devices
- balanced. Social media, Search engine and Video streaming

66.7%

23.3%

Figure 7.5: Classify Respondents

Q5. Select the media that is more popular in Bangladesh.
30 responses
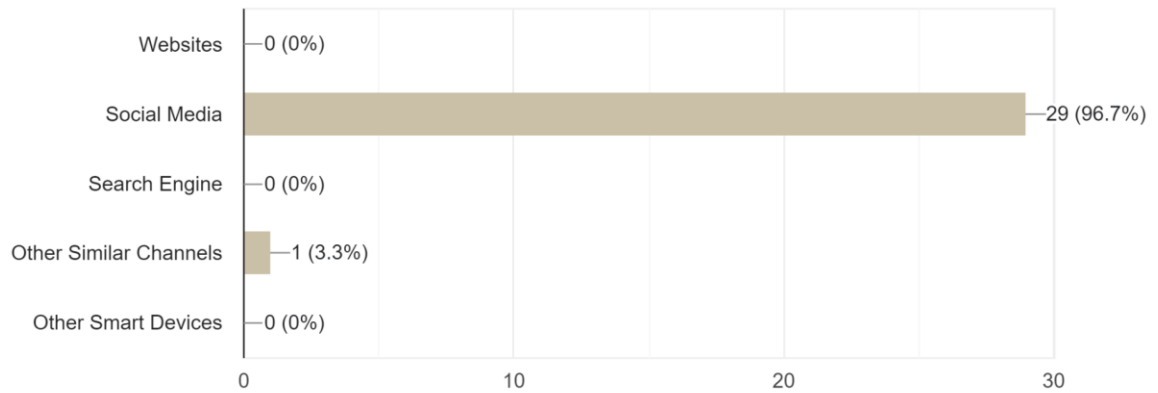
Figure 7.6: Popular media in BD

Also 96.7% of the respondents believe that social media is a popular platform in Bangladesh

7.3.3 Loyalty Respondents (Q7)

This question was created with the intention of determining the degree to which respondents trust and are loyal to online shopping websites. 70% of the respondents believe that they buy products because of promotional influence.

Q7. Do Daraz, Evaly, Grameenphone, ACI, RFL promotions influence you to buy their products?
30 responses
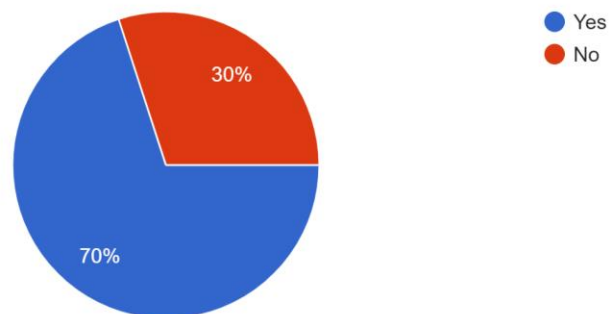
Figure 7.7: Loyalty of respondents

49

7.3.4 Opinion (Q9, Q10)

From the responses to our survey, it is seen that 70% of respondents did not like the SMS and Email marketing due to some reasons.

Q9. Do you like SMS Marketing and Email Marketing?
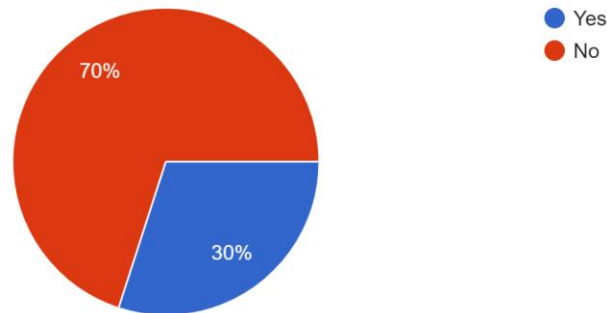30 responses

Figure 7.8: Respondents opinion

Q10. What is your opinion about the strength of Digital Marketing in Bangladesh?
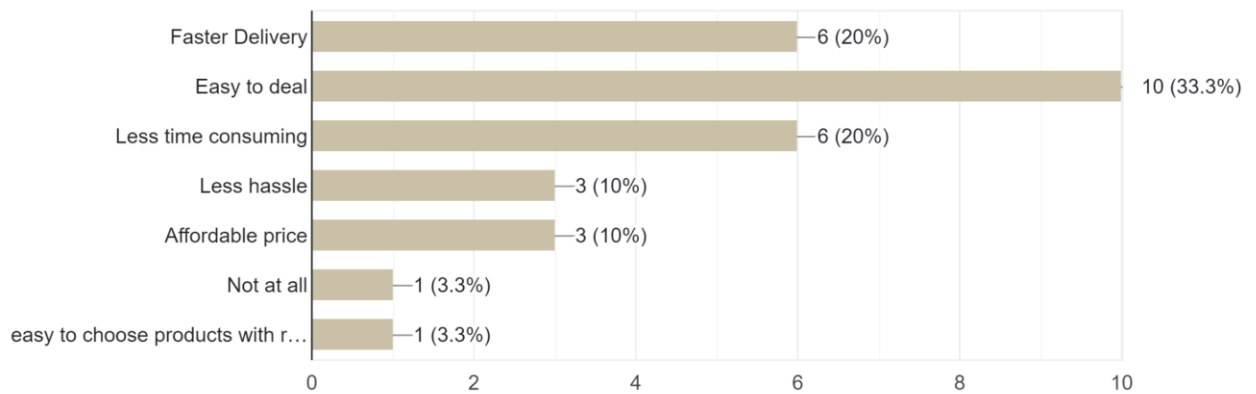30 responses

Figure 7.9: Strengths of Digital Marketing in BD

When it comes to digital marketing, time is a crucial component to consider. The length of time it takes a customer to make a purchase might reveal more information about the goals they had in mind when they were out shopping. People that spend more time are obviously more interested in making sure they purchase the greatest available goods at

50

the most affordable price. It also gives an indication to the marketers as to the length of the advertising that the buyers are willing to tolerate. 20% and 30% of respondents believe that time and ease to deal is the strength of digital marketing.

7.3.5   Satisfaction (Q8)

According to the responses of 10% of the consumers, consumers are only moderately content with buying online promotions, while the responses of 30% of consumers indicate that they are poorly satisfied. According to the notion of satisfaction, a person's prior experience or their cumulative experiences over the course of their lifetime are what cause them to be content or unhappy with a certain product or goods of a specific brand that they have purchased for online. The findings suggest that a low number of purchasers provided a favorable evaluative judgment on items based on their experience, with just 10% of purchasers indicating that they are happy with their purchases. The remaining 90% of respondents voiced their discontent with the survey overall.

Q8.   Mark to the digital campaigns and your satisfaction on Daraz, Evaly, Grameenphone, ACI, RFL promotions. (out of 5; eg: 5 is highest)
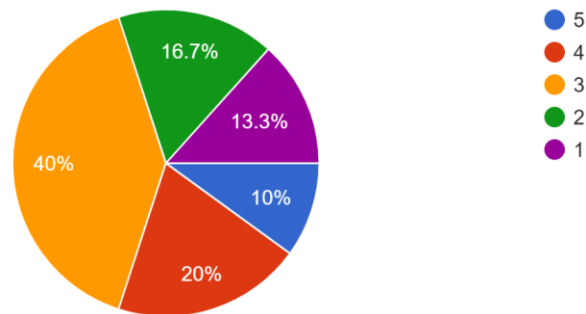30 responses

Figure 7.10: Satisfaction of respondents

7.3.6   Quality & Weakness

Q11.   What is your opinion about the weakness of Digital Marketing in Bangladesh?
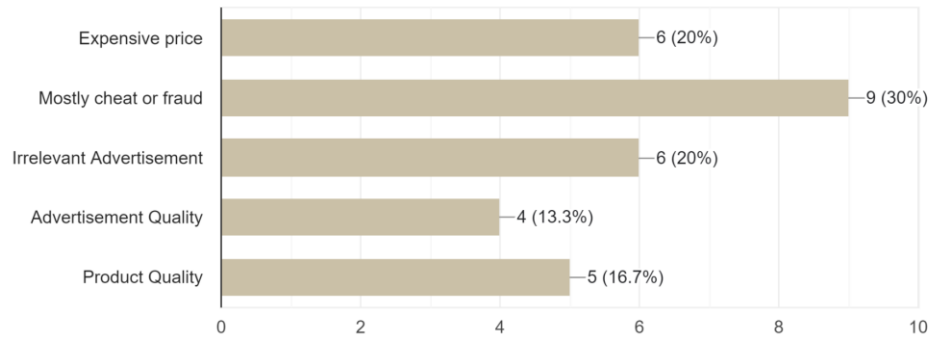30 responses

Figure 7.11: Quality and Weakness

30% of the respondents think that there is a security issue in online shopping and 20% believe that the price is expensive.

Q6.   Do you get enough information about products from the promotions of Digital Marketing?
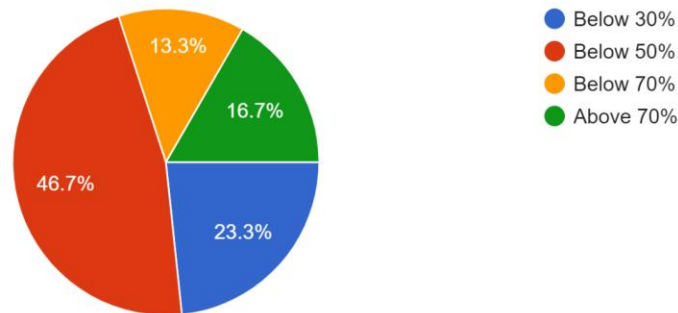30 responses

Figure 7.12: Information about products

Also, a majority portion of respondents claimed that the content of promotions dose not carry enough information.

7.4   Sources of Data

For this quantitative research project, a questionnaire was employed to investigate the Approach & Challenges of Digital Marketing in Bangladesh preferences. Accordingly, the study's the data-gathering instrument was the questionnaire. This section includes questionnaires to evaluate the demographic, intention, satisfaction, etc characteristics of clients. However, several expressions were eliminated from this measure, which was chosen by considering the opinions of subject matter experts, and a scale with 30 expressions was constructed by adding new terms.

7.5   Result and Discussion

This survey-based study made use of Google form because of its user-friendly interface and in-built capability to visualize the results in a streamlined fashion. Google form is an internet application that is straightforward and widely utilized for the creation of questionnaires for online surveys. To identify the Approach & Challenges of Digital Marketing in Bangladesh we collect some data from different regions of Bangladesh. The total sample is 30. Data were coded into a coding sheet. Data collected thus from the respondents were compiled, tabulated, and analyzed in accordance with the objectives of the study by using a computer system.

7.6   Conclusion

According to the questionnaire, we collected participants' responses and analyzed those very carefully. Analyzing the received result was not good, but it has a positive movement. According to our research, we found that respondents were not satisfied with digital marketing current approaches (eg: sms or email marketing) also, they claimed that the company didn't share proper information through digital marketing. In addition, respondents were concerned about the product security and quality. Furthermore, if we mitigate these issues, our online business will be developed, and it will be world-class; also, it has a chance to contribute to our major economy.

CHAPTER 8

SWOT ANALYSIS

8.1   Introduction

A SWOT analysis, which stands for strengths, weaknesses, opportunities, and threats, examines internal and external elements that have the potential to have an effect on your company. Both your strengths and your faults are the result of internal causes. Both the possibilities and the hazards come from external forces. An issue or condition is considered to be external if it would occur even if your company did not exist (for example, if advancements in technology or a significant flood were to occur).

Both brainstorming and strategic planning might benefit from the utilization of a SWOT analysis. When you do a SWOT analysis with a particular goal or question in mind, you will obtain greater value from the results of the analysis. For instance, you could find it helpful to do a SWOT analysis in order to determine whether and in what manner you should:

- Make the most of a fresh chance for an idea;
- React to emerging tendencies;
- Adopt cutting-edge technological advances;
- Stay abreast of evolving business practices of your rivals.

8.2   SWOT Analysis of proposed approach

Our findings are given below:

8.2.1 Strengths
- Conducted a successfully survey
- Proper qualitative analysis
- Accurate data analysis
- Approaches and challenges were choosed based on proper resolution.

8.2.2 Weakness
- Small amount of data
- Need appropriate study about consumer psychology

8.2.3 Opportunities

● It would be beneficial for businesses

● Companies will quickly find out what their digital marketing lacks

8.2.4 Threats

● Financial issue

● Adaptation issue

● Consumers reactions

8.3 Conclusion

In conclusion, the SWOT analysis conducted has identified several key strengths, including a successful survey, proper qualitative analysis, accurate data analysis, and the selection of approaches and challenges based on proper resolution. However, there are also weaknesses such as a small amount of data and a need for further study of consumer psychology. The analysis has also identified opportunities for businesses to benefit and for companies to quickly identify gaps in their digital marketing efforts. Additionally, there are potential threats such as financial and adaptation issues, as well as the possibility of negative consumer reactions. Overall, this SWOT analysis provides valuable insights into the current state of the digital marketing landscape and can be used to inform strategic decisions moving forward.

CHAPTER 9

Conclusion

9.1   Conclusion

Drawing on the findings, it is evident that e-commerce is gradually gaining popularity among the growing young generation as a viable option for a sustainable livelihood option. This is something that is evident in other studies as well (Ishtiaque et al. 2017; Dillon & Reif 2004). E-commerce is something that's being done by a greater number of women than men these days. E-commerce is serving as an instrument of empowerment, in particular for women who are taking care of young children and do not have the option to look for work outside the home.

In the modern context of e-commerce, however, the differences between the sexes are not yet fully appreciated (Lin et al. 2019). Because there is a healthy amount of transactional activity in the form of buying and selling, it can be deduced that the potential for conducting business online in Bangladesh holds a lot of promise. Generally speaking, female shoppers are more interested in purchasing items such as apparel and personal products such as cosmetics, whereas male shoppers are more interested in purchasing digital and electronic goods.

Before beginning a new firm, it is essential to conduct a market study. Young business owners who are contemplating the launch of a new company often invest a significant amount of time in doing market research and determining the nature of the enterprise. Young people just starting out in digital marketing may benefit from reading this article since it provides them with an introduction to the many options and factors to consider. Everything that is good in our world also has some aspects that are not so wonderful. Therefore, it is up to humans to reap the maximum advantages possible by making full use of all the good aspects of e-commerce, which has recently developed into an essential instrument for the efficient operation of life in this rapidly changing world. In a similar vein, the digitization of information has provided new options for both purchasers and vendors in the realm of online commerce, despite the fact that the former presents a greater number of risks than the latter. However, uninterrupted network connections are necessary for conducting business online, and this is only feasible in the major cities of

Bangladesh, such as Dhaka. Therefore, further study is required to investigate the possibility of conducting business online in the more rural areas of Bangladesh, particularly those with slower internet connections.

9.2   Further Suggested Work

The purpose of the research is to draw attention to the opportunities and problems presented by digital advertising and marketing. The purpose of the study is to give the opportunity to visualize how various client segments' conceptions and formulations of digital advertising tactics differ. It is far simpler to develop a standardized approach of digital advertising for items in which human purchasers share similar behaviors than it is to develop such a system for things that are utilized in culturally distinct ways. For example, consumer high-tech things (computers, mobile phones) can also be truly similar across cultures, yet food is typically seen as bump-off in both universal and distinctive aspects. In the future, we will conduct a survey with a large number of people. As a result, we will get more accurate output that will represent the exact trends.

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Appendix A

For this study, we'll be studying both primary and secondary resources. These will also be examined to see whether they add anything to the discussion of how customers respond to marketers' efforts to influence their behavior. Using a survey, we will collect quantitative data from direct customers to better comprehend their points of view. To collect the main data, researchers in Bangladesh will use a mix of structured and unstructured questionnaires to poll a cross-section of the population. Thirty people are selected at random to complete questionnaires that will be used to collect primary data.

Table 7.1: Targeted factors and questions

Factors	Questions
Demographic	Q1, Q2, Q3
Classify respondents	Q4, Q5
Loyalty	Q7
Intention / Opinion	Q9, Q10
Satisfaction	Q8
Quality	Q6
Weakness	Q11

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