

The Impact of Digital Marketing on Consumer behavior in Bangladesh

By

MD. Sabid Hasan
18304067
Brac Business School

A report from an internship turned in to BRAC Business School to help meet
some of the criteria for a Bachelor of Business Administration degree

BRAC Business School
BRAC University
May, 2024

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Declaration

This declaration states that

1. The internship report that I submitted was written entirely by me when i was pursuing my degree at BRAC University.
2. The report doesn't include any content that has already been published or authored by a third party, unless it is properly referenced with complete and correct details.
3. Nothing in the report has been submitted or accepted for credit towards any other degree or certificate from a university or other organization.
4. I have given credit to all primary sources of assistance.

Student's Full Name with Signature:

MD. Sabid Hasan
18304067

Supervisor's Full Name with Signature:

Shamim Ehsanul Haque
Assistant Professor
BRAC Business School



Non-Disclosure Agreement

The agreement, MD. Sabid Hasan, a student of BRAC University, and CSR Axis Ltd. has made this agreement. By this declaration, I, MD. Sabid Hasan, hereby affirm that CSR Axis Ltd. will not suffer any harm from the disclosure of any private information or other remarkable aspects in this publication. The office manager will work with me to compile this report, and it will also follow my usual protocols. Consequently, my report will not be made available on the internet; rather, it will be recorded at BRAC University as a component of my internship program application. Lastly, I attest that the company won't suffer as a result of this report and that the references correctly cite the information sources.



Acknowledgement

First and foremost, I give thanks to God for granting me the opportunity to work at such a prestigious organization and for this amazing job experience. I have tried my hardest to complete this report, which is a necessary and mandated component of my BBA program.

My heartfelt appreciation goes out to Shamim Ehsanul Haque, an assistant professor at the BRAC Business School at BRAC University, who oversaw my internship program. Working under him taught me a lot of things. His counsel and direction from the first to the last day of my internship program added value to this report.

The CEO and Managing Director of CSR Axis Ltd., Adele Wahid, has my gratitude as well. He is the first corporate tutor I have ever had. I can use some of the real-world lessons he has taught me in my work. I now have more confidence to perform better in the future because he gave me the opportunity to try something new and present it. In addition, a few additional individuals greatly aid in my learning. I express my gratitude to MD Moinuddin Antu, CSR Axis Ltd.'s manager. By following their insightful counsel, assigning daily tasks has helped me grow and gain confidence. I also want to thank CSR Axis Ltd.'s senior graphic designer, Fahimuddin Hasan.

And lastly, I am thankful and grateful to have an internship with a reputable business. I will always be appreciative to such people. Without their assistance, I could not have completed this report much more easily. Additionally, I would like to thank BRAC University and CSR Axis Ltd. for introducing me to the corporate world.



Executive Summary

The last three months of CSR Axis Ltd. experience served as the basis for this report. A digital agency based in Bangladesh called CSR Axis offers a variety of services to help create communications that have purpose. We are committed to creating tactics and content for digital media that are significant and produce excellent results for our esteemed clients. They are dealing with more than twenty corporate clients. They are providing digital marketing services to them for growing their businesses. I manage one group of industries with 7 companies. They assigned me to moderate all this seven companies' social media marketing. From this responsibility, I learned a lot about content creation, idea generation, caption writing & giving visualizing. I also took a part on their company's pitch giving team. They selected me for making new creative which will add to pitch to attract the clients. Additionally, I went to meet with Managing Director of other companies for taking interview for getting idea to make new creative for their company. In addition, sometimes I did work for other companies also except my assigned companies because when my colleague failed to do the given task. Students can develop their leadership skills, obtain real-world experience implementing what they have learned in the classroom, and obtain an advantage over other candidates in the job market by participating in internships. to perform well enough that the business will consider my employment for a long-term position.



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Chapter 1 Overview of the Internship

1.1.1 Information of Student

Name: MD. Sabid Hasan

ID: 18304067

Major: Marketing

Period: 3 Months

(November 08, 2022 to 08, 2023)

1.1.2 Company Information

CSR Axis Ltd.

Department: Sales

Address: House-88 Road No. 17A, Dhaka 1213

Email: info@csraxisbd.com

Website: www.csraxisbd.com

1.1.3 Company Supervisor's Information:

Name: MD Mohiuddin Antu

Manager

CSR Axis Ltd.

1.2 Scope of the job

Since I began an apprenticeship at CSR Axis Ltd., I have focused mostly on marketing department activities related to content generation. This internship has given myself the opportunity to get substantial experience in my chosen field in just three months. I learned a lot about working conditions and corporate manners from my friendly and helpful supervisor as well as the more seasoned employees. They welcomed me with open arms on the initial day of my internship.

1.3 Activities of the Job

1 st Week	I started my internship on the eighth of November in 2022. During the first week, the manager briefed me on the policies and procedures affecting interns. Please also introduce me to some of the more seasoned employees here.
2 nd Week	On my second week, my supervisor provided a comprehensive overview of the contributions made by CSR Axis Ltd. He gave me some basic instruction on product and service concepts. Then he assigned me to work for seven companies and gave instructions to make creatives for company's social media.
3 rd Week	After doing three weeks of my duty, my supervisor gave me the task of creating three motion graphics video content for 3 companies and asked me to write post's caption for social media.
4 th Week	I was instructed to make some creative content for 16 th December, The Victory Day for seven companies.
5 th Week	Our Managing Director told us to make slides to attend pitch deck for grab three new clients.
6 th Week	In this time period, I made so many creative on new year celebration.
7 th Week	In this week, I attended some meetings with my assigned company's managers. They gave me instructions how I made new content creation for their company.
8 th Week	In this week, manager made a team and involved me to make presentation for new pitch deck.
9 th Week	I went to my assigned company's managers office to gather new information about their sectors and yearly growth for making new content creation.
10 th Week	Made new motions & creatives for 14 th valentine day.
11 th Week	Created new visual for Waffle Bae , which was my new assigned company.
12 th Week	Finally, completed some posts for International Mother Language Day.

Table 1: Job Activities

1.4 Outcomes of the Internship:

1.4.1 Contribution of the student's to the company

I have assisted in several company sectors as a marketing and sales intern. I've tried my hardest as an intern to support CSR Axis Ltd.

Assigned with routine office tasks: Throughout my internship, my boss along with the other superiors provided me with a lot of opportunities to learn new skills and were incredibly helpful. As a result, I can now assist my superiors and teammates. Creating post captions, proposing suggestions, supporting motions, etc. are a few examples.

Communication: In addition to performing market research on raw materials, my responsibilities include staying in contact with the area head and marketing officers.

1.4.2 Advantages for the student

Actual life encounter: This internship gives me the real-world experience I need to apply the academic knowledge I've learned in the classroom once I've finished all the requisite coursework. In addition, I'm picking up a lot of knowledge on appropriate workplace behavior.

Monthly remuneration and other benefits: Interns frequently receive no compensation for the time and effort they devote to their internships. Nonetheless, CSR Axis Ltd. places a high priority on the work done by interns. Consequently, CSR Axis Ltd offers free food and drinks to its interns along with a monthly stipend

Communication Problem: Sometimes I faced problems while calling other company's managers to gather new information of their movement as they usually didn't show that much response to my call.

Transportation: I had to use local transportation because, as an intern, I was not permitted to use company transportation. It was challenging for me to go to work on time at times because of the numerous movements on the road.

Lack of Supervision by the employees: Everyone was so busy doing their daily duties that nobody had much time to talk to me.

1.4.3 Recommendation

Identity Card: Interns should receive ID cards from CSR Axis so that we can immediately distinguish between permanent employees and interns.

Chapter 2: Organization Part

2.1 Background of CSR Axis Ltd.

In Dhaka, Bangladesh, CSR Axis Limited is a digital marketing company that was established in 2014. The business offers online services to improve communication between individuals. It helps a business achieve its advertising and revenue goals by utilizing a range of techniques, approaches, and internet technology. It is committed to producing digital content that benefits its clients in a meaningful way. It offers firms an ingenious digital answer for solving branding equations. They help other companies connect with and attract their ideal customers.

The office was established in November 2014 by three youthful business entrepreneurs. They started out as a specialized firm that developed organizational social responsibility (CSR) and public relations. Subsequently, they broadened their scope to encompass all 360 aspects of marketing, with a particular focus on social media. At a time when larger firms and other business visionaries were having difficulty, they started developing and implementing computerized advertising methods. In other words, they started acting as a service provider, providing online services to other businesses (B2B). This company is one of the most promising entrants in the market, with a staff of about fifteen committed workers.

CSR Axis respects its excellence and only chooses individuals who can fit in well. They believe that if the team performs together and there is a bigger objective, it can be achieved. The management of the agency cultivates a collaborative atmosphere that leads to satisfied clients. Workers here feel empowered and know that their views are valued and respected. The organization works to create a culture where all employees feel that their contributions are valued more for their significance than for their monetary value.

2.1.2 Mission

In the age of technology, the marketplace has evolved into a social gathering place. Through tactical advising, innovative solutions, and timely service, CSR Axis is devoted to assisting customers in achieving their most ambitious marketing goals and strategic communication objectives. We measure our performance based on brand recognition, improved income, and quantitative metrics agreed upon by us and our clients.

In this era of digitization, the marketplace has evolved into a social gathering place. With the mission statement, "assisting the clients to achieve their most ambitious marketing goal and responsive services," CSR Axis demonstrates its dedication to its clientele. strategic communication objectives through tactical counseling, creative solutions.

As per MR. Adel Wahid, the boss of the company's operations, their success is measured by a mutually agreed-upon set of quantitative measures, improved revenue, and brand awareness. (2017). And also, he talks that social media creates great impact on customers buying decision as they are branding the brands product ads go through social media on customers Facebook's interface and they willing to buy that product. Additionally, social media marketing campaign helps brands to increase their sales rapidly.

2.1.3 Vision

To be the primary spokesperson for the companies and professional associations we represent, as well as a vital source of real quality contributions to the communities we call home.

Our vision serves as the basis for our Roadmap and guides every aspect of our operations by outlining the tasks we must complete with the ultimate objective of continuing to achieve affordable, high-quality development.

Employment: We want to give specialists the chance to establish a product that has exceptional value for the market.

Portfolio: Offers a top-notch, distinctive, and innovative service that makes money and makes every investor happy.

Difference: In order to help our clients, our team, and our nation succeed in the competitive market, we would like to make a contribution.

Revenues: We think that building long-term relationships with our clients is essential to ensuring that they continue to receive profits in the form of original and imaginative ideas and assistance.

Financial viability: Become a very prosperous, incline, and fast-moving organization.

2.1.4 Culture

We cherish our culture at CSR Axis and recruit people who can fit within it. Our management encourages a pleasant staff culture, which eventually translates to pleased consumers. We think that there is a greater purpose, and that by working together, we can achieve it. Our team members are empowered, and they understand that their voices will be heard.

2.1.5 Core Values:

- Deal making Integrity: CSR Axis Ltd. has always attempted to be open and honest about its capabilities, limits, and potential outcomes, as well as to give accurate information about prices, schedules, and projected outcomes.
- Being honest at all times: They avoid overpromising in order to seal a transaction, instead focusing on attainable targets.
- Highest quality at the best price: They strike a careful balance between offering great services and adding value to the client's experience.
- Customer fulfillment: CSR Axis guarantees that clients not only obtain the expected services, but also have a great and gratifying experience throughout their engagement.
- Community and accountability: Encourages a lot to gather knowledge about new

software and other stuffs, also the place is open for every employee to learn new things by their own.

- Diversity is important: Everyone can share their own ideas to the decision or someone's work. They value each & every employee's thought.

2.2 Features of CSR Axis Ltd. Services

Digital Marketing

CSR Axis Ltd. conducts extensive market research to develop a tailored digital marketing plan that is aligned with the client's company objectives. Furthermore, they optimize the client's website to boost search engine ranks, organic traffic, and online exposure. Following that, they create and implement social media strategies across key channels to raise brand exposure, engage audiences, and generate traffic.

Marketing Campaign

They research brands and create effective campaigns that reach the correct audience and maximize brand mileage.

Content Creation

They research brands and create effective campaigns that reach the correct audience while maximizing brand mileage.

Web Development

A most effective communication tool is a website. It's a one-of-a-kind method to interact with the rest of the globe. A well-designed website may serve as both someone company's identity and everlasting marketing. It also increases their trustworthiness with potential consumers.

Mobile App Dev & IT Services

Capturing the proper footage and perspectives is an important component of expressing the brand to the audience. They make certain that the greatest visual material is created for their businesses.

Activation and Promotional Designing

To maximize brand recognition and enhance outcomes, they sometimes combine digital communication with brand activation and events.

2.3 Growth

As technology improves, businesses are seeking for methods to diversify their revenue sources, either by adding online components into their brick-and-mortar stores or by combining multiple digital marketing strategies to target the lucrative online sector. Companies are looking at new channels for this progress cycle as they continue to digitize their services to meet changing client needs. Every year, they aim to increase their service credibility by using new technology. They are gathering expertise and aiming to execute more swiftly and with greater variety than previously in the rapidly developing marketing field. They are also working to improve their service expertise, which is growing naturally. I cited the service growth chart in the section below.

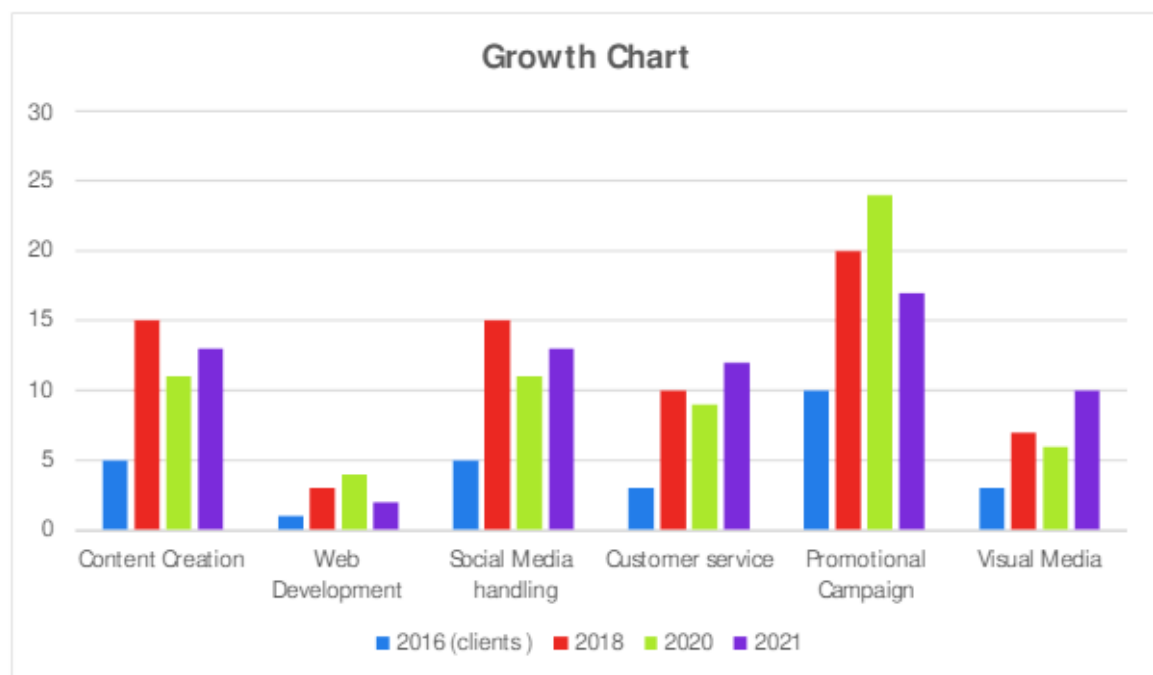


Figure 1: Yearly Service Growth

CSR Axis declined to provide any raw data, such as a chart or table of yearly increase. They routinely measure monthly KPIs and meet monthly work objectives. They now serve more than 10 customers and are growing year after year by working with larger businesses.

2.4 Customer Mix

As we all know, customer mix is the cornerstone for growing client lifetime value. This is required not just to sell a single service, but also to keep the customer's allegiance to future services. CSR Axis is a service provider that provides its services to other businesses in high demand in the industry. Because they offer digital services, their target customers are businesses looking to digitize their operations.

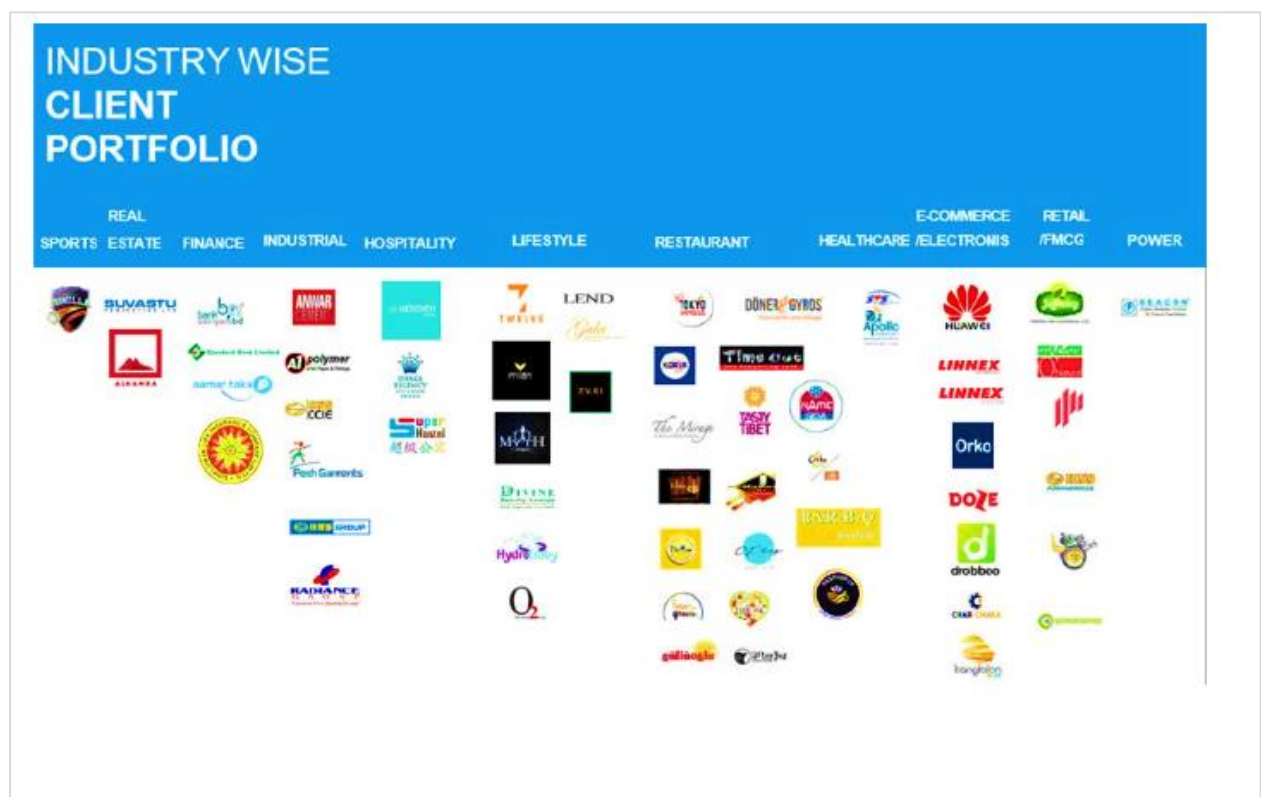


Figure 2: Clients Portfolio

Young entrepreneurs in our country are exploring new startup enterprises with the help of enhanced technologies. Despite the fact that both new and existing businesses, such as restaurants, parlors, industrial enterprises, banks, and pharmaceuticals, want to be found online and have their own website. CSR Axis offers a wide range of services to assist its clients flourish in the online marketplace, including site development, SEO, online promotion, social media marketing, customer support, content creation, campaign management, cloud marketing, and more. Digital marketing services assist businesses in building their brands, reaching out to consumers online, and offering those products and services. As a consequence, CSR Axis focuses on all businesses that need to participate in online channels.

2.5 Activities of CSR Axis Ltd.

Within the dynamic advertising industry of today, digital marketing is the fastest-growing segment. CSR Axis is putting its growth strategy into practice to deploy brands appropriately, at the right moment, and in the correct way. They first analyze the needs and desires of the client before offering a monthly plan with some demo work that is customized to the client's requirements. The clients will start working together if they find the work enjoyable and indicate that they are ready to work together.

Secondly, the team of designers contributes to content creation, and brand executives oversee daily content planning. Once they have the go-ahead from important clients and brand leaders, they ought to proceed. They keep an eye on consumer feedback and gather orders for particular client pages once more.

Thirdly, they plan monthly sessions or product photography for certain clients. They also hold monthly sales campaigns or promotional events to increase brand recognition. Fourth, HR provides clients with monthly statistics on consumer reach and brand growth at the end of each month. Additionally, among other things, plan client meetings, oversee the company's finances, and pay employee salaries. All of the work that executives and designers do is monitored by the HR division. They also support budgeting for commercials and photo sessions.

CSR Campaign

The Corporate Social Responsibility (CSR) Movement compelled many multinational corporations to make CSR a fundamental company function. It is a long-term strategy aimed at producing good, constructive, and long-term outcomes for all stakeholders, including shareholders, customers, suppliers, employees, the government, and the environment as a whole.

Significances

Current Market of Bangladesh

The digital marketing industry in Bangladesh is expanding quickly as more individuals become internet literate. The market has expanded dramatically as a result of the rise in convenient trades; an estimated seventy billion takas are exchanged over mobile devices each month. Bangladesh is the ninth most mobile phone-using country in the world, with 60 million web connections. Long-term casual communication and internet access are improving in Bangladesh as a result of the country's increasing mobile phone usage. Still, conventional advertising techniques are mostly ignored, with a focus on TV commercials, statements, and regular newspaper advertisements.

The stage is set for a change in the market environment throughout the next ten years. A consistent GDP per capital venture has contributed to a steady increase in the optional cash flow of Bangladeshi firms. The main factor contributing to the steady increase in the E-commerce access range is the growing capacity to purchase 3G/4G phones and PCs. While

advanced media is increasingly prevalent among younger generations, conventional media still holds sway over more affluent socioeconomic groups.

Tendency of the Industry

Owing to the ever-evolving corporate environment, digital marketing has gone from being an optional skill to a crucial one. Worldwide, patterns of promotion have advanced over time. It goes without saying that as the need for digital information within displays has grown, so too has the number of job openings for young people, a demand that has been exacerbated by the coronavirus outbreak. Any marketing action conducted online is referred to as "digital marketing." It describes the procedure for posting digital content for advertisements, offerings of goods and services online. These days, a lot of different types of digital marketing are used, like site building, affiliate and influencer advertising, search engine optimization, content marketing, and social media marketing.

2.6 Management's practices

2.6.1 Organization Organogram

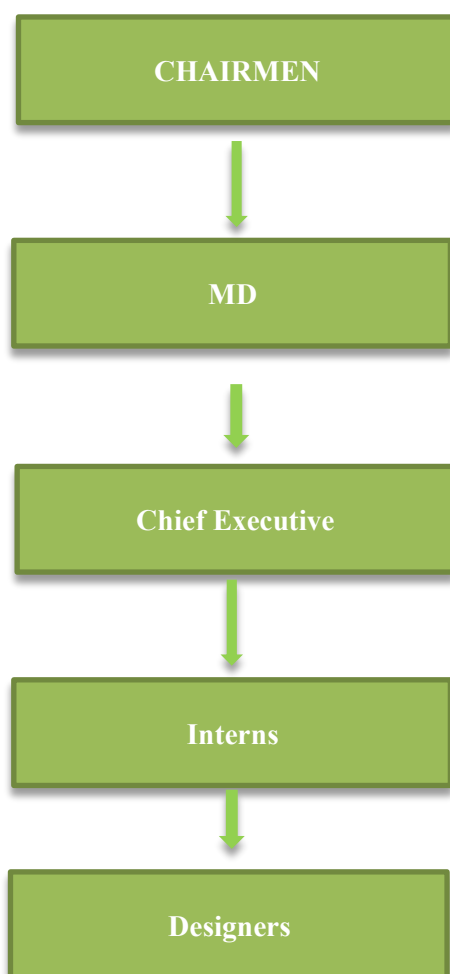


Figure 3: Organization's Structure

2.6.2 Departmental Activities

This agency has two operational heads, one managing director, two brand and communication executives, four graphic designers, and a reaction team of two interns. The agency genuinely believes that coming together is only the beginning, that keeping together is growth, and that success as a team is accomplished via collaboration. A group of enthralling individuals with ideas that are likely to stick and have an impact are the driving forces driving each of their initiatives to strengthen the brands of their clients.

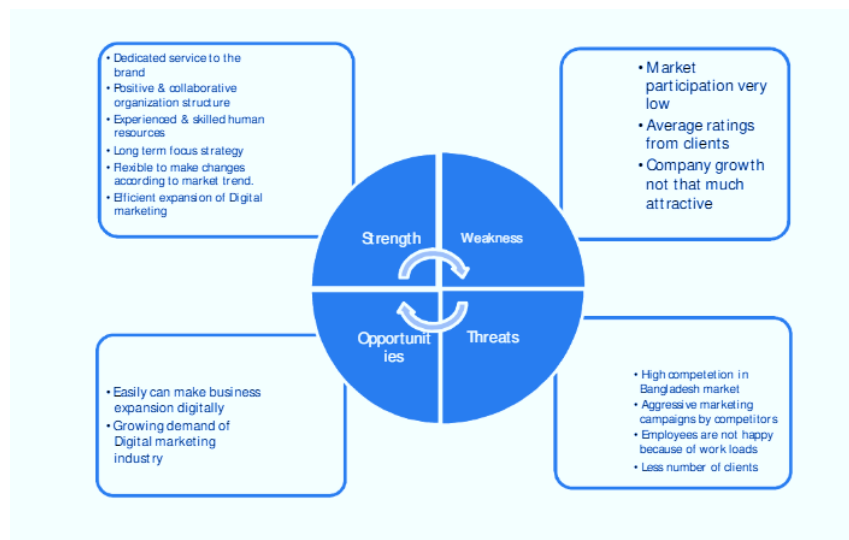


Figure 4: SWOT Analysis

Strength

The company is working great to grow their business by providing great services to their clients. They provide new strategies to their clients to improve their sales on social media and also, they create campaign on offline so that the brands can let their customers to know how their products are creating impact on their life. In addition, the companies team always ready to collaborate with their clients highly official managers so that if there anything changes needed to add on works, they instantly do that according to the instruction. According to the global trend, they always try to follow the international brands so that they can keep their client's brand's awareness improved than the others. They provide long term strategic plan to meet their exact goal which they are planning to achieve.

Weakness

Sometimes they avoid some seminars and others organizations stuffs. They are not that much aware of markets scopes. Their clients give them average rating as per their services. They cannot provide good services as per they running their company by the intern's people. As we know, in this sector there is need some experience people, an intern will not know that much about digital marketing so they fail to make contents as per the company's marketing team requirements. Additionally, their growth of the company is very low because they don't provide that much facilities to the stuffs and there is no system of award giving if someone does great achievement. In addition, they don't provide any increments on stuffs salary, so that their stuffs left after doing few months works on this company.

Opportunities

Easily they can make their business expansion by boosting social media by knowing more people what services they are providing. And also, they have many known people in the market so that they can pitch their works to them for grabbing their social media works. Then they have well-known social media influencers by whom they can attract their clients to give their works to them.

Threats

In this current position of marketing area, they are lots of marketing agencies who are working hard to create good impact in the market. Their competitors are doing so many stuffs whereas they are not doing same as like them. Then their rivalries are creating so many offline marketing campaigns by going to various types of busy area which are not done by CSR Axis Ltd. After that, their employees are not that much happy their working pressure. They give lots of work to individual which is impossible to do. As they have less employees in their office, an individual has to bear lots of pressure to overcome and also, she/he has to work overtime for finishing their targets. For which they sometimes leave their job as they are not getting payoff for extra works. As last, they have some few of clients by which they cannot grow their business.

2.7 Porter's Five Forces

Porter's Five Forces model is a strategic analysis tool for examining the competing dynamics within an industry. While it was designed for conventional businesses, it may also be used to analyze the dynamics that define competitiveness in the digital marketing industry. Here's how Porter's Five Forces might impact the digital marketing industry:

1. Threat of New Entrants:

- **Low Barriers to Entry:** When compared to traditional sectors, the digital marketing business frequently has a lower entrance barrier. A digital marketing agency or consultancy can be started by anybody with digital skills and experience.
- **Low Switching Costs:** Clients may simply transfer from one digital marketing supplier to another, making it relatively easy for new entrants to gain clients.
- **Brand Differentiation:** Established digital marketing companies with a strong brand recognition and client portfolios may have a competitive edge.

2. Bargaining Power of Buyers (Clients):

- **Abundance of Choices:** Clients often have a large number of digital marketing companies and freelancers to select from, giving them additional negotiating power.
- **Low Switching Costs:** As previously stated, clients have the ability to simply transfer digital marketing providers, strengthening their negotiating power.
- **Information Availability:** Clients have access to information about numerous digital marketing services and may evaluate options before making a selection.

3. Supplier Bargaining Power (e.g., Social Media Platforms, Ad Platforms):

- **Limited Number of Key Suppliers:** In certain circumstances, the digital marketing business relies on a few important suppliers, such as big social media platforms or advertising networks, which may have enormous negotiating leverage.

- **Cost of Switching Platforms:** Once a digital marketing business commits to a platform, the cost of switching to an alternative may be prohibitively expensive, providing suppliers some wiggle room.

4. Substitute Threat:

- **Emergence of New Technologies:** Technological advancements and alternative marketing strategies (for example, influencer marketing and content marketing) might pose a challenge to existing digital marketing methods.
- **DIY Digital Marketing:** As digital marketing technologies become more user-friendly, some clients may want to manage their digital marketing efforts in-house, lessening their dependency on third-party agencies.

5. Competitive Rivalry Intensity:

- **High Number of Competitors:** The digital marketing sector is frequently very competitive, with many firms and freelancers fighting for clients.
- **Pricing Wars:** Intense rivalry can result in pricing wars, in which agencies cut their costs in order to gain clients.
- **Rapid technology Changes:** To be competitive, digital marketing companies must remain inventive in the face of constant technology breakthroughs.

2.7 Recommendations

- Maintain a decent work schedule in order to deal with job pressure and provide content on time.
- They must use caution while accepting products orders.
- Before assigning for a responsibility, they must have to give proper guidelines.
- There should be a sketch artist in the company.
- They need to hire someone who is expert for pitch deck presentation.
- Improve the campaign's organization.
- Reduce the employee's job stress to allow him or her to work more efficiently.
- Maintain the job time schedule and don't force to do extra work.

2.8 Conclusion

In summary, CSR Axis Ltd. is dedicated to keeping ahead of industry trends and ensuring that its consumers receive the most creative and effective marketing techniques, even as it navigates the digital frontier. They understand that effective marketing involves more than just using traditional strategies, and our staff is prepared to take on challenges head-on and turn them into learning opportunities.

They are eager to broaden their horizons, form fresh partnerships, and exert even more impact in the marketing industry. Their marketing agency has a dedicated staff, a solid track record, and a strong commitment to client success, which positions it for long-term success in the rapidly evolving marketing industry.

2.9 Problem statement

Within the swiftly changing digital economy of Bangladesh, companies must successfully utilize digital marketing tactics to shape consumer behavior and propel corporate expansion. Prominent market participant CSR AXIS Ltd. wants to know how its digital marketing campaigns affect Bangladeshi consumers' behavior so that it may improve brand engagement and maximize marketing efforts. But given the expansion of digital platforms, shifting consumer tastes, and heightened competition, it's important to assess CSR AXIS Ltd.'s present digital marketing tactics thoroughly and pinpoint areas in which they may be strengthened.

Chapter 3 Project Part

3.1 The Impact of Digital Marketing on Consumer behavior in Bangladesh By CSR AXIS Ltd.

3.2 Introduction

According to Kotler and Armstrong (2009), digital marketing is a type of direct marketing in which buyers and sellers are connected electronically through interactive media like emails, websites, discussion boards, discussion boards, television programming that is interactive, mobile communications, and others. In a nutshell, digital advertising is a novel approach to marketing principles that uses digital channels to advertise products or brands through one or more electronic media platforms. Digital marketing concepts, on the other hand, are distinct from traditional marketing in that they incorporate channels and processes that enable businesses to evaluate marketing campaigns and recognize their effectiveness in real time. While selling and buying operations used to be the primary focus of marketing, this has changed throughout time, giving rise to a variety of innovative concepts and marketing sub-disciplines. Digital technology is causing a shift in marketing philosophy in favour of digital marketing. Other names for it include online marketing, e-marketing, and internet marketing, though these terms may change in the future. Digital marketing is becoming more and more popular in Bangladesh, while being a relatively new concept.

3.3 Literature review

Digital marketing is becoming a crucial part of modern company strategy as businesses navigate the complexities of the digital frontier. "From cell phones to smartphones, tablets to wearable gadgets, the evolution of mobile devices is one of the prime factors influencing the marketing world" (Newman, 2015, page 5). Globally, digital marketing has completely changed how companies interact with their customers. Businesses hoping to prosper in the digital era must comprehend how digital marketing affects consumer behavior in Bangladesh, a developing economy with a sizable youth population and rising internet coverage. The purpose of this evaluation of the literature is to examine the body of knowledge on the subject and offer suggestions for how CSR AXIS Ltd. may effectively use digital marketing to impact consumer buying behavior.

3.3.1 Evolution of Digital Marketing

It has been widely accepted during the past 20 years that marketing has undergone a significant change known as the "Digital transition," a phenomenon that academics and business experts have both examined and acknowledged. A new era of client connection and service delivery has been brought about by digital marketing, e-commerce, mobile services, and other technologies (Li et al., 2021).

Bangladesh's Situation with Digital Marketing

Internet usage has increased quickly in Bangladesh, especially among younger people. More and more people are using online resources for news, entertainment, and commerce due to the widespread availability of smartphones and reasonably priced internet bundles. In order to effectively reach and engage with their target audience, firms are consequently increasing their investments in digital marketing (Ahmed et al., 2020).

Bangladesh's Consumer Behavior

Technological improvements, social position, and cultural norms all have an impact on consumer behavior in Bangladesh. While traditional marketing techniques still have a big impact, digital channels are becoming more and more popular, especially with urban customers. Studies show that Bangladeshi customers are growing increasingly tech-savvy and favor tailored information and smooth online interactions (Rahman et al., 2019).

Digital Marketing's Effect on Consumer Behavior

The effect of online advertising on Bangladeshi consumers' behavior has been the subject of numerous research. These studies emphasize how important it is for consumers' opinions and purchasing decisions to be shaped by elements like social media involvement, online reviews, and tailored advertising. For instance, Nasrin and Islam (2018) discovered that online marketing has a major impact on consumers' intentions to make purchases, particularly among Bangladeshi young adults.

3.3.2 Social Media Marketing

People have been using social media and various web apps for amusement, socializing, shopping, and informational purposes, among other things, since the COVID-19 pandemic served as a catalyst. The epidemic has brought attention to the value of online and mobile marketing in the field of marketing (Mason et al., 2021). The figures are clear-cut: Four billion people, or more than half of the world's people, regularly utilize social media, with 98.8% of users accessing these platforms through mobile devices. Compared to marketers with less experience, those who had been using the internet for at least a year had significantly higher results in terms of visitor generation.

The fact that offline purchase intentions still exceed those of online transactions should not be overlooked, though (Dubbelink et al., 2021; Mason et al., 2021; Patil et al., 2021; Statista 2022).

As a powerful instrument for digital marketing, social media has evolved (Johnson & Brown, 2020). Analyzing the work of Johnson and Brown provides insights into the role that social media platforms play in contemporary marketing strategies. Influencers were once employed by CSR Axis Ltd. to advertise their goods. Through original and compelling content strategies, influencers can make any business more appealing. Influencers' constant posts, evaluations, articles, and videos can help any business get the attention it needs. The achievement of influencer marketing, in particular, depends heavily on Instagram influencers.

Useful Data Analytics on Digital Marketing

Fact	% OR Absolute Number
Average Time an Individual Spends on SNSs	2 h & 2min/day
Considerations on ethical implications prior to invest on AI	25 % out of 250 companies
Feel comfortable receiving personalized marketing messages generated by automation tools, surprising them & helping make purchasing decisions	57% of surveyed consumers
Searches undertaken on Google actioned by voice	20%
Total number of active social media users	4.20 billion
Annual change (2020-2021) in the number of global social media users	+13.2 %
Total number of social media users accessing via mobile phones	4.15 billion
Most used Ad platform by marketers is Facebook	75%
Most used Social Media Platforms in U.S by businesses are Facebook, Twitter & LinkedIn	93%
B2B marketers are using more LinkedIn ads than Facebook vs B2C	39% vs. 21%
B2C marketers are more likely to use Facebook ads vs B2B	79% vs. 70%
Marketers plan on increasing their LinkedIn organic activities over the next 12 months	54%
Marketers plan on increasing their YouTube organic activities over the next 12 months	62%
Marketers plan on increasing their Instagram organic activities over the next 12 months	64%
New social media marketers mostly focus on Facebook & Instagram	86% & 68 %
Number of Marketers using social media marketing for 1 year or longer & report generating exposure for their businesses	83 %
Those who've used social media for 1 year or longer reported substantially better results driving traffic vs. those with less experience	72%+ reported benefits

Sources: Statista, 2022, Li et al., 2021, Mason et al., 2021, 2021 Social Media Marketing Industry Rep.

Table 2: Data Analytics on Digital Marketing

3.3.3 Content Marketing Strategies

In the hands of skilled marketers, digital content marketing and digital storytelling are powerful instruments for leveraging and providing tremendous value. Social media marketing content should provoke sentiments of enjoyment, excitement, and amusement in customers, allowing for two-way direct connection between the product/service supplier and the customer. To allow users to easily explore the material, it must be current, complete, clear, and well-organized. In a perfect world, content would enhance positive word-of-mouth (WoM) by providing sensory enjoyment and emotional stimulation to improve the customer experience, in addition to inspiring users to share and distribute it virally. Notably, studies show that Millennials appreciate content quality highly (Yosep et al., 2021). At CSR Axis Ltd., we made use of to schedule meetings with our valued clients to understand their needs and wants. Based on these adaptations, we produced campaigns and content for their company's promotion efforts.

3.3.4 Search Engine Optimization (SEO) and SEM

Social media advertising (SMM), search engine optimization (SEO), and other searching engine-related tasks are all included in search engine marketing (SEM). Raising search engine exposure is the main goal of this marketing tactic, whether it is achieved by paid or organic (free) traffic. Search Engine Optimization (SEO), which comprises changing or rewriting the content of a website and its structure to raise rankings in search engine outcomes and boost pay-per-click, or PPC, listings, is included into Search Engine Marketing (SEM). The same objectives and KPIs must be used for both paid and organic SEO strategies so as to get the greatest results. When creating strategies for the future or figuring out how to get more traffic for specific keywords in both local and national search results, data analysis is essential (Patil, Jadhav, & Patil, 2015).

3.3.5 Technological Innovations in Digital Marketing

The present Industrial Revolution 4.0 wave sweeping domestic firms needs the seamless integration of digital technology into operational frameworks. The digital creative industry's presence has a significant impact on the advancement of creative industry excellence. To preserve, exchange, and enrich creative ideas, the whole invention and manufacturing chains rely on technology. Almost every component of the creative digital product production process necessitates the use of information technology. U. Rahardja, I. D. A. E. Yuliani, and S. Kosasi [2022]. Specifically, information technology is extremely useful in linking and organizing numerous parties. A. U. Hasanah, Z. Fauziah, B. H. Hayadi, L. Meria, and Z. Fauziah [2022].

The digital creative economy is a technology-based creative economy in terms of corporate activity. In the production of any product or service, the digital creative sector smoothly integrates artistic and digital aspects. This industry develops unique and new information technology products to meet a variety of commercial difficulties. The digital creative business, which includes animation firms, games, apps, social media, software, and digital music, uses digital technology as a key engine for development. C. Langner and M. Beisheim [2021]. Technology acts as a catalyst for product and service innovation, and it is crucial to the digital creative industry's business operations.

3.3.6 Challenges and Opportunities

It is not easy to navigate the digital frontier. The rising emphasis on privacy restrictions will be a significant challenge for digital marketers in 2023. As a result, there is a rising need for greater transparency and control over the use of user data. Consumer behaviors are rapidly changing as technology continues to evolve. Because of the proliferation of mobile devices, for example, there has been a shift toward favoring mobile-first browsing and purchase. Furthermore, social media platforms are increasingly being used for customer service and assistance. Marketers must be aware of these shifting patterns and adapt their strategies appropriately in order to effectively connect with and engage their target consumers. Consumer attention spans are shorter than ever in today's quickly evolving digital world. Marketers must provide information that is concise, visually appealing, and quickly attracts the viewer's attention. This is a difficult undertaking since it requires a thorough understanding of the target audience as well as the ability to create material that is both instructive and interesting.

Speaking about opportunities, according to Power Digital [2018], the employment of digital marketing tools may assist to give consumers with convergent media interaction. Consumers want a quick and easy experience as they go via numerous digital marketing touchpoints. These include media material that is anticipated, earned, paid for, and owned. You may assess how well different social media channels are reaching the target demographic that matters most to your business by using social tools. Understanding the importance of cooperation and synergy between information systems and marketing experts is crucial. The key distinction is in the value contributed to the information, even though exponential data expansion has made it easier to get. The information's worth is defined by the advantage it offers, and the real difference is made when users can see it and decide how to engage with it. In the digital age, marketing is a collaborative endeavor, underscoring the importance of fostering an environment that promotes candid communication across department heads. Innovation cannot flourish without interaction.

3.4 Conclusion

Finally, this literature review synthesizes major data from various research, offering a full overview of current digital marketing methods. The findings from these articles contribute to the ongoing discussion about successful tactics in the rapidly evolving field of digital marketing.

3.5 Objectives

The internship report "The Impact of Digital Marketing on Consumer Behavior in Bangladesh" from CSR AXIS Ltd. aims to clarify the complex relationship between digital marketing tactics and consumer behavior in the Bangladeshi setting using a variety of means. First and foremost, the paper aims to thoroughly assess the effectiveness of CSR AXIS Ltd.'s present digital marketing initiatives in the context of the Bangladeshi market. The evaluation will comprise an in-depth analysis of the utilized digital marketing channels, the effectiveness of content strategies in connecting with the intended audiences, and the quantifiable influence on customer engagement and conversion KPIs. Second, the paper aims to explore the complexities of Bangladeshi consumers' online behavior. The goal of the report is to identify the underlying factors that influence consumer preferences, purchase decisions, and perceptions of brands in the digital space by closely examining trends in demographics, psychological factors insights, and cultural subtleties. Thirdly, the research aims to highlight strategic imperatives and possibilities for improving CSR AXIS Ltd.'s online advertising initiatives by synthesizing insights from the analysis of customer behavior patterns and assessment of digital marketing tactics. These observations will guide practical suggestions meant to maximize digital marketing initiatives, encourage more in-depth customer interaction, and propel long-term company expansion in Bangladesh's ever-changing marketplace. In the end, the report hopes to further our understanding of how Bangladeshi consumers' behavior and digital marketing dynamics interact, while also giving CSR AXIS Ltd. useful information to improve its competitive edge and market positioning.

Basically, project helps to—

3.5.1 Evaluate Digital Marketing Strategies in-depth:

The internship enabled a comprehensive assessment of CSR AXIS Ltd.'s ongoing digital marketing campaigns in Bangladesh. Through the examination of diverse digital platforms, content tactics, and engagement indicators, the internship furnished a thorough comprehension of the efficacy of the enterprise's digital marketing endeavors.

3.5.1 2. Perceptions of Consumer Behavior in Bangladesh:

The internship revealed complex insights into Bangladeshi consumers' online behavior through thorough investigation and analysis. To clarify the factors impacting customer involvement and purchasing decisions, a variety of factors were investigated, including statistics, cultural preferences, and internet consuming patterns.

3.5.2 Assessment of Advantages and Places for Improvement:

The internship determined both the company's strengths as well as potential for improvement by closely examining CSR AXIS Ltd.'s online advertising techniques and customer behavior patterns. With this knowledge, the business can improve overall performance by correcting gaps and capitalizing on initiatives that are working well.

3.5.3 Implementable Suggestions for Enhancement

The internship report offers practical suggestions designed to maximize CSR AXIS Ltd.'s internet advertising tactics in Bangladesh based on the findings. These tips cover focused strategies to boost online channel conversions, enhance brand perception, and increase consumer engagement.

3.5.4 Strategic Connection with Marketplace Trends:

The internship's results are in line with the most recent developments in the market as well as recommended techniques for digital marketing. In Bangladesh's continuously changing digital landscape, CSR AXIS Ltd. can stay competitive and adaptable by keeping up with growing trends and consumer preferences.

3.5.5 Basis for Future Growth:

CSR AXIS Ltd. can improve its digital marketing tactics and adjust to shifting consumer behavior thanks to the valuable insights obtained from the internship. The company can maintain relevance in the digital world and promote sustainable growth by putting the advice into practice.

3.5.6 Scope of the study

The CSR AXIS Ltd. internship program "The Impact of Digital Marketing on Consumer Behavior in Bangladesh" has a broad scope. It includes a thorough analysis of several aspects of the digital marketing environment and consumer behavior dynamics in Bangladesh. The study will first examine the digital marketing tactics that CSR AXIS Ltd. is currently doing in Bangladesh. This entails a thorough investigation of the digital platforms used, content tactics implemented, targeting techniques, and general campaign implementation. Subsequently, the internship will explore the complexities of digital consumer behavior in Bangladesh. This entails researching cultural quirks, psychographic trends, demographic trends, and the elements influencing customer engagement and digital purchase decisions.

Thirdly, the study attempts to evaluate how consumer behavior is affected by digital marketing strategies of CSR AXIS Ltd. To determine how effective these activities are, key performance measures including website traffic, conversion rates, consumer engagement metrics, and brand recognition will be assessed. Additionally, the internship will help CSR AXIS Ltd. discover opportunities and difficulties related to internet marketing in Bangladesh by taking into account new trends, unexplored consumer categories, and potential roadblocks like competition or technological barriers. In the end, the study's scope includes offering concrete suggestions on how CSR AXIS Ltd. can improve the effectiveness of its digital marketing campaigns and their influence on Bangladeshi consumers' behavior. Throughout the study, ethical and legal issues pertaining to privacy, data protection, and advertising methods are going to be taken into account. Through the incorporation of these factors, the internship seeks to provide CSR AXIS Ltd. with strategic direction and useful insights to facilitate the company's navigation of the dynamic digital landscape and promote sustainable corporate growth in Bangladesh.

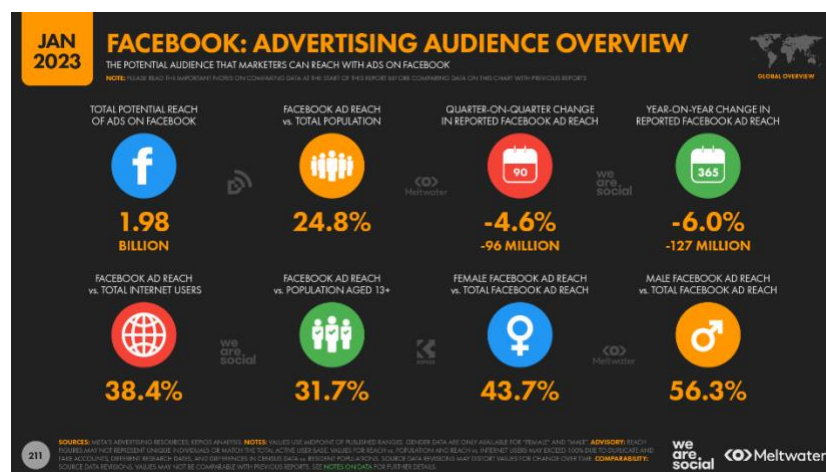
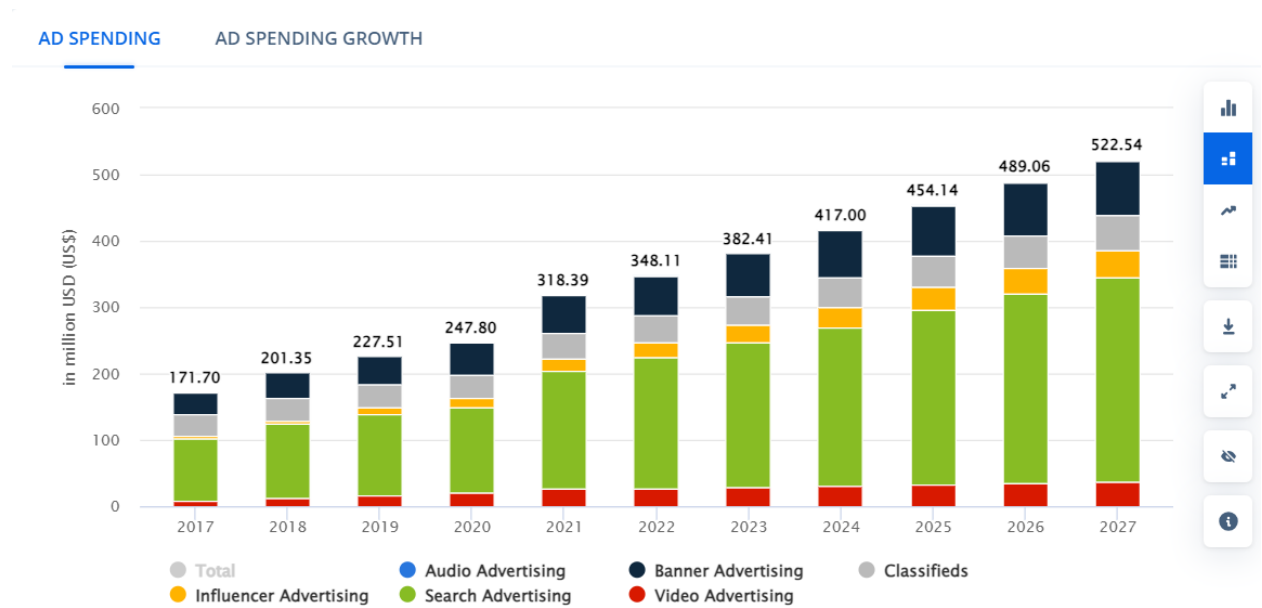


Figure 5: Digital Media's Audiences



Notes: Data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war.

Most recent update: Aug 2023

Figure 6: Crazy digital marketing strategies

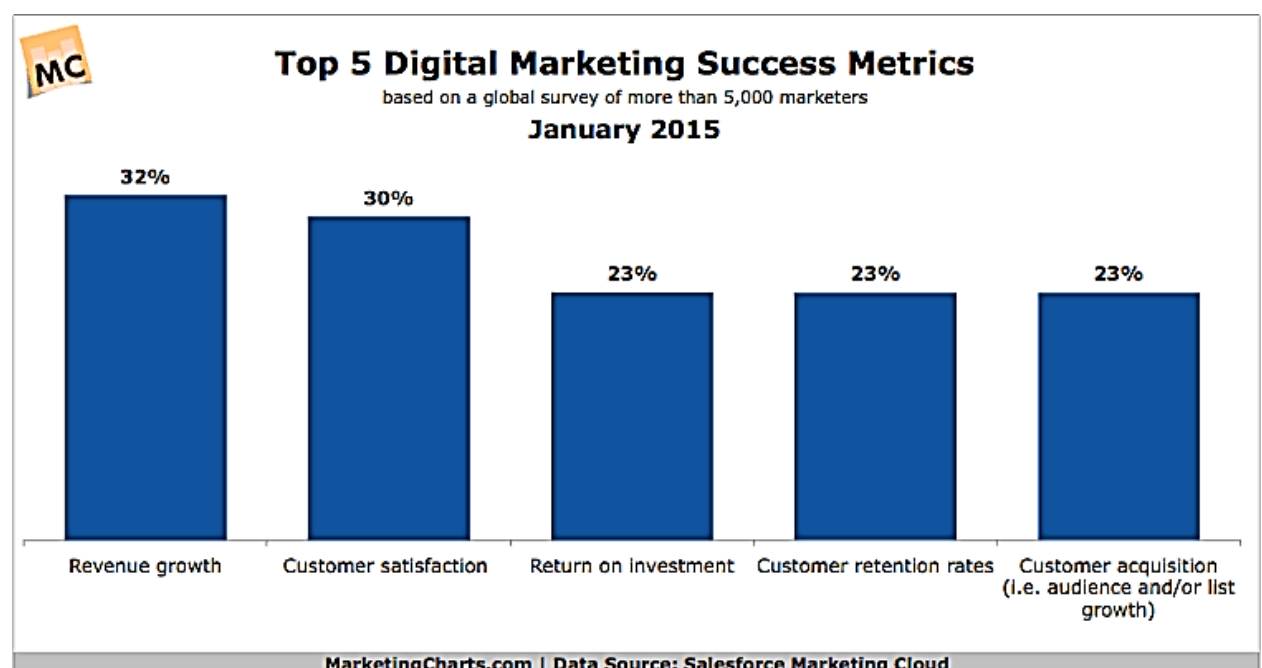


Figure 7: Assessing the States of Digital Marketing- Marketing Charts

3.6 Research Question

- What are the primary digital marketing aspects that have a substantial influence on customer behavior in Bangladesh?"
- "How do consumers in Bangladesh perceive and respond to digital marketing strategies compared to traditional marketing methods?"
- "What role do social media platforms play in shaping consumer preferences and purchasing decisions in the Bangladeshi market?"
- "To what extent does the accessibility and use of digital devices influence the effectiveness of digital marketing on consumer behavior in Bangladesh?"
- "Are there demographic variations in the impact of digital marketing on consumer behavior, and if so, what are the significant trends and differences?"

3.7 Methodology of the study

Analyzing how a digital marketing agency influences consumer behavior often takes a multifaceted approach. This combines qualitative and quantitative research techniques to thoroughly examine the topic. Key stakeholders in CSR AXIS Ltd. will be interviewed and discussed in focus groups during the initial exploratory phase. The purpose of this phase is to gather information on the target audience profiles, overall marketing goals, and current digital marketing methods used by the company. After that, a descriptive strategy will be used, gathering quantitative data from a representative sample of Bangladeshi consumers through the use of questionnaires and surveys. These tools will investigate purchasing preferences, brand perceptions, digital media consumption patterns, and consumer behavior patterns. Secondary data from reliable sources, including market reports and scholarly literature, will be studied in addition to primary data collection to give theoretical frameworks and contextual backdrop. We will apply rigorous analysis to qualitative as well as quantitative information, using methods such as thematic analysis for qualitatively data and inferential and descriptive statistical techniques for quantitative data. The amalgamation of results will facilitate the development of practical suggestions aimed at augmenting CSR AXIS Ltd.'s online advertising tactics, grounded in empirical data and best practices from the industry. To maintain the accuracy and reliability of the study, ethical issues pertaining to participant permission, privacy, and data protection shall be scrupulously followed throughout the research process.

3.8 Data Sources

A data source is the channel by which data is collected. Primary and secondary data sources are the most common types of data sources used in data analysis. This research used both primaries and secondaries sources, which are listed below.

3.9 Primary sources

3.9.1 Direct observation: During my internship, I was able to personally watch numerous digital marketing operations, which I used to prepare my report.

3.9.2 Questionnaire: The client is asked a series of questions to gain insight into their impressions of digital marketing operations in Bangladesh. The questionnaire supplied has various multiple-choice questions, the majority of which are dichotomous in nature.

3.10 Secondary Sources

This study's sources of information include: - Annual reports from a variety of digital marketing businesses and agencies.

The Government of Bangladesh and several foreign policy-making bodies' reports on digital marketing in Bangladesh.

- Information from newspapers, journals, and numerous online knowledge portals in Bangladesh, as well as research publications by university graduates and professors.

3.11 Sample Design

The sample design comprises the following characteristics since the research aims to uncover digital marketing trends in Bangladesh.

Demographics_of_interest: The general public
21 to 65 years of age

Males and females are both present.

The sample size is 150 people.

3.12 Limitation of the conducted study

The research was limited by the following issues: - The three-month study period was too short to gather all the necessary data and conduct an exhaustive and fruitful examination.

- There were insufficient documents, publications, and articles accessible for this investigation.
- The study was hampered by the lack of digital marketing organizations in Bangladesh, as well as their unwillingness to give crucial information.
- Since it was my first attempt at doing a study of this kind, inexperience seemed to be a major obstacle limiting the research.

Chapter 4

4.1 Findings & Analysis

One hundred fifty randomly selected respondents took part in the survey, or the Statistical Package for the Social Sciences, or SPSS, and Microsoft Excel were used to analyse the data. As explained below, both univariate and bivariate information analysis were used to provide the findings.

4.2 Univariate Data Analysis

4.2.1 Gender of Survey Respondents:

The gender distribution of all online shopping activity in Bangladesh was examined, and it was found that 73% of all online sales seen involved males, while only 27% engaged females. This implies that men make up the bulk of survey participants.

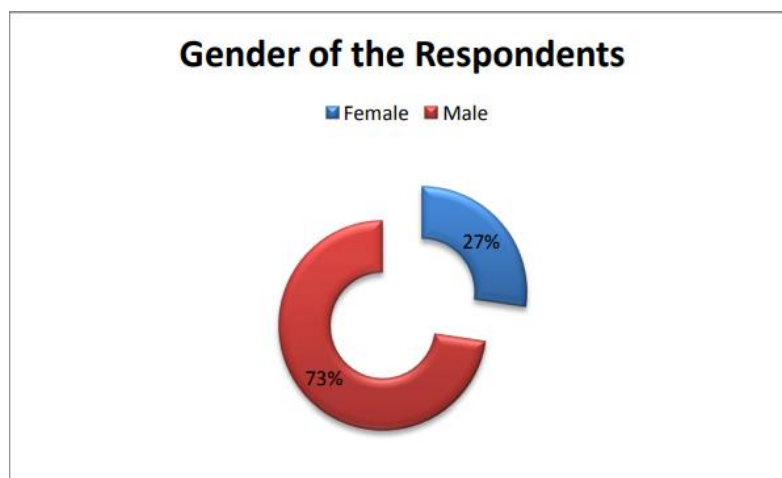


Figure 8: Gender of Survey's Respondents

4.2.2 Age of survey participants

The bulk of users are around the ages between 20 and 30, per a recent study conducted by a digital buy-sell platform. The next two most prominent age groups are 31–40 years old and 41–50 years old, respectively. People between the ages of 21 and 30 are more inclined to use technology, which is a notable contributing factor to this trend. This generation is more open to making purchases online and is leading the way in the technological revolution.

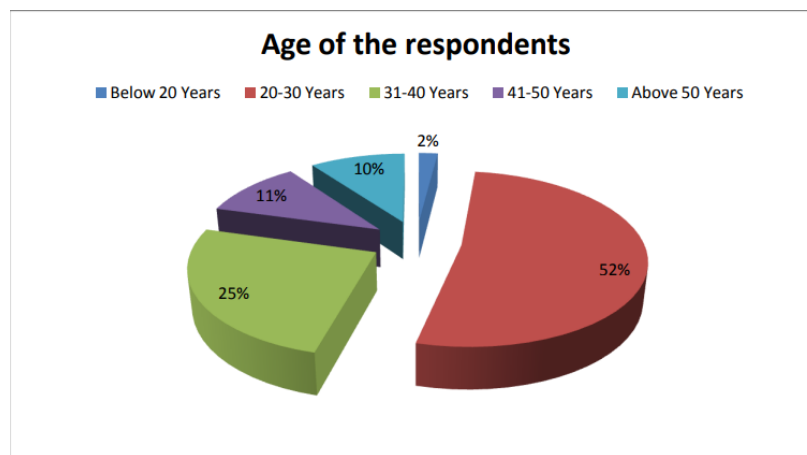


Figure 9: Ages of survey participants

4.2.3 Occupation of the survey participants

Entrepreneur, physician, the engineer, Farmer, Housewife, Job Holder, pupil, Teacher, and Others were the categories assigned to the responses. The results show that students account for the largest proportion of respondents (31%). Additionally, the percentages are 5%, 13%, 8%, 3%, 4%, 22%, 7%, and 8% for the Entrepreneur, Doctor, Engineer, Farmer, Housewife, Job Holder, Teacher, and other categories. Remarkably, studies have shown that almost half of consumers in the digital market are either learners or those working in entry-level employment.

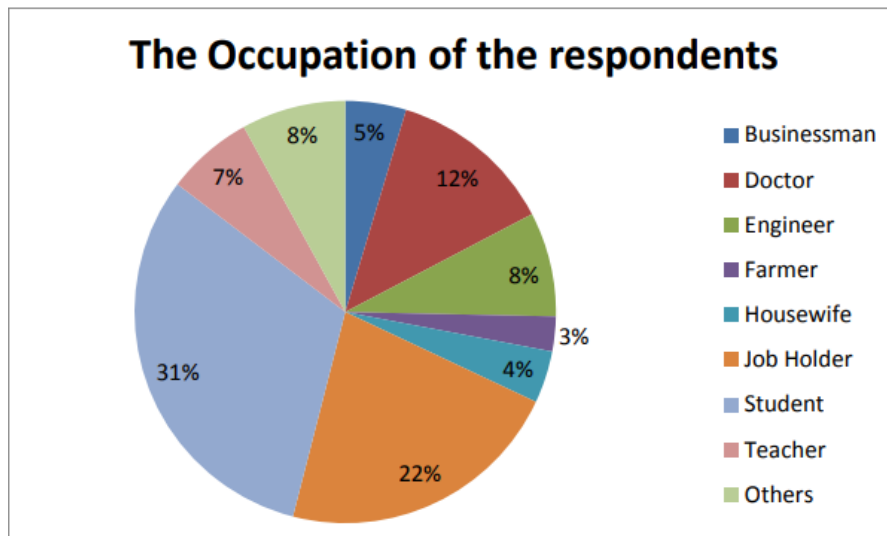


Figure 10: Occupation of the survey participants

4.2.4 Awareness of Digital Marketing

The selection of understanding of digital marketing as a factor in data analysis is illustrated in Figure 15. Two categories have been created: yes and no. For these industries, the figures are 4% and 96%, correspondingly. Most Bangladeshis are familiar with digital marketing.

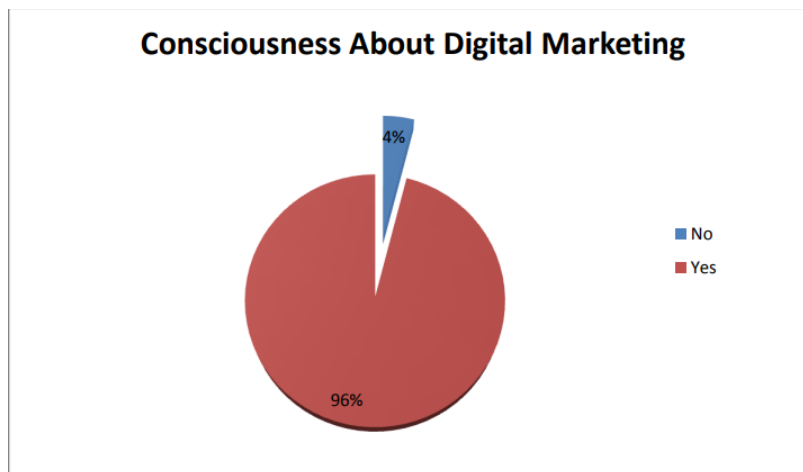


Figure 11: Consciousness about digital marketing

4.3 Bivariate Relationship of Acquired Data

4.3.1 Location and Gender

The bivariate relationship between gender and location is seen in Table 7. The results show that whenever when it comes to internet marketing, men outweigh women respondents in every category. In addition, females in comparatively affluent areas (such Cantonment, Dhanmondi, and Gulshan) participate in more activities than girls in other areas.

	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%

Table 3 Location's and Gender's

4.3.2 Occupation and Gender

Table 4 shows the bivariate association between occupation and gender. When it comes to digital marketing, men respondents outnumber females in every occupation, according to the research. In addition, women participate in digital marketing at a higher rate than men do, especially in occupations like business, medicine, and education.

		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%

Table 1 Occupation and Gender

4.3.3 Occupation & Digital Marketing Aware

Table 5 depicts the bivariate link between occupation and awareness of digital marketing. According to the findings, people in many vocations are quite worried of digital marketing.

		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%

Table 5 Occupation & Digital Marketing Aware

4.4 Findings of the Gathered Data

Both basic and bivariate correlations were investigated with the data.

. The previous subsections contain detailed explanations of the analysis. The following are the important findings:

- The vast majority of responders, 73%, are men.
- A sizable number of responders, around 77%, are between the ages of 21 and 40.
- In Bangladesh, there is a high degree of knowledge of digital marketing, and a large majority of respondents, around 79%, choose online marketing.
- Several interesting bivariate connections in the collected data have been observed, such as occupation and gender, profession and age category, age category and preferred buy from online, and so on.
- Other bivariate associations were found to be insignificant.

4.5 Recommendations and Conclusion

One significant contribution of the ICT era in Bangladesh is digital marketing. This article offers a thorough examination of the challenges, opportunities, and user input.

Finally, this chapter outlines suggestions for further criteria.

4.5.1 Recommendations

Here are some suggestions for expanding the breadth and employment options in Bangladeshi digital marketing:

1. Create a cohesive platform that brings all stakeholders, including government, corporations, advertising agencies, media, and technological actors, together to confront obstacles and fulfill common goals.
2. Invest in infrastructure development to make digital media resources more accessible.
3. Incorporate successful digital media courses into the curriculum at all levels of education, from high school to university.
4. Organize additional events for the digital media sector, such Digital Marketing Summits, to provide a stage for well-known speakers to discuss and share latest techniques and advancements, foster creativity, and facilitate the use of digital marketing.
5. Improve the efficacy and structure of government projects targeted at teaching students in different digital media skills across the country, ensuring that participants acquire appropriate information and benefits.
6. Make low-interest financing options available with unique features to attract more investors to engage in the digital business.
7. Encourage company owners to boost their budgets for various digital marketing channels, resulting in additional work prospects for digital marketing specialists and the opportunity to demonstrate their ingenuity in the digital domain.
8. Create an award programmed to recognize the achievements of top-ranked freelancers in digital marketing and other digital media fields, encouraging them to work harder and acknowledging their impact on the economy of the country.

4.5.2 Conclusion

Customers are spending more and more of their days on laptops or smartphones, and as a result, a growing breed of digitally savvy consumers wants to control their digital experiences and

results. Customers gain a great deal from online advertising since it makes it possible for them to quickly and affordably compare goods and services offered by multiple providers. This eliminates the need for customers to visit numerous retail locations in this cutthroat era in order to receive information, saving them time.

Companies can utilize digital marketing to entice potential customers, clients, and fans to visit their websites, look into their offerings, rate and review them, make purchases, and submit publicly available feedback.

I observed that we used Facebook post reach and views to track campaign efficiency during my time at CSR Axis Ltd. Increased brand participation is implied by more likes and followers. More comments for a certain product demonstrate its true market demand. Furthermore, unfavorable reviews or comments assist brands in quickly determining where they need to focus in order to enhance consumer happiness. A company may target consumers all over the world with a single digital marketing campaign, providing for rapid and widespread favorable exposure. Furthermore, digital marketing has the ability to create a large number of jobs and contribute to the national economy. Marketing firms assist companies who are encountering issues in improving their goods or services in order to deliver a smooth experience for their customers. Bangladesh is becoming a digital outsourcing hub for a variety of services such as online advertising, social media, website design, and development. To promote and build efficient digital marketing practices in Bangladesh, it is now critical to bring together all stakeholders, including the government, corporations, advertising agencies, media, and technological providers, on a uniform platform.

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