

# THE ROLE OF SOCIAL MEDIA IN DIGITAL MARKETING PLATFORM TO DRAW SHOPPERS' ATTENTION IN BANGLADESH: AN EMPIRICAL STUDY

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## ABSTRACT

Digital marketing is a system of reaching to the prospective shoppers or consumers with products or services by using digital devices and channels. The rising trend of both mobile phone usages and internet over the last one decade in Bangladesh has been creating a bigger avenue for the marketers to promote their products on the various social platforms at a cheaper rate compare to traditional media which indeed is very expensive.

This study depicts that ~22% people of Bangladesh which is, in fact, in upward trend now use the social media such as Facebook, You Tube, Twitter, Instagram and so on for their entertainment and thus, companies see it is an opportunity to go more on digital platform with their products and services. The digital marketing enables the marketers to collect information on shoppers buying behavior, their brand loyalty related insight and their preferences for making shoppers' needs base business decision at an ease.

This paper will help to understand the significance of digital marketing to draw shoppers' attention towards a company's products or services.

**Keywords:** digital-marketing, channel, platform, SEO.

## INTRODUCTION:

Digital marketing is a system of reaching to the prospective shoppers or consumers with products or services by using digital devices and channels. The key intent of digital marketing is to reach consumers by using various online platforms at a cheaper rate than traditional marketing approach. Digital marketing in Bangladesh is at the nascent stage, however, it has recently been expanding at a very faster rate as the number of mobile and internet users in Bangladesh has significantly been increasing over the last decade. As of January 2020, the percentage of social media users in Bangladesh is 22%. The people of Bangladesh mostly use Facebook, You Tube, Twitter and other socialmedia platforms for their entrainment. For digital marketing, a marketer can use Facebook, LinkedIn, Blogging With Custom Contents, Twitter, Website design improvement with Content Strategy, Email Marketing, SMS Marketing, Search Engine Optimization (SEO) and so on at a cheaper rate .A marketer can also use influencer on the social media for promoting their products and services. Being knowing the rising trend of those social media users in Bangladesh, many marketers start promoting their products on those platforms at a cheaper rate than traditional media. The digital marketing tactic gives the marketer better output in terms of generating more impression on their ads at a cheaper rate and enable the marketers to reach with various promotional offers to the prospective shoppers in

order to increase sales revenue. As the trend started, so the ecommerce sites have also been improving in the last one year in Bangladesh amid ongoing pandemic. So, there is a good prospect for drawing shoppers' attention through digital marketing at a cheaper rate in Bangladesh and it has the possibility of quantum boom in the next couple of years.

## RIVIEW OF LITERATURE

### Brief findings:

1. Social media users are increasing @ 9% in Bangladesh
2. Presently the social media uses in Bangladesh is increasing even more than 9%
3. Many companies now use digital platform to promote their products and services at a cheaper rate
4. Digital marketing helps the company to get shopper insight and relevant data at a cheaper cost
5. Various offers and readily available information on the products and services on the digital platform easily draw shoppers' attention and influence on shoppers buying decision
6. Lack of coordination among the internet and digital marketing services providers makes the digital platform a bit expensive
7. Lack of cyber security of a company's ad, product and service is the biggest challenge
8. Less accessibility to social media of the gross -root level people
9. Internet data is still expensive in Bangladesh and smart phone too

## **OBJECTIVES OF THE STUDY**

- To identify the role and importance of digital marketing
- To know how it does play a role of drawing shoppers' attention
- To identify the current challenges of digital marketing and provide recommendation for solution

## **RESEARCH METHODOLOGY**

This article is descriptive in nature. So, both the primary and secondary sources have been used to write this article. Primary data is collected from observation and agency in Bangladesh. Secondary data collected from various journals, websites, published articles and government reports.

## **FINDINGS & ANALYSIS**

As of January 2020, 66.44 million people use internet in Bangladesh which depicts an annual increment of internet users is @ 9.5% in between January 2019 and January 2020. In absolute term, the overall increment number is 5.8 million users during the aforesaid period. Internet incursion stood 41% as of January 2020 while social media user is 36 million with the annual rise @ 9.1 %. In absolute term, the overall increment number is 3 million users.

On the other hand, mobile phone connection is 163 million which is about 99% of the total population of the country. In a year, between Jan 2020 and Jan 2019 mobile phone connection is increased by 4.5% which is 7 million in absolute term.

As of January 2020, the social media users in Bangladesh is 22%. It is expected that the number has significantly jumped in between January 2020 and till date amid ongoing pandemic.

As the trend of internet and social media users have been increasing over 9% in the last couple of years and it is highly expected it will more during 2020, therefore, there is an ample opportunity to rise the business on ecommerce platforms and the online portal has become a big avenue for digital marketing .

Digital marketing is cheaper and easier to reach a good number of targeted based audience at a faster pace over traditional media. For a small and start -up company it is a good option to use social media platform to market their products or services. This is one hand economical and in other hand, it is faster to draw shopper's attention towards a company's product or services.

## **DIGITAL VS TRADITIONAL MARKETING**

1. Digital marketing is less expensive compare to traditional marketing
2. Digital marketing is a timeless marketing system through which a company may reach shoppers at a faster rate than traditional marketing
3. For startup or small company digital marketing system is less burdensome compare to traditional marketing
4. Digital marketing can be an

instrumental to place an ad based on target group through programmatic buying or real-time buying which in case of traditional marketing is quite difficult

### ADVANTAGES OF DIGITAL MARKETING

1. Online marketing is cheaper than traditional marketing (i.e. TVC ,

Print etc)

2. Wider -reach is at an instance beyond national boundary -so branding becomes easier now
3. An online campaign is visible all time during the campaign period
4. Shopper can shop through online portal 24 hours in a day



Figure – A, shows mobile phone, internet and social media users in Bangladesh



Figure – B, shows annul digital growth in Bangladesh

5. It is two-way directed communication as it takes the audience to the company websites for the interface
6. Enable a company to circulate more information on products and services at a cheaper cost
6. Lack of accessibility to internet support along with smart phone to the bottom of the pyramid (BOP) segment

#### **DISADVANTAGES OF DIGITAL MARKETING**

1. No face to face orientation with the potential shoppers or consumers
2. Limited access to the gross level of shoppers or consumers because of less accessibility to the internet
3. Various ads on the online portal distract the attention of the audience
4. Sometimes digital message gets overlooked because of heavy traffic on the digital platform
5. Less secure an ad on online portal

#### **CURRENT CHALLENGES OF DIGITAL MARKETING IN BANGLADESH**

1. Poor-infrastructure is one of the major barriers in Digital marketing
2. Most of the players in the digital platform operate silo-manner
3. Shoppers are not confined to only one platform and devices ; they use multiple platform
4. Mass level people are unable to get an access to online because of expensive internet service
5. Lack of education on the usage of internet especially to the grass-root level people (i.e. farmers, craftsmen etc.)

#### **RECOMENDATION**

1. Mobile or internet usage device must be made available at the competitive rate so that even farmers, craftsmen can get an access easily and sell out their products on the digital portal
2. Internet data must be ascertained cheaper so that general people can get access easily
3. A basic education on the usage of digital or social media should be initiated at the various levels in the society
4. The speed or the network coverage must be enhanced to save time and money
5. A company should not operate in silo-manner; coordinated and collaborative approach must be enacted among the services providers for risk minimization and competitive advantages
6. Government must monitor the rate and their service level regularly in order to enable the grass-root level people to use social media platform at an ease

#### **CONCLUSION**

The above study reveals that digital marketing plays an important role in shoppers buying decision process, to draw shoppers' attention at a faster pace and of course, it is a cheaper

instrument for the marketers to reach the shoppers with their companies' products and services. The usage of mobile phone along with internet has significantly been improving in Bangladesh over the last one decade. Considering rising trend of internet and mobile users in Bangladesh, many companies have now been using digital platform to display or ad their products at a cheaper rate than traditional media. In Bangladesh, nowadays many of the marketers use Facebook, YouTube, Instagram and other forms of digital platform to promote their products. One key advantage of digital based marketing is that marketers can promote their products based on the target audience which is, in fact, in traditional marketing is difficult . To

get the advantage of digital marketing, marketers must formulate the right strategy based on products or services by mapping the target audience .The programmatic buying is also getting more popularity because of target audience base product ad placement. Therefore, it can be deduced that the prospect of digital marketing in Bangladesh is now very high and lucrative. To uphold the current tempo of digital media, both the mobile operator and the govt of Bangladesh must come forward together to make the mobile phone and internet use more cheaper so that the advantages of the digital platform is ensured to all the strata of people of the country in the upcoming days in a wider-space .

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