



Report On
Digital Marketing: State of Art for Consumer
Goods

Submitted to

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Submitted by

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26 December 2019

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Letter of Transmittal

26 December, 2019

Sarker Rafij Ahmed Ratan
Assistant Professor
School of Business & Economics
United International University, Dhaka

Subject: To submit a report on “Digital Marketing: State of Art for Consumer Goods.”

Dear Sir,

I am very delighted to submit the report on Digital Marketing. My main incentive is to prepare this report according to your guidelines in accordance with your instructions. I have tried my best to produce our work as per your structures and hope. I believe I have done an adequate job considering our level of experience and expertise and are able to relate the fundamental things with realistic applications.

I am extremely grateful for the opportunities that you gave us to express my innovative ability and I earnestly hope that you will like the work that I have done. Furthermore, I stand by to answer all queries regarding my work and pledge that my Survey topic is a unique concept culminated by the amalgamation of our varied skills and hard work.

Sincerely Yours
On behalf of
Sajib Ghosh
ID- 111 142 042

Acknowledgment

At first, I would like to thank our creator as He gives us the ability to think broadly, knowledge, strength and patience to complete the report.

Second, I would like to express my deep sense of gratitude to my honorable teacher, Mr. Sarker Rafij Ahmed Ratan, of United International University who gives me the opportunity to make this report and helping me a lot to make the report a successful one. He assists in every way of how to start doing a research & report, how to think while doing it, how to move forward, how to analysis and how to comprehend the total thing. I am also thankful for all the times I consulted him and he answered with the utmost patience and perseverance.

I am grateful to my family members who always give me constant support and encouragement. Finally I would like to thank those people who helped me during the report and provided me necessary data and support.

Abstract

In this world of digitization, digital marketing is a trend that is sweeping across the whole world. The trend of digital marketing is growing day by day with the concepts of Internet marketing that is turning into an important platform of digital marketing along with the electronic gadgets like the digital billboards, mobile, tablets and smart phones, gaming consoles, and many such gadgets that help in digital marketing

In this project is all about digital marketing the state of art of the consumer goods. Here I did a survey from 200 consumers. They are from various professions. In my survey questioner I define consumer types, how they think about digital marketing, how they using digital platform.

The underlying framework for this research is that of diffusion of innovation, particularly as it is used by consumer behavior and most importantly digital marketing approach. This paper argues for a new approach to the study of digital marketing.

Chapter 1: Introduction

Background of the Study

Everything is changing every day. People are changing, peoples tastes are changing, technology and media are also changing. In our previous generation watching television, reading newspaper was their everyday routine. But our generations don't watch television, they watch YouTube. Do not read newspaper, they read news in website.

The history of digital marketing is start from 1971 by Ray Tamlinson who sent email to customer about their product. But in 1990-2000, digital marketing developed when personal computer came. Then the digital marketing attached with Customer Relationship Management. Now it became the most popular marketing sector.

Digital marketing is a marketing and promotion process about any product, brand or service which is done by using digital technologies and on the internet.

Digital marketing is carried out across many marketing roles today. In small companies, one generalist might own many of the digital marketing tactics described above at the same time. In larger companies, these tactics have multiple specialists that each focus on just one or two of the brand's digital channels.

So, digital marketing is becoming most important medium to reach the target customer.

Overview of the project

This project is all about “Digital Marketing: State of Art for Consumer Goods”. Here I try to define

- The types of consumer.
- I try to find out how consumer looks about social and digital media,
- Which types of content they want to see?
- How they are using digital media?
- How digital media getting important in their life.
- What is consumer perception on digital media advertisement?
- How marketers need to do digital marketing?

The project is all about digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influenced marketing, content automation, campaign marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, Display advertising, e-books, and optical disks and games are becoming more common in our advancing technology. I try to find out many future opportunity of digital marketing and how consumers think about digital marketing, how digital marketing can influence consumer purchasing behavior and crate a brand.

I did a survey on some digital marketing and consumer test. The questionnaire is all about how consumers think about digital marketing and what kind of consumer they are.

Research Objective

Digital marketing is creating new era in marketing platform. But there are much confusion about digital media marketing. Some confusion has in marketer, some are consumer and also ad firm are also confused about digital media marketing.

In my research I tried to find out that

- Which types of consumer will accept digital media?
- Which digital media is more efficient?
- How digital media can influence purchasing behavior?
- How digital media can create brand and how can increase brand value?
- Recover the confusion on digital marketing.
- How digital marketing can fulfill company's goal?

Significance of the Study

This study can be useful for many sectors. There have lots of finding which can play important role for many student, marketer, advertisement firm and businessman.

Important for Student: Students can learn something from this project. They can learn about how digital marketing work in market. How they can make a project. And they can get some idea about marketing, types of consumer and integration communication.

Important for Marketer: This is mostly important for marketer. Marketer will get some idea about how digital media can increase their brand value. It is also needed for segmentation, differentiation and niche marketing.

Advertisement Firm: where advertisement firm create a communication between consumer and brand, they need to know which kind of user demand what kind of media and model.

Businessman: There are lots of businessmen who want to advertise their product and brand but they have not effort to make TVC because of financial issue. They can do their promotion in digital media easily. So this project can play a significant role for businessman also.

Limitation of the Study

Though my research topic is interesting but I have faced some problem from the starting to end of the time. There have too many limitations but I can identify some of them.

Sample collection problem: The biggest problem I had faced, this is sample collection problem. I sent my Google survey form link to my Facebook friend's inbox and email. But around 10% people submit that. Then I post my link in some Facebook public group, where some people do not have interest to fill up.

Vague Concept: There have some information is not clear in this project. I can't recover the confusion about digital marketing completely.

Hypotheses Development: I do not do the hypothesis development. So I have no mathematical result in this project.

Lacking of knowledge: I am an undergraduate student. So I have many intellectual lacking. I try my best but I do not know many things.



Chapter 2: Literature Review

■ Innovative Customer

Rogers (1983) identified five adopter categories of consumer innovative. These categories fall along the normal frequency distribution curve. In simple terms, the first 2.5% of a given social system to adopt a particular innovation are labeled as innovators. The next 13.5% who adopt are considered early adopters. The third category, the early majority, constitutes 34% of the population under study, followed by a group of the same size (34%) known as the late majority. The final category is made up of the last 16% to adopt (and also, presumably, non-adopters). The individuals in this category are known as laggards.

■ Materialistic Customer

According to study of Wing Yin Chang research known that status consumption fulfill the hedonic needs of luxury goods consumers; affecting response generated from the purchase behavior of luxury goods is linked to the display of wealth and symbolic meanings obtained from social standing.

■ Some researcher said that this 7 content is important for digital marketing.

1. Content informs your audience
2. Content ranks in Google
3. Content earns links from other sites
4. Content is share able on social media
5. Content earns conversions
6. Content makes you an industry authority
7. Content is the foundation of every digital marketing strategy

■ **According to GReza Klani's** study indicates that electronic commerce, defined as the electronic exchange of information, goods, services, and payments, has finally come of age. Despite the fast-growing popularity of electronic commerce and presence of many companies on the virtual market, the opportunities offered by this new environment are still unknown. Many marketers still approach the Web based on the traditional mass communication model.

■ Internet advertising to be 52% of global ad spends in 2021

Internet advertising will account for 52% of global advertising expenditure in 2021, exceeding the 50% mark for the first time, **according to Zenith's Advertising Expenditure Forecasts.**

Chapter 3: Methodology

Proposed Framework and the Analysis

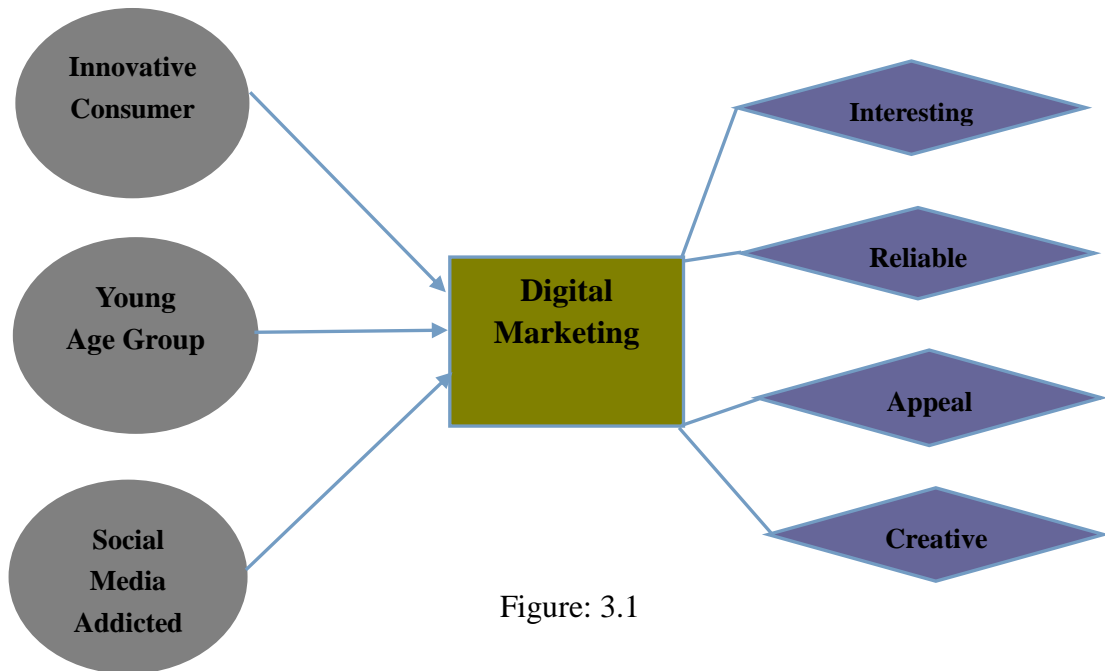


Figure: 3.1

Innovative Consumer is increasing day by day. Innovative product features and media attracting people more. Digital marketing is also an innovative marketing. People who loves innovative product, they also prefer digital medium for watching advertisement and gaining knowledge. Then they are going for TVC, print and others media. (Fig: 3.1)

In Bangladesh, this era is young generation oriented era. Young generations are the biggest consumer and they are the main viewers of digital marketing. (Fig: 3.1)

According to my research around 50% people said that they are highly social media addicted. So interaction with social media has been increasing at this time. Their interaction with digital marketing is also increasing day by day as because their main platform is social media platform. (Fig: 3.1)

Those kinds of customer are depended on digital marketing highly but there have some demand from those marketing. They want an interesting, reliable, creative, and logical and emotion advertisement.

Research Design

Defining the opportunity: Firstly me and my project supervisor discuss and select a project on 'Digital Marketing: State of Art for Consumer Goods'

Survey form: Then I had made a survey form with many related questioner about that.

Data collection: I collect data from social media. My total sample size is 200.

Data Analysis: After collecting the data, I analyze the finding and made a proposed framework.

Recommendations from the data: After analyzing the data, I prepare this full repor

Data Collection

First I have made a Google survey form. I try to give some easy questioner which will be understandable for of all my sample characteristics. Then I send this survey link to all my friends and relatives. After that I post my survey link in many public groups in facebook. After that I get 200 sample.

This paper is totally based on primary data collection. But I also take some secondary data from some news, journal and books.

Sajib Ghosh ▸ **Brand Practitioners Bangladesh** ...
Dec 14 at 11:49 PM • 🌐

This is my project on Digital Marketing. Please fill up this survey form. Your opinion is important.
<https://docs.google.com/forms/d/e/1FAIpQLScxwYkqyGJ-X9TfZjzQzWJAg1eSq8wbj80kssiwQNEejz63GA/viewform>
Please fill up. I am waiting for your response.

Digital Marketing Survey
This is a survey form on Digital Marketing. Please give some time to fill it.
*Required

Gender *

- Male
- Female
- Others

Age *

- 13-20
- 21-30

DOCS.GOOGLE.COM
Digital Marketing Survey
This is a survey form on Digital Marketing. Please give s...

Like Comment Share

Sayed Akram Abir and 17 others

Write a comment... GIF 😊

Sampling

Total Sample: 200

Demographic Characteristics:

Gender: In my survey **67.5%** sample are **male** , **30%** are **female** and **2.5%** **others** gender.

Age: Their have many generation sample are here.

- 13-20 year : 10.5%
- 21-30 year : 67.5%
- 31-40 year : 18%
- And 40+ year : 4%

Profession: They all are from different profession. Around 50% are student, some are job holder, some are housewife, some are unemployed and some are from creative personalities.

Geographic Characteristics:

Nationality: They all are Bangladeshi.



Data Collection Procedure

I used the online survey method for this data collection. I used Questionnaires and Surveys technique. In online platform, by the help of “Google Forms”, I have included this questionnaire that I had made measurements about. Then following the online survey technique I sent the Google form to various people randomly and collected this data through gathering answers to those questions.

I randomly survey on 200 people as a sample for our data collection.



Chapter 4: Finding and Analysis

Gender: In my survey **67.5%** sample are **male**, **30%** are **female** and **2.5%** **others** gender.

Age: There have many generations sample are here.

- 13-20 year : 10.5%
- 21-30 year : 67.5%
- 31-40 year : 18%
- And 40+ year : 4%

Profession: They all are from different profession. Some are student, some are job holder, some are housewife, some are unemployed and some are from creative personalities.

Nationality: They all are Bangladeshi.

● Following media website they currently have an account

Media	Percentage	Sample amount
Facebook	97.5%	195
Twitter	36%	72
Linkdln	56%	112
Youtube	63%	126
Instagram	65.5%	131
Others	36%	72

● In digital and social media they love

- Video ads : 64.5%
- Poster ads : 49.7%
- Content marketing ads : 60.9%
- Publicity : 31%
- Others : 25.4%

1. Here, 70% people **welcome innovative product** always, 24.5%% neutrally welcome and 5.5%% don't always welcome innovative product.
2. **28% people think that Wealth is more important then happiness** , 36% people neutrally believe this and 36% people don't agree with this statement.
3. **41.5% people always chose number 1 brand**, 40% people sometimes chose number 1 brand and sometime and 18.5% people don't chose number 1 brand.
4. **30% are not price sensitive**, 34% are neutral and 36% are price sensitive.
5. **32% people purchase their product influenced by ad**, 39% are neutral and 29% are not influenced by advertisement.
6. **56% people watch advertisement in digital media**, 34% sometime watch and 10% aren't watch.
7. **49% people think that they are social media addicted**, 38.5% are neutrally use social media and 12.5% are not social media addicted.
8. **29.5% don't feel bore when advertisement comes in their browsing time**, 32% feel normal but 38.5% people feel bore.
9. **57.5% tell that online platform for shopping, banking, transportation etc are important for them**, 34% use normally and 8.5% don't use.
10. **52.5% people think online ads are more interesting than TVC and Print ads**, 38.5% people think neutral and 12% people disagree with this statement.
11. **54.5% tell that digital marketing influenced them on their purchase behavior**, 36.5% people are neutral and 9% people are not influenced by digital marketing advertisement.
12. **49% people do not think that Digital media ads are only young generation oriented**, 40% are neutral and 11% are disagree with that.
13. **38.5% people visit advertising website**, 40.5% people showtime visit and 21% don't visit.
14. **44.5% people are active on social media advertisement**, 38.5% are neutral but 17% aren't active.
15. **41% people use advertising mobile apps**, 29% people use sometime and 30% don't use.
16. **38% people want mailing them about offer, discount, coupon and free trials**, 33% want if they feel necessary and 29% people don't want this.
17. **44.5% people think that digital marketing is reliable**, 42.5% people are neutral but 13% people don't think this is reliable.
18. **Digital marketing catches 49% people emotion**, 37.5% people feel normal and 13.5% peoples think that digital marketing cant catch their emotion.
19. **38% people think that Digital Media advertisement can fulfill my cherished need** , 44% are neutral and 18% people dont think that.
20. **62.5% people think that digital marketing are creative**, 33.5% react normally but 4% think that digital marketing are not creative.

Chapter 5: Conclusion

World is going to digital. From this paper we can learn that most of the people in Bangladesh are depended on digital media and they are passing their most of time in social media. This is an opportunity for marketer for doing their promotion by digital platform. One young generation growing in Bangladesh, they are highly depended on digital platform. They are watching digital media advertisement. They thinking that digital platform is more interesting than TVC, print media, billboard and others older medium. Here I identify some kinds of customer, some are innovative customer and some are materialistic customer. And I define that which types of customer attracted by which media.

In this paper I show my survey questioner finding, which can be necessary for marketer and brand manager. I try to give some explanation on vague concept of digital marketing. This paper is all about recent condition of consumer action on digital media

My little recommendation is to all marketer who promoting their brand in digital market. Please try to find out which types of consumer demand which types of advertisement and try to make those types of advertisement for consumer.

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Appendix

Research Questionnaire

I try to make an easy questionnaire which will be understandable for my entire sample. My full survey questionnaire is given below:

1. Gender *
 - Male
 - Female
 - Others

2. Age *
 - 13-20
 - 21-30
 - 31-40
 - 40+

3. Which of the following media website do you currently have an account with? *
 - Facebook
 - Twitter
 - LinkedIn
 - Youtube
 - Instagram
 - Others

4. In digital and social media I loves
 - Video ads
 - Poster ads
 - Content marketing ads
 - Publicity
 - Others

Questionnaire

1. I always welcome innovative product and brand *	Disagree	Neutral	Agree
2. I Prefer " wealth is more important than happiness" *	Disagree	Neutral	Agree

3. I always chose number 1 brand for any product *	Disagree	Neutral	Agree
4. I am not price sensitive *	Disagree	Neutral	Agree
5. I watch ads in Digital media *	Disagree	Neutral	Agree
6. I am social media addicted *	Disagree	Neutral	Agree
7. I do not feel bore when ad comes in my browsing time *	Disagree	Neutral	Agree
8. Online platform for shopping, banking, transportation etc are important for me *	Disagree	Neutral	Agree
9. I think online ads are more interesting than TVC and Print ads *	Disagree	Neutral	Agree
10. Digital Marketing influenced me to purchase a product	Disagree	Neutral	Agree
11. I do not think that Digital media ads are only young generation oriented *	Disagree	Neutral	Agree
12. Advertising in social media I am active *	Disagree	Neutral	Agree
13. Advertising in mobile apps that I use *	Disagree	Neutral	Agree
14. I want mailing me about offer, discount, coupon and free trials *	Disagree	Neutral	Agree
15. I think Digital media advertisement is reliable *	Disagree	Neutral	Agree
16. Digital Media advertisement can catch my emotion *	Disagree	Neutral	Agree
17. Digital Media advertisement can fulfill my cherished need *	Disagree	Neutral	Agree
18. I think Digital media promotion is creative *	Disagree	Neutral	Agree
19. I purchase most of the product influenced by Ads *	Disagree	Neutral	Agree

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