

# Opportunities and Challenges of Digital Marketing in Bangladesh

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**MASTER OF BUSINESS ADMINISTRATION IN AGRIBUSINESS  
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SHER -E - BANGLA NAGAR, DHAKA-1207**

**JANUARY - JUNE, 2016**

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Internship Report  
on  
**Opportunities and Challenges of  
Digital Marketing in Bangladesh**



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Internship Report  
on  
**Opportunities and Challenges of  
Digital Marketing in Bangladesh**

By

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Reg: 10-04146

An Internship Report  
Submitted to the Faculty of Agribusiness Management,  
Sher-e-Bangla Agricultural University, Dhaka,  
in partial fulfillment of the requirements for the degree of

**MBA IN AGRIBUSINESS**

**SEMESTER: JANUARY - JUNE, 2016**

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## Letter of Transmittal

**Date:** May 22, 2017

To

Professor Noor Md. Rahmatullah

Department of Agricultural Statistics

Faculty of Agribusiness Management,

Sher-e-Bangla Agricultural University, Dhaka-1207

**Subject:** Submission of the Internship Report titled “**Opportunities and Challenges of Digital Marketing in Bangladesh**”.

Dear Sir,

It is my pleasure to submit you the report titled “Opportunities and Challenges of Digital Marketing in Bangladesh”, which was prepared during my four month internship period at FourD Communications Limited, Dhaka from January 01 2017 to April 30, 2017.

This report has been prepared in accordance to the requirements that I documented and presented my non-academic achievements, and evaluation of the company and myself after completion of the internship program by April 30, 2017.

This report describes the activities undertaken during the internship period. It underlines the gains as an intern and areas of improvement. This report focuses on the challenges and opportunities of digital marketing for Bangladesh perspective. It includes how people use, behave, and react the facilities of digitalization in their day marketing.

Yours sincerely,

.....  
Most Moriom Khatun  
Reg: 10-04146  
MBA, Internship Semester  
Sher-e-Bangla Agricultural University

## **Student Declaration**

I do solemnly declare that the work presented in this internship report entitled Opportunities and Challenges of Digital Marketing in Bangladesh has been carried out by me and has not been previously submitted to any other University/ College/ Organization for any academic qualification/ certificate/ Diploma or degree.

The work I have presented does not breach any existing copyright. I further undertake to indemnify against any loss or damage arising from breach of the foregoing obligation.

.....

Most Moriom Khatun  
Reg: 10-04146  
MBA, Internship Semester  
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## Letter from Supervisor

This is to certify that Most Moriom Khatun Reg: 10-04146, has completed her Internship Report entitled “Opportunities and Challenges of Digital Marketing in Bangladesh”. This Internship Report was solely prepared by Most Moriom Khatun under my supervision and free from plagiarism as per my knowledge.

I wish her success in life.

.....

Professor Noor Md. Rahmatullah  
Department of Agricultural Statistics  
Faculty of Agribusiness Management,  
Sher-e-Bangla Agricultural University, Dhaka-1207

## **Acknowledgement**

At first, I would like to thank my honorable teacher Professor Noor Md. Rahmatullah, Department of Agricultural Statistics, Faculty of Agribusiness Management, SAU for his outstanding support to make this internship program a success. His proper guidance leads the completeness of this entire task.

I want to offer my utmost gratitude to Mr. Eftakher Efat (Director, FourD Communications Limited) for supervising and guiding me throughout the whole internship period.

Special thanks should be given to faculty members of SAU for providing me the opportunity of being an intern at such a reputed organization FourD Communications Limited and boosting my career opportunities and improve myself.

Last but not the least; I would like to thank my parents and other family members for their eternal support given to me.

Most. Moriom Khatun

Reg: 10-04146



*Dedicated To  
My Honorable Parents  
and  
Beloved Husband*

## Abstract

Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. It is one of the current trends not only in Bangladesh but also all over the world. Consumers and business owners in Bangladesh are facing several new challenges and problems in the digital age. However, there still have some opportunities and strength for using digital marketing such as increasing Smartphone usages, Government Internet promotion, popularity of native advertising, etc. It has been found that marketing strategies are changed to adopt the digital age such as several online-based home delivery (chaldal.com, foodpanda.com, aarong.com, etc) are took place in Business to Consumer. Users are also using digital market places such as Bikroy.com, olx.com, etc. in Consumer to Consumer business type.

This study analyses the current status, challenges and opportunities of digital marketing in Bangladesh. Questioners have been developed based on dichotomous, multiple choice, and demographic survey style for collecting data on digital marketing in Bangladesh. Randomly 150 respondents were surveyed for completing that digital marketing survey. It has been found that maximum respondents are male (about 73%), and major respondents are young in age (20 to 40 years) which about 77%. It is good to find that, almost every people are conscious about digital marketing and maximum respondents prefer online marketing which about 79%. Several significant bivariate relationships among collected data has also been found such as occupation and gender, occupation and age category, age category and favorite site of marketing, etc.

To reach the sky on digital marketing in Bangladesh, several recommendations are suggested such as the infrastructure should be developed so that digital media resources will be easily available; bringing international payment service providers' such as PayPal, Visa, etc. Finally it can be concluded that digital marketing brings the greatest advantage for the consumers by allowing them to make comparison among products or services. It is the time to bring all stakeholders including government, business, advertisement agencies, media and technology players under a same platform to promote digital marketing practices in Bangladesh.

**Keywords:** Digital Marketing, Social Media, Business Communication, Digital Bangladesh.

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# Chapter 1

## Introduction

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# **1. Introduction**

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.

Through digital media, consumers can access information any time and any place where they want. With the presence of digital media, consumers do not just rely on what the company says about their brand but also they can follow what the media, friends, associations, peers, etc., are saying as well. Digital marketing is a broad term that refers to various promotional techniques deployed to reach consumers via digital technologies. Digital marketing embodies an extensive selection of service, product and brand marketing tactics which mainly use Internet as a core promotional medium in addition to mobile and traditional TV and radio.

## **1.1 Rationale of the Study**

The essential feature of digital marketing allows the consumers to stay up-to-date with the company information, products or services anytime from anywhere. Consumers can visit company's website, read information about the products or services and make purchases online and provide feedback. For this, digital media is becoming a demanding channel to promote products or services for any company.

There are several studies in the prospects and challenges of e-commerce in Bangladesh, but the current study is not significant because there has been relatively little research conducted to digital marketing opportunities and challenges in Bangladesh.

This study will evaluate the benefits of digital marketing, scope, challenges and digital marketing career opportunities in Bangladesh. This study will help academic personnel for research guideline in the field of digital marketing in Bangladesh. It will also help the non-academic and investors if they are considering investing in various digital media fields in Bangladesh. The study will also offer valuable insights for business owners and the digital media research community.

## **1.2 Objective of the Study**

The objectives of the study are to fulfill the requirement of MBA program as well as to gain practical exposures about Digital Marketing of Bangladesh. This study has been conducted as an intern trainee at FourD Communications Limited, Dhaka, Bangladesh. In line with the broad objective, the detailed objectives of the study are given below:

- To learn about opportunities and challenges of digital marketing in Bangladesh.
- To observe the condition of different types of e-marketing policies in Bangladesh.
- To analyze client perception on digital marketing in their daily activities.
- To find out the digital marketing trends in Bangladesh by conducting survey.

## **1.3 Scope of the Study:**

Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text messaging, mobile instant messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels, etc.

Digital marketing performs a significant role to serve the needs of the society in different sectors, such as capital formation, large scale of production, industrialization, growth of trade of commerce etc.

## **1.4 Methodology of the Study**

Methodology is the process to collect information and data for the purpose of making decisions. It comes from systematic and theoretical analysis of the methods to evaluate suitability of one specific method to apply to a field of study. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information. This study is conducted based on both primary and secondary data sources.

### **1.4.1 Data Sources**

Data source is a media from where data can be collected. Basically two types of data sources are used in data analysis named as primary and secondary data sources. This study has been conducted both primary and secondary sources, which are listed below.

### **Primary Sources:**

- ✓ **Direct observation:** In my internship period I observe directly different type of activities of the digital marketing. I use that knowledge to prepare this report.
- ✓ **Questionnaire:** A set of question serve to the client to get information about their perception on digital marketing activities of Bangladesh. The questionnaire here is furnished with several multiple choice questions. Dichotomous questions are used mainly to develop the questionnaire.

### **Secondary Sources:**

- Annual reports of several digital marketing companies and agencies.
- Government of Bangladesh and several foreign policy making agencies report on digital marketing in Bangladesh.
- Several researches published by university graduates and teachers, newspapers, journals and various online knowledge portals in Bangladesh.

## **1.4.2 Sample Design**

Since the research has been done to figure out the digital marketing trends in Bangladesh, the sample design includes following points.

- Target group: General People
- Age group: 20 years to 65 years
- Gender: Both male and female
- Sample Size: 150 respondents

## **1.5 Limitation of the Study**

The study has the following limitations –

- The duration of my study program was only four month. The allocated time was insufficient for me to gather knowledge and make study a complete and fruitful one.
- Sufficient records, publications and articles were not available related to this study
- There are very few digital marketing firms in Bangladesh and also they are not interested to disclose information that was necessary to carry out this study
- Such a study carried out by me for the first time. So inexperience is one of the main factors that constituted the limitation of the study

## Chapter 2:

# Company Overview

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## 2. Company Overview

### 2.1 Introduction

Bangladesh is making quick progress in IT industry. There are many mentionable IT organizations in Bangladesh who has contributed significantly to the rise of IT sector in Bangladesh and FourD Communications Limited is one of them. In principal, FourD Communications Limited is one of the largest software firms. FourD Communications Limited is one of the largest outsourcing companies in Bangladesh. Their business is in the International market all over the world. FourD Communications Limited is an offshore production facility providing digital, print and Software development services to advertising agencies and brands. In this chapter the company overviews, culture, business as well as all other information are described.

### 2.2 History of FourD Communications Limited

FourD Communications Limited is one of the raising businesses and IT based company in Bangladesh. The core objective of the company is to become leading IT service provider in Bangladesh. To achieve this objective the company is creating highly skilled business and IT professionals and employing them to provide all kinds of business and IT related solutions. This will help the company to get bigger and to achieve financial stability. The success of the company will reduce unemployment and contribute to make strong economic growth of the country. The company will not be limited to this activity. Now it provides Event management, Consultancy services, Business Process Outsourcing (BPO) and future plan to provide other services.

**Year of Establishment:** 2009

**Registration as a Private Limited Company:** 2014

**Legal Status:**

Sl	Department	Registration no.	Year of registration
1.	Joint Stock Company	C-119186/14	2014

## 2.3 Registered & Established Office

**Registered Address:** 62/1, East Razabazar, Tejgaon, Dhaka; Mobie: 01715-065800

**Office Address:** House: 43, Road No: 5, Dhanmondi, Dhaka-1205

**Web:** www.fourdbd.com email: info@fourdbd.com Mobile: 01671-506959

## 2.4 Management Committee:

The management committee has the supreme power of taking any decision regarding the company. They will implement different plans and strategies. The members of the management committee are listed below.

- Dr. Mamun Or Rashid (Chairman)
- Md. Abdullah Al Imran (Managing Director)
- Md. Iftekharul Alam Efat (Director)
- Md. Arif Dewan (Director)
- Md. Shefatul Islam (Director)
- Md. Saddam Hossain (Director)

## 2.5 Vision, Mission & Values

### 2.5.1 Vision

The vision of **FourD** Communications Limited is to develop in a constant manner and get pioneer position in business & IT professionalism in the competitive local and global market place.

### 2.5.2 Mission

FourD Communications Limited sets up some mission to achieve its vision. Its' prime mission is to absorb the spirit of entrepreneurship within each individual throughout the organization. They shall strive to achieve Quality Services by comprehending their need through close interaction and by creating a global network. Broadly speaking, the mission is:

- Software Development
- Event Management
- Conduct Training program
- Nation's economic development through ICT
- Successful Customers
- Innovative Solutions

### 2.5.3 Objectives of the Company

**Broad Objective:** To become a leading business & IT Company of Bangladesh and to provide all kinds of business & IT related solutions.

**Specific Objectives:**

- ❖ To create a strong position of Bangladesh in global IT/ITES industry.
- ❖ To establish Business Process Outsourcing (BPO) Industries in Bangladesh.
- ❖ To minimize unemployment problem by creating job opportunities.
- ❖ To create highly skilled IT/ITES professionals.

### 2.5.4 Strategic Goals

The goal of FourD Communications Ltd. is to provide top quality services in the fields of Software development, Software export, IT Trainings, Freelancing, Application Development, Business Consulting, Online Marketing Consultation and Web Designing everything under one-roof. As a committed team they strive for:

- ❖ Being a trustworthy, customer focused organization
- ❖ An open and dynamic environment where everyone is listened, respected and encouraged to excel
- ❖ Exploring opportunity for the growth of our customers and our organization.

## 2.6 FourD Communications Limited at a Glance

FourD Communications Limited started journey as an advertising company at the very beginning. Now, it is increasing its domain all other side in software development. They already formed different software development team and growing very fast.

**Table 1: Company Summary**

Company Name	<b>FourD Communications Limited</b>
Founded Year	2014
Location	House:43, Road No:5, Dhanmondi, Dhaka-1205
Contact	01671-506959
Email	<a href="mailto:info@fourdbd.com">info@fourdbd.com</a>
Company Website	<a href="http://www.fourdbd.com">www.fourdbd.com</a>
Employees	16
Organizational Model	Matrix
Hierarchy	Flat

## 2.7 Departments of the company

The company has the following departments for its operation:

- i) Human Resource Department
- ii) Event Management
- iii) Software Development
- iv) Training & Development
- v) Outsourcing Cell
- vi) Communication & Monitoring
- vii) Finance & Accounts
- viii) Media & Publications
- ix) Sales & Marketing

## 2.8 Organizational Structure

FourD Communications Limited closely follows the matrix organizational structure. Additionally, FourD Communications Limited is a flat organization. In this type, few, or no level exists between employee and their manager. Each team is led by project manager. The whole company is led by the managing Director. There are several departments and each department is led by the specific director of the department.

Roles of each department is dedicated by the following designation-

**Head of the company:** Managing Director

### **HR Department:**

- ⌘ HR Manager
- ⌘ Coordinator – Talent Management
- ⌘ Senior Executive Talent
- ⌘ Junior Executive, Compensation

### **Finance Department**

- ⌘ Director Finance & Admin
- ⌘ Finance Manager
- ⌘ Finance Executive

### **IT Department**

- ⌘ IT Director
- ⌘ Network Administrator
- ⌘ IT support Engineer

### **Offline Department**

- ⌘ Director Print Production
- ⌘ Project Manager
- ⌘ Team Lead



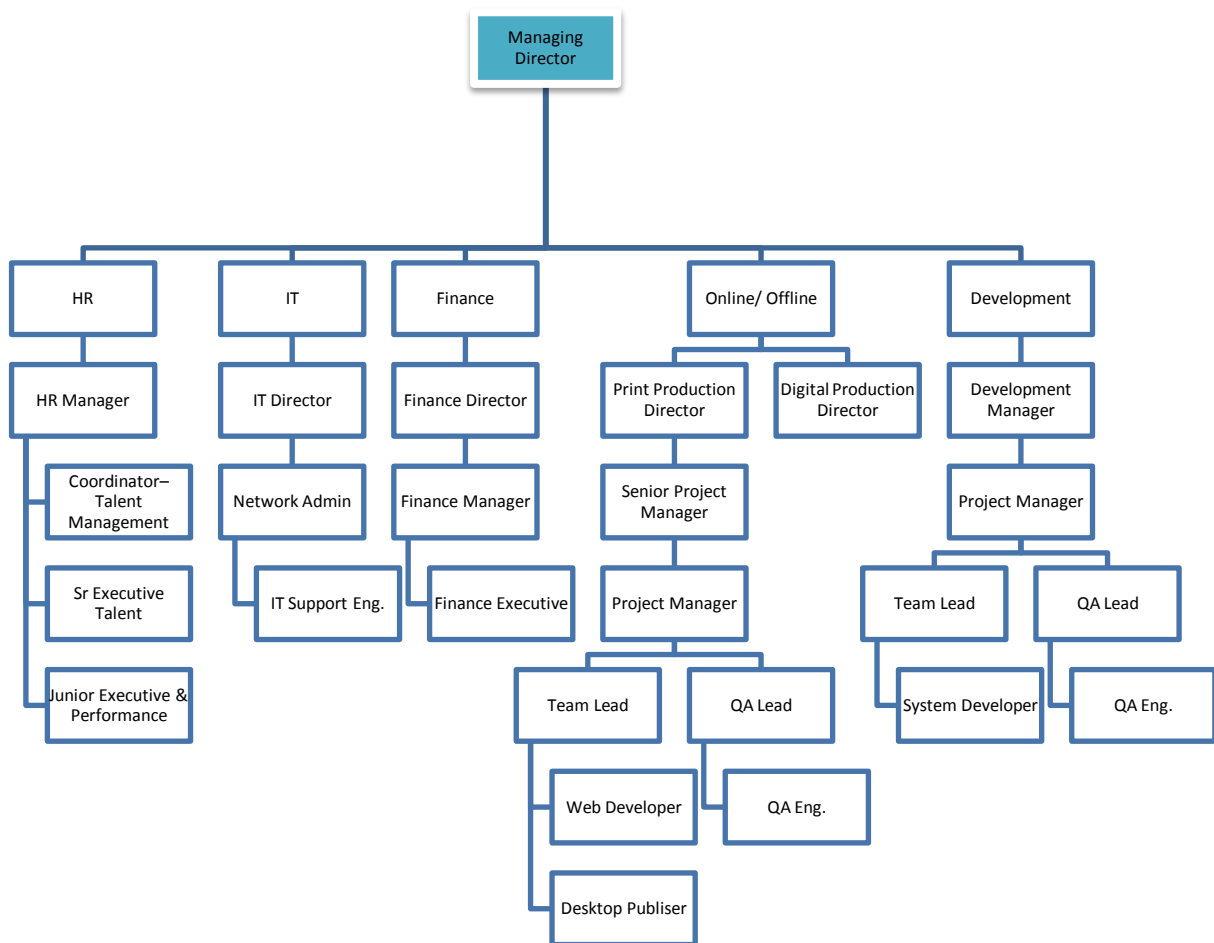
**Online Department**

- ⌘ Director Digital Production
- ⌘ Project Manager
- ⌘ Team Lead
- ⌘ QA Team Lead

**Development Section**

- ⌘ Development Director
- ⌘ Project Manager
- ⌘ Team Lead
- ⌘ QA Team Lead

The following diagram will help readers understanding the organizational responsibility delegation structure-



**Figure 1: Organizational Structure of FourD Communications Limited**

## 2.9 Strengths of FourD Communications Limited

The company has sufficient capabilities to conduct activation and engagement program.

Strengths of company are mentioned below:

- i) Over five years' experience in Event Management and IT/IT enabled Industry (ITES)
- ii) Good marketing, communication & campaign knowledge in remote areas of the country.
- iii) IT based company with sufficient IT experts
- iv) Demonstrated knowledge & expertise
- v) Has own event management institute
- vi) Conducted several similar type of fair at various part of the country.

## 2.10 Technical Capabilities

FourD Communications Limited use different tools and technologies for doing different tasks. Some of these are mention below in the table.

**Table 2: Technical Overview**

<b>Operating System</b>	Mac OS, Windows
<b>Project Management</b>	BrandShare, Basecamp, JIRA, MS Project 2010, MS Visio 2010, Office 2010
<b>Analytics</b>	Google Analytics, Adobe Site Catalyst
<b>Ad Serving platform</b>	Double Click, Mediamind, MOJO, CBSi
<b>CMS &amp;Framework</b>	Open Text, Vignette, Expression Engine, Codeignter, Drupal, Magento, Wordpress
<b>Scripts</b>	HTML, XHTML, HTML5, CSS 2 &3, Action Script 2 & 3, PHP, My SQL, Jquery, Java Script
<b>Animation</b>	Flash
<b>Desktop Publishing</b>	Photoshop, Illustrator, InDEsign, Fireworks
<b>Web Design</b>	Dreamweaver, MS Frontage, Visual Studio

## 2.11 Functions of FourD Communications Limited

FourD Communications Limited has over five years' experience of providing IT related service in various platforms. It has already organized some successful national events. Currently Running works:

1. Software Development (School Management)
2. SAARC Campus Summit -2015 ( With DU and ICT Division)
3. Advertisements through leaflets, Banners, Posters, local TV channels

4. Business Process Outsourcing (BPO)
5. Training & development
6. Similar type of training in educational institute

## 2.12 Statement of experience

**Table 3: FourD Communications Limited Statement of experience**

No.	Name of the Company	Correspondence Address:	Time period	Name of service
1	Robi Axiata Limited	Corporate Office 53 Gulshan South Avenue Gulshan 1 phone:+88 02 9887146-52 fax:+88 02 9885463 Dhaka-1212 Bangladesh.	4-6th September, 2013	2nd National IT Fest : Title Sponsor
2	LM Ericsson Bangladesh Limited	Grand Delvistaa (Level 3), Plot1A, Road 113, Gulsan-2, Dhaka-1212, Phone: +88029886641 Fax: +88029886642	September 2014	3rd National IT Fest: Title Sponsor
3	Samsung	UDAY TOWER (11th & 12th Floor), Plot No. 57 and 57/A, Gulshan Avenue, Gulshan-1, Dhaka Web: <a href="http://www.samsung.com">http://www.samsung.com</a> E-mail: <a href="mailto:sbrc.hr@samsung.com">sbrc.hr@samsung.com</a>	10-12th July, 2012	1st National IT Fest: Title Sponsor

## 2.13 Technology Used by Development Team

FourD Communications Limited development product lineups are based on Microsoft Based Operating System platforms and Microsoft Technologies. Current flagship products of FourD Communications Limited are web based but they are gradually moving its products lineup to desktop based and mobile apps while keeping its web based customers satisfied too. Their current development project is trustpilot which is maintained by the root company trustpilot located at Denmark. Here, I have described some technologies those are used by the development team.

**Table 4: Technology for development team**

<b>Operating System</b>	Windows
<b>Software Development Platform</b>	.NET Framework
<b>Web Development Framework</b>	ASP.NET, ASP.NET MVC4, ASP.NET API, REST, API, ADO.NET, BootStrap, Foundation
<b>Programming Languages</b>	C#.NET, Python
<b>Scripting Languages</b>	HTML5, CSS3, Java script, Angular JS, Node JS, JQuery
<b>Database Server</b>	SQL Server 2008, 2012
<b>IDE</b>	Visual Studio 2013, NetBeans, Dreamweaver , Selenium Webdriver (Selenium 2.39.0), Google Developer Tools
<b>Build and Run Tool</b>	NUnit Test Adapter V1.0
<b>Version Controlling</b>	Git Repository
<b>Project Management</b>	Trello Board
<b>Software methodology</b>	Agile model – Scrum Process
<b>Internal Communication</b>	BDIT, Microsoft Outlook

## 2.14 Rules and Regulations

### Code of Conduct: DO’S

- ⌘ Utilize the best energies and abilities to serve the Agency faithfully by complying with the rules, regulations and procedures of the Company.
- ⌘ Devote the time, attention, and abilities to the business of the Company during working hours.
- ⌘ Must be professional, polite and respectful towards everyone at the workplace.

### Code of Conduct: DON’TS

- ⌘ Shall not, without Agency’s prior written consent, be in any way directly or indirectly engaged or concerned with any other business or employment during or outside the hours of work in the Company.
- ⌘ Must not use, possess or distribute illegal drugs or outside office premises.
- ⌘ Must not report to work under the influence of drugs or alcohol

### Work Hour Factors

- ⌘ **Working hours:** It is determined according to the production plan. Since they are a project oriented company, it is expected, according to their contract they may occasionally have to take on extra work if necessary to meet the deadlines.
- ⌘ **Working overtime:** As an employee of this Company, they are obligated to take on overtime (if required); to participate in meetings / courses as well as other business related issues outside office hours.
- ⌘ **Working time registry:** You should register time in workbook as this is very important for consideration of further invoicing.

## 2.15 Communication Policy

They have a three-thumb-rule communication style has been followed, which are:

- **Plain-** Communicates in a simple manner to understand better what is required.
- **Direct-** Talk it out openly with the necessary person to make the best of use the limited time, avoid confusions and eliminate unnecessary detours.
- **Informal-** Keep it casual yet respectful!

As part of the Policy they heavily emphasize on and practice “Open Door Policy “. For example, if their Team leader is biased towards their team member and they have some ideas they think their team leader will not appreciate, then approach their Directors or HR Team about their ideas and regarding anything they feel is unfair.

## 2.16 Employment Terms

### Resignation Formalities

To apply for resignation, member of the staff needs to give a notice of period mentioned in the employment contract to the Company. Accordingly, a resignation letter needs to be submitted via e-mail to the Department Director and Managing Director if the employee is in FourD Communications Limited. The Company will then take necessary measures to release the employee of his/her duties. In case of a breach of contract by a member of the staff, Management may penalize the employee for the number of days in short of the specified notice period in employee’s contract.

### Dismissal Formalities

The Company has the right to dismiss its member of the staff due to deteriorating performance or as a disciplinary measure. Dismissal is processed according to employment contract and approved by Managing Director. If the Management sees fit, the employee maybe gave a chance to improve their situation (in performance, behavior, etc.). If there are no improvements, then the employee will be released of his/her duties and the Company may either provide notice period as per the employment contract or compensate for it with salary equivalent to it.

## **2.17 Leave**

### **Leave Encashment**

In addition to the above leave facilities, they are eligible for the encashment of their unused leave of up to 14 days and they can avail this facility at the end of each business year.

### **Leave Entitlements**

They are also entitled to:

- ⌘ 26 days of Annual leave during one entire fiscal year (Jan-Dec). Leave is calculated on pro-rated basis according to the time of the year they have joined.
- ⌘ All Leave is subject to approval of management
- ⌘ As they have teams dedicated to cater to various countries, they follow country-specific holiday schedule; hence they do not follow the Bangladeshi holiday list.

### **Annual Leave Application Procedure**

All leaves are subject to Management approval. Application for Annual Leave must be through the Leave Management System on HR and Finance System after approval from their respective Manager. For leave, above five (5) days, prior to application, at least four (4) weeks' notices should be provided, and in case of leave under five (5) days, prior to application sufficient notice should be given to the Managers.

### **Sick Leave**

If they are unable to report to work due to illness they must inform their respective Managers within the first two hours of their shift. This must be practiced to enable their team to function smoothly. Management may review the health documents upon necessity to validate the leaves.

- ⌘ If the sickness continues for more than three (3) consecutive days, proper doctor's note and necessary health documents must be provided for verification.
- ⌘ In case of more than fourteen (14) days of absence, Company has the right to cross check with the medical institution and or doctor for validation purposes.
- ⌘ Moreover, if the illness exceeds a total of one (1) month, the salary may be on hold till the Employee resumes work in the Company.

## **Maternity / Paternity Leave**

Employees are entitled to take Maternity Leave up to six (6) months and Paternity Leave up to ten (10) days.

Along with maternity leave, the company provides salary compensation according to the following guidelines:

- ⌘ All leaves are subject to Management approval
- ⌘ Maternity leave cannot be extended by adding annual, medical or sick leave.

## **2.18 Conclusion**

FourD Communications Limited is successfully operating business and IT in the country over five years. Its previous event management experience and resources is well enough to conduct any kind of fair at any location of this country. They are contributing in IT sector by creating awareness among mass people, engaging themselves into direct communications with policy makers and offering jobs in their interested and expert arena. They are always ready to handle IT related project as they have experts in this procession. They have well established and decorated with all modern equipment and facilities for successful implementation of national events. They have the ability to face new challenges and undertake new project to implement. They have sufficient number of expert and trained staffs who are always ready to work for any type of IT related project. Online earning is a very popular income way at present world. Many opportunities are also made in our country. It can sufficiently decrease the burden of unemployment if it can properly disseminate. But for the lack of proper guideline and essential efficiency many people are losing the opportunity of income. Any people can be self-dependent by doing this work. The objective of our training is to create awareness among people and create new job facilities in the local and global market will be a blessing to the disadvantage group of our country. To remove unemployment and poverty from Bangladesh, this is the best way for the govt. creating awareness and capacity building in this booming sector.

## Chapter 3:

# Digital Marketing in Bangladesh

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### 3. Digital Marketplace

In simplistic terms, digital marketing means a unique and an innovative notion about the marketing ideologies through the digital channels to promoting the products or brands via one or more forms of electronic media. But the principles of the digital marketing differ from the traditional one as it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working or not – typically in real time.

At times, the core idea of marketing was simply selling and buying efforts but, with the passage of time these ideas have been changed now and different creative concepts and branches of marketing have already been emerged. Because of the digital technology, the marketing ideology is shifting towards digital marketing. Moreover, it has been called internet marketing, e-marketing and web marketing and these alternative terms have varied through time. Though the concept of digital marketing is a new one in Bangladesh, nevertheless it is grabbing people’s attention day by day.

#### 3.1 Traditional Marketing versus Digital Marketing

Traditional marketing is the most recognizable form of marketing. Traditional marketing is no digital way used to promote the product or services of business entity. On the other hand, digital marketing is the marketing of products or services using digital channels to reach consumers. Some comparisons are presented below –

**Table 5 : Traditional Marketing versus Digital Marketing**

<b>Traditional Marketing</b>	<b>Digital Marketing</b>
Traditional marketing includes print, broadcast, direct mail, and telephone	Digital marketing includes online advertising, email marketing, social media, text messaging, affiliate marketing, pay per click, etc.
No interaction with the audience	Interaction with the audience
Advertising campaigns are planned over a long period of time	Advertising campaigns are planned over short period of time
Expensive and time-consuming process	Reasonably cheap and rapid way to promote the products or services
One way conversation	Two ways conversation
Limited reach to the consumer due to limited number of consumer technology	Wider reach to the consumer because of the use of various consumers technology

## **3.2 Historical Perspective on the Digital Marketing**

The history of internet accessibility in Bangladesh is not up to the mark in comparison with the advanced world and so, the people of Bangladesh had to remain in the darkness for a long time because of the non-availability of the service in this part of the globe. In digital marketing, it will be beyond our imagination to go ahead with the advanced world. So, the internet is considered as the heart of digital marketing. Experts say “Software is eating the world...every business is now becoming a tech business. According to the Internet Live Stats estimated for July 1, 2016, the total population of Bangladesh is 162,910,864 whereas number of internet users is 21,439,070 and the percentage of penetration is 13.2pc. So, the thinking of digital Bangladesh is still a long way to go if the users of internet will not be accelerated and if it will not be reachable to the common people.

But, in term of economic growth in the third world countries like Bangladesh, technological development and innovative ideas are correlated to each other as technology simulates the growth and the development, faster technology is deeply felt to keep pace with the advanced world. According to a recent study of World Bank, 77pc of Facebook users are aged between 18 and 34. Bangladesh has a median age of 25.4, and the 8th largest population in the world. In fact, Bangladesh has a lower median age than most Asian countries and youth comprise of one third of the country’s entire population, while 70pc of the population is under the age of 35, making media consumption increasingly skewed towards digital.

To make a successful digital marketing we, the investors and the marketing strategy developers in Bangladesh must have to analyze the six digital marketing principles such as: ownership, collaboration, experiences, agility, measurement and definitely the ultimate feedback. A proverb goes on that “A man without an aim is like a boat without a rudder” and here, this philosophy is similar to the business methodology. Demonstrating objectives and achieving goal is one of the fundamental tools of digital marketing approach and so, return against investment is an integral part of business methodology- this is likely to be financial. Therefore, objectives of the digital marketing need to be SMART- it denotes Specific, Measurable, Attainable, Relevant and Timely. Therefore, if they imagine Bangladesh is dominating in the arena of digital marketing, it will be the digital thinkers’ key responsibility to execute the SMART methodology to sustain self-existence in the global market as one of the leading competitors.

### **3.3 Digital Marketing in Bangladesh: An Overview**

Today's world is the miracle of modern science and technology where everything is almost achievable which was literally impossible just a few years ago but it has become now a miracle of science; a common and an easy one to perform within the twinkling of an eye. Here, the newly emerging concept of "digital marketing" is a 21st-century approach that has taken the world beyond the traditional concept of marketing philosophy and so, innovative thinking, creative idea and global attitude is absolutely desirable.

Bangladesh in respect of digital marketing is a newcomer in the global marketing attitude as the term digital comes to the light in the 2014 and the year 2015 has become the talk of the day. Though the growth rate of internet is a phenomenon for the last couple of years in Bangladesh, the real taste of digitalization is signified with the approach of 3G technology and now they are waiting for the 4G one to have the better experience. Digital advertising starts its journey on the year 1990 in Bangladesh and is capable of capturing the market with this short span of time and promotes the brand globally. Therefore, digital marketing is undoubtedly one of the key buzzwords in the today's business world.

As strategies are changing on a continual basis, it is impossible to sit back and think relax. A successful digital marketing strategy can help us to reach our marketing objectives- the ultimate destination they desire. So, they need to develop the key components of a digital strategy such as website design; email strategy and mobile-based solutions; lucrative content and related videos; social networking and online security; and lead management; both the customer and the supplier interaction; and sales tools and analytical strategy.

If there are no advantages of digital marketing, there will be no interest among the businessmen and so, they do prefer to continue the traditional one and will be lagging behind.

So, it is time to seize the advantages of digital marketing as follow:

- No geographical barriers from one country to another via Internet;
- Compelling and relevant content will grab the attention of potential customers and increase brand visibility;
- Much cheaper than traditional advertising and promotional activities;
- Possible to deliver value-added customer service and respond effectively to feedback;
- Easy campaign methodology;
- Quick planning and proper execution;
- Loyalty and advocacy from the customers will be increased and so on.

But, here in Bangladesh, they should not forget the disadvantages of digital marketing coming from the online cybercrime. Slow internet connections can hamper the process because too complex or too large websites will take too long for users to check them or download them and they will get bored eventually. Online payment factor can be a barrier to someone as they still don't trust in the electronic methods of paying. As cash on delivery system doesn't guarantee the 100pc purchase of the product, and so, in the case of thousands of users those dedicate themselves to daily mock big companies by ordering on the internet using false identities and so on.

Now, it is time to conclude the debate how significant Bangladesh is in the era of digital marketing or not in the prospect of digital thinking. Though the answer will be a difficult one to judge, nevertheless, there is no denying the fact that over recent years marketing has swung towards the digital realm in spite of having a lot of criticism or favoritism against or for regarding the fact. Truly, it is imperative to all of us to continue our emphatic journey towards digital Bangladesh in every sphere of our life. To make our dream comes true, the government should take some positive initiatives such as reducing internet data cost rate to an easy access for everyone; keep close monitoring on the digital marketing business fellow so that the common customers will not be cheated.

### **3.4 Digital Marketing Trend of Bangladesh**

2017 is about to mid and they have seen social media platforms starting to take off as Internet penetration increase. The first experience for many people with Internet has been Facebook, so don't be surprised when people in the rural area recognize Facebook before the word Internet. For digital marketers, 2017 is going to be an important year to reach their target market faster and cheaper, it's a time to leverage social media assets with accurate measurement tools to give better ROI – bang for the buck.

Here are some of the trends that which will make digital marketing important for every brand in 2017 for developing countries like Bangladesh.

1. **Smartphone penetration to increase in 2017** – With smart phones getting cheaper and more accessible, they predict more smart phones in the hands of the mass population. The trend isn't just local. Global population of mobile penetration is predicted to rise from 61.1% to 69.4 according to eMarketers. Companies like Symphony, Walton and Firefox have made smartphones in the lower end of the

market more accessible unlike brands like Nokia and Samsung who are yet to catch up in that price range. This means there will be a group of early adopters in the rural demographic who will be curious to try out the new technology in terms of taking more photos, listening to music, and perhaps trying out Facebook as internet data packages are becoming cheaper everyday. So look out for the people using smartphones and majority will be on android devices (prediction over 50%). This means the audience size will get bigger in digital marketing.

2. **Is Internet Just Facebook to the rural?**- Perhaps yes for 2017 as well, but it will change over time as more content, mobile apps and tech startups produce more content that individuals can consume. They have seen manuals of “how to use Facebook” guideline being distributed in rural areas. Internet shopping experience will also affect their definition of what the Internet is. So let’s not forget that education is required for the masses of what Internet is and they can predict that brands will focus budget on that through offline and online activation. If they are going to produce content and reach mass for education, think of the language – brands will find it more successful to use Bangla vs English and as well as more video/audio with bangla- perhaps a bangla jingle on Internet may be successful in raising internet awareness if they haven’t tried out yet. The point is try something, collect data, see what works and re-iterate again with tweaks until they find the magic formula.
3. **Is the Website being replaced by Facebook page?** – No it isn’t, but Facebook is very important to have now. Consumers – the 12 million on Facebook from Bangladesh search for the business / restaurant or brand to have a quick overview to know more. Why? Because social media is a conversational platform, consumers can also read comments and see what others are saying. Website is a one-way street. Conversations in real-time can take place on Facebook real quick which is an opportunity for brands to quickly address consumer’s needs cheaper and faster than before. Consumers expect quick replies too, so make sure to have a good customer service response team on Facebook and other social media platforms to help drives sales and value.
4. **Knowing what type of content to post?** – 2017 is the year to experiment and see what type of content works best for their audience on for their social media strategy. They do face internet speed issues so video’s for mobile will be a challenge on Edge,

but 3G users are getting better experience in certain areas. That doesn't mean they don't go for video. Desktop still dominates Internet usage, but be smart about the length of the video and quality. Facebook is also promoting video penetration as more users watch videos on Facebook more globally. Keep in mind content relevance in terms of what's happening at that time in terms of trending topic so have good digital media team that can respond very quick to catch the conversation. For example the Sundarban Oil spill was talked about in December and being relevant in terms of what conversation is taking place is important.

5. **New Social Media Platforms to emerge in local market-** Consumers are prominently experiencing Facebook now because local telecom operators advertise Facebook heavily on ads, billboards and tv. Businesses in general are also putting Facebook address, but they do see emergence of other platforms such as Twitter, Instagram and Pinterest. Facebook page and an users newsfeed has a limited real estate space. So it's smart for all brands to collectively promote the other platforms too. Instagram is a great way to promote "photo contests" with hashtags. Twitter is a good way to make announcements on product releases, awareness and drive sales with consumers who follow throughout the day. It's quick , short and easy with to connect with audience. Brands can create "fashion or lifestyle" boards where consumers can follow too.
6. **Advertisement cost will rise on Digital Media-** As more marketers spend on digital media platforms, costs will rise. Facebook ad buying has already increased as there are more people spending today than ever before in Bangladesh. Facebook stores who sell products, E-Commerce companies and large brands are heavily spending to increase "fans" and also to drive engagement and sales. It is still the most effective way to drive sales if done properly, but Facebook ad platform has its limitations for the time being.
7. **Native Advertising** – The new buzzword in the street. Put simply, native advertising is a way of using content marketing on online publication sites to reach people. It is beyond what the local Bangladesh market is accustomed to which is "banner ads," facebook ads or video promotions but native advertising is a powerful practice of using content to build trust and engagement with future or current customers. Examples of native advertisement can be a Brand powering a series of articles to

reach a certain a larger audience and this content is shareable unlike Banner ads. Consumers can read associate the Brand with the content. Other examples is mentioning brands by writers or editorial staff, sponsored content about the Brand or thought leadership pieces.

8. **Offline – Online integration through Events** — Event engagement for Brands are still big and one of the best ways to create experiences that one can associate with. Instead of doing concerts that target just music lovers, brands need to broaden their horizon beyond the typical. Take for example Grameenphone engaging with entrepreneurs through Innovation Xtreme which was an event for entrepreneurs, investors and startups. How does it help them? Well in future as tech startups build relevant content, they will be inclined to get in touch with Grameenphone through the networking from these events because not only does networking happening, but they provide information and data that helps entrepreneurs think about the opportunities more deeply. Engaging multiple target audiences across the country and connecting them digitally through micro-communities will drive digital engagement to a whole new level. It's not selling a SIM card, it's about selling an experience.
9. **Government Digital Bangladesh Drive is promoting Internet** – Whether they like it or not, the GOB has been successful of driving the word Digital all over Bangladesh. How everyone interprets is a different thing, but because of this, there has been a significant drive in people recognizing digital, the success of automation in various government bodies, access to information available on the Internet through the 25,000 websites launched by A2i. ICT ministry is also driving more app competitions with BASIS and other organizations to promote internet. An “Internet Day” nationally everyday will surely accelerate internet penetration just through awareness building. 2017 is going to be a great year for digital marketing in Bangladesh. If they don't have any plans or strategy, they should start working on one right away.

### **3.5 Digital Marketing Business Types in Bangladesh**

With regard to the Bangladesh e-commerce sector, the major subsectors, thus far, have been Business to Business (B2B), Business to Consumer (B2C), Consumer to Consumer (C2C), and Business to Employee (B2E) segments.

### **3.5.1 Business to Business**

B2B websites were once the biggest constituents of the e-commerce sector in Bangladesh. However, this has changed and recent trends indicate that their representation in the sector at large is expected to lessen. Several B2B websites in Bangladesh are engaged in providing manufacturing and supply-chain solutions. For instance, BGMEA has actively deployed B2B e-commerce solutions for international RMG orders and procurement, as do several RMG companies. There are also B2B websites that feature business directories, trade deals and information about suppliers.

### **3.5.2 Business to Consumer**

B2C websites have also become very popular as evidenced by the growth and commercial success of online-based home delivery of food, such as HungryNaki and FoodPanda. This has come as a panacea to citizens given the high levels of traffic in areas such as Gulshan and Dhanmondi in Dhaka at a time when people like to go out to dine. Other examples of B2C initiatives include Facebook-based commerce platforms such as Shopr.bd and ShoptoBd which allow Bangladeshi consumers to purchase products from leading online shopping sites in the US, UK, India and even China, e.g., Amazon.com, ebay.co.uk, and Alibaba. Although the competition between local players and foreign-backed players in the B2C market, in particular, the food delivery business, is expected to determine the future structure of the B2C sector, what appears to be inevitable is its sustained growth.

### **3.5.3 Consumer to Consumer**

Meanwhile, C2C businesses, thus far, have been the life force of the e-commerce sector in Bangladesh. The leading players in this category include Bikroy, Ekhanei, Kaymu, and ClickBd. There has already been a reorganization of this sector with CellBazar being bought by Telenor, followed by the acquisition of the foreign market playeOLX by Ekhanei.com. These businesses consist of individual and auction-based online marketplace similar to eBay.

### **3.5.4 Business to Employment**

With regard to B2E businesses, employment recruitment, particularly in the private sector in Bangladesh, has more or less shifted online, companies such as bdjobs.com, prothomalojobs.com, and jobsA1. Although internal hiring and lobbying are widely prevalent, vacancy announcement takes place through the largest and most accepted web



recruitment portal Bdjobs, while many others like prothom-alojobs.com and jobsA1, etc are enjoy growing popularity.

### 3.6 Opportunities of Digital Marketing in Bangladesh

Many businesses are reaping the benefits of digital marketing, leveraging advantages that traditional marketing strategies simply can't offer. Due to the digital marketing, businesses can now have a bigger impact in the way consumers interact with their brands online. There are many opportunities of digital marketing. Some are discussed below –

- i. **Digital workforces and new ways of working:** Startups these days can work with very small in-house teams, yet still take on the big boys by using the web and technology to create teams per project. This way of working can be very fulfilling because employees are not stuck in a company, but work only on projects they care about, and where their passion makes a huge difference to the outcome.
- ii. **The Internet of Things (IoT):** Using beacons and oculus solutions to improve consumer experiences. The IoT is connecting people and devices with each other in an unprecedented way, creating rich possibilities for consumer engagement. Timing is the key element here; if anyone is too early they could fail, and if they are too late, they may lose their place in their industry, and ultimately fail. Companies need to consider how using connected devices can provide more value to consumers and more savings for them.
- iii. **Smarter Creativity:** Evolving technology and the proliferation of resources about how to succeed on the social web has really leveled the playing field for smart marketers, or at least the perception of it. With so many companies simply parroting the success of others that pioneer and pave the way, it's important to distinguish a brand. Deep consumer insight, brand stories that position a unique selling proposition and an increase in visual marketing tactics are not enough. Smarter creativity means using the optimized approach to digital marketing: A continuous process of hypothesis, testing and refinement resulting in more meaningful and productive creative execution
- v. **Digital opens up new communication and service channels:** While traditional offline channels (face-to-face, phone, fax) will continue to be relevant and sometimes the primary go-to-market channels for B2B companies in near future, digital has significant potential to complement and strengthen efforts and content

shared via these channels. More than 50 percent of the buying decision these days is completed before a prospect connects with a brand for the first time. Prospects are doing online research, self educating on the brand and its products, and viewing ratings, reviews, and consumer complaints. With the buyer being increasingly digitally savvy and mobile enabled, digital is not a channel that B2B marketers can afford to ignore or put as second priority.

- vi. **Social Media delivers insight and targeted advertising like no print or TV:** Social media gives brands the tools to target ads to a very specific demographic. For instance, most social networks such as LinkedIn allow brands to show ads only to people who belong to a specific age group or location. It can even target ads based on people's likes and interests on the platform and on their business demographics, such as job title, company size, and seniority. The collected data can tell what people say about the company, products, and services, including how often they're mentioned in a given timeframe, and people's moods. Marketers can also leverage social listening to learn more about their competitors or to identify gaps or over saturations in the market.
- vii. **Digital self-service drives consumer experience:** With an increasing number of consumers spending a major portion of their day on their computer or smart phones, more of these digitally savvy users prefer taking control of their digital user experience and outcomes. Because of these trends, companies have an unprecedented opportunity to build self-service capabilities for these consumers, which go beyond the usual account management. With the new millennial generation preferring digital over traditional phone or in-person interactions, the bar for B2B companies to deliver Amazon-level consumer experience is quickly rising and almost at the same level as their B2C peers in some verticals.
- viii. **Level playing field:** Any business can compete with any competitor regardless of size with a solid digital marketing strategy. Traditionally a smaller retailer would struggle to match the finesse of the fixtures and fittings of its larger competitors.
- ix. **Become more competitive:** Digital marketing is how businesses are working now, and will continue to work in the future. For measuring traffic to site they can use several web analytics tools to measure specific goals they want to achieve for their website or blog. Most packaged email marketing solutions provide good insight into how many people are opening, reading and converting emails.

- x. **Brand development:** A well maintained website with quality content targeting the needs and adding value to its target audience can provide significant value and lead generation opportunities. The same can be said for utilizing social media channels and personalized email marketing.
- xi. **Greater engagement:** With digital marketing, advertisers can encourage their prospects, clients and followers to take action, visit website, read about products and services, rate them, buy them and provide feedback which is visible to their market. Business can be seen anywhere in the world from marketing campaign. So it doesn't take long for good publicity to enhance the prospects of a business.
- xii. **Connect with mobile consumers:** Having a dominant online presence that is optimized for Smartphone and Tablet users can influence buying behavior. 82 percent of mobile searchers use their phones to check on prospective in-store purchases, and 65% look for the most relevant information to their queries. 33 percent of mobile users have purchased from a different brand than the one they had in mind because of the information listed.

### **3.7 Challenges of Digital Marketing in Bangladesh**

The major challenge to expand Digital Marketing in Bangladesh is infrastructure. And the biggest challenge to expand digital marketing is to have all the different players in the ecosystem to work together. Consumers use multiple digital channels and a variety of devices that use different protocols, specifications and interfaces – and they interact with those devices in different ways and for different purposes.

#### **3.7.1 Meeting Expectations of Consumers in the Digital Age**

The mobile, always-on generation expects very different experiences from companies and organizations, including public administration. Nobody wants to wait in line for services anymore. Instead, they want to be able to arrange their whole lives online.

#### **3.7.2 Allocation of Budget to Digital**

Many brands are still struggling with getting enough funds allocated to “digital.” The less B2C the brand is, the harder it is. Much of this is due to the lack of a clear path from dollar invested to sales. In traditional media, there is precedent that suggests spending this much extra should lead to this much lift in sales. In digital, few such precedents exist yet. So it's even more important that the brand manager can articulate a clear path to sales – for example,

for every dollar spent online, X users come to our website, Y users print off a coupon, and Z users redeem said coupon in retail stores driving this much incremental revenue. Many digital marketers claim, they are doing more with less, which suggests that although objectives, audiences and territories are expanding, budgets and resources are not. This could perhaps be a symptom of the struggle to prove ROI.

### **3.7.3 Finding the Right Marketing to Allocate Budget**

Historically, if the brand has been TV advertising-driven, the main metrics had to do with reach and frequency, which drove awareness of the product and therefore sales. However, in many cases now, awareness is no longer the marketing challenge so doing more TV may not drive any more sales. Other tactics work better at lower stages of the consumers' purchase funnel – e.g., during consideration and choice, like search and consumer reviews. If these are the consumer needs that, once addressed, will lead to greater sales, then the unified marketing will show redundancies in current spending and opportunities for reallocating spending to address these areas of the purchase funnel.

### **3.7.4 Finding and Keeping Digitally Transformed Company**

Somebody needs to build all these great user experiences that make the difference to consumers' lives. But finding and keeping these people will become increasingly difficult. Designing consumer interactions is as much an art as it is a skill. The best people will naturally be drawn to companies that do interesting, cutting edge stuff. That means that companies that want digital success need to become technology companies.

Businesses need to ensure they have the right people to cope with the phenomenal transformation taking place in marketing. This involves a combination of good recruitment, employee development, and effective processes and procedures.

### **3.7.5 Unifying and Integrating within Digital and also with Traditional**

Many companies have already done a bunch of digital "experiments." Now, when their CFOs are breathing down their necks and asking for results and metrics, they are taking a step back and reassessing whether those tactics yielded any business impact. In most cases, they haven't. But going forward they are looking for ways to make digital and traditional marketing tactics work better together and drive real business return.

### 3.7.6 Speed and Innovation

In digital channels, marketing can happen at light speed – aka in real time. Once they put a campaign in market, they can immediately see user actions and reactions to it. No longer does it take months to compile data and write performance reports. With this comes the ability to optimize in real time as well. But too often, the companies don't have processes in place to enable the quick reaction to problems or opportunities. This will allow the company to innovate the message, the marketing, or even the product or service in question to take advantage of the speed of feedback.

### 3.7.7 The Importance of Cyber Security

Cyber security, also referred to as information technology security, focuses on protecting computers, networks, programs and data from unintended or unauthorized access, change or destruction. Network outages, data compromised by hackers, computer viruses and other incidents affect our lives in ways that range from inconvenient to life-threatening. As the digital world has grown, so too has the need to protect it. With the growing volume and sophistication of cyber attacks, ongoing attention is required to protect sensitive business and personal information, as well as safeguard national security.

### 3.7.8 Top Challenges in Digital Marketing

All in all, companies are at various levels of sophistication and face one or more of the above challenges in digital marketing. They should test and learn to quickly figure out what works best for their brand, product, company, and industry.

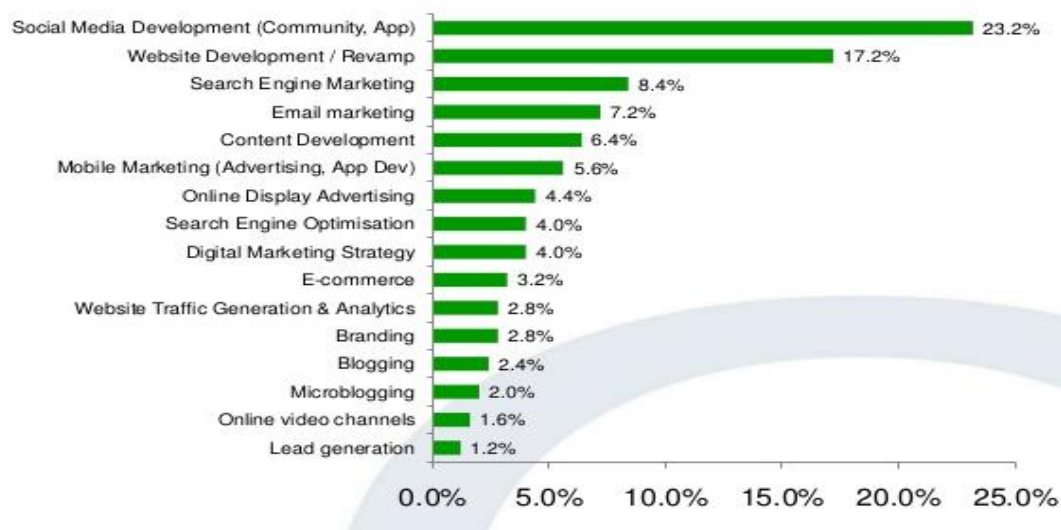


Figure 2: Top Challenges in Digital Marketing [Source: BASIS 2017]

## Chapter 4:

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# Findings and Analysis

## 4. Findings and Analysis

The survey has been conducted for 150 randomly respondents. The collected data are analyzed by Microsoft Excel and Statistical Package for the Social Sciences (SPSS). The findings are presented in univariate and bivariate data analysis which are presented below.

### 4.1 Univariate Data Analysis

#### Gender of the Respondents:

The overall e-commerce activity in terms of gender and compare the males vs. female's ratio for e-commerce in Bangladesh, the research observed that out of the total ecommerce activities carried out, 73% comprised of males, with females involved in only 27% of the total. That means the majority respondents are male in this survey.

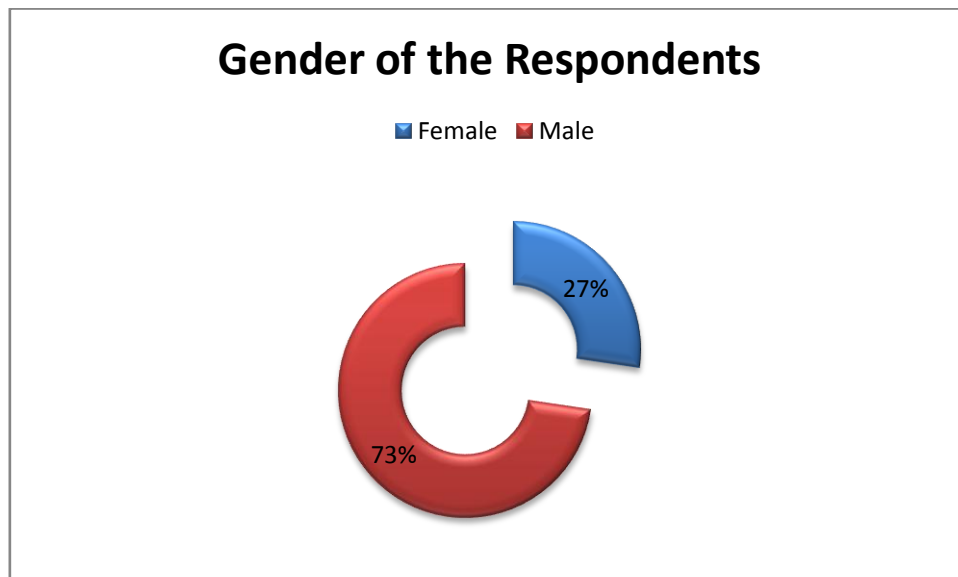


Figure 3: Gender of the Respondents [Source: Survey Data, 2017]

### The age of the respondents:

According to a recent research study by an online buy sell platform, the population falls between the age ranges of 20-30 years account for the highest number of users, with the 31-40 and 41-50 years ranges falling at second and third places respectively. One of the most significant reasons for this observation is the fact that people falling in the age ranges of 21-30 years are more inclined towards technology and its usage. These people are at the forefront of technological revolution and are more open towards online shopping.

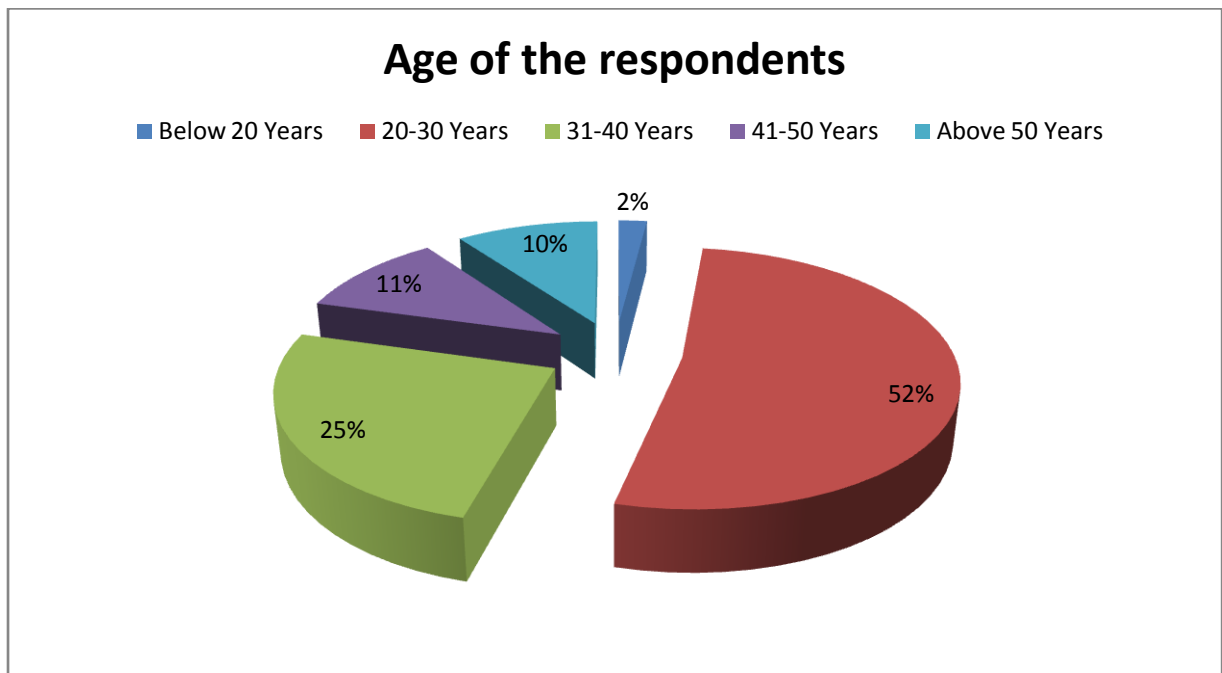


Figure 4: Age of the respondents [Source: Survey Data, 2017]



### The Occupation of the respondents:

The respondents are categorized into several sectors named as Businessman, Doctor, Engineer, Farmer, Housewife, Job Holder, Student, Teacher, and Others. It has been analyzed that the maximum percentage of respondents are Students which is 31%. Beside this, Businessman, Doctor, Engineer, Farmer, Housewife, Job Holder, Teacher, and Others category percentages are 5%, 13%, 8%, 3%, 4%, 22%, 7%, and 8% respectively. It has been determined that almost half of the digital market users are Students or basic Job Holders.

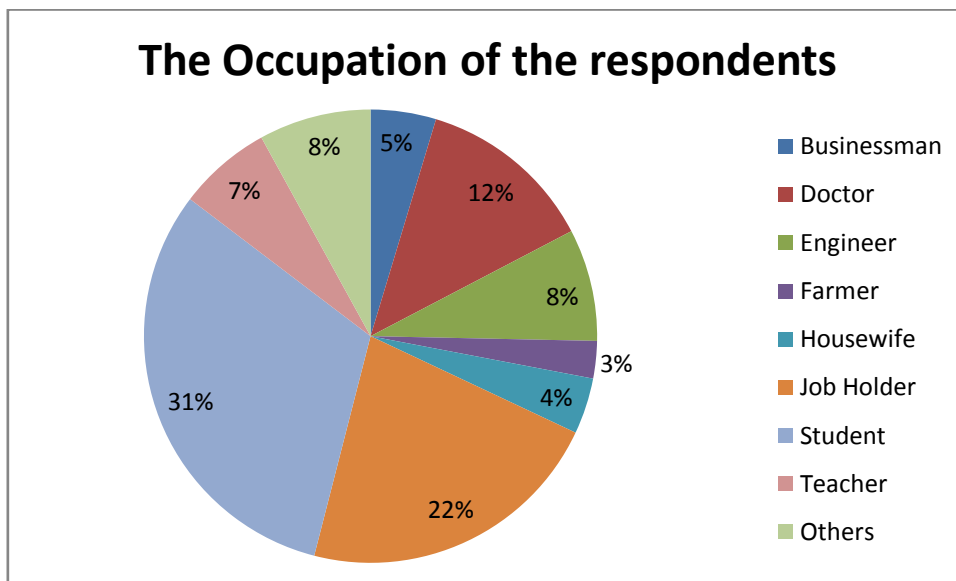


Figure 5: The Occupation of the respondents [Source: Survey Data, 2017]

## The Educational Background of the respondents

Educational background has been chosen as a factor for data analysis. Educational background has been categorized by five sections named as S.S.C, H.S.C, B.S.C/BA, M.S/PHD, and Others. The findings of those sectors are 28%, 15%, 37%, 5%, and 15% respectively. It is found that educated persons are more active than any others in digital marketing of Bangladesh.

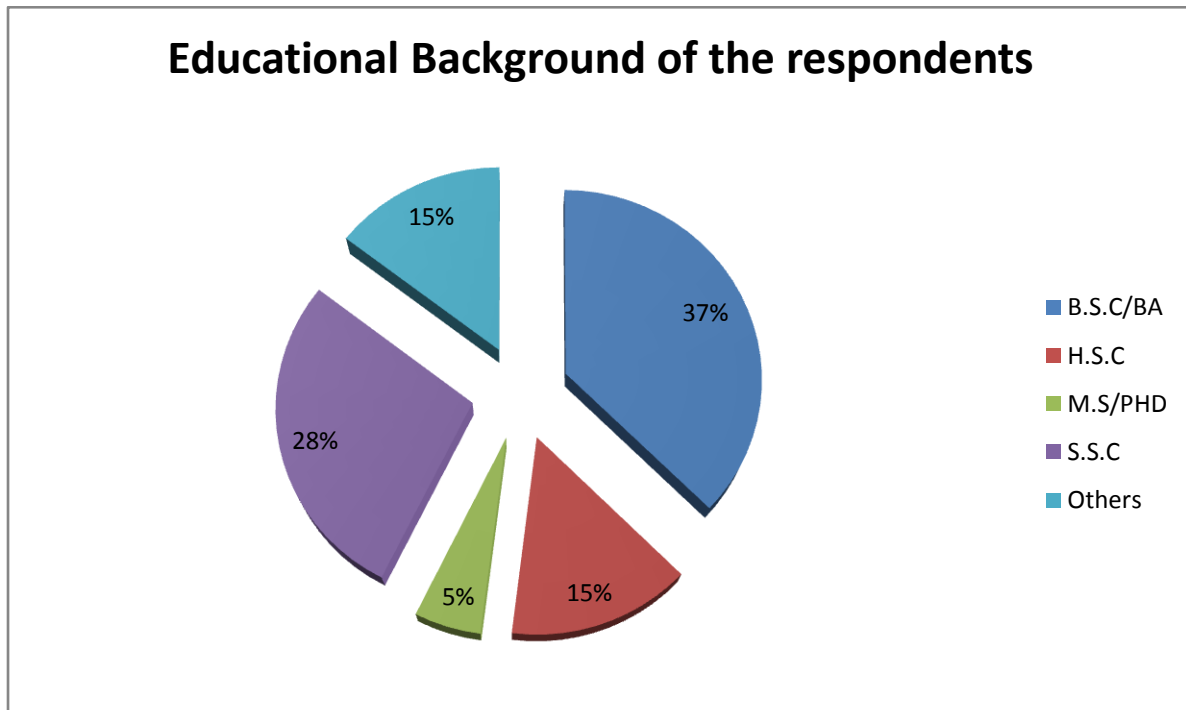


Figure 6: Educational Background of the respondents [Source: Survey Data, 2017]

### Consciousness about Digital Marketing:

Consciousness about Digital Marketing has been chosen as a factor for data analysis pointed in Figure 7. Consciousness about Digital Marketing has been categorized by two sections named as yes or no. The findings of those sectors are 4%, 96% respectively. It is found that majority people are positively conscious about digital marketing of Bangladesh.

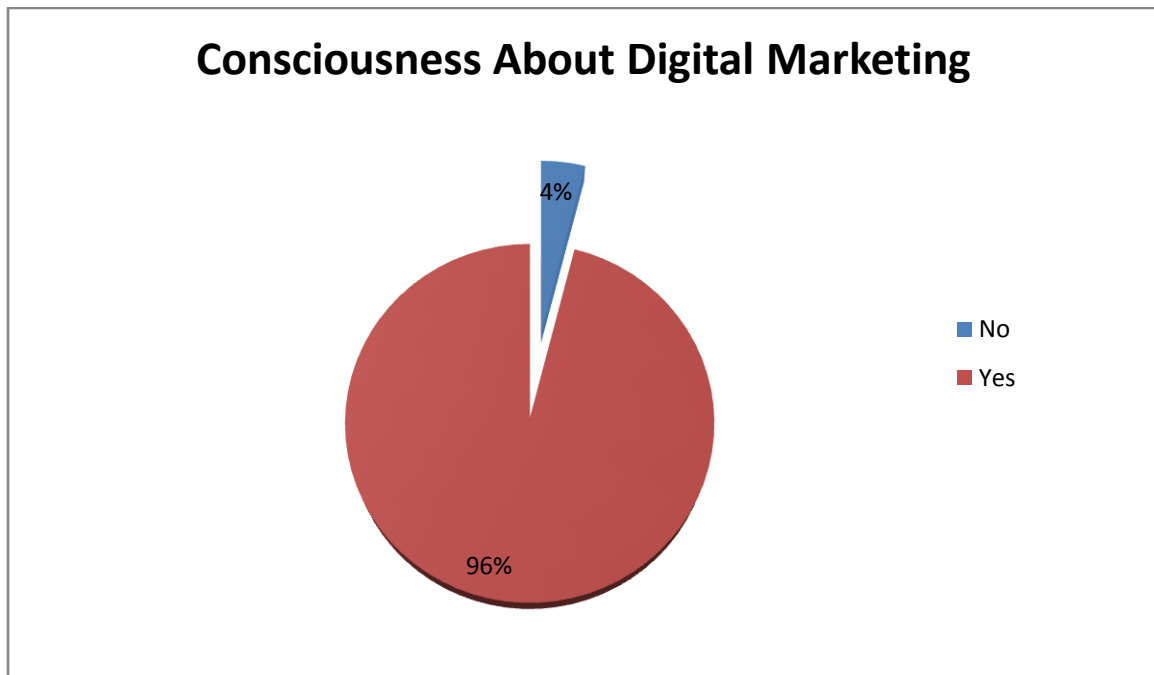
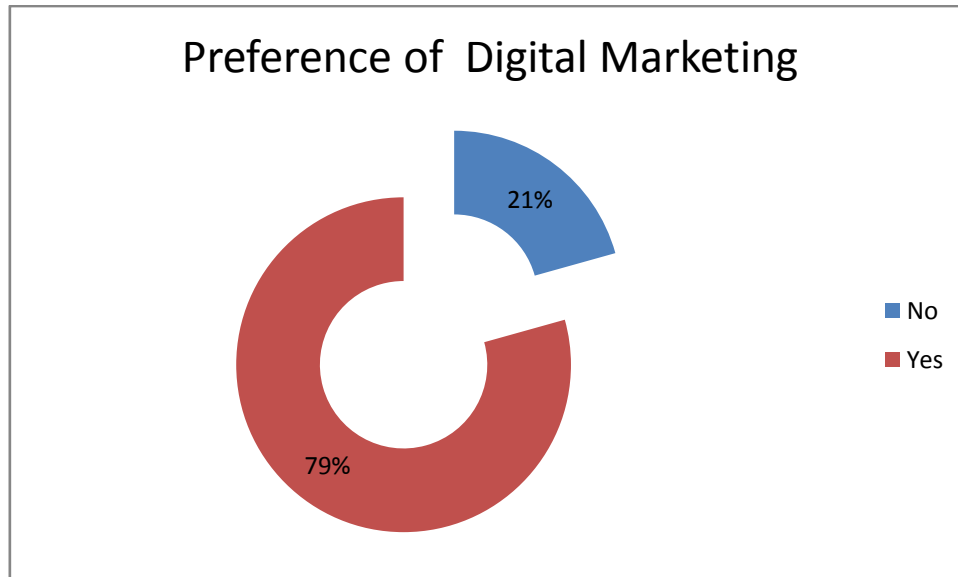


Figure 7: Consciousness about Digital Marketing [Source: Survey Data, 2017]

## Preference of Digital Marketing

Preference of Digital Marketing has been chosen as a factor for data analysis. Preference of Digital Marketing has been categorized by two sections named as yes or no. The findings of those sectors are 21% and 79% respectively. It is found that majority people are preferred digital marketing in their daily life.



**Figure 8: Preference of online marketing [Source: Survey Data, 2017]**

## Sites that Use Most for Digital Marketplace

A favorite site for digital marketplace has been chosen as a factor for data analysis. A favorite site for digital marketplace has been categorized by five sections named as Ajker Deal, Bikroy, ChalDal, Daraz, and Others. The findings of those sectors are 20%,16%,31%,27%,6% respectively. It is found that maximum people choose chalDal for digital marketing in their daily life.

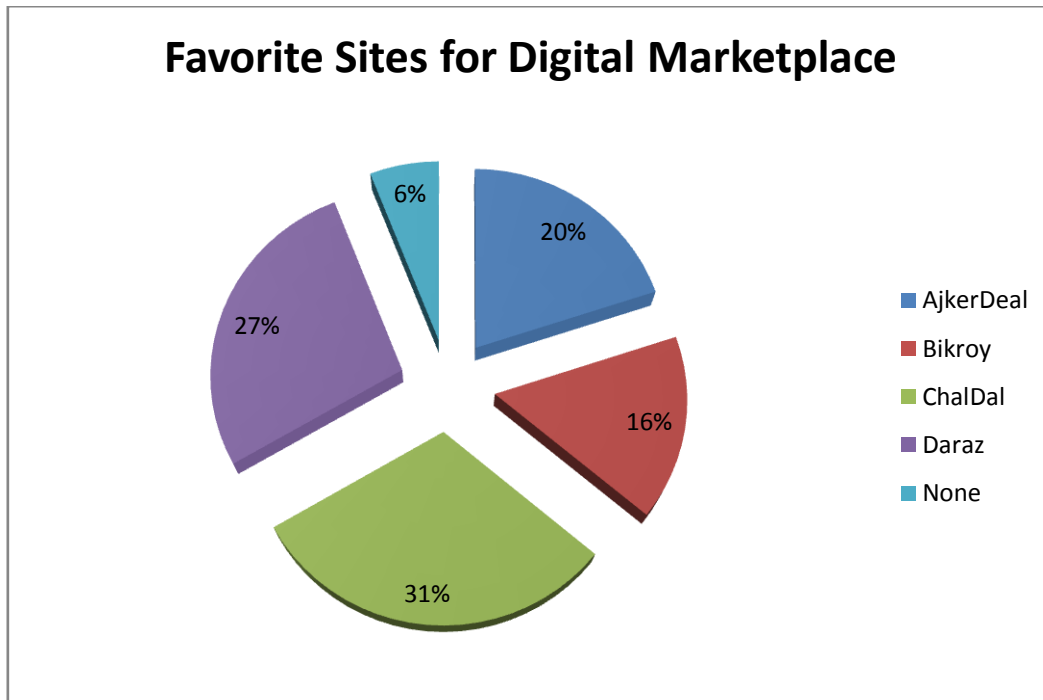


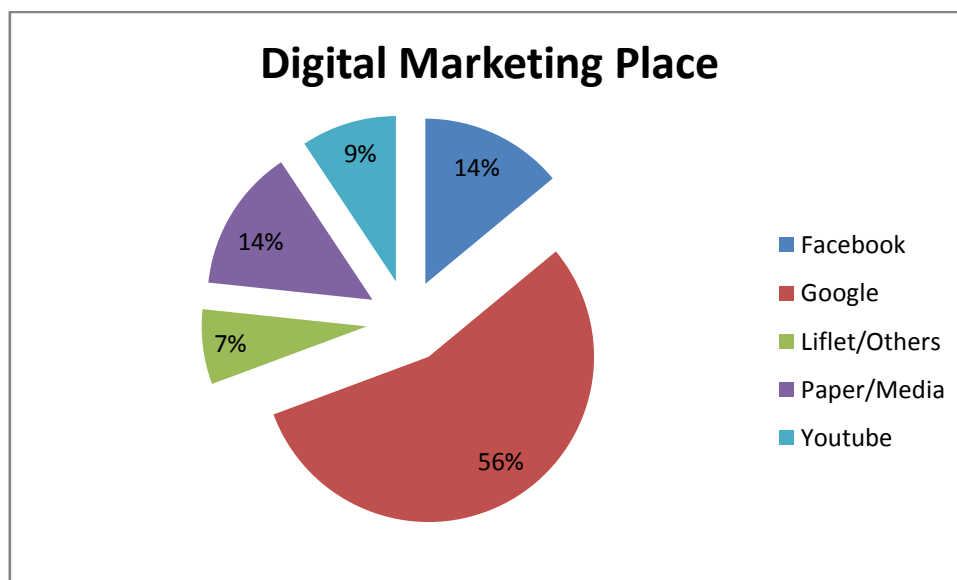
Figure 9: Favorite Sites for Digital Marketplace [Source: Survey Data, 2017]

## Digital Marketing Place

**Table 6: Digital Marketing Place [Source: Survey Data, 2017]**

Index	Favorite Site	Count	Percent
1	Facebook	21	14%
2	Google	83	55%
3	Liflet/Others	11	7%
4	Paper/Media	21	14%
5	Youtube	14	9%
6	Grand Total	150	100%

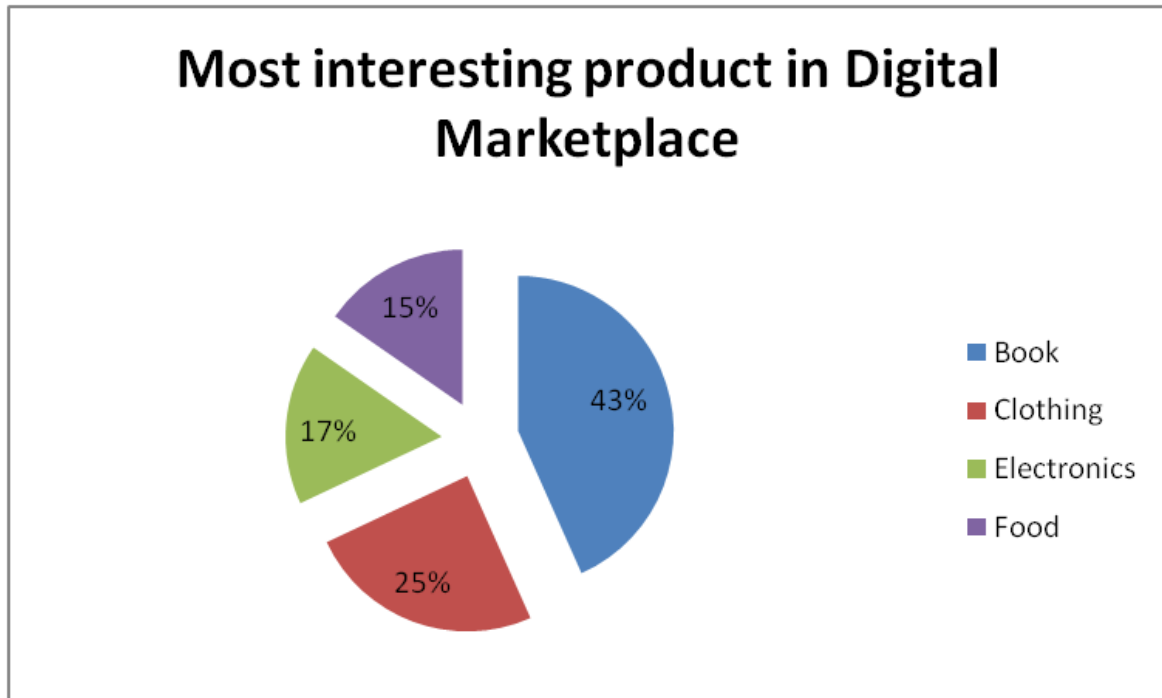
Sources of Digital Marketing have been chosen as a factor for data analysis. Sources of Digital Marketing have been categorized by five sections named as Facebook, Google, Liflet/Others, Paper/Media, and Youtube. The findings of those sectors are 14%, 56%, 7%, 14%, 9% respectively. It is found that Google is the best sources for digital marketing in Bangladesh.



**Figure 10: Digital Marketing Place [Source: Survey Data, 2017]**

## Most Interesting Product in Digital Marketplace

Most Interesting Product in Digital Marketplace has been chosen as a factor for data analysis. Most Interesting Product in Digital Marketplace has been categorized by four sections named as Book, Clothing, Electronics, and Food. The findings of those sectors are 43%, 25%, 17%, 15% respectively. It is found that book is the top rated product in digital marketplace.



**Figure 11: Most Interesting Product in Digital Marketplace [Source: Survey Data, 2017]**

## 4.2 Bivariate Relationship of Collected Data

### Location and Gender

Bivariate relationship of location and gender is presented at Table 7. Analysis shows that the Male respondents are dominated in every location for digital marketing. It is also found that female in comparatively upper class area (lived in Cantonment, Dhanmondi, and Gulshan) are more engaged than other locations.

**Table 7 : Bivariate Relationship of Location and Gender**

**Custom Table**

		Gender					
		Female		Male		Total	
		Count	No.	Count	No.	Count	No.
Location	Cantonment	6	50.0%	6	50.0%	12	100.0%
	Dhanmondi	12	36.4%	21	63.6%	33	100.0%
	Gulshan	7	35.0%	13	65.0%	20	100.0%
	Mirpur	6	20.7%	23	79.3%	29	100.0%
	Motijhil	6	26.1%	17	73.9%	23	100.0%
	Uttora	11	30.6%	22	69.4%	36	100.0%
	Total	45	30.0%	105	70.0%	150	100.0%

**Pearson Chi-Square Tests**

		Gender
Location	Chi-square	2.292
	df	5
	Sig.	.807

Results are based on nonempty rows and columns in each innermost subtable.



## Age Category and Gender

Bivariate relationship of age category and gender is presented at Table 8. Analysis shows that the Male respondents are dominated in every age category for digital marketing. It is also found that adult female respondents are also slightly involved in digital marketing. In age of 60-69 years both male and female participate same percentage in digital marketing.

**Table 8: Bivariate Relationship of Age Category and Gender**

**Custom Table**

	Gender					
	Female		Male		Total	
	Count	No.	Count	No.	Count	No.
age category 20 - 29 years	26	34.2%	50	65.8%	76	100.0%
30 - 39 years	11	26.2%	31	73.8%	42	100.0%
40 - 49 years	5	23.5%	12	76.5%	17	100.0%
50 – 59 and 60 – 69 years	5	25.0%	10	75.0%	15	100.0%
Total	45	30.0%	105	70.0%	150	100.0%

### Pearson Chi-Square Tests

		Gender
age category	Chi-square	2.764
	df	4
	Sig.	.598 <sup>a</sup>

Results are based on nonempty rows and columns in each innermost subtable.

a. More than 20% of cells in this subtable have expected cell counts less than 5.

## Occupation and Gender

Bivariate relationship of occupation and gender is presented at Table 9. Analysis shows that the Male respondents are dominated in every occupation for digital marketing. It is also found that female in comparatively (businessman, doctor, student) are more engaged in digital marketing than others.

**Table 9: Bivariate Relationship of Occupation and Gender**

**Custom Table**

		Gender					
		Female		Male		Total	
		No.	%	No.	%	No.	%
Occupation	Businessman	2	28.6%	5	71.4%	7	100.0%
	Doctor	5	26.3%	14	73.7%	19	100.0%
	Engineer	4	28.6%	10	71.4%	14	100.0%
	Housewife	6	100.0%	0	.0%	6	100.0%
	Teacher	1	12.5%	7	87.5%	8	100.0%
	Student	19	28.8%	47	71.2%	66	100.0%
	Others	8	26.7%	22	73.3%	30	100.0%
	Total	45	30.0%	105	70.0%	150	100.0%

### Pearson Chi-Square Tests

	Gender
Occupation Chi-square	15.515
Df	6
Sig.	.017*,a

Results are based on nonempty rows and columns in each innermost subtable.

\*. The Chi-square statistic is significant at the 0.05 level.

a. More than 20% of cells in this subtable have expected cell counts less

## Relationship between Education and Gender

Bivariate relationship of education and gender is presented at Table 10. Analysis shows that the Male respondents are dominated in every level of education for digital marketing. It is also found that the female respondents who recently studied at BSc/BA, M.S/PHD degree are mostly involved in digital marketing than other level of education.

**Table 10: Bivariate Relationship of Education and Gender**

**Custom Table**

		Gender					
		Female		Male		Total	
		Count	No.	Count	No.	Count	No.
Education	S.S.C.	11	26.2%	31	73.8%	42	100.0%
	H.S.C	8	36.4%	14	63.6%	22	100.0%
	B.S.C/BA	15	27.3%	40	72.7%	55	100.0%
	M.S/PHD	3	37.5%	5	62.5%	8	100.0%
	Others	8	34.8%	15	65.2%	23	100.0%
	Total	45	30.0%	105	70.0%	150	100.0%

**Pearson Chi-Square Tests**

		Gender
Education	Chi-square	1.374
	Df	4
	Sig.	.849

Results are based on nonempty rows and columns in each innermost subtable.

## Digital Marketing Concern and Gender

Bivariate relationship of digital marketing concern and gender is presented at Table 11. Analysis shows that the Male respondents are more concern about digital marketing than female respondents.

**Table 11: Bivariate Relationship of Digital Marketing Concern and Gender**

**Custom Table**

	Gender					
	Female		Male		Total	
	Count	No.	Count	No.	Count	No.
Digital Marketing Yes	42	29.2%	102	70.8%	144	100.0%
Conscious No	3	50.0%	3	50.0%	6	100.0%
Total	45	30.0%	105	70.0%	150	100.0%

**Pearson Chi-Square Tests**

		Gender
Digital Marketing Conscious	Chi-square	1.190
	df	1
	Sig.	.275 <sup>a</sup>

Results are based on nonempty rows and columns in each innermost subtable.

a. More than 20% of cells in this subtable have expected cell counts less than 5.

## Favourite Site and Gender

Bivariate relationship of favorite site and gender is presented at Table 12. Analysis shows that Bikroy is the top rated site for digital marketing in case of male. It is also found that in case of female respondents they have no any choice for online marketing.

**Table 12: Bivariate Relationship of Favorite Site and Gender**

### Custom Table

		Gender					
		Female		Male		Total	
		Count	No.	Count	No.	Count	No.
Favourite Site	AjkerDeal	10	33.3%	20	66.7%	30	100.0%
	Bikroy	6	25.0%	18	75.0%	24	100.0%
	ChalDal	12	26.1%	34	73.9%	46	100.0%
	Daraz	12	29.3%	29	70.7%	41	100.0%
	None	5	55.6%	4	44.4%	9	100.0%
	Total	45	30.0%	105	70.0%	150	100.0%

### Pearson Chi-Square Tests

		Gender
Favourite Site	Chi-square	3.589
	df	4
	Sig.	.464

Results are based on nonempty rows and columns in each innermost subtable.

## Market Source and Gender

Bivariate relationship of market source and gender is presented at Table 13. Analysis shows that the Google is the top rated market source for digital marketing. It is also found that actually YouTube users of both respondents are almost same.

**Table 13: Bivariate Relationship of Market Source and Gender**

**Custom Table**

		Gender					
		Female		Male		Total	
		Count	No.	Count	No.	Count	No.
Market Source	Facebook	4	19.0%	17	81.0%	21	100.0%
	Google	28	33.7%	55	66.3%	83	100.0%
	Liflet	4	36.4%	7	63.6%	11	100.0%
	Paper	3	14.3%	18	85.7%	21	100.0%
	Youtube	6	42.9%	8	57.1%	14	100.0%
	Total	45	30.0%	105	70.0%	150	100.0%

**Pearson Chi-Square Tests**

		Gender
Market Source	Chi-square	5.534
	df	4
	Sig.	.237 <sup>a</sup>

Results are based on nonempty rows and columns in each innermost subtable.

a. More than 20% of cells in this subtable have expected cell counts less than 5.

## Preferred online marketing vs gender

Bivariate relationship of preferred online marketing and gender is presented at Table 14. Analysis shows that maximum of male respondents prefer online marketing. It is also found that the female respondents prefer online marketing but not more than male.

**Table 14: Bivariate Relationship of Preferred online marketing and gender**

**Custom Table**

	Gender					
	Female		Male		Total	
	Count	No.	Count	No.	Count	No.
Prefer Online Market Yes	37	31.1%	82	68.9%	119	100.0%
No	8	25.8%	23	74.2%	31	100.0%
Total	45	30.0%	105	70.0%	150	100.0%

**Pearson Chi-Square Tests**

		Gender
Prefer Online Market	Chi-square	.327
	df	1
	Sig.	.567

Results are based on nonempty rows and columns in each innermost subtable.

## Preferred Payment and Gender

Bivariate relationship of preferred payment and gender is presented at Table 15. Analysis shows that maximum of male respondents prefer online process for payment. It is also found that the female respondents prefer cash on delivery process for payment.

**Table 15: Bivariate Relationship of Preferred Payment and Gender**

**Custom Table**

			Gender					
			Female		Male		Total	
			Count	No.	Count	No.	Count	No.
Preferred Payment	Online (e.g. Bkash)	8	28.6%	20	71.4%	28	100.0%	
	Cash on Delivery	37	30.3%	85	69.7%	122	100.0%	
	Total	45	30.0%	105	70.0%	150	100.0%	

### Pearson Chi-Square Tests

		Gender
Preferred Payment	Chi-square	.033
	df	1
	Sig.	.855

Results are based on nonempty rows and columns in each innermost subtable.



## Occupation and Age Category

Bivariate relationship of Occupation and age category is presented at Table 16. Analysis shows that the student respondents are dominated in digital marketing. It is also found that young generation students (age 20-29) are more engaged than other occupations and ages.

**Table 16: Bivariate Relationship of Occupation and Age Category**

**Custom Table**

		age category											
		20 - 29 years		30 - 39 years		40 - 49 years		50 - 59 years		60 - 69 years		Total	
		Count	No.	Count	No.	Count	No.	Count	No.	Count	No.	Count	No.
Occupation	Business	2	28.6%	4	57.1%	0	.0%	0	.0%	1	14.3%	7	100.0%
	Doctor	10	52.6%	7	36.8%	0	.0%	2	10.5%	0	.0%	19	100.0%
	Engineer	5	35.7%	1	7.1%	6	42.9%	2	14.3%	0	.0%	14	100.0%
	Housewife	4	66.7%	0	.0%	1	16.7%	0	.0%	1	16.7%	6	100.0%
	Teacher	2	25.0%	5	62.5%	0	.0%	1	12.5%	0	.0%	8	100.0%
	Student	33	50.0%	20	30.3%	7	10.6%	5	7.6%	1	1.5%	66	100.0%
	Others	20	66.7%	5	16.7%	3	10.0%	1	3.3%	1	3.3%	30	100.0%
	Total	76	50.7%	42	28.0%	17	11.3%	11	7.3%	4	2.7%	150	100.0%

### Pearson Chi-Square Tests

		age category	
Occupation	Chi-square	44.457	
	df	24	
	Sig.	.007 <sup>*,a,b</sup>	

Results are based on nonempty rows and columns in each innermost subtable.

\*. The Chi-square statistic is significant at the 0.05 level.

a. More than 20% of cells in this subtable have expected cell counts less than 5.

b. The minimum expected cell count in this subtable is less than one.

## Occupation and Education

Bivariate relationship of Occupation and age category is presented at Table 17. Analysis shows that the student respondents who recently studied at BSc/BA/MBBS degree are dominated in digital marketing.

**Table 17: Bivariate Relationship of Occupation and Education**

**Custom Table**

		Education											
		S.S.C.		H.S.C		B.S.C/BA/M BBS		M.S/PHD		Others		Total	
		Count	No.	Count	No.	Count	No.	Count	No.	Count	No.	Count	No.
Occupation	Business	0	.0%	1	14.3%	3	42.9%	0	.0%	3	42.9%	7	100.0%
	Doctor	0	0%	0	0%	14	70%	5	25%	1	5%	20	100.0%
	Engineer	2	14.3%	0	.0%	9	64.3%	0	.0%	3	21.4%	13	100.0%
	Housewife	2	33.3%	0	.0%	2	33.3%	0	.0%	2	33.3%	6	100.0%
	Teacher	3	37.5%	3	37.5%	1	12.5%	0	.0%	1	12.5%	8	100.0%
	Student	18	27.3%	13	19.7%	20	30.3%	6	9.1%	9	13.6%	66	100.0%
	Others	10	33.3%	4	13.3%	12	40.0%	2	6.7%	2	6.7%	30	100.0%
	Total	42	28.0%	22	14.7%	55	36.7%	8	5.3%	23	15.3%	150	100.0%

### Pearson Chi-Square Tests

		Education
Occupation	Chi-square	28.847
	df	24
	Sig.	.226 <sup>a,b</sup>

Results are based on nonempty rows and columns in each innermost subtable.

a. More than 20% of cells in this subtable have expected cell counts less than 5.

b. The minimum expected cell count in this subtable is less than one.

## Occupation vs Favorite Site

Bivariate relationship of Occupation and Favorite site is presented at Table 18. Analysis shows that ChalDal is the top sites that use mostly for digital marketing.

**Table 18: Bivariate Relationship of Occupation vs Favorite Site**

**Custom Table**

		Favorite Site											
		AjkerDeal		Bikroy		ChalDal		Daraz		None		Total	
		Count	No.	Count	No.	Count	No.	Count	No.	Count	No.	Count	No.
Occupation	Business	0	.0%	2	28.6%	2	28.6%	3	42.9%	0	.0%	7	100.0%
	Doctor	5	26.3%	0	.0%	10	52.6%	3	15.8%	1	5.3%	19	100.0%
	Engineer	0	.0%	0	.0%	5	35.7%	7	50.0%	2	14.3%	14	100.0%
	Housewife	1	16.7%	2	33.3%	2	33.3%	1	16.7%	0	.0%	6	100.0%
	Teacher	2	25.0%	0	.0%	2	25.0%	2	25.0%	2	25.0%	8	100.0%
	Student	13	19.7%	14	21.2%	18	27.3%	18	27.3%	3	4.5%	66	100.0%
	Others	9	30.0%	6	20.0%	7	23.3%	7	23.3%	1	3.3%	30	100.0%
	Total	30	20.0%	24	16.0%	46	30.7%	41	27.3%	9	6.0%	150	100.0%

### Pearson Chi-Square Tests

		Favourite Site
Occupation	Chi-square	32.418
	df	24
	Sig.	.117 <sup>a,b</sup>

Results are based on nonempty rows and columns in each innermost subtable.

a. More than 20% of cells in this subtable have expected cell counts less than 5.

b. The minimum expected cell count in this subtable is less than one.

## Occupation and Prefer Online

Bivariate relationship of Occupation and prefer online is presented at Table 19. Analysis shows that the engineer respondents are more dominated than other respondents in digital marketing.

**Table 19: Bivariate Relationship of Occupation and Prefer Online**

**Custom Table**

	Prefer Online Market					
	Yes		No		Total	
	Count	No.	Count	No.	Count	No.
Occupation Businessman	5	71.4%	2	28.6%	7	100.0%
Doctor	14	73.7%	5	26.3%	19	100.0%
Engineer	13	92.9%	1	7.1%	14	100.0%
Housewife	4	66.7%	2	33.3%	6	100.0%
Teacher	7	87.5%	1	12.5%	8	100.0%
Student	55	83.3%	11	16.7%	66	100.0%
Others	21	70.0%	9	30.0%	30	100.0%
Total	119	79.3%	31	20.7%	150	100.0%

### Pearson Chi-Square Tests

		Prefer Online Market
Occupation	Chi-square	5.349
	df	6
	Sig.	.500 <sup>a</sup>

Results are based on nonempty rows and columns in each innermost subtable.

a. More than 20% of cells in this subtable have expected cell counts less than 5.

## Occupation and Digital Marketing Conscious

Bivariate relationship of Occupation and digital marketing conscious is presented at Table 20. Analysis shows that the maximum occupational person are concern about digital marketing.

**Table 20: Bivariate Relationship of Occupation and Digital Marketing Conscious**

**Custom Table**

	Digital Marketing Conscious					
	Yes		No		Total	
	Count	No.	Count	No.	Count	No.
Occupation Businessman	7	100.0%	0	.0%	7	100.0%
Doctor	19	100.0%	0	.0%	19	100.0%
Engineer	14	100.0%	0	.0%	14	100.0%
Housewife	6	100.0%	0	.0%	6	100.0%
Teacher	6	75.0%	2	25.0%	8	100.0%
Student	63	95.5%	3	4.5%	66	100.0%
Others	29	96.7%	1	3.3%	30	100.0%
Total	144	96.0%	6	4.0%	150	100.0%

### Pearson Chi-Square Tests

		Digital Marketing Conscious
Occupation	Chi-square	11.190
	df	6
	Sig.	.083a,b

Results are based on nonempty rows and columns in each innermost subtable.

a. More than 20% of cells in this subtable have expected cell counts less than 5.

b. The minimum expected cell count in this subtable is less than one.

## Occupation and Payment

Bivariate relationship of Occupation and payment process is presented at Table 21. Analysis shows that maximum respondents choose cash on delivery process and teacher respondents are more dominating than others in case of cash on delivery process rather than online process.

**Table 21: Bivariate Relationship of Occupation and Payment**

**Custom Table**

		Preferred Payment					
		Online (e.g. Bkash)		Cash on Delivery		Total	
		Count	No.	Count	No.	Count	No.
Occupation	Businessman	2	28.6%	5	71.4%	7	100.0%
	Doctor	3	15.8%	16	84.2%	19	100.0%
	Engineer	2	14.3%	12	85.7%	14	100.0%
	Housewife	1	16.7%	5	83.3%	6	100.0%
	Teacher	1	12.5%	7	87.5%	8	100.0%
	Student	10	15.2%	56	84.8%	66	100.0%
	Others	9	30.0%	21	70.0%	30	100.0%
	Total	28	18.7%	122	81.3%	150	100.0%

**Pearson Chi-Square Tests**

		Preferred Payment
Occupation	Chi-square	4.024
	df	6
	Sig.	.673 <sup>a</sup>

Results are based on nonempty rows and columns in each innermost subtable.

a. More than 20% of cells in this subtable have expected cell counts less than 5.

## Age Category and Favorite Site

Bivariate relationship of Age Category and Favorite Site is presented at Table 22. Analysis shows that young generation (age 20-29) are more engaged than other ages. It is also found that the daily grocery marketing place named ChalDal is the top rated site for digital marketing in every age of people of Bangladesh.

**Table 22: Bivariate Relationship of Age Category and Favorite Site**

**Custom Table**

		Favourite Site											
		AjkerDeal		Bikroy		ChalDal		Daraz		None		Total	
		Count	No.	Count	No.	Count	No.	Count	No.	Count	No.	Count	No.
age cate gory	20 - 29 years	18	23.7%	15	19.7%	22	28.9%	16	21.1%	5	6.6%	76	100.0%
	30 - 39 years	8	19.0%	6	14.3%	18	42.9%	6	14.3%	4	9.5%	42	100.0%
	40 - 49 years	3	17.6%	1	5.9%	13	76.5%	0	.0%	0	.0%	17	100.0%
	50 - 59 years	0	.0%	1	9.1%	6	54.5%	4	36.4%	0	.0%	11	100.0%
	60 - 69 years	1	25.0%	1	25.0%	2	50.0%	0	.0%	0	.0%	4	100.0%
	Total	30	20.0%	24	16.0%	61	40.7%	26	17.3%	9	6.0%	150	100.0%

### Pearson Chi-Square Tests

		Favourite Site	
age category	Chi-square	38.426	
	df	16	
	Sig.	.001 <sup>*,a,b</sup>	

Results are based on nonempty rows and columns in each innermost subtable.

\*. The Chi-square statistic is significant at the 0.05 level.

a. More than 20% of cells in this subtable have expected cell counts less than 5.

b. The minimum expected cell count in this subtable is less than one.

### **4.3 Findings of the Collected Data**

The data has been analyzed both univariate and bivariate relationship. The broad descriptions of the analysis have been pointed out at the previous subsections separately. The key findings are listed below.

- ✓ Maximum respondents are male (about 73%),
- ✓ Major respondents are young in age (20 to 40 years) which about 77%.
- ✓ Almost every people in Bangladesh are conscious about digital marketing and maximum respondents prefer online marketing which about 79%.
- ✓ Several significant bivariate relationship among collected data has been found such as occupation and gender, occupation and age category, age category and favorite site of marketing, etc
- ✓ Others bivariate relationships are found as non significant.



## Chapter 5:

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# **Recommendations and Conclusion**

## **5. Recommendations and Conclusion**

Digital marketing is one of the outstanding gifts of the ICT era in Bangladesh. The challenges, opportunities and user feedbacks are described throughout this report. This chapter concludes the report and points out the recommendations for further guideline.

### **5.1 Recommendations**

Below are some suggestions for the betterment of digital marketing scope and career opportunities in Bangladesh –

- Bring all the stakeholders including government, business, advertisement agencies, and media and technology players under a same platform to face all the challenges together in the way to make the dream true.
- The Chi-square statistic is significant for age with favorite marketing site, occupation with age, and occupation with gender.
- Infrastructure development so that digital media resources will be easily available
- Include effective digital media courses from higher secondary education to university level studies.
- Conducting more events in the digital media industry such as Digital Marketing Summit so that well known digital marketing speakers can share knowledge; recent changes & tactics inspire creativity and facilitate application of digital marketing.
- Though government has taken several initiatives to train students with various digital media skills throughout the country, the program should be run more effectively and organized in a better way so that participants can get the proper knowledge and benefits.
- Easy and low interest loan facility with special consideration so that more investors can invest in the digital industry.
- Encourage business owners to allocate more budget on various digital marketing channels so that digital marketing professionals get more job opportunities and show their creativity in the digital area.
- Award giving program for the top listed digital marketing freelancers and other digital media professionals to encourage their contribution to the national economy.

## **5.2 Conclusion**

With an increasing number of consumers spending a major portion of their day on their computer or smart phones, more of these digitally savvy users prefer taking control of their digital user experience and outcomes. Digital marketing brings the greatest advantage for the consumers by allowing them to make comparison among products or services by different suppliers in cost and time friendly way. Consumers don't need to visit a number of different retail outlets in order to gain knowledge about the products or services. It is time saving process in this competitive age.

By taking the advantage of digital marketing, business owners can attract their prospects, clients and followers to take action, visit website, read about products and services, rate them, buy them and provide feedback which is visible to everyone. A business can target audience anywhere in the world from one digital marketing campaign. So it doesn't take long for good publicity to enhance the prospects of a business. Digital marketing can also create many job opportunities and contribute in the national economy.

Bangladesh is emerging as a digital outsourcing hub for diverse services including online advertising, social media, website design and development. It is the time to bring all stakeholders including government, business, advertisement agencies, media and technology players under a same platform to promote digital marketing practices in Bangladesh.

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# Appendix

## Digital Marketing Questionnaire

By completing the digital marketing questionnaire; you'll be able to identify the current viewpoints related to digital marketing. You can also use this exercise to predict how people might respond to potential marketing sources and products. Tick the suitable answer of the following questions related to the digital marketing.

### DIGITAL MARKETING QUESTIONNAIRE PART I

#### GENERAL INFORMATION

1) Gender:

- Male
- Female
- Others

2) How old are you?

- Below 20 Years
- 20-30 Years
- 31-40 Years
- 41-50 Years
- Above 50 Years

3) Where are you live in?

- Cantonment
- Dhanmondi
- Gulshan
- Mirpur
- Motijheel
- Uttara
- Others

4) What is your Occupation?

- Businessman
- Doctor
- Engineer
- Farmer
- Housewife
- Student
- Teacher
- Others

5) What is your latest educational status?

- S.S.C
- H.S.C
- B.S.C/BA
- M.S/PHD/PostDoc
- Others

## DIGITAL MARKETING QUESTIONNAIRE PART II

### ABOUT DIGITAL MARKETING

6) Have you heard about Digital Marketing?

Yes

No

7) Do you prefer online marketing to physical marketing?

Yes

No

8) Which Sites do You Use Most for Digital Marketplace?

AjkerDeal

Bikroy

ChalDal

Daraz

Others

9) How often do you visit this site? (on a scale of 1-10, 10 being several times in a day and 1 being once/twice in a year)

out of 10 scale

10) What is the source of your marketing place?

Facebook

Google

Liflet/Others

Paper/Media

Youtube

11) What is your most interest product in Digital Marketplace?

Book

Clothing

Electronics

Food

Furniture

Services

Stationary

Others

12) How would you like to pay? (Cash on Delivery/Online Payment)

Online Payment (e.g. BKash)

Cash on Delivery

13) Do you actually bought from digital market place?

Yes

No