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# Digitalized Marketing Environment of Bangladesh

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*Abstract-* Bangladesh is a small low-mid-level country. Information and Communication Technologies are recognized as a powerful tool for socio-economic development. Nowadays technology confines this world into a small maze. Everything can be found in web. Yes, we are talking about online shopping; from land to dress everything can be sold or bought through online. So, online shopping become a trends in our busy corporate life and its impact has fallen in our country. This paper refers the challenges for the digital marketing of online shopping; or e-commerce or m-commerce. Also describe the present status of digital marketing and their impacts on the socio-economic development of the country. To sustain in today's fast economy online shopping need excellent marketing mix to grow, introduce into consumers perception. Research will focus on as a bird eye view of constraints of marketing of this sector such as people's perception, lack of efficient user, high price of electronics commodities.

*Keywords: information, technology, challenges, digital marketing, perception, price.*

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# Digitalized Marketing Environment of Bangladesh

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## I. Introduction

Today's world is the miracle of modern science and technology where everything is almost achievable. Even a few years ago it was literally impossible anything but it has become now a miracle of science; a common and easy way 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 are absolutely desirable. In simplistic terms, digital marketing means a unique and innovative notion about the marketing ideologies through the digital channels to promoting products or brands via one or more forms of electronic media that goes even the way beyond messaging. 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 emerged that compel the organizations to do their business in a different way. 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 with the passage of time. But, digital marketing is considered more targeted, measurable and interactive.

### a) Objective of the Study

To understand the present situation of online based marketing and people's perception towards digital marketing in Bangladesh and find out the way (s) on how to make more popular this environment. Some specific objectives are as follows:

- To define the challenges for online marketing
- To indicate the steps that required for digitalized marketing
- To identify the constraints of digitalized marketing
- To find the gap of country's basic strategy on digitalized marketing in Bangladesh

## II. Literature Review

Though the concept of digital marketing is a new one in Bangladesh, nevertheless it is grabbing people's attention day by day. So, Bangladesh in respect of digital marketing is a newcomer as the term digital came to light in 2014. Though the growth rate of internet has been phenomenal for the last couple of years in Bangladesh, the real taste of digitalization was savored with the approach of 3G technology and now we are waiting for the 4G to have better experience. Digital advertising started its journey in the year 1990 in Bangladesh and is capable of capturing the market with this short span of time and promotes the brands globally. Therefore, digital marketing is undoubtedly one of the key buzzwords in today's business world. Unlike traditional forms of marketing, it involves strategies designed to engage consumers and drive brand conversation through various digital channels, ranging from email to mobile applications. This topic is well researched topic but we found theoretical and experimental research. Here we include some basic theories of traditional marketing and digital marketing in the process of understanding the processes of challenges the marketers face. First of all we need to

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understand "what is marketing? What is digitalized marketing? What is digitalized marketing set up tool?" Now, moving towards the main point of this topic:

*a) Marketing*

According to AMA (American Marketing Association 2013) it is defined as such: "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." The basic of marketing is maintain the consumer relationship with the company but in those previous days marketing was confined in telling and selling the product but this idea is outdated because now marketers need to understand the customer's need, demand, satisfaction. "Philip Kotler" already explains the 4p's of marketing, According to him, marketing is:

- Price
- Product
- Promotion
- Place

These four are the basic tools or components of marketing. It is a simple model for companies in five steps: first, understanding the customer; second, designing a marketing strategy that appeals to potential customers; third, creating customer value; fourth, building strong customer relationships; and in the final step, creating value for customers. In return, the company receives value from the consumers in the form of sales, profits, and long-term customer equity. (Armstrong 2012: 9; Kotler 2013: 5)

*b) Digitalized Marketing*

Technology has taken all over the world, so today's market became a trend over this century. Now the definition of this topic is slightly complex because if you ask 10 countries about "what is digital marketing" they will give 10 different answers. No matter how much the definition has complexity but this topic is now the most vogue topic in nowadays because it is the most widely speeded process all over the world and carries much important to our life."In the developed world, companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely (Parsons, Zeisser, Waitman 1996)". "Introduction of new technologies has creating new business opportunities for marketers to manage their websites and achieve their business objectives (Kiani, 1998)."As a matter of fact how much digitalized marketing take over in our country, we can raise some valuable question. Marketers who don't adapt digitalize marketing; it will be tough for them to achieve their desired level of marketing of their product. In the modern world marketer choose different types of internet medium to promote, pricing and maintaining relationship with customers such as facebook, youtube, google and different websites."Social media with an extra ordinary example Facebook has opened the door for businesses to communicate with millions of people about products and services and has opened new marketing opportunities in the market. This is possible only if the managers are fully aware of using the communication strategies to engage the customers and enhancing their experience (Mangold, 2009)."

*c) Digital Marketing set-up*

In our country we have some known marketing set-up tool for digital marketing. In Bangladesh people use social media in their daily life a huge amount rather than they use before. Digital marketer uses those social media as their marketing tool, such as:

*Facebook:* Facebook is a place where people view, like, share and post photos and other things. They use as a medium of their connection with people around them. The numbers of facebook user in Bangladesh is 3 core. So, it's a huge number for marketing.

*Blogs:* Independent web-based journals where blog writers (bloggers) publish content such as news, pictures, product reviews, opinions and experiences. Modern blogging has evolved from online diaries in the mid-90s to the new decade as it is now.

*YouTube:* YouTube is a medium of uploading video and viewing video. Marketer gives advertisement as a pop-out on the video. Our country now has a huge number of YouTube surfers. Not only has that all over the world YouTube had 1 billion visitors.

*E-mail newsletter:* When we open our e-mail account, we can see some advertising news letter in news feed. It is the first medium of sharing information about products or websites.

*Display advertising:* It's like banner ad on the websites or e-mail. It is a visible way for marketers to make the consumer aware of the brand. Targeted product recommendations based on user's clicks are also a rapidly growing means of advertising which may increase product awareness and trigger purchase action. (Blanding 2013; Damian 2011:267; Court 2009)



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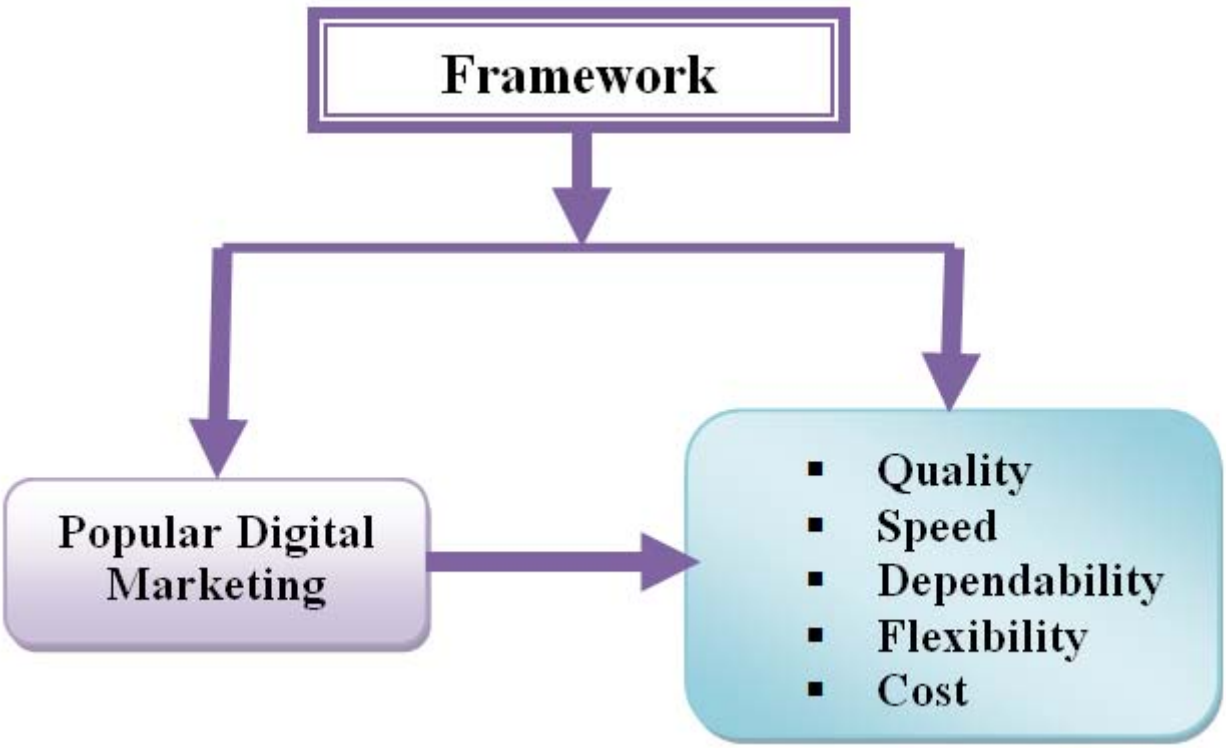
## III. Framework of the Study




## IV. Research Methodology

It's a quantitative research and this research is made to identify the barrier of digital marketing in our country's perspective. Sometimes the findings of such research may be fluctuated through region to region. We targeted internet user as our sample and our sample size is 50. We prepared some survey questionnaire and conducted the survey through simple random sampling process. After conducting the survey we proceed to interpret the collective data. This research may not bring decisional outcome but can present an informative insight.

## V. Data Analysis

Bangladesh is densely populated country. The internet user is increasing day by day with the number of population. Our Government motto is "to make Bangladesh Digitalized by 2021" and that's why internet is being made available for all the people of our country. Already they have taken so many steps to make this motive successful. BTRC are preparing to open a free market for VoIP operation. According to BTRC the total number of internet subscribers exceeds 58 million till March, 2016. The statistics are shown below:

*Table 1:* Number of subscriber of internet

| Operator | Subscriber (mil) |
|---|---|
| Mobile Internet | 55.512 |
| WiMAX | 0.136 |
| ISP + PSTN | 2.669 |
| Total | 58.317 |

*(Source: BTRC active users till March, 2016 statistics)*

So, these huge subscribers are a great medium for promoting digital marketing through online shopping, etc. Internet subscribers of our country are very familiar with many online shopping but question is how many of them use online shopping. An illustration can describe it better which are given in the attachment.

## VI. Findings

1. Around 80% respondents are using online shopping.
2. Out of total respondents 58% are male where 24% are female respondents.
3. Bikroy.com site is used maximum user in Bangladesh than other sites



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4. Regarding insufficient product information 24% strongly agree and 28% are agreed with the statement.
5. Around 30% respondent's perception is fair about online shopping is risky.
6. Around 50% respondents are strongly agreed with the statement that traditional shopping is still favorite than online.
7. Around 30% respondent's are fairly agreed that online shopping product price is so expensive.

## Appendix a: Graphical Representation

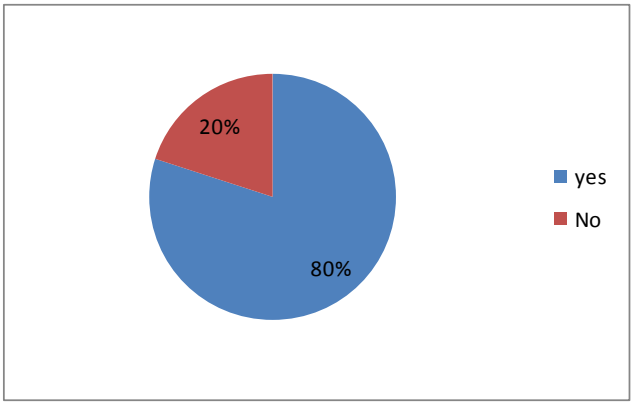


*Fig.1:* Do you use online shopping site?

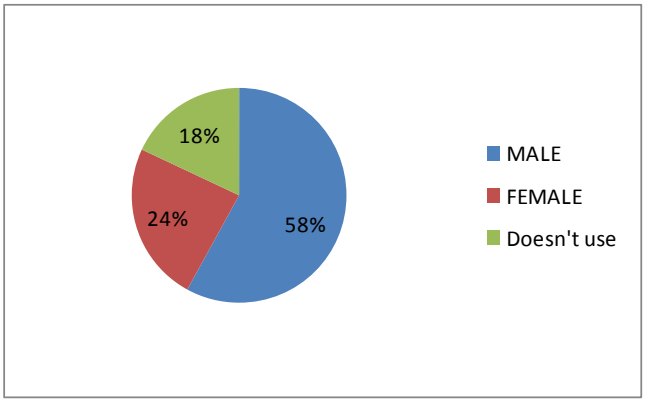


*Fig.2:* Percentage of using online shopping

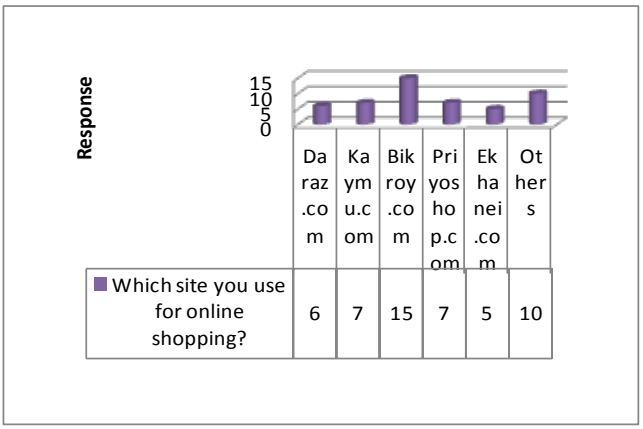


*Fig. 3:* Which site you use for online shopping?

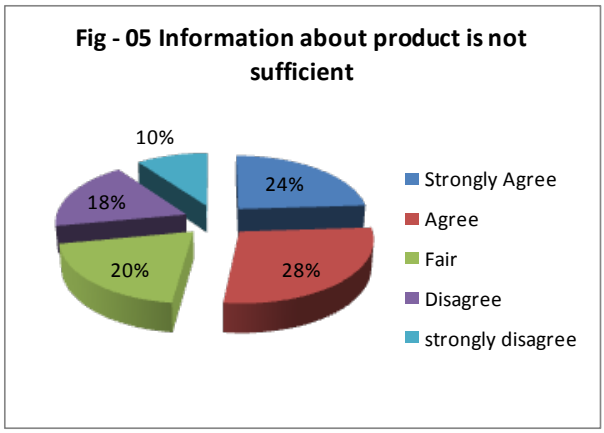


*Fig.5:* Information about product is not sufficient

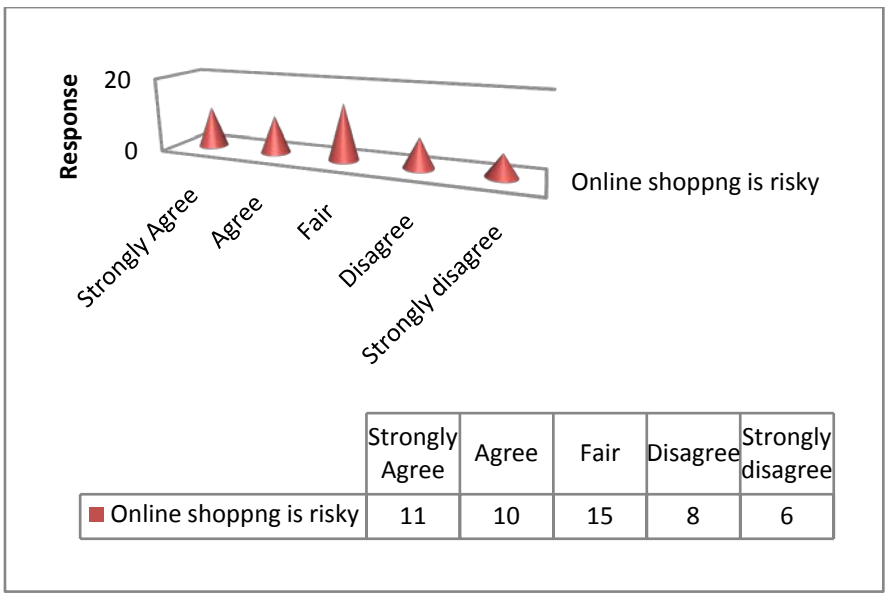


*Fig. 4:* Online Shopping is risky



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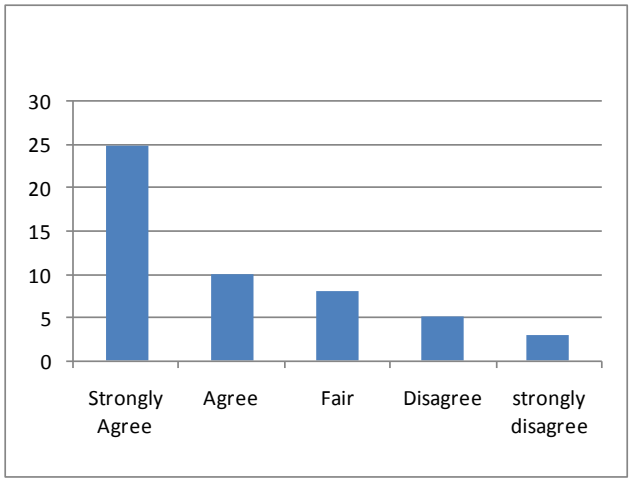


*Fig.6:* Traditional shopping is still being preferred than online shopping

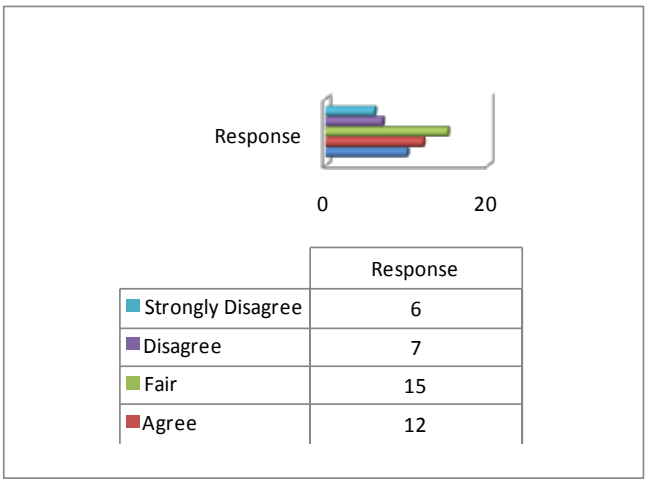


*Fig.7:* Products are more expensive in online

## B- Abbreviation

- ETC: Et cetera
- BTRC: Bangladesh Telecommunication Regulatory Commission
- WiMAX: Worldwide Interoperability for Microwave Access
- ISP: Internet Service Provider
- PSTN: Public switched telephone network
- VoIP: Voice Over Internet Protocol

## Work Citation

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