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## “Scope of E-Marketing” A Comprehensive Study on E- Marketing in Bangladesh

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### **Abstract:**

*E- Marketing is the blessing of any company as well as customer. It makes the life much more comfortable. Each and every individual are being benefited to take the advantage of E-marketing. Bangladesh is developing country and this country has already changed dramatically if anyone compare than before really found how changed it's very quickly. Majority of the people are using internet and whole country is being digitalized. The government has been taken proper initiative to change the country. Business institution, School, college, University, Banks, Online business all are depends on internet. Now a day's every business is doing by online based, e- based and using online marketing tools keep a position to the consumer mind. The entire customer is now online oriented. This paper examines about current E-marketing process in Bangladesh and what are the prospects of E-marketing. How will we see Bangladeshi E-Marketing sector in future?*

**Key term:** E- Marketing, E- Business, internet, Future E-Marketing

### **1. Introduction**

E-marketing is the process of marketing a product or service using the Internet. It uses a range of technologies to help connect businesses to their customers. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect business to their consumers. It made the strength of the Companies transactions and efficient rather than traditional marketing process. Buyer cans exquisite information from any of the webpage so they are not reluctant to a particular seller. It helps out the right audience to whom goods and services are to provide by the business organization. It consists of all processes and activities with the purpose of attracting, finding, winning and retaining customers. It also joins technical and creative aspects of the internet including development, design, advertisement and sales. Use of website are made by e-marketing in combination with online promotional techniques such as social marketing, search marketing, affiliate marketing, online ads, email marketing, viral marketing, interactive marketing, Display Advertising, video marketing, referral marketing. Now a day's use of technology in each and every sector has been very common. In this age of globalization, we can barely find any sector working without using technology. So, there is no hesitation and it is fairly natural that business world will also use technology successfully as well as proficiently and take the most advantage which is presented by technology. Internet is one of the largest blessings of technology, which enables people from the distant parts or county to interact or communicate easily. It has made the whole globe a single village. The development of technology is a nonstop process. In recent age it has given birth to a digital age. Now the Bangladeshi buyers and sellers both have much power because of the massive use of many powerful technology as well as internet. Most of the business today are operating under the e-commerce criteria over digital networks in Bangladesh. Internet connects the people with companies and majority of Bangladeshi people are enjoying these facilities. It has a great field in future.

### **2. Literature Review**

Customer is the main part of business. Without customer it is impossible to run a business. But now a day's customer is very clever. They are much educated and IT expert. The entire customers are segmented and fragmented. To catch the customer, E-Marketing is compulsory needed. E-Marketing is the division of e-business focused on transition. According to Aldin and Stahre (2003), said that “any form of business transaction in which the parties interact electronically rather than by physical contact. “Nonetheless According to Kleindle and Burrow (2005), “E-commerce businesses must understand marketing basics and use them effectively in order to be successful and profitable.” Actually Marketing (E-marketing) mostly defines as new approach and contemporary practical involvement with marketing of goods, services, information and even

ideas via internet and other electronic means. Marketing means we know profitable relationship with customer where E-Marketing tools make good relationship with the customer and help to get their opinion on a particular product as well. Guoling Lao (2005) cited by Xiaoping Meng (2010), defines that "E-marketing is not only including the professional works that the marketing department deals with in marketing operating, but also it needs the cooperation by the relating business department such as procurement departments, producing departments, financial departments, human resource departments, quality supervision management departments, product developing and designing departments etc". According to the Hoge's (1993), idea of Internet marketing is simple and uncomplicated as well as it does not point out the importance of the aspects of customer relationship management.

### 3. Objective of the Study

The main objective of the study is to analyze the scope of E-Marketing in Bangladesh and what could be the probable future E-marketing field in Bangladesh.

Some of the specific objective is given below

- To analyze the present status of E-Marketing in Bangladesh.
- To analyze the growth rate of E-Marketing in Bangladesh.
- To predict future E-Marketing sector in Bangladesh.

### 4. Methodology of the Study

Basically, researcher has done research on customer viewpoint and organization viewpoint. To know their satisfaction level is the main purpose. There are two questionnaires, one for customer and another for organization. Each of the questionnaires has five questions which are included Yes/No question and opinion based. All the data are collected directly. Researcher has selected randomly 50 customers who are familiar on E-Marketing and gets opinion in a percentage based and selected 20 organizations who are using E-Marketing tools to take feedback and finding result on percentage based.

#### 4.1. E-marketing

In before it was quite difficult to do marketing and online transaction via internet. Business people and consumers had few opportunities to deal with each other by online. Without internet the business world is invalid. Now the internet has guided all the marketing discipline and e-commerce sector.

- E-marketing allows global marketing facility. By using e-marketing tools it is very easy to communicate with the people and promote any kind of products and services or organization. For Branding it brings a blessing for all.
- It is less expensive for all. In the perspective of consumer, they get much more information from the company and it is great opportunity on the behalf of organization to promote their product without any cost sometimes.
- It makes marketing easier. In past if any kind of marketing activities is done by directly or newspaper, billboards, TV and Radios but internet makes the business world much easier.
- Sell products and services a cash bills from anywhere
- It increases the choice of products, services and sellers
- Vast availability of information
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#### 4.2. Why Marketing is shifting to E- Marketing

- It's Less Expensive and easy to reach customer.
- Larger Audience and Easy to present something to convince the customer.
- It's More Effective to keep a place in the mind of customer for a particular product.
- Advanced Targeting is possible by E-marketing and only reason why marketing shifting to E-Marketing.
- Easy to Make a Profitable Relationship by different types of medium.

#### 4.3. Difference between Traditional and Digital Marketing

Traditional	Digital
<ul style="list-style-type: none"> <li>• Print Media like Newspaper and Magazine ads, Newsletter and other printed material</li> <li>• Broadcast media Such as TV and Radio Ads</li> <li>• Direct Mail including fires, post cards, catalogs</li> <li>• Telemarketing</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Marketing are made by digital device such as</li> <li>• Website</li> <li>• Social network sites</li> <li>• Content marketing</li> <li>• Banner ads</li> <li>• Google ads</li> <li>• Video Marketing</li> </ul>

Table 1

#### 4.4. Scope of E- Marketing

- Growing number of internet subscriber
- Easy to reach target customer or Consumer
- Possible to reach personally
- Easy to get customer or Consumer feedback
- Most efficient tool for marketing research

#### 4.5. E-Marketing Tools

##### 4.5.1. Business Website

Use the site to build the brand, launch new products and utilize other E-Marketing tools. A company website gives an organization a way to connect with customers, which allows marketing directly. It also offers a way for the organization to maintain a relationship with the custom and majority of business organization has own website in Bangladesh.

##### 4.5.2. Mobile and Affiliate Marketing

Mobile affiliate marketing is one of the kinds of performance-based marketing. In mobile affiliate marketing, businesses reward one or more affiliates for every single customer who's brought by a given affiliate through a mobile device. In past very few people use mobile phone in Bangladesh but if we observe, we see majority of the young to oldest educated people who has a smart mobile phone and connected to internet.

##### 4.5.3. Web Blog and You Tube Marketing

Web Blog and YouTube marketing is very familiar nowadays. We see the different types of promotional activities in the YouTube. Any company easily promotes their product in YouTube and reaches the target customer. Before plays any movie or drama or in the middle-automated advertising comes to knock the customer.

##### 4.5.4. Online Banner Advertising

The world of Display Advertising (also known as Banner Advertising) has evolved from the days of simple banners across the top of a page. Banner advertising works as a reminder for the customer.

##### 4.5.5. Email Marketing

Email marketing is the take steps of sending a profitable message, naturally to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. In Bangladeshi people are familiar with email marketing and it's the best tools for communication.

##### 4.5.6. Online Survey and Customer Services

Customer satisfaction surveys give you the insights you need to make better decisions. In fact, we've found that businesses who measure customer satisfaction are 33% more likely to describe themselves as successful as those who don't. Internet is the best and easiest way to take the survey what does actually customer want.

#### 4.6. E- Marketing in Bangladesh with Internet User

Internet User Statistics in Bangladesh: Bangladesh has 7 Core internet users.

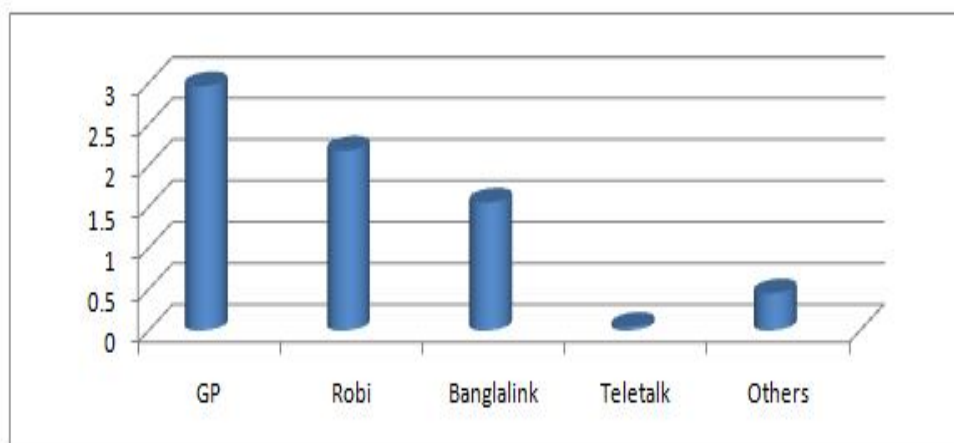


Figure 1: Internet Connection Bangladesh (Sources BTRC)

Total active internet connections crossed the milestone of seven cores that can be viewed as a pat on the back for the government's 'Digital Bangladesh' aspiration. "This landmark achievement is a matter of pride for us -- very few countries in the world have such huge volumes of internet connections. Of the total connections, 93.69 percent are through the mobile network, 6.17 percent through the internet service providers and only 0.14 percent through WiMAX that is available in cities. Of the mobile operators, market leader Grameenphone has about 2.96 crore internet connections, Robi 2.18 crore, Banglalink 1.55 crore and state-owned Teletalk 4.48 lakh. The two WiMAX operators Banglalion and Qubee have 45,551 and 36,559 active internet users respectively. State-owned landline operator Bangladesh Telecommunications Company Limited has 21,021 internet connections.

The total number of internet subscribers has reached 67.245 million at the end of February 2017

Operator	Subscriber
Mobile Internet	63.120
WiMAX	0.089
ISP+PSTN	4.036
Total	67.245

Table 2: The internet subscribers are shown below

Bangladesh population	165 Million	2017
Internet Users	16 Million	2015
Penetration	38.4%	June 2016
Face book Users	21 Million	June 2016
Penetration	13%	June 2016

Table 3: Internet And Facebook Users, Penetration In Bangladesh

Source: Internet world Starts

#### 4.7. Various E-Marketing Domains in Bangladesh

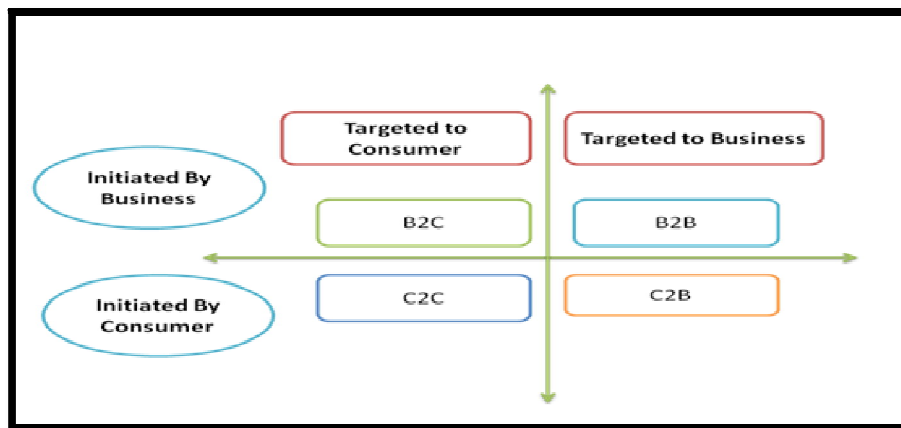


Figure 2

##### 4.7.1. Business to Business

Ready-made garment trade body has utilized business to business ecommerce to receive orders for garments from clients outside Bangladesh.

##### 4.7.2. Business to Consumers

This segment grew through the growth of home-delivery of food, companies like FoodPanda, Hungry Naki and Food peon. There are other companies based in Facebook which allows people in Bangladesh to buy products from USA, UK and India. The majority of the transactions are carried out through Cash on Delivery.

##### 4.7.3. Consumer to Consumer

There are a number of companies that act as classifieds; notable is Bikroy, Ekhanei, and ClickBd.

##### 4.7.4. Business to Employee

There are a number of websites such as BDJobs.com, prothom-alojobs.com, and jobsA1 that host information about jobs in Bangladesh.

#### 4.8. Types of E- Marketing Suitable for Bangladeshi Company

Social Media Marketing	Content Marketing
Email Marketing to targeted Customer	Advertising on ads network
Search Engine Optimization	Brand and Reputation management

Table 4

#### 4.9. Name of E-marketing Company in Bangladesh

Customize sourcing	Email Brain
Bikroy.com	Bdjobs
Macro Media	Hatbazar.com

Table 5

#### 4.10. Current Situation in Bangladesh

Currently E-Marketing has been played a significant role in Bangladesh. Everywhere we are getting the advantage of E-Marketing. Consumer life has been more comfortable. Banking, Education, Government, Private, Semi government sector all are being digitalized.

##### 4.10.1. Recent Visit Sophia, a lifelike Robot:

Sophia, a lifelike robot, which has generated quite a buzz among the youth and the artificial intelligence industry around the world, has come to Bangladesh to make an appearance at the Digital World Exposition. The humanoid robot was created using state of the art innovations in artificial intelligence. It attended two sessions of the biggest ICT event in South East Asia, including question and answer session. Sophia was activated on April 19, 2015, using artificial intelligence, visual data processing and facial recognition. A Hong Kong-based company, Hanson Robotics, developed the robot and it has been designed to respond to questions, and has been interviewed by media from across the world. Islami Bank Bangladesh Ltd was sponsoring the robot's visit to Dhaka. The humanoid robot can chat, smile and even tell jokes. We are entering a global trend. Bringing the robot here will make the expo a success. In the last few years, the government has been organizing the event to highlight the innovation and success of Bangladesh's digitization. This year, the government also plans to showcase the progress of Bangladesh's IT industries in their readiness for becoming an IT hub and will invite investments from international companies.

##### 4.10.2. "Robot Restaurant"

On the other hand, a robot waiter serves customers at a "Robot Restaurant" the first ever of its kind Bangladesh, launched at Family World Convention Centre. The robot takes order for now and only delivers foods to customer. China based organization HZX Electronic Technology company provided technical support to the Robot restaurant. Robot Restaurant does all the requirement of invitation potential and regular customer to come to the restaurant and know-how to play robotic service. This restaurant is opening of its kind in Bangladeshi foods served to customers by robots. Reality is that, Waiters get tired after working for a few hours but when robots are serving the guests, it makes sure healthier service. Also, such an atmosphere is a source of enjoyment for people of all ages, and particularly children. People from all sections of society can visit the restaurant and have a rare experience. The foods are reasonably priced. Primarily, the restaurant has installed two humanoid robots to serve food to customers. Each robot for this restaurant costs between \$8,000 and \$10,000.

#### 4.11. Challenges of E-Marketing in Bangladesh

- Limited Access and use of Computer and Telephone
- High internet connection cost
- Slow internet connection speed
- Language Barrier
- High Illiteracy rate
- Security issues

## 5. Findings and Analysis

### 5.1. E- Marketing Survey Question (Customer Point of View)

- Are you get acquainted to online purchasing system and feel comfortable to buy the product from online? Yes/No

- What is the purpose for using online purchasing system? A) Shopping B) Collect Information 3) Advertising post D) Others
- In which time you do basically using online for buying purpose? A) Everyday B) One day in a week C) Occasionally D) No
- Do you feel good to use online E- Marketing? Yes/No
- What is the factors work in your mind to use E-Marketing? A) Flexible B) Less Time C) Reasonable cost D) Good Quality
- Do you think online buying is safe for you? Yes/No/ No Comments

Question No	Result
Question No (1) Feedback from customer	83% respondent said yes out of 50 customers
Question No (2) Feedback from customer	61% said for Shopping purpose 18% for information collection and rest of for other purpose.
Question No (3) Feedback from customer	42% used every day, 56 used one day in a week and rest of for other purpose.
Question No (4) Feedback from customer	86% respondent said yes
Question No (5) Feedback from customer	49% respondent said flexible 51% said less time.
Question No (6) Feedback from customer	84% said yes

Table 6

### 5.2. E- Marketing Survey Question (Organization Point of View)

- Do you have E-Marketing tools for promote and sell the product for your organization? Yes/No
- Why are you using E-Marketing why not others way? A) Customer Convenience B) Less Costing for promotion C) Reach more Customer D) More Effective
- Do you think online selling is safe for you? Yes/No/ No Comments
- How is your Customer response? A) Poor B) Satisfactory C) Excellent D) Average
- Do you think E-Marketing will bring the success of your organization in future? Yes/No

Question No	Result
Question No (1) Feedback from Organization	78% respondent said yes out of 20 Organization.
Question No (2) Feedback from Organization	Majority said for Less Costing and reaches more customers.
Question No (3) Feedback from Organization	81% respondent said yes
Question No (4) Feedback from Organization	72% said satisfactory
Question No (5) Feedback from Organization	89% respondent said yes

Table 7

## 6. E- Marketing through Technologies in Future in Bangladesh

### 6.1. Marketing by Drone

In future there is a high possibility that Drone will be instrument of E- Marketing. By using Drone, any company or organization will draw attention to the potential and existing customer. The main concept of marketing is to advertise a particular product or services. Drone will able to do this because whenever Drone stay in the sky with a banner of a company, or product and services news, people will able to know that news with interest.

### 6.2. Marketing by Robot

In future there is a high prospect that Robot will be instrument of E- Marketing and currently it is working in some of the country even small portion of Bangladesh. By using Robot, any company or organization will draw attention to the potential and existing customer. Now a person provide leaflet, we don't take it seriously. Sometimes we take it cordially even we don't read. Think for moment, If Robot provide leaflet for potential customers or consumer about a particular Brand or products, they will take it interestingly and read it down.

### 6.3. Marketing by Multi-Display Screens

Multi- Display Screens will be another instrument in future. Now a day's everywhere we have seen print billboard but still now very rare to find display screen. In near future there is a big opportunity that we will see a digital car which will be

use for Safety, Advertising, and Entertainment as well. Apart from this, we will see multi display billboard in the road side which will be use for advertising for a particular products and services, Social awareness, Discount offer etc. It is working in top highlighted country but in the perspective of Bangladesh now it's rare to found.

#### 6.4. Automated Advertising

Collaboration of multiple channels: Automated software will keep track of user behaviour preferences, and buying history form different online sources. Algorithmic digital marketing will make marketing more targeted and more efficient. Suppose in crowd place like Railway station we see that, numbers of display here. Majority of customer interest, automatically track by software and customized product offer will show in display.

#### 6.5. Internet of Things (IOT)

IOT is the concept of basically connecting any device with an on and off switch to the Internet (and/or to each other). This includes everything from cell phones, coffee makers, washing machines, headphones, lamps, wearable devices and almost anything else you can think of.

### 7. Conclusion

At the present time every second's world moving so speedy only used by technology positive side. Bangladesh is a small and rising nation but it's time to changing. Though all the people of this country are not highly educated but majority of the people are habituated to use smart phone, electric device, internet and very much familiar as well as feel comfortable to use online. The importance of E-Marketing is significantly growing day by day. There is number of transaction, online selling and buying process, information collection is done by online. It makes the life much comfortable. There is a huge scope in Bangladesh. In near future all the Bangladeshi people would be take advantage from E-Marketing. We believe that Future E-Marketing will make our nation Bright obviously.

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