



## **INTERNSHIP REPORT ON**

**“Analyze the customer effectiveness of digital  
marketing: A Study in Dinajpur”**



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# Letter of Transmittal

September, 2018

To  
Professor Dr. Masudur Rahman  
Advisor, MBA Program  
Faculty of Business and Economics  
Daffodil International University, Dhaka.

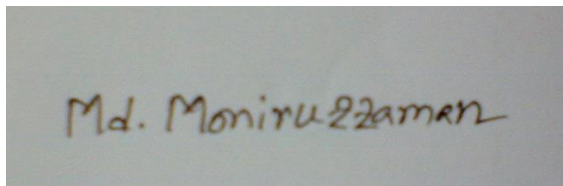
**Subject: Submission of Internship Report on “Analyze the Customer Effectiveness of Digital Marketing”: A Study in Dinajpur”.**

Dear Sir

This is a great pleasure to submit my internship report on “Analyze the Customer Effectiveness of Digital Marketing”: A Study in Dinajpur”, which is a part of MBA program. To you for your kind consideration, I made sincere effort to study related documents, materials, observe operations, examine related records, and collect primary data regarding opinion for preparing the report.

Within the time, I have tried my best to complete the pertinent information as comprehensive as possible. Therefore, I will be very much glad to hear from you for further clarification.

Sincerely yours



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**Md. Moniruzzaman**

Student ID: 172-14-2481

MBA in Marketing

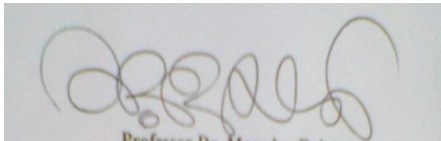
Faculty of Business and Economics

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## Certificate of Supervisor

I, hereby declare that the internship report entitled “Analyze the Customer Effectiveness of Digital Marketing: A Study in Dinajpur”, is a useful record of the internship work done by Md. Moniruzzaman, Student ID: 172-14-2481, MBA, Major in Marketing, Faculty of Business and Economics, Daffodil International University, Dhaka.

This report prepared by the candidate and my supervision and guidance. In my opinion this report is quality award of the degree of Master of Business Administration (MBA) in Marketing from Daffodil International University, Dhaka.



---

**Professor Dr. Masudur Rahman**

Advisor, MBA Program

Faculty of Business and Economics

Daffodil international University, Dhaka.

# Acknowledgement

In the beginning, I would like to express my gratitude to Almighty Allah for whose mercy I was mentally and physically sound to prepare this report. The Almighty for whose we are living in this beautiful world able to conduct our works. Other than that, I am thankful to many people who have provided me with incentive and support during the whole time I was working with this report.

I would like to convey my deep gratitude to my honorable supervisor Professor Dr. Masudur Rahman sir for giving me the opportunity to study on this report “Analyze the Customer Effectiveness of Digital Marketing: A Study in Dinajpur”. It could have been quite impossible for me to carry out the preparation and proceedings with this report without his close guidance and continuous support.

Also, I am extremely thankful for all the websites, journals, research papers, articles and newspapers from where I collected valuable information to prepare this report, as without that, the study would go nowhere.

Finally, I would like to thank my family members and friends for encouraging and giving constant support throughout the study of this report.

**Md. Moniruzzaman**

September, 2018.

# Acronyms and Abbreviations

SMS	: Short Messaging Service
MMS	: Multimedia Messaging Service
E-mail	: Electronic Mail
E-commerce	: Electronic Commerce
SEO	: Search Engine Optimization
PPC	: Pay Per Click
ROI	: Return on Investment
WOM	: Word-of-Mouth
OBA	: Online Behavioral Advertising
SEM	: Search Engine Marketing
E-book	: Electronic Book
ICT	: Information and Communication Technology
BTRC	: Bangladesh Telecommunication Regulatory Commission
B2B	: Business to Business
B2C	: Business to Consumer
3G	: Third Generation

# Abstract

Digital marketing is the most popular marketing system in Bangladesh. Bangladesh also enter the digital age. Day by day increase the internet user, at the same time it increase the opportunities and challenges for the marketers and business owners. Traditional marketing and digital marketing is totally different from each other. Increase the usages of digital device consumer update their life style and behavior by learning internet. Today customers are not depend only the marketers or sales persons or business owners, but also the can communicate easily different social media and gather knowledge from different website or internet. They also compare of the product information such as price, features, benefits etc. As a result marketers are more responsible when they send about product or service information. Although customer does not trust what a company or brand say, customer also discuss about the product with friends, relative, social site, family member than take purchase decision.

Digital marketing is the low cost marketing channels. By using digital marketing, markets main objective to create brand awareness, promote their product and service, attracting customer attention and influence the buying decision.

Today business world is very competitive, customer can gather information about the product, even 80% product information know customer so that marketer can't influence the customer in wrong way. Marketers should provide the right message to the customer. Today it is not enough to know about the customer but also know the customer deeper. Analyze the customer behavior when, where they want information and where they want product or service.

This study has described major elements of digital marketing, analyze the effectiveness of digital marketing in Dinajpur. Also describe the challenges and opportunities of digital marketing.

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# **Chapter 1**

## **Introduction**

### **1.1 Prelude**

In simplistic terms, digital marketing is the promotion of products or services via one or more forms of electronic media. Digital marketing differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time.

Digital marketing is become popular marketing channels in Bangladesh. It is the cheaper marketing system. So marketer trend digital marketing to create brand awareness and promote their product and service. Digital marketing include offline and online marketing. Digital marketing include social media, e-mail, online advertising, e-commerce marketing, mobile phone (both SMS and MMS), search engine optimization and other digital media.

Through digital marketing, customer can gather information anytime and anywhere and when their needs. For digital media customers are not just depend on the marketers or business owners what they are say but also customers follow relative, friends, social site, website etc.

### **1.2 Statement of the Problem**

The digital marketing allows the customer update information about the company's product or services. This information customer can gather anytime and anywhere when needs and attracting the customer. Customer can visit directly a company's website, social page and feedback about the product. Also communicate directly by using digital media. Today digital media is mainly use to promote the product or services.

There are few studies about digital marketing in Bangladesh. These studies are about opportunities of digital marketing, effects of digital marketing in CRM, prospects of digital marketing etc. But the current study is specific area of Dinajpur.

### **1.3 Research Questions**

To find out the specific problem solution, we have to find out the problem. This problem refers as research question. The research objective is to find the answers to specific problems.

- ❖ The concept of digital marketing.
- ❖ Analyze the effectiveness of digital marketing in Dinajpur.
- ❖ Analyze the opportunities and challenges of digital marketing.

### **1.4 Research Objectives**

#### **1.4.1 General Objective**

The main objective is to identify and analyze the effectiveness towards digital marketing at Dinajpur in Bangladesh.

#### **1.4.2 Specific Objectives**

The specific objectives are:

- ❖ To identify awareness about digital marketing.
- ❖ To identify what customers think about digital marketing.
- ❖ To find out the opportunities and challenges of digital marketing at Dinajpur in Bangladesh.

### **1.5 Importance of the Study**

Traditional marketing used to only the past source of marketing. Over the few years, we saw a new marketing tool that is called digital marketing. The way of implementing marketing strategies and tactics have been modified. Customers can directly talk to the marketers and business owners and provide feedbacks. Previously it used to only one sided communication. There are few other things that are not same anymore. So, nowadays digital marketing is very important for all kind of company. My study about digital marketing is important to know the digital marketing and digital marketing types. It is also important to know what are the challenges and opportunities of digital marketing at Dinajpur in Bangladesh. The study is also showed detail information what customer think about digital marketing in Dinajpur. I think that this study will be helpful for the marketers as well as the customers.

## **1.6 Methodology of the Study**

### **1.6.1 Nature of the Study**

General, two types of research methods are used, i.e. qualitative and quantitative research. I would like to go quantitative method in my research.

### **1.6.2 Sample Size and Sampling Method**

For conducting this study 60 respondents were chosen from different places of Dinajpur Town. All of the 60 respondents are consumer from different education level.

### **1.6.3 Sources of Data**

Data were collected from both primary and secondary sources. A structured questionnaire was used to collect the necessary data. It serves as primary data to answer the research questions and objectives pertaining to digital marketing in Bangladesh. The secondary data were collected from many journals, articles and also from websites.

### **1.6.4 Tools of Data Collection**

For the purpose of collecting data, Non Comparative scaling in the form of itemized rating scaling technique was used through 5 point Likert scale which is ranging from 1 to 5 where 5= Strongly agree, 4=Agree, 3=Neutral, 2= Disagree and 1= Strongly disagree.

## **1.7 Scope and Limitations**

The study has the following limitations:

- ❖ My internship program was only three months. For time limitation I am only conduct 60 people as a sample.
- ❖ There are very few records, report, articles and survey in digital marketing in Dinajpur district.
- ❖ Some people were not interested to answer my questions about digital marketing.
- ❖ There are no digital marketing firms in Dinajpur. Few digital marketing firm work in Bangladesh but for their privacy are not disclose their digital marketing information.
- ❖ I am not expert about the research. For my inexperience that is the create problem for me and also the limitation of my study.
- ❖ This research based on the sample of 60 people. For that reason it may be not provided the accurate result of digital marketing.

## **Chapter 2**

### **Literature Review**

#### **2.1 Review of Literature**

The purpose of doing research in the area of digital marketing is because it seem huge, intimidating and foreign. Businesses are looking for clearer picture to start but do not know where and how to start doing digital marketing. In today's time, social media channels such as Face book, Twitter, Google and other social media firms have successfully transformed the attitudes and perceptions of consumers and in the end helped revolutionized many businesses. This was done through measurable vast network of customers with trustworthy data with real-time feedback of customer experiences.

**AJ Parsons, M Zeisser& R Waitman (1996)**, on McKinsey Quarterly magazine entitled 'Organizing for digital marketing', developed country realized that if the digital marketing maintain the organized form it is create more value to the customer and earn profit from them. To successful in the digital marketing or online marketing organized form is important. And finally they are successful own their business for the organized of digital marketing.

**Glynn Mangold& David Faulds (2009)**, in their research entitled, 'Social media: The new hybrid element of the promotion mix, social media provide the new life of digital marketing. By using social media it is more easier and create opportunities for the marketers. For the bless of social media marketer can communicate or provided information about the product or service not only the country but also abroad. Using social media marketers create brand awareness and promote their brands.

**Guoying Zhang , Alan J. Dubinsky & Yong Tan (2013)**, in their research entitled, 'Impact of Blogs on Sales Revenue', blogs also impact on digital marketing. Business success measure on the revenue of the company and blogs can impact on sales by written positive or negative word. Customers think that the bloggers are expert about it so customers always consider blogs. Bloggers are written about the product or service and when customers review the write and show ads different social media customer aware the brands. As a result increase the sales with sales revenue.

**Yannopoulos. P (2011)**, in his research entitled, ‘Impact of the Internet on Marketing Strategy Formulation’, internet marketing is more powerful than traditional marketing. Digital marketing strategy and implementation is different from traditional marketing strategy. For the internet marketer can easily promote their brands, brands awareness and provide essential information about the product or services.

**Lindsey Julian (2012)** conducted a research on ‘Using Social Media to Increase Consumer Loyalty to a Brand. The following study investigates how to use social media to increase consumer loyalty to a brand. With the increasing trend in the utilization of social media practices in the fields of public relations and marketing, it is becoming significantly important to understand how to effectively reach and communicate with consumers through this medium. This study focuses on the necessary tools, tactics, and strategies that should be utilized through social media in order to increase consumer loyalty..

## **2.2 Research Gap**

Digital Marketing has become more popular and vibrant for the companies after involvement of modern technologies in the businesses. It is an effective communication aspect for the companies to target a large number of potential consumers at the same time. It also enables direct advertising and creates awareness about a product or brand. The review of literature reveals that various scholars at the international level have initiated different studies on different aspects of digital marketing. But at the national level there are very few studies initiated towards this topic. Moreover, in Dinajpur there is hardly any study about effectiveness digital marketing at Dinajpur in Bangladesh. So, the present study will be an attempt to fill this gap.

## **Chapter 3**

### **Overview of Digital Marketing**

#### **3.1 History of Digital Marketing**

The term of digital marketing is not so longer. This term first used in 1990s but use of digital marketing term increase in 2000s. The innovation of iPhone, customer searching information about the product or service through internet. That create new challenge of the marketing department. For the demand of the customer many company open their own website, social page and upload update information about the products or services.

In 2007 to 2010 increase the digital device usage basically the usage of mobile phone usage. In 2012 increase the usage the smart phone and increase the use of internet and customer are interest in social media. In 2013 increase the computer, laptop and tablet use and customer pass their time through internet by using different website and social media. Customer most of the time spend their maximum time on internet and social media so marketer target the digital marketing through internet.

After 2013 the digital marketing term is common to promote the product or service. Digital marketing also refers, 'website marketing', 'internet marketing', 'social media marketing', 'online marketing' etc. The statistics research internet user increase day by day and it is stay in the growth rate. So there are many opportunities in digital marketing.

#### **3.2 Digital Marketing**

Digital marketing is the marketing of products or services using digital technologies or media. There are different types of digital media such as Google, Ask, Google+, mobile marketing, search engine optimization, video marketing, social media marketing, affiliate marketing, e-mail marketing etc. Digital marketing mainly operate through internet to promote the products or services. The digital marketing main objective is to attract the customer, brand awareness, provided information about the product or service to the customer and influence the customers buying decision.

### 3.3 Major Elements of Digital Marketing

There are various elements of digital marketing. But all elements are not equal important for the marketer. All digital marketing elements operate through electronic devices and internet based.

#### 3.3.1 Online Advertising

Online advertising means promote the product or service through different online ads. It is a small part of digital marketing and creates the brand awareness. When marketer promote their products or services by using internet through different website, social media, e-mail etc is called online advertising. Online advertising is the low cost advertise rather than traditional marketing. Marketers promote their website and upload update information, ads, picture or chart to attract the customer and provided the information about the products or services.

#### 3.3.2 E-mail Marketing

E-mail marketing is one kind of direct marketing or one to one marketing. When marketers or business owner promote their products or services by using e-mail. Marketers sent information about new products, ads, picture and chat to the customer mail. E-mail marketing also known personalized or target audience marketing. Marketers always mail to the actual and potential customer to build strong relationship, touch with the customer, brand awareness and brand loyalty. Company can promote their products or services by using e-mail marketing to target customers also focus large number of customers.

**Figure 3.1**

#### **E-mail Marketing Strategy**

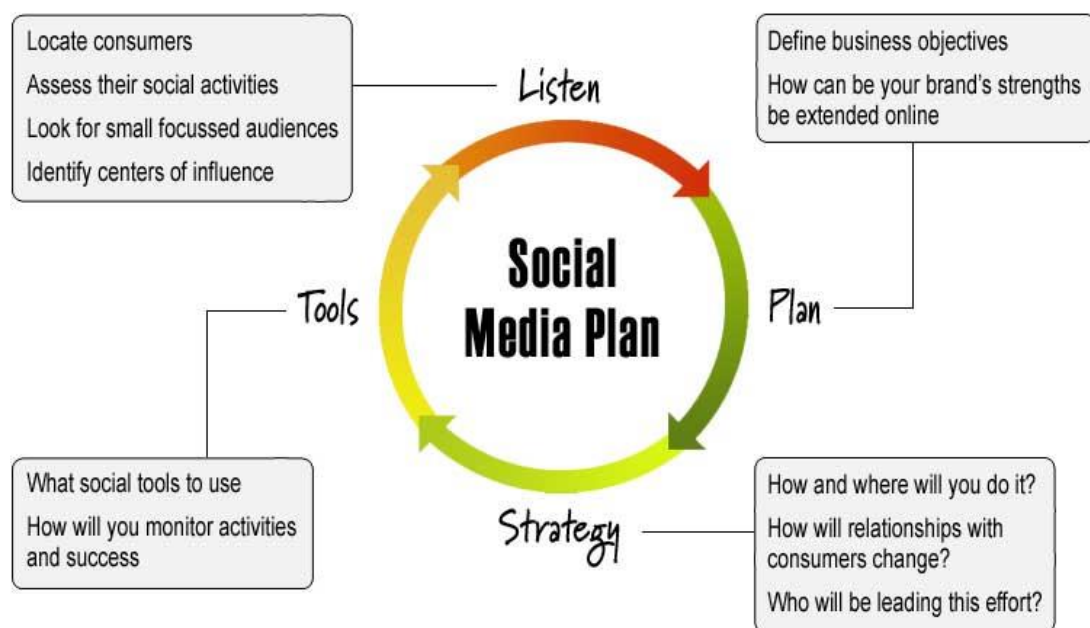


*Source: www.google.com*

### 3.3.3 Social Media Marketing

Social media marketing refers marketers promote their products or services, build awareness of the brand and provided information about the product or services through social media. In Bangladesh most of the people spend their time on social media and communicative each other. It is internet-based marketing that allows people to create profile, exchange ideas and information, pictures and discuss about the product or services. Social media marketing networks include Facebook, Twitter, LinkedIn, Viber, WhatsApp, Imo, Messenger etc.

**Figure 3.2**  
**Social Media Plan**



Source: [www.google.com](http://www.google.com)

### 3.3.4 Search Engine Optimization

Search Engine Optimization also known as SEO. Search engine optimization is the free marketing system. And impact in digital marketing. To success in search engine optimization marketers should identify right keyword, specific word chose and which way customer search the products. Basically search engine optimization is free marketing system, when we search engine like Google. For product search when we type keyword in the search engine Google show suggest topic and enter the page the Google show the top ranking page. Because Google ranking their page on the basis of visitors and other elements. Marketer can ranking company's page or website through sponsor.



**Figure 3.4**  
**Search Engine Optimization Process**



*Source: www.google.com*

SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience.

### **3.3.5 Affiliate Marketing**

Affiliate marketing is one type of performance-based marketing. In this type of marketing, a company rewards affiliates for each visitor or customer they bring by marketing efforts create on behalf of company. Industry has four core players: the publisher (also known as “the affiliate”), the merchant (also known as “retailer” or “brand”), the network and the consumer.

## **3.4 Opportunities of Digital Marketing**

Many businesses are enjoy the benefits of digital marketing that traditional marketing strategies can't offer. For bless of digital marketing anyone can create the worldwide market, due to any barrier.

- **Digital workforces and new ways of working:** Traditional marketing and digital marketing are different. Digital marketing is the modern marketing strategy and work in the different way. By using digital marketing term marketer create website and

upload information about products or services and focus on different digital device to promote product and services. Marketer can communicate a lot of customer at the same time or communicate specific customer by targeting at home.

- **Understanding the customer:** For the digital marketing customer can communicate directly to the marketer or business owner or feedback about the message. For that reason marketer can easily understand about the customer and interest of the customer.
- **Smarter Creativity:** Many marketer create the smart ads and picture to attract the customer in different social media or website and provide information about the product or service that is profitable for the company.
- **Continuous Optimization of Knowledge & Processes:** The optimize approach to digital marketing calls for continuous refinement. Digital marketing is the continuous process of learning customer. It also support continuous innovation and evolution of the services mix based on feedback and performance. That helps to understand the customer and improve the product according to the customer needs and wants and became successful.
- **Digital self-service drives consumer experience:** With increase the internet user day by day and most of the person pass time in different website and social media. In digital marketing the main task to attract the customer and influence to purchase decision. Digital marketing is the self-service drives because the customer attract by self and order product and fill-up form by themselves.
- **Reduced cost:** A businessmen can promote their product or service at a low cost rather than TV, radio, newspaper ads. That helps businessmen to expand their business.
- **Simple to measure:** In digital marketing it is easy to measure the customer. Marketers can show the visitor when visit the website and response of the customers. Basis on this response of the customer the marketer can understand the result which business work or not and take quick decision. Marketers also compare the customer response and find out the customer preferable area.
- **Real time results:** Marketers can measure the result quickly and this results is real because the marketer see the response about the customers. Basis on the customer decision marketer can take decision quickly. They can see the numbers of visitors to the site, its subscribers and touch with the customer.

- **Brand development:** A well maintained website and social media with quality content targeting the needs and adding value to its target audience. By using website and social media marketer can promote brand awareness and brand loyalty
- **Greater engagement:** Customer spends time with digital technology. Most of the customer spend time on social media and share idea or information each other. Marketers promotes product or service through social media and greater engagement with customers.
- **Create employment:** Many jobs are expected to be created in the digital marketing through the internet and the social media platforms. When launch of 3G many person employment to the new technology. Recently launch of 4G for that reason many company requite many expert person and the same time the hi-speed network create the new opportunities for digital marketers and employment many person that help to unemployment problem.

### 3.5 Challenges of Digital Marketing

Not only increase the opportunities but also increase challenges of digital marketing. Digital marketing is the cost free marketing or low cost marketing so marketers follow the digital marketing. All marketer and business owners play at the same platform and create competitive situation. Although marketers and business owners face the challenges together and make the dream true.

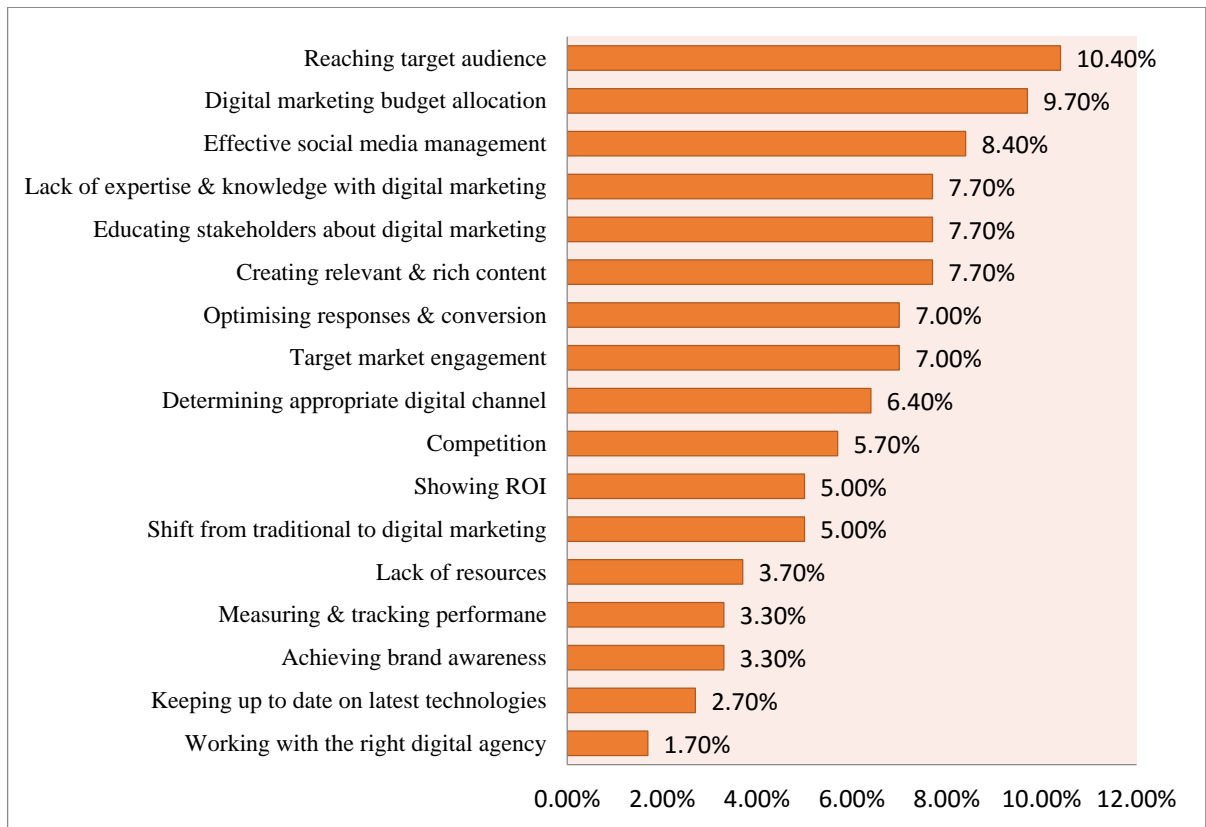
- **Meeting expectations of consumers in the digital age:** In digital age consumer expectations is so high that is difficult to meet their high expectations. They can purchase product anywhere without any barrier. Consumers can easily visit different website and gather information so it is the challenge to marketer to build strong relationship.
- **Allocation of budget to digital:** Many company or brands are still struggling getting enough funds allocated for “digital marketing.” Still now the company believe that traditional marketing is more effective than digital marketing because it is difficult to measure and identify the consumer. Digital marketing is not the force sales like traditional marketing. And company invest their time and money, they want ROI (Return on Investment) for this reason they allocated few fund for digital marketing.

- **Finding the right marketing mix to allocate budget across channels:** Historically, if the brand has been TV advertising-driven, at the same time marketer can attract many customer, create brand awareness which help to sales. But always TV ads are not effective. There are many marketing mix are available to increase sales. Marketer should find the right marketing mix to allocated budget that is effective for the company, brand awareness and increase sales
- **Reliability and trust of the customer:** Reliability and trust of the customer is too low. Most of the customer want to avoid online marketing because of the reliability and trustiness. Customer only trust the reputed company they are continue long time business otherwise customer only visit website to search product price
- **Intensifying competition:** Digital marketing is the common term of a company. Most of the company use digital channels, so it is relatively very cheap channels, easily compared with traditional media and want to reach consumer easily. As a result, it's become more competitive and hard to capture consumers' attention.
- **Identify the actual consumer:** It is very difficult to identify the actual consumers. In Bangladesh most of the people use internet to time pass through different website and social media. They are not interest about the product purchase by online. As a result whoever the marketer so the visitors of the website or social media but it is difficult to identify the actual consumers.
- **Cyber security:** Cyber security is the biggest challenges for digital marketing. Cyber security is referred to information technology security, focuses on protecting computers, networks, programs, digital device, digital media and data from unauthorized access, change or destruction. Hackers, computer viruses and other unauthorized access can hamper the website and digital media. They can stole the customer personal information and company's important and confidential file. As a result damage the company reputation even it can destroy the company. At the same time by collecting customer personal information they can threat the customer.

- **Top challenges in digital marketing**

**Chart 3.2**

**Top Challenges in Digital Marketing**



Source: [www.indishare.com](http://www.indishare.com)

# Chapter 4

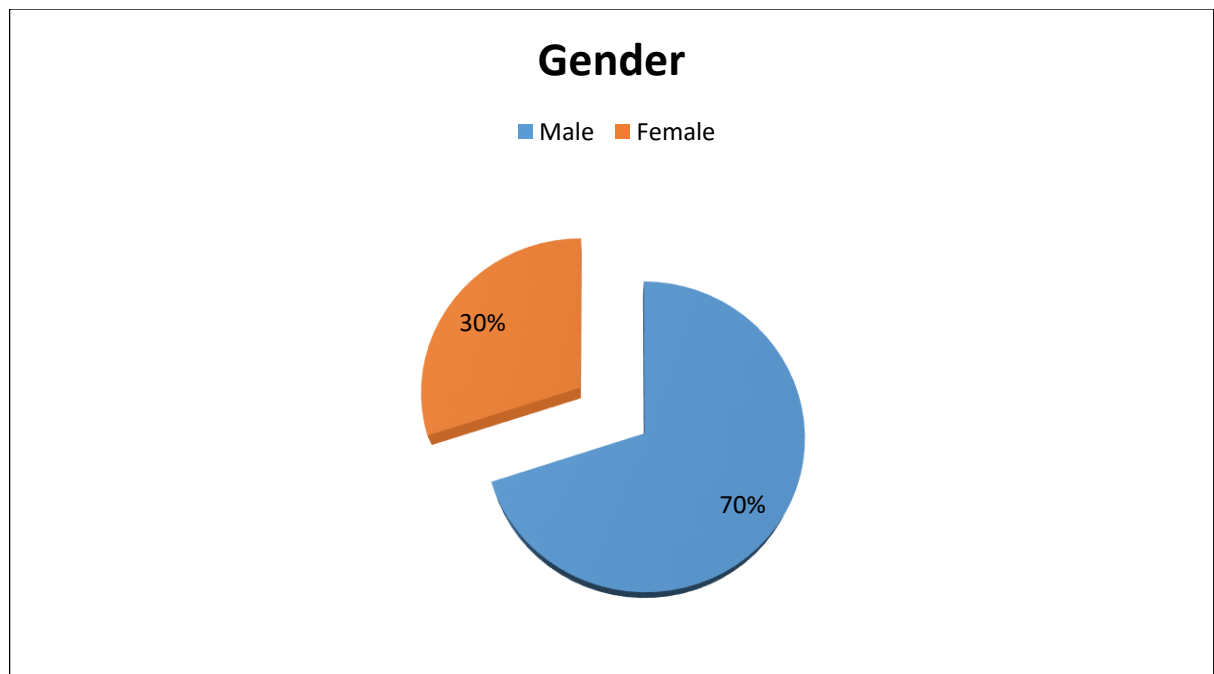
## Data Analysis and Interpretation

### 4.1 Demographic Profile of the Respondents

**Table 4.1**  
**Gender distribution of the respondents**

	Frequency	Percent	Cumulative Percent
Male	42	70.00	70.00
Female	18	30.00	100.00
Total	60	100.00	

**Chart 4.1**  
**Gender distribution of the respondents**

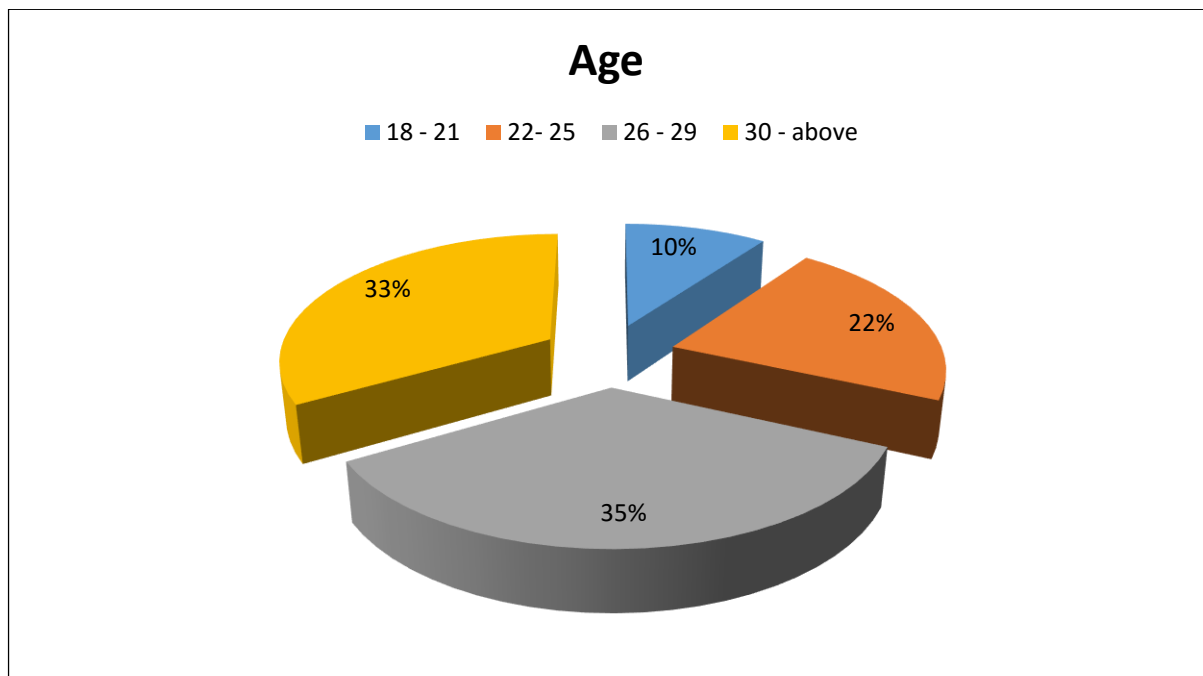


**Interpretation:** From Table 4.1, it was found that high percentages of the respondents about 70% were male, while female constituted about 30% of the population.

**Table 4.2**  
**Age distribution of the respondents**

	Frequency	Percent	Cumulative Percent
18 – 21	6	10.00	10.00
22 – 25	13	21.67	31.67
26– 29	21	35.00	66.67
30 – above	20	33.33	100
Total	60	100.00	

**Chart 4.2**  
**Age distribution of the respondents**

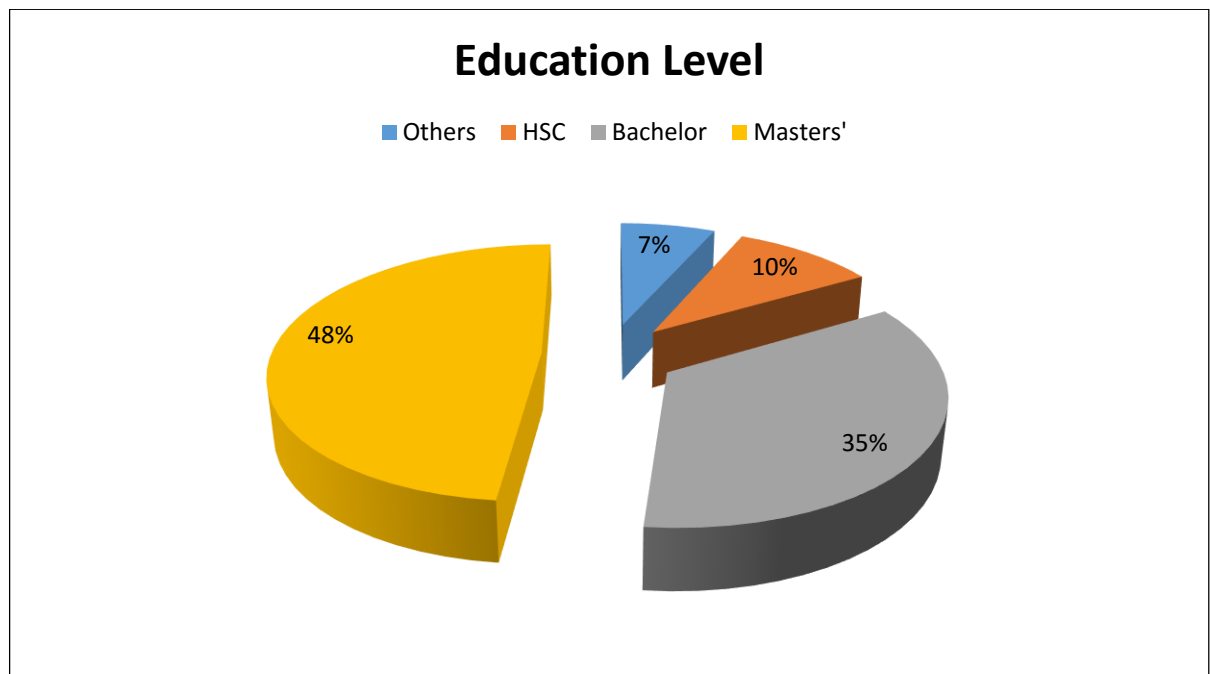


**Interpretation:** From Table 4.2, the age distribution of customer in the study area reveals that majority of the respondents 35% fell in the age group of 26 - 29 years; about 33.33% were in the age group of 30 – above years. 21.67% between 22- 25 years while 5.0% between 18 - 21 years.

**Table 4.3**  
**Education level of the respondents**

	Frequency	Percent	Cumulative Percent
HSC	6	10.00	16.67
Bachelor	21	35.00	51.67
Masters'	29	48.33	100.00
Others	4	6.67	6.67
Total	60	100.00	

**Chart 4.3**  
**Education level of the respondents**



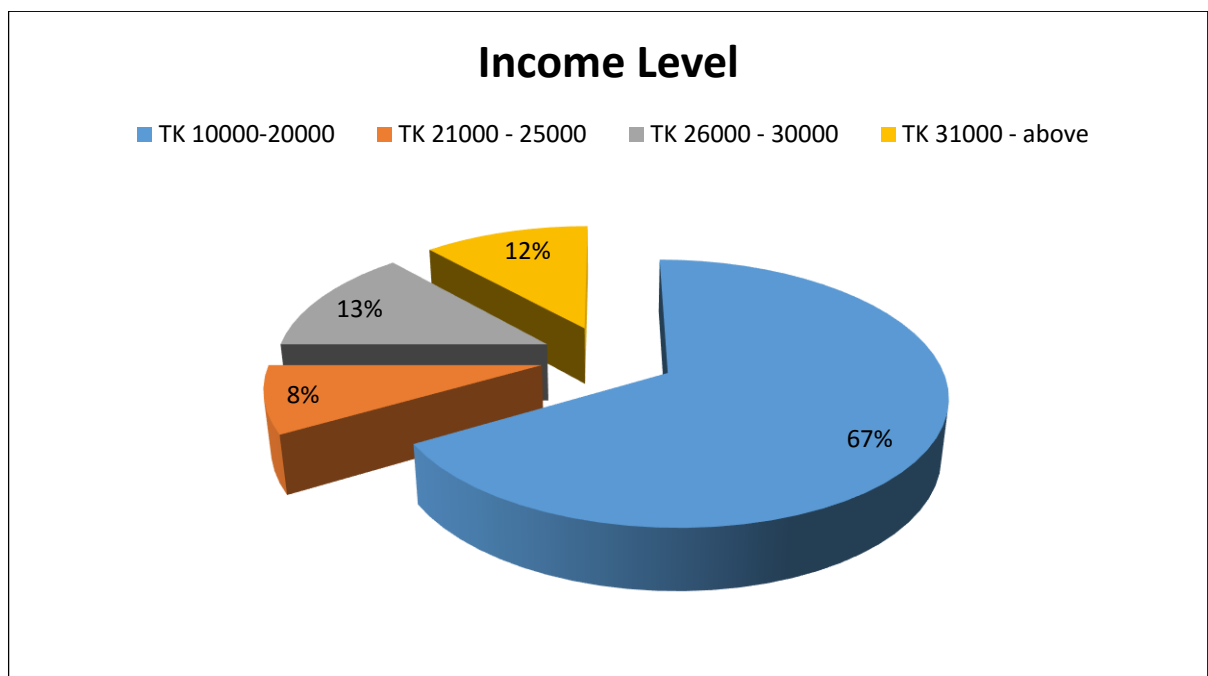
**Interpretation:** From Table 4.3, it was found that most of the respondents about 48.33% were the students of masters' level, 35% were bachelors' degree level, 10% were HSC level and 6.67% were Others level students.



**Table 4.4**  
**Income level per month of the respondents**

	Frequency	Percent	Cumulative Percent
TK 10000-20000	40	66.67	66.67
TK 21000 – 25000	5	8.33	75
TK 26000 – 30000	8	13.33	88.33
TK 31000 – above	7	11.67	100.00
Total	60	100.00	

**Chart 4.4**  
**Income level per month of the respondents**



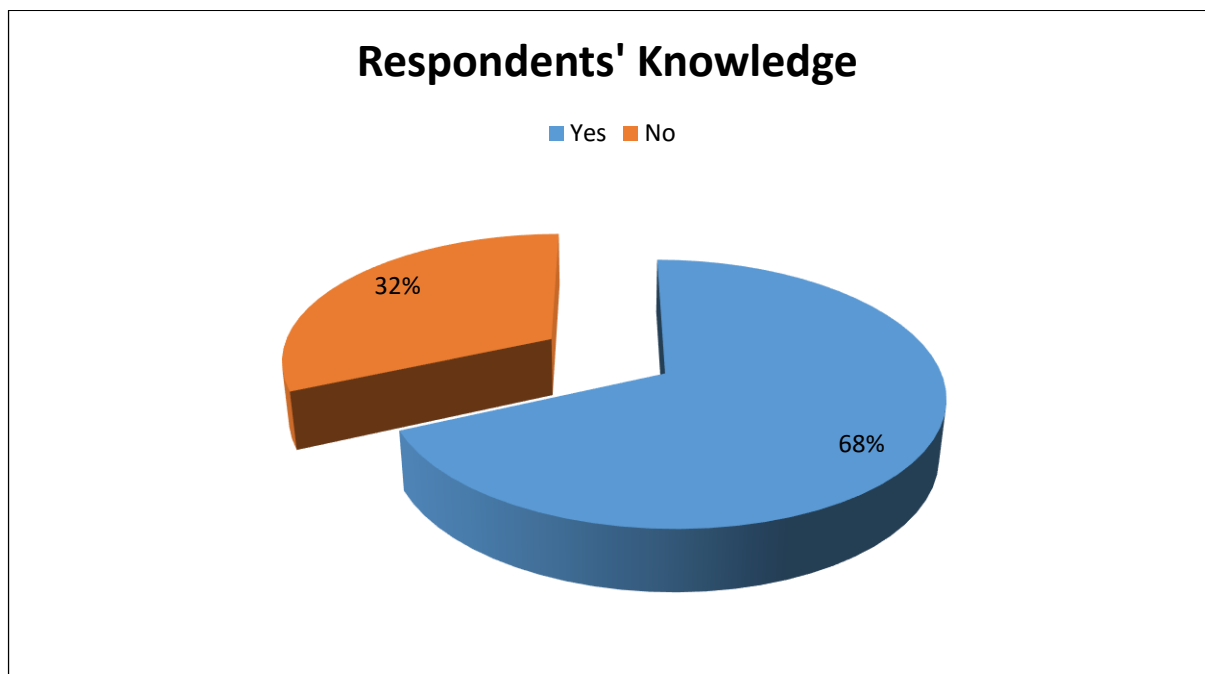
**Interpretation:** From Table 4.4, it was found that about 66.67% people income level per month were TK 10000-20000. About 13.33% were in the group of TK 26000 – 30000, 11.67% were in the group of TK 31000 – above and 8.33% were in the group of TK 21000 – 25000.

## 4.2 Respondents Opinion towards the effectiveness of Digital Marketing at Dinajpur.

**Table 4.7**  
**Respondents' knowledge about digital marketing**

	Frequency	Percent	Cumulative Percent
Yes	41	68.33	91.67
No	19	31.67	100.00
Total	60	100.00	

**Chart 4.7**  
**Respondents' knowledge about the effectiveness of digital marketing**



**Interpretation:** From Table 4.7, it was found that majority of the respondents about 68% believe effective of digital marketing, while 32% did not agree about it.

**Table 4.9**

**Respondents' opinion towards digital marketing in Dinajpur**

<b>Opinions</b>	<b>Strongly Disagree (SD)</b>	<b>Disagree (D)</b>	<b>Neutral (N)</b>	<b>Agree (A)</b>	<b>Strongly Agree (SA)</b>	<b>Average</b>
1. Digital marketing is time savvy.			13.33%	51.67%	35%	4.22
2. Digital marketing expenses are lower than usual marketing.			23.33%	55%	21.67%	4.00
3. Digital marketing provides 24/7 access.			13.33%	58.33%	28.34%	4.15
4. Digital marketing enables real-time customer service.			18.33%	58.33%	23.34%	4.05
5. More digital marketing companies are investing in our country.		3.33%	46.67%	43.33%	6.67%	3.53
6. Many brands are now focusing on promoting their business online rather than traditional marketing.			26.67%	68.33%	5%	3.78
7. Many brands are trying to build long terms relationships with customers through digital media.			33.33%	60%	6.67%	3.73
8. Digital marketing industry will be strongest industry in future.		1.67%	40%	46.66%	11.67%	3.68
9. Our country will be falling some negative effects from digital marketing in future.	5%	46.67%	40%	8.33%		2.52
10. Govt. should take necessary steps to improve digital marketing in Bangladesh.			8.33%	33.33%	58.34%	4.50

**Interpretation:** From Table 4.9 we can see that out of 60 respondents' 51.67% respondents have agreed with the fact that digital marketing is time savvy, while 35% respondents have strongly agreed and 13.33% respondents remain neutral with average score 4.22. 55% respondents have agreed with the fact that digital marketing expenses are lower than usual marketing, while 23.33% respondents remain neutral and 21.67% respondents have strongly agreed with average score 4.00. 58.33% respondents have agreed with the fact that digital marketing provides 24/7 access, while 28.34% respondents have strongly agreed and 13.33% respondents remain neutral with average score 4.15. 58.33% respondents have agreed with the fact that digital marketing enables real-time customer service, while 23.34% respondents have strongly agreed and 18.33% respondents remain neutral with average score 4.05. 46.67% respondents remain neutral with the fact that more digital marketing companies are investing in our country, while 43.33% respondents have agreed, 6.67% respondents have strongly agreed and 3.33% respondents have disagreed with average score 3.53. 68.33% respondents have agreed with the fact that many brands are now focusing on promoting their business online rather than traditional marketing, while 26.67% respondents remain neutral and 5% respondents have strongly agreed with average score 3.78. 60% respondents have agreed with the fact that many brands are trying to build long terms relationships with customers through digital media, while 33.33% respondents remain neutral and 6.67% respondents have strongly agreed with average score 3.73. 46.66% respondents have agreed with the fact that digital marketing industry will be strongest industry in future, while 40% respondents remain neutral, 11.67% respondents have strongly agreed and 1.67% respondents have disagreed with average score 3.68. 46.67% respondents have disagreed with the fact that our country will be falling some negative effects from digital marketing in future, while 40% respondents remain neutral, 8.33% respondents have agreed and 5% respondents have strongly disagreed with average score 2.52. 58.34% respondents have strongly agreed with the fact that Govt. should take necessary steps to improve digital marketing in Bangladesh, while 33.33% respondents have agreed and 8.33% respondents remain neutral with average score 4.50.

## **Chapter 5**

### **Findings, Recommendations and Conclusion**

#### **5.1 Findings of the Study**

The findings that I have gained in this study are as follows:

- ❖ High percentages of the respondents about 70% were male, while female constituted about 30% of the population.
- ❖ The age distribution of people in the study area reveals that majority of the respondents 35% fell in the age group of 26 - 29 years; about 33.33% were in the age group of 30 – above years. 21.67% between 22 - 25 years while 10% between 18- 21 years.
- ❖ Most of the respondents about 48.33% were the educated of masters' level, 35% were bachelors' degree level, 10% were HSC level and 6.67% were others level respondents.
- ❖ About 66.67% respondents income level per month was TK 10000-20000. About 13.33% were in the group of TK 26000 – 30000, 11.67% were in the group of TK 31000 – above and 8.33% were in the group of TK 21000 – 25000.
- ❖ Majority of the respondents about 68.33% believe effect digital marketing, while 31.67% did not agree about digital marketing.
- ❖ Out of 60 respondents' 51.67% respondents have agreed with the fact that digital marketing is time savvy, while 35% respondents have strongly agreed and 13.33% respondents remain neutral with average score 4.22. 55% respondents have agreed with the fact that digital marketing expenses are lower than usual marketing, while 23.33% respondents remain neutral and 21.67% respondents have strongly agreed with average score 4.00. 58.33% respondents have agreed with the fact that digital marketing provides 24/7 access, while 28.34% respondents have strongly agreed and 13.33% respondents remain neutral with average score 4.15. 58.33% respondents have agreed with the fact that digital marketing enables real-time customer service, while 23.34% respondents have strongly agreed and 18.33% respondents remain neutral with average score 4.05. 46.67% respondents remain neutral with the fact that more digital marketing companies are investing in our country, while 43.33% respondents have agreed, 6.67% respondents have strongly agreed and 3.33%

respondents have disagreed with average score 3.53. 68.33% respondents have agreed with the fact that many brands are now focusing on promoting their business online rather than offline, while 26.67% respondents remain neutral and 5% respondents have strongly agreed with average score 3.78. 60% respondents have agreed with the fact that many brands are trying to build relationships with customers through digital media, while 33.33% respondents remain neutral and 6.67% respondents have strongly agreed with average score 3.73. 46.66% respondents have agreed with the fact that digital marketing industry will be strongest industry in future, while 40% respondents remain neutral, 11.67% respondents have strongly agreed and 1.67% respondents have disagreed with average score 3.68. 46.67% respondents have disagreed with the fact that our country will be falling some negative effects from digital marketing in future, while 40% respondents remain neutral, 8.33% respondents have agreed and 5% respondents have strongly disagreed with average score 2.52. 58.34% respondents have strongly agreed with the fact that Govt. should take necessary steps to improve digital marketing in Bangladesh, while 33.33% respondents have agreed and 8.33% respondents remain neutral with average score 4.50.

## **5.2 Recommendations**

Based on the experience that I have gained to prepare this report I would like to put some recommendation that can effective for the future growth of digital marketing. These are given below:

- ❖ As, day by day using of internet is increasing in our country, it is time for the company to introduce digital marketing rapidly.
- ❖ Companies should take necessary steps to understand people about the benefit of digital marketing compare with the traditional process of marketing so that people may agree to change their habit.
- ❖ Bring all the marketers, business owner and stakeholders including government, private firms, businessmen, advertisement agencies, and media and technology players play same platform so that they stand similar position. And face advantage and problem together and make their profitable it.

- ❖ Include effective of digital media courses from secondary education level to university level studies.
- ❖ Though government has taken few steps train people with various digital media skills and train-up people throughout the country, the program should be run more effectively and organized way so that participants can get the proper knowledge about digital media and benefit, at the same time increase the customer.
- ❖ Encourage marketers and businessmen to allocate more budgets for digital marketing and more research on digital marketing how to more effective digital marketing.

If these processes can be followed by the company and Bangladesh government it can be told that the future of digital marketing process by using various types of website and social media is bright.

### **5.3 Conclusion**

Still now our network up-date 3G to 4G that means increases the internet speed. For the better internet customer also increase day by day. In statistics research after 2010 the internet user and digital device user are stay in growth rate. Many customers spending their most of the time on use computer or smart phones or digital media. They are spending their time on internet or website or social media. That reason digital marketing creates the opportunities for the marketers or business owners.

Today we are too busy in different work. Customers have not enough time to visit the show room or outlet and customer search other way to solve this problem. That's why digital marketing is the biggest opportunities in digital world. For digital marketing customers can gather information about the product and purchase it, anytime, anywhere when needed.

Most of the people find the job in digital marketing and influence small entrepreneur to continue the business. Many people promote the product in different way and income from outsourcing that help to remove unemployment problem and increase our national income.

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