

# **The Effects of Digital Marketing on Customer Relationships in Bangladesh**

## **Internship Report**

### **Prepared for**

Md. Fazla Mohiuddin

Lecturer

BRAC Business School

### **Prepared by**

Ishtiaq Ahmed

ID - 12104011

BRAC Business School

Date of Submission: November 13, 2016

# **The Effects of Digital Marketing on Customer Relationships in Bangladesh**

# Letter of Transmittal

**November 13, 2016**

Md. Fazla Mohiuddin  
Lecturer  
BRAC Business School  
BRAC University

**Subject:** Submission of Internship Report

Dear Sir,

It is a great pleasure to present to you today my Internship Report as the requirement of the BBA program. I completed my Internship at Control N Limited, an emerging digital marketing agency in Bangladesh. I performed the duties assigned to me in the organization and I have tried my level best to prepare this internship report as per your directions and the requirements of the program.

Therefore Sir, I am submitting this report to you, thus concluding my academic internship at Control N. Your kind feedback will be highly appreciated and I am obliged to clarify any confusion regarding any part of the report.

Sincerely yours

---

**Ishtiaq Ahmed**

ID: 12104011

BRAC Business School

“This is to state that this report has been prepared by me as a requirement of the BBA program. All the contents of this report have been prepared by me and the entire report is my original work.”

---

**Ishtiaq Ahmed**

ID: 12104011

BRAC Business School

# Certification

This is to certify that this internship report entitled “**The Effects of Digital Marketing on Customer Relationships in Bangladesh**” is carried out by **Ishtiaq Ahmed (ID – 12104011)** under my supervision and is approved for its contribution to knowledge and literacy presentation.

.....  
**Supervisor**

Md. Fazla Mohiuddin

Lecturer

BRAC Business School

# Acknowledgement

Internship is the last step of BBA program and it is one of the most important step to shape the career. I would like to take the opportunity to thank them who helped me at the time of preparing this report. I am very grateful to my internship supervisor **Md. Fazla Mohiuddin** for his guidance. He has been patient to me and gave me the opportunity to extend the time.

In addition to this, his requirements for the assignment made it mandatory for me to research, which proved to be very rewarding.

I would like to thank BRAC University for the working environment of the lab. Lastly, I would like to thank my supervisor **Shahed Ibrahim** who has helped me a lot during the internship period. I am really indebt to all the people who helped us in preparing this report.

# **Executive Summary**

The use of digital marketing channels for building customer relationships and long-term loyalty has recently gained attention. In this report, it shows how brand communication, query management service, and interactivity can help marketers boost customer relationships. Besides, this report talks about the total impact of digital marketing on the customer engagement on digital media. This study shows that how customers gained power in their relationships with brands. It also shows the factors that are working behind to make the customers loyal to the brand and have a positive attitude toward to brand. It also discusses about the differences of traditional marketing and digital marketing and the changes brought by digital marketing in brands relationship marketing. Lastly, it shows what customers really want brands to do on digital media and their valuable feedback to the brands.

# Table of Contents

List of Tables .....	9
List of Figures .....	9
1.1 Introduction.....	11
1.2 Origin of the Report .....	12
1.3 Problem Statement .....	12
1.4 Purpose of the Study .....	12
1.5 Report Objectives.....	13
1.6 Research Questions.....	13
1.7 Job Responsibilities as an Intern.....	14
1.8 Report Structure: .....	21
2.1 Organizational Overview .....	22
2.2 Organizational Hierarchy .....	23
2.3 Working Cycle of Control N.....	24
2.4 List of Clients.....	25
2.5 What is Digital Marketing?.....	26
3.1 Literature Review.....	27
4.1 Research Methodology .....	31
4.2 Research Design.....	31
4.3 Data Collection .....	32
4.4 Data Reliability and Validity .....	32
4.5 Research Limitations .....	33
5.1 Data Analysis .....	34
6.1 Conclusion and Recommendations.....	56
6.2 Recommendations:.....	58
List of References .....	59
Appendix A.....	60



# List of Tables

Table 1.1 Report Outline

Table 2: Organizational chart Control N

# List of Figures

Fig 1: Mockup post for LankaBangla Securities

Fig 2: Mockup post for LankaBangla Securities

Fig 3: Official Logo of Bangladesh Cancer Aid Foundation

Fig 4: Regular facebook post for HPE Solutions

Fig 4.5: Regular facebook post for HPE Solutions

Fig 5: Regular facebook post for LankaBangla Securities

Fig 6: Advertisement in Banikbarta

Fig 7: Regular facebook post for LankaBangla Securities

Fig 8: Regular facebook post for LankaBangla Securities

Fig 9: Advertisement in Dhaka Stock Exchange Monthly Magazine

Fig 10: Regular facebook post for LankaBangla

Fig 11: List of Services

Fig 12: Work flow of Control N

Fig 13: Gender

Fig 14: Age

Fig 15: Occupation

Fig 16: Time

Fig 17: Follow

Fig 18: Reason of following brands

Fig 19: Respond

Fig 20: Query

Fig 21: Respond to Query

Fig 22: Highlight

Fig 23: Reliability

Fig 24: Query Management Team

Fig 25: Content

Fig 26: Contest

Fig 27: Online VS Offline

Fig 28: Relationships

Fig 29: Feedback

Fig 30: Service Recovery

Fig 31: Closer to the brands

Fig 32: Loyalty

Fig 33: Platform

# Chapter 1

## 1.1 Introduction

Digital marketing is one kind of marketing being broadly used to advertise goods and services to reach customers using digital channels. It extends beyond online marketing including channels that will not require the usage of Internet. It provides mobile phones (both SMS and MMS), social media marketing, banner advertising, search engine optimization marketing and several other types of digital media.

Through digital media, customers have access to information whenever and then for any place where they desire. With the use of digital media, consumers do not just depend on just what the company says regarding brand but additionally they are able to follow what the media, friends, peers, etc.

To look at the utilization of digital channels in marketing from a customer relationship viewpoint offers many assistance to a marketer. Brand communication could be persistent and personalized, and various options for a dialogue exist. The benefits of this include learning from and about customers, revealing certain requirements and interests, and being able to provide them with more personal service. From the customer context, the web has given chance to get up-to-date information with less effort to compare goods and services, and to get in touch with marketers. Moreover, in a very digital environment, customers increasingly use self-service and also have more choices to begin action (e.g. give feedback, check account balances, request and personalize marketing communication). From the customer context, perceived valuation on using digital channels and keep in touch with a marketer can come in several ways. It could be money, time, information, convenience, entertainment, assistance, social interactivity, prestige, or something else the customer enjoys. Building up a healthy relationship with a customer through digital platform can have a huge impact on business growth. Digital marketing in Bangladesh started in 2008 by Analyzen. The popularity of digital marketing has been increasing in Bangladesh since 2012.

This report examines how marketers can use digital platforms to develop and strengthen customer relationships in Bangladesh. In my framework, brand loyalty will be the key element.

## 1.2 Origin of the Report

I am preparing this report as a part of my BBA program which is called internship. I did my internship at Control N Limited, a digital marketing agency where I got to know about the real implications of marketing theories. Control N is an emerging digital marketing agency in Bangladesh. I completed my internship in the Creative Department of Control N. I worked with multiple brands like Fresh, BRAC Bank, LankaBangla Securities, Dhaka Republic, Hallmark, Petlas Tires, Rancon Imports and many more. I came to know how digital platform works in our country as well as how brands are being benefited by it. I have prepared this report on the overall digital marketing industry in Bangladesh. The title of the report is “**The Effects of Digital Marketing on Customer Relationships in Bangladesh.**”

## 1.3 Problem Statement

This study focuses on how digital marketing affects customer relationship to a brand. Within the past few years, digital marketing has become an increasingly popular medium for brand and consumer engagement. For years, marketing professionals have used different mediums to provide customer service and promote products and services. Digital marketing has fostered the growth of trusting relationships between consumer and brand, making it an increasingly important medium to utilize in order to maximize brand loyalty.

## 1.4 Purpose of the Study

Traditional marketing used to be the only source of marketing in the past. Over the past few years, we saw a new marketing tool and it's called digital marketing. The way of implementing marketing strategies have been modified. Customers can directly talk to the marketers and provide feedbacks. Previously it used to be one sided communication. There are few other things that are not the same anymore. To measure the impact of digital marketing on customer relationships, we have to run a study. The purpose of this study is to emphasize and bring out the impacts of digital marketing on customer relationships.

## 1.5 Report Objectives

RO1 - To notice the changes brought by digital media in brands relationship marketing.

RO2 - To see how relationship marketing changed over the years and what differs from traditional approaches marketers had.

RO3 - To see how digital media changed the way brands act toward customers and how customers gained power in their relationships with brands.

RO4 – To find out whether customers are being loyal toward the brands or not

RO5 - Understand what digital media are as well as digital marketing

RO6 - To compare traditional marketing and digital marketing to understand the impacts of digital marketing on customer engagement

RO7 - To measure the impact of digital marketing on consumers and brands

RO8 - To measure the impact of their response to customer queries and feedbacks

RO9 - To examine their attitude towards queries and feedbacks received through digital media

RO10 - To measure the degree of reliability of those queries

## 1.6 Research Questions

The research objectives can be achieved through searching for answers to some particular research questions. The questions applicable for this study have been stated below-

RQ1 - What are customers' perceptions of a brand's digital marketing activities?

RQ2 - What content do consumers expect to see from a brand on digital media?

RQ3 - Which digital marketing platform should a brand utilize to engage with customers?

RQ4 - Do consumers perceive information posted by the brand on brand's social media platforms to be trustworthy?

RQ5 – Do brands highlight fans on their social media pages?

RQ6 - How customers are responding to the different types of posts on social media?

RQ7 - How effective are contests and campaigns by different brands to create brand loyalty?

RQ8 – What are the differences you see in digital marketing in terms of building relationships?

RQ9 – Do you regularly respond to the contents of brands online and expect to get reply to your query or feedback?

RQ10 - What is your opinion about the effectiveness of brands social media pages compare to traditional communication tools on customer relationships?

## 1.7 Job Responsibilities as an Intern

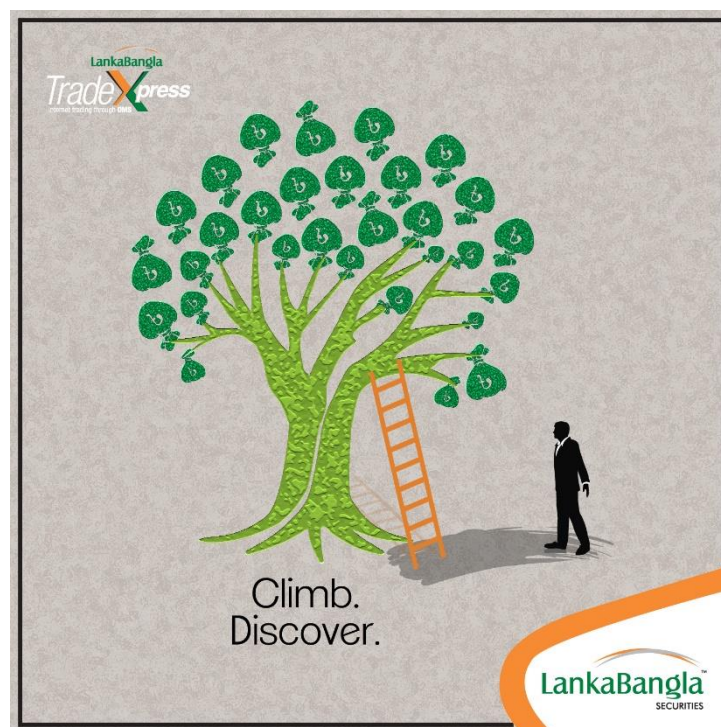
The job that I was offered at Control N Limited was the position of Visualizer in the Creative Department. It was a 6 month long internship program. I had to work with my team as well as strategy and client servicing department. Like the team members, I also had to work 5 days a week. On-the-job training were provided and I attended a special workshop which was conducted by G&R on google AdWords and analytics. I worked under the supervision of Shahed Ibrahim who is the Operations Manager of Control N. At the end of the day, he used to check whether I finished my work properly or not. Some of my responsibilities are stated below-

- ✓ **Brainstorming:** As a digital marketing agency, at Control N, our most important task here was to do brainstorming to generate exceptional post, contest and campaign ideas for different clients. Besides, we had to brainstorm for the pitch where we had to compete with other agencies to get clients. Since I was in creative team, I had to provide unique ideas to the team. For instance, I gave ideas for few mockup creative posts for LankaBangla Securities. We got creative brief from LankaBangla. They wanted to motivate people to invest in stock market and build a good relationship with the customers so that they can rely on LankaBangla. Eventually they liked our creative and we were able to get them as our client. It was a happy moment for me when the team appreciated my efforts. Besides, I proposed an idea where I chose top 3 fans based on their engagement on facebook page of LankaBangla with the help of our analytics software. LankaBangla liked the idea and gave us permission to execute it. We

rewarded the winners with Marketpulse magazine along with 3 months subscription of that magazine. Two mockup posts that I brainstormed for the pitch are shown below –



**Fig 1: Mockup post for LankaBangla Securities**



**Fig 2: Mockup post for LankaBangla Securities**

- ✓ **Meeting with Clients:** I was a part of several meetings where my responsibility was to take feedbacks as well as new creative brief from the clients and deliver it to the strategy team at our office.
- ✓ **Visualization:** As my position was Visualizer, I had to contribute to a lot of contents. How the content or the final product will look like or assisting designers to execute my visual ideas. I had to sketch the visual idea and give it to a designer. I learned how to design while working there as an intern. Some of the visualized contents are given below –



**BANGLADESH CANCER AID FOUNDATION**

care. hope. strength

**Fig 3: Official Logo of Bangladesh Cancer Aid Foundation**





**Fig 4: Mockup facebook Post for BRAC Bank**



**Fig 4.5: Regular facebook post for HPE Solutions**

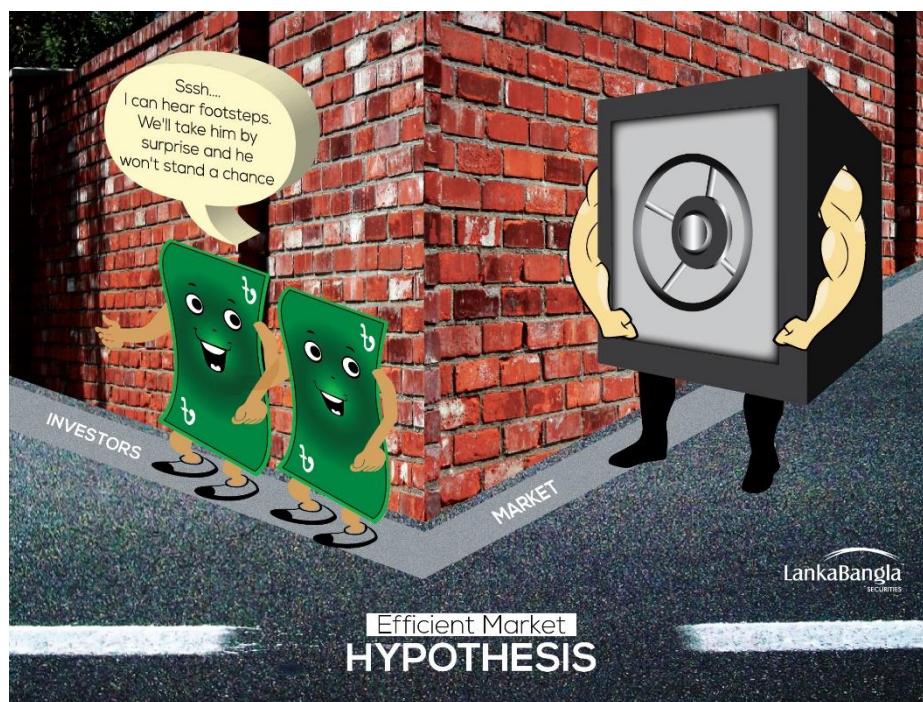


**Fig 5: Regular facebook post for LankaBangla Securities**

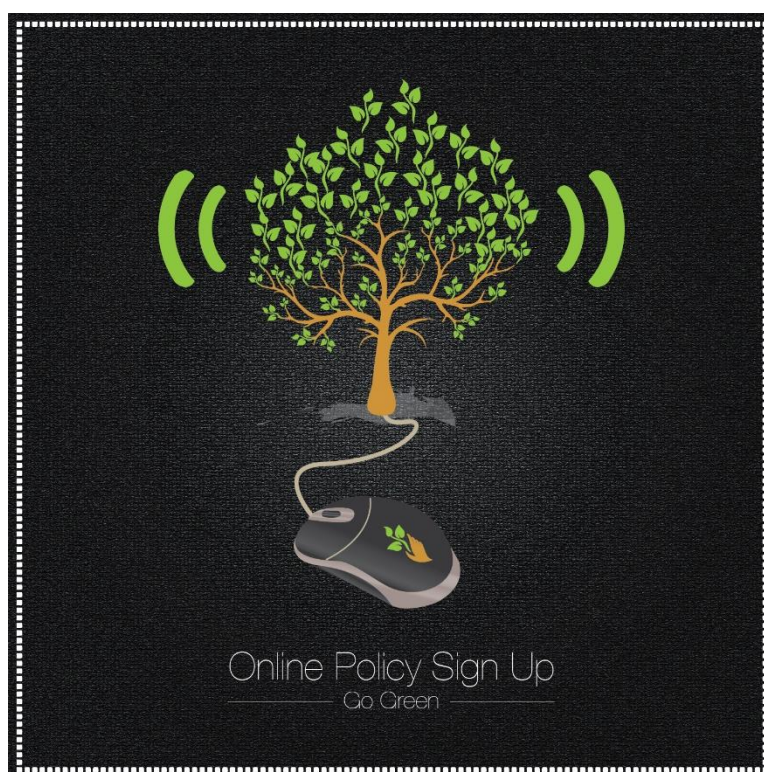


**Fig 6: Advertisement in Banikbarta**





**Fig 7: Regular facebook post for LankaBangla Securities**



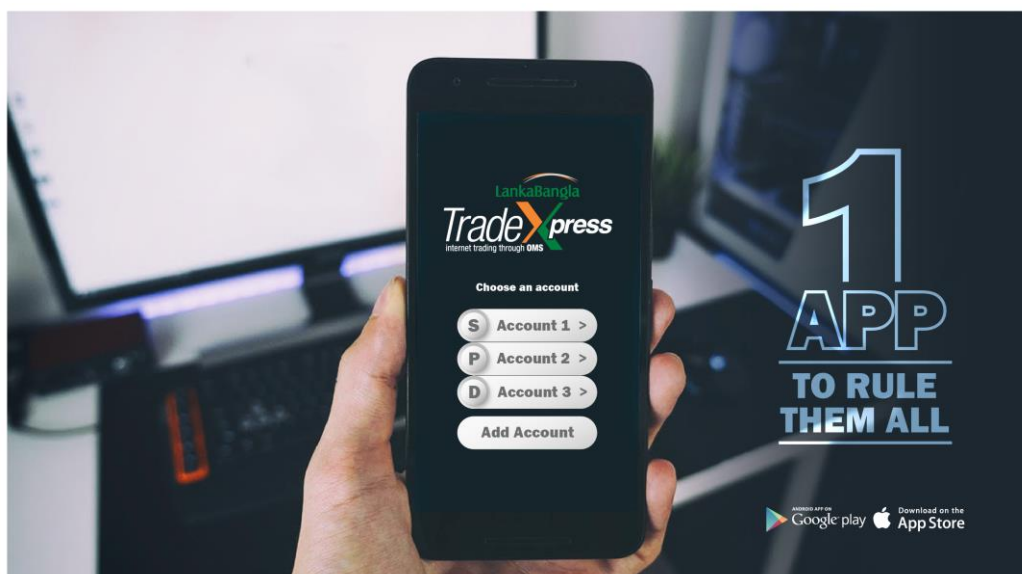
**Fig 8: Regular facebook post for LankaBangla Securities**

- ✓ **Assisting Web Developers:** Helping web developers was one of my job responsibilities. I had to provide them documents that were needed to put up in the website. I prepared those documents and gave it to them.

- ✓ **Art Direction:** Taking photographs of models and using those photos as content is a regular part of a digital marketing agency. As I was a visualizer, I did some art direction. Some of works are shown below -



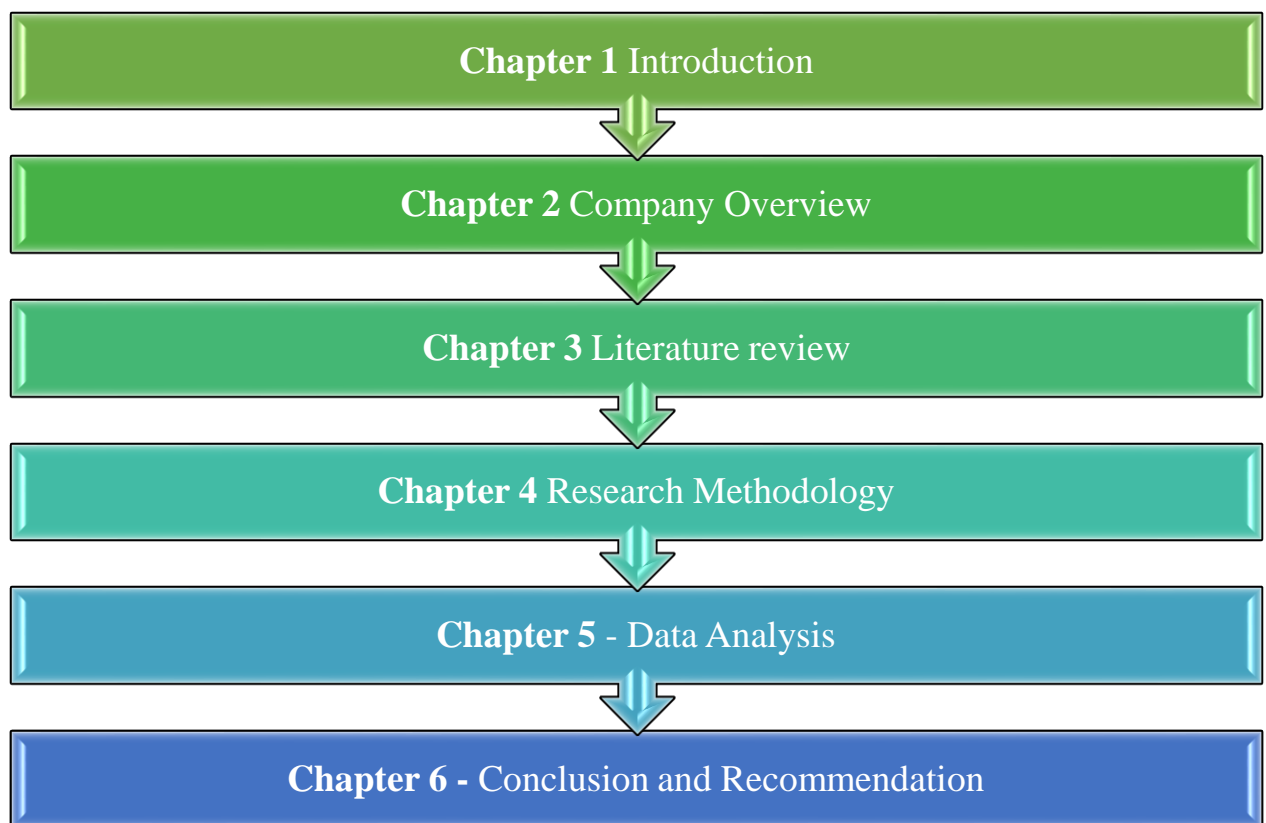
**Fig 9: Advertisement in Dhaka Stock Exchange Monthly Magazine**



**Fig 10: Regular facebook post for LankaBangla**

## 1.8 Report Structure:

The entire report has been divided into five chapters. The different aspects of the research have been discussed in separate chapters. The first chapter is about the nature of the report, purpose of the study, objectives. The second chapter deals with the literature review where background of the entire research has been discussed. In the third chapter, the methodology that has been applied in conducting the research has been mentioned. The fourth chapter is the actual research portion where data analysis has been made. Lastly, a detailed conclusion has been provided in the fifth chapter. The conclusion states how the entire research has been conducted and what the results signify and also some recommendations have been made.



**Table 1.1 Report Outline**

This outline will be followed for the entire report.

# Chapter 2

## 2.1 Organizational Overview

Control N is the newest addition in the digital marketing industry of Bangladesh. It started its journey in 2014. It is a digital presence management agency that will take your brand online to the digital sphere via all possible avenues. Control N is what you get when an advertising professional meets a couple of friends who make websites. The goal is very simple, whenever a consumer meets a brand on a digital platform, we should have played a part in it. Unless one of our competitors got there first in which case we could have done a better job. Our approach to digital marketing is moulded by traditional advertising, the brand at the forefront, the message most relevant and the content always deeply connected to the core of the communication. Every aspect of a communication plan has to complement each other. Interaction and Interactivity, constructed intelligently. For example a mobile app that you feed content through to the website which then shares onto the social media tool which again leads you to the mobile, eventually making you closer to the brand. We call this Digital Presence Management because we do not believe in standalone projects. Only time will tell. Glory, glory, the future of marketing.

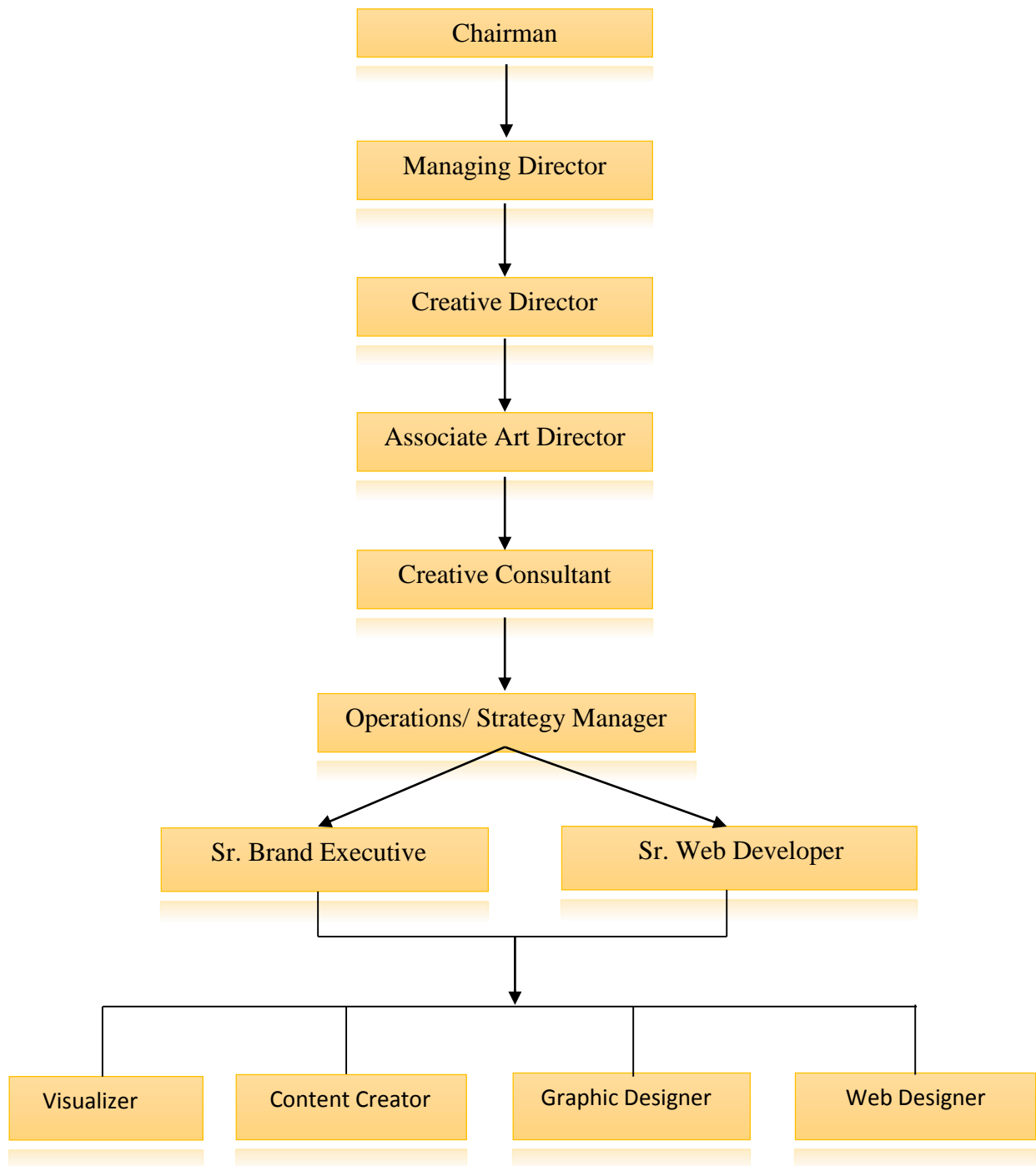
### Services of Control N



**Fig 11: List of Services**



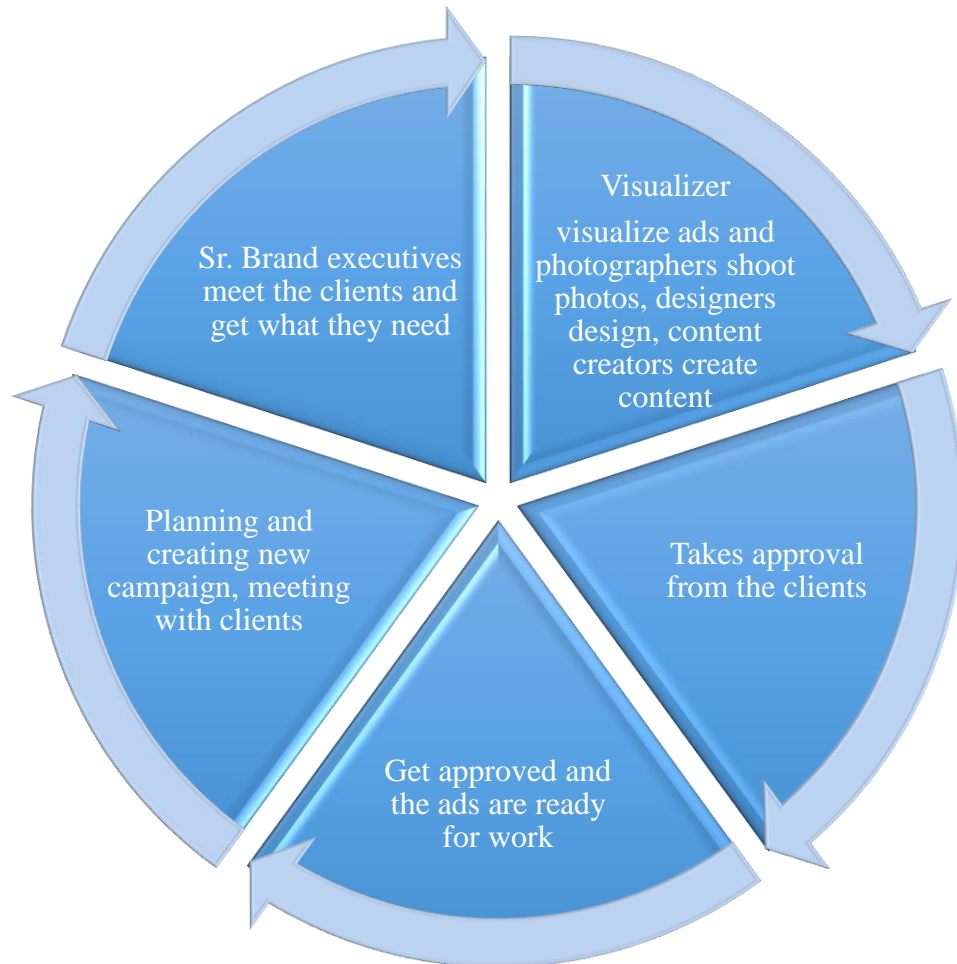
## 2.2 Organizational Hierarchy



**Table 2: Organizational chart Control N**

\* This organizational chart is a development from my personal studying on the organization.

## 2.3 Working Cycle of Control N



**Fig 12: Work flow of Control N**

**\* This work flow is developed from my studying on the organization**



## 2.4 List of Clients



## 2.5 What is Digital Marketing?

Digital marketing is a term used to describe the integrated marketing services used to attract, engage and convert customers online. Digital marketing utilizes multiple channels such as content marketing, influencer marketing, SEO, social media and online advertising to help brands connect with customers and uncover performance of marketing programs in real-time. (Lee Oden, 2014).

The concept of Digital Marketing is very broad. It brings together all forms of marketing, operating through electronic devices (i.e. online, on mobile and on-screen). Have a glance at some of the **most common digital marketing types** used these days;

**Email Marketing:** Being one of the earliest forms of digital marketing, it includes delivering personalized or targeted messages at the correct time. (KVRwebtech, 2015)

**SEO (Search Engine Optimization):** Well, it is the most general type of Digital marketing which is used to increase the website's visibility across the search engines. There are various techniques involved in this process ranging from on-site technical analysis and improvement, to blogging, link-building and content creation. (KVRwebtech, 2015)

**PPC (Pay per Click):** It is better known as Paid Search. In this process paid adverts are typically placed to the right or above of the 'organic' search results. The cost will depend on the competitiveness of the keyword you're bidding on. (KVRwebtech, 2015)

**Social Media:** It is all about managing a brand's image across multiple social channels including Twitter, Facebook, Pinterest, LinkedIn and many others. This type has become greatly popular, mature and complex over the last few years. (KVRwebtech, 2015)

**Online Advertising:** Don't confuse it with PPC! This involves the process of advertising on others website. For example, you can buy a banner space on popular website, paying the website owner for the same. (KVRwebtech, 2015)

**Text Messaging:** Besides, the aforementioned online marketing components, it is the widely used Digital marketing type. Especially, with the exponential rise in usage of smartphones around the world has enhanced the dependency on them for quick and timely information. (KVRwebtech, 2015)

# Chapter 3

## 3.1 Literature Review

Literature review is a collection of the existing data or articles related to a particular topic that are used as the guidelines for conducting a research. This chapter explores a collection of the past research that has been done that can contribute to my research paper to make it more effective. The secondary data list is shown below has been integral in providing support to the primary findings of my research and also serves to ensure the validity of research findings. The content of this chapter is immensely important towards the completion of this report.

### ❖ Study 1

**Title:** Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study

**Author:** Afrina Yasmin, Sadia Tasneem, Kaniz Fatema

**Extract:** This article focuses on the importance of digital marketing for both marketers and consumers. We examine the effect of digital marketing on the firms' sales. Additionally the differences between traditional marketing and digital marketing in this paper are presented. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm's sales. The examined sample consists of one hundred fifty firms and fifty executives which have been randomly selected to prove the effectiveness of digital marketing. Collected data has been analyzed with the help of various statistical tools and techniques.

### ❖ Study 2

**Title:** The Effects of Digital Marketing on Customer Relationships

**Author:** Marko Merisavo

**Extract:** Viewing the use of digital channels in marketing from a customer relationship perspective offers several benefits to a marketer. Brand communication can be frequent and personalized, and different options for a dialogue exist. The benefits of dialogue include learning from and about customers, revealing their needs and interests, and being able to provide them with better and more personal service. From a customer perspective, the Internet has given power to get up-to-date information, to compare products and services more easily, and to get in touch with marketers. In a digital environment, customers increasingly use self-

service and have more options to initiate action. A customer's perceived value of using digital channels and interacting with a marketer can come in several ways; it could be money, time, information, convenience, and so forth. This chapter examines how marketers can use digital channels to develop and strengthen customer relationships. In our framework, brand communication, service, personalization, and interactivity are suggested to be the key elements.

### ❖ Study 3

**Title:** Using Social Media to Increase Consumer Loyalty to a Brand

**Author:** Lindsey Julian

**Extract:** The following study investigates how to use social media to increase consumer loyalty to a brand. With the increasing trend in the utilization of social media practices in the fields of public relations and marketing, it is becoming significantly important to understand how to effectively reach and communicate with consumers through this medium. This study focuses on the necessary tools, tactics, and strategies that should be utilized through social media in order to increase consumer loyalty.

### ❖ Study 4

**Title:** Social media as a new engaging channel in brands' relationship marketing.

**Author:** Charles Rupin

**Extract:** The objective of that research paper is to notice the changes brought by social media in brands relationship marketing. Also, it aims to see how relationship marketing changed over the years and what differs from traditional approaches marketers had. Moreover, this paper's purpose is to see how social media changed the way brands act toward customers and how customers gained power in their relationships with brands.

### ❖ Study 5

**Title:** The Role of Digital Branding on Consumer Retention: Evaluating uses of Social Media in Bangladesh

**Author:** Afsary Adiba Priyanka

**Extract:** The purpose of this paper is to evaluate social media on respect of digital branding and how it has helped the organizations to retain consumers in Bangladesh. Through this paper

consumer retention was linked with various variables: Social Media Platform, Post Engagement, Purchase Behavior and Adverts on Social Media. Facebook is the most used platform in Bangladesh, which has been proved in this paper. Discussion is done on how brand loyalty is directly linked to consumer retention.

### ❖ Study 6

**Title:** A Conceptual Framework of the Impact of Social Media Marketing on Consumer's relationship

**Author:** Daiana Maria

**Extract:** The main paper objective is to investigate how high-street fashion brands use social media in order to develop customer relationships and thus create personal relationships between the brands and consumers. Moreover, the study will provide answers in regards to the properties of high-street fashion brands social media marketing in regards to media platforms and how these affect customer relationship constructs such as intimacy and trust.

### ❖ Study 7

**Title:** Consumer Perceptions of a Brand's Social Media Marketing

**Author:** Taylor Michelle Smith

**Extract:** The purpose of this project is to assess consumer perceptions of a brand's social media marketing. The results show that brands must be actively engaging their consumers via social media in order to compete in a competitive marketplace. Engagement can be promoted through entertaining and interactive posts, useful and relevant content, word of mouth communication from other consumers, as well as extrinsic reinforces such as promotions and giveaways. Social media, specifically Facebook and Twitter, is a key platform to build relationships with consumers and for consumers to get information about a brand and its products. Consumers are trustworthy of the information posted by the brand and information posted by other consumers online. The future of social media as a marketing tool is also considered.

### ❖ Study 8

**Title:** Effectiveness of Digital Marketing in Bangladesh

**Author:** Satata Satez

**Extract:** This report shows how Smartphones have been a dominating factor in the growth of Digital Marketing in Bangladesh. Some of the recent trends of Digital Marketing are then discussed followed by the digital presence of Telecom Industries in Bangladesh. The report has been integrated with a lot of data tables that verify the significance of digital marketing in our country.

# Chapter 4

## 4.1 Research Methodology

Methodology is very important for a research. It has different steps and I have to identify each steps and consider the concept and go for the research. It includes research design which is the main structure of a research. Without this it is impossible to get to the right angle of the research. It is a work plan that moves the research to the right path. It allows me to answer the initial question of my problem statement. It helps me to answer a logical question and allow me to determine the things I will need to start the initial research which includes- determining whether the research will be qualitative or quantitative, determining the sample size and whether it will be descriptive or explanatory. Basically, it is all about deciding the best way for the research. I will be doing data collection procedure and will analyze the data. After collecting data, analysis is very important as it will give me the actual result of this research which will be based on my data which I have collected.

## 4.2 Research Design

In order to do a proper research, every researcher has to follow a preset design structure. There are 3 types of predetermined research designs which are exploratory, descriptive and causal research.

**Exploratory Research:** This research is conducted for a problem that has not been clearly outlined. It helps set the best research design, data-collection method and selection of subjects.

**Descriptive Research:** The main aim is to find the additional information about the research topic. The researcher tries to come up with a new insight with the existing problem. Basically, the researcher goes deeper into the subject matter so that he can provide elaborate description of the problem. Through this research, researcher extends the knowledge on that particular matter. Descriptive research is quantitative in nature.

**Causal Research:** It is also quantitative line descriptive research. Causal research is different than descriptive research because it explains the cause and effect relationship between variables. The objectives of causal research is to understand which variables are the cause and which variables are the effect.

The type of my research is **descriptive**. The main purpose of this research is to understand the effects of digital marketing on customer relationships. Both quantitative and qualitative data have been analyzed in this research.

### 4.3 Data Collection

For this research I have selected a sample of 25 from the population. I have **randomly** selected my sample. My sample is all the people who knows about the internet, active on social networking sites and have a little bit of knowledge on digital marketing. Most of my sample are university students and few are professionals. I am using **primary data** as the information that I have gathered are specifically for my research. In order to collect my data I will be following **computer administered mode**.

**Quantitative Data:** Quantitative data is numerically presented. The data represents exact facts and figures. Numbers are used to state important facts such as degrees of relationship between the different variables that are considered in the study and historical data. The figures in the quantitative data are easily interpretable and can be recorded in standard charts and diagrams. The results produced by quantitative studies produces largely accurate results (McDaniel and Gates, 2005). It is easier to draw conclusion from quantitative data. It reacts to the numbers. A slight change in quantitative data can cause a lot of problems.

**Qualitative Data:** Qualitative data is a descriptive form of data. Instead of numbers, descriptions and more detailed information are used in the study. This form of data is used to state facts and represent degrees in the form of words. As the data is not mathematical and cannot be quantifiable, it cannot be easily recorded or interpreted. The data cannot be simply added up to form greater results (Langer, 2006). Researcher can misinterpret of a qualitative data.

In this research I will use both quantitative and qualitative data but mostly quantitative data.

### 4.4 Data Reliability and Validity

The extent to which results are consistent over time and an accurate representation of the total population under study is referred to as reliability and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable. (Joppe, 2000).

Validity determines whether the research truly measures that which it was intended to measure or how truthful the research results are. In other words, does the research instrument allow you to hit "the bull's eye" of your research object? Researchers generally determine validity by asking a series of questions, and will often look for the answers in the research of others. (Joppe, 2000).



In this paper I have taken these things on account and collected data based on that.

#### 4.5 Research Limitations

The main challenge in doing a research are time constraints and limited resource. I could not manage to survey more than 25 people. Besides, I could not manage to access some of the previous studies that were conducted by other researchers. I worked with many clients but I could not disclose many internal data which could have made this research a bit more authentic.

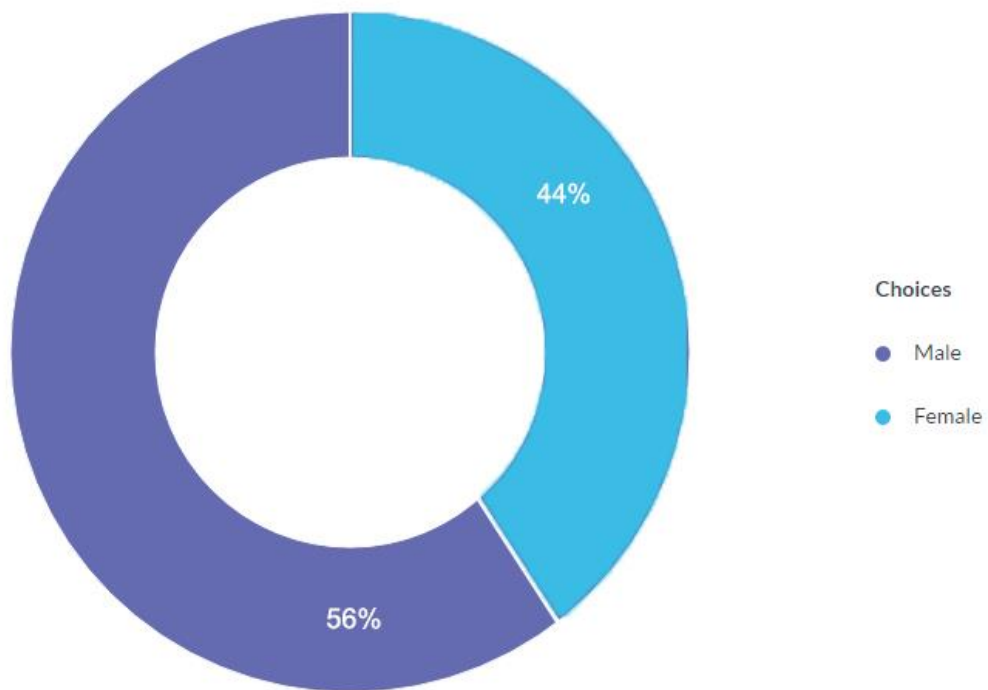
# Chapter 5

## 5.1 Data Analysis

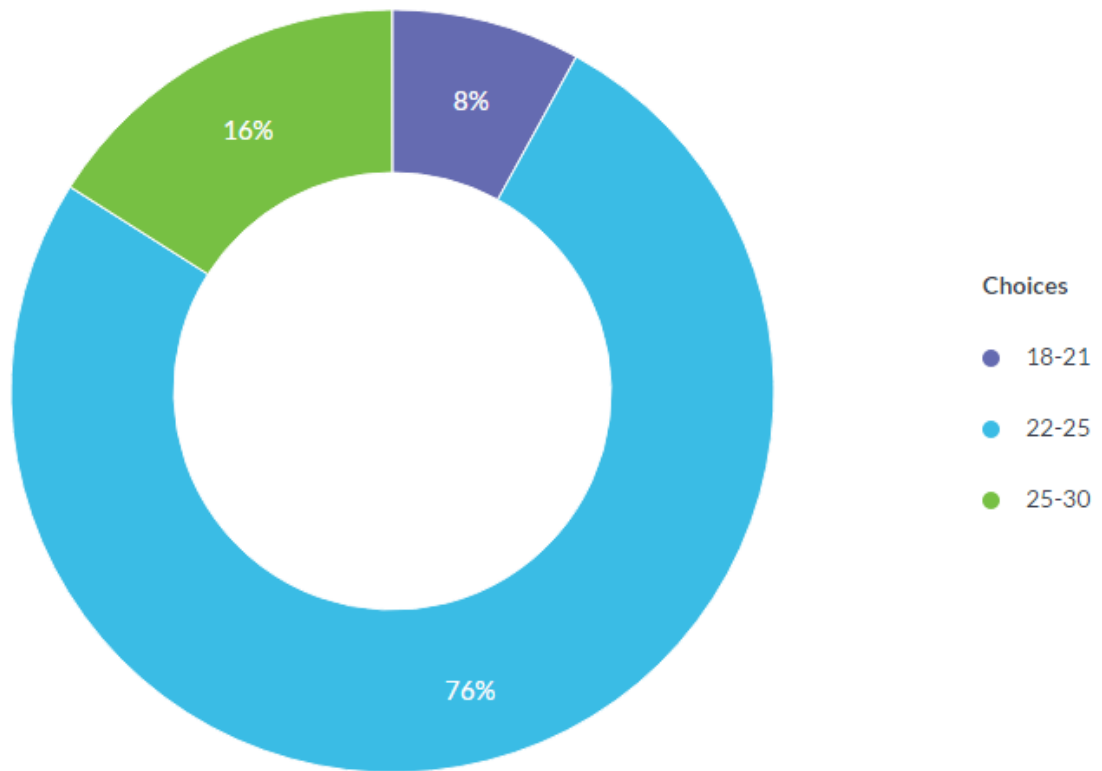
This chapter discusses about the primary data that are collected through survey and analysis of those data.

### Question 1, 2, 3: Gender, Age, Occupation

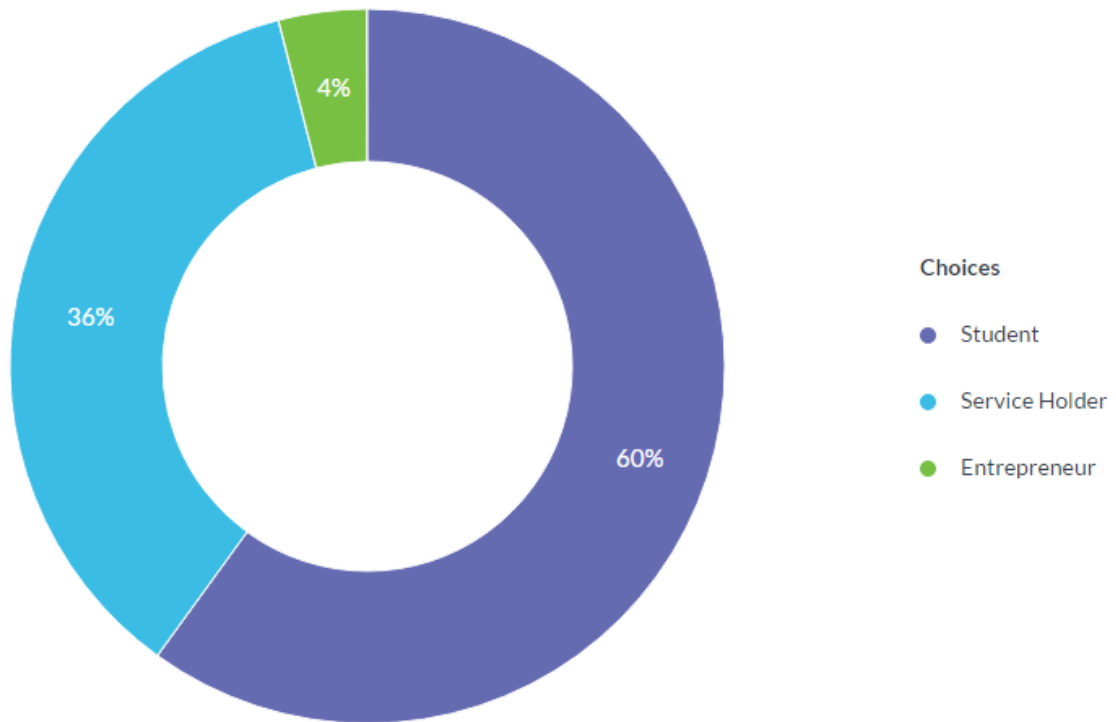
Q1 Gender  
Multiple Choice



**Fig 13: Gender**



**Fig 14: Age**



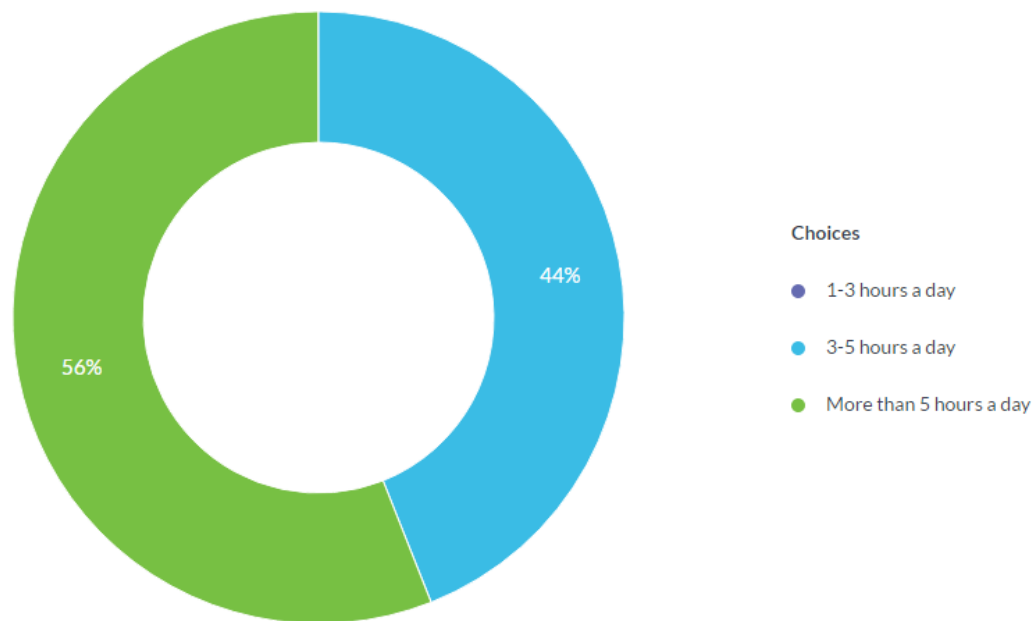
**Fig 15: Occupation**

**Findings and Analysis:** These three questions are basic. From the 25 respondent 14 are male and 9 are female. From them, 60% are student, 36% are service holders and 4% are entrepreneur.

#### Question 4: How much time do you spend on internet?

Q4

How much time do you spend on internet?  
Multiple Choice



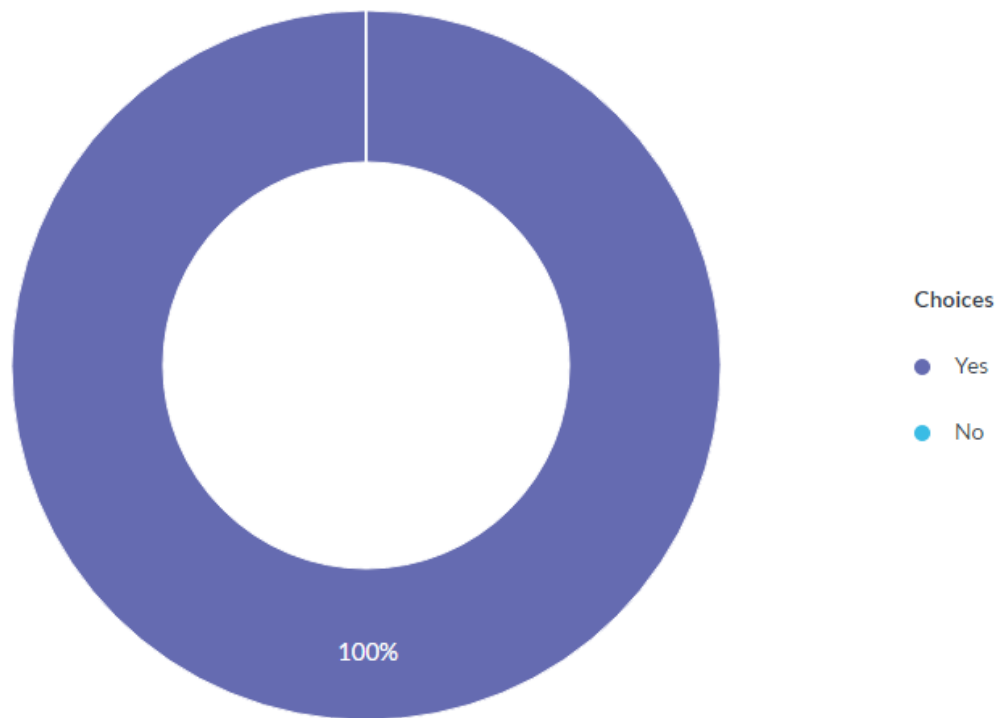
**Fig 16: Time**

**Findings and Analysis:** In this question, I have asked them how much time they spend on internet. Out of 25 respondents 56% spends more than 5 hours a day on internet and 44% spends 2-5 hours a day on internet. It is clear that people are spending a good amount of time on internet on daily basis.

### Question 5: Do you follow brands on social media or any other digital media?

Q5

Do you follow brands on social media or any other digital media?  
Multiple Choice



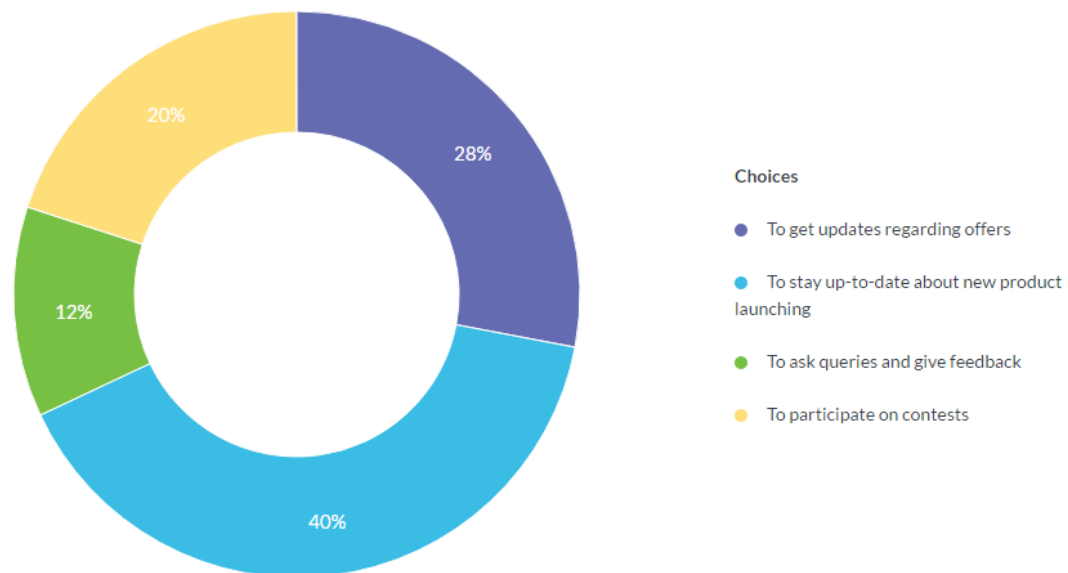
**Fig 17: Follow**

**Findings and Analysis:** 100% of the respondent answers are yes. That means they want to know what brands are doing on digital media. They are well aware of the digital marketing of the respective brands.

## Question 6: Why do you follow brands on social media or any other digital media?

Q6

Why do you follow brands on social media or any other digital media?  
Multiple Choice



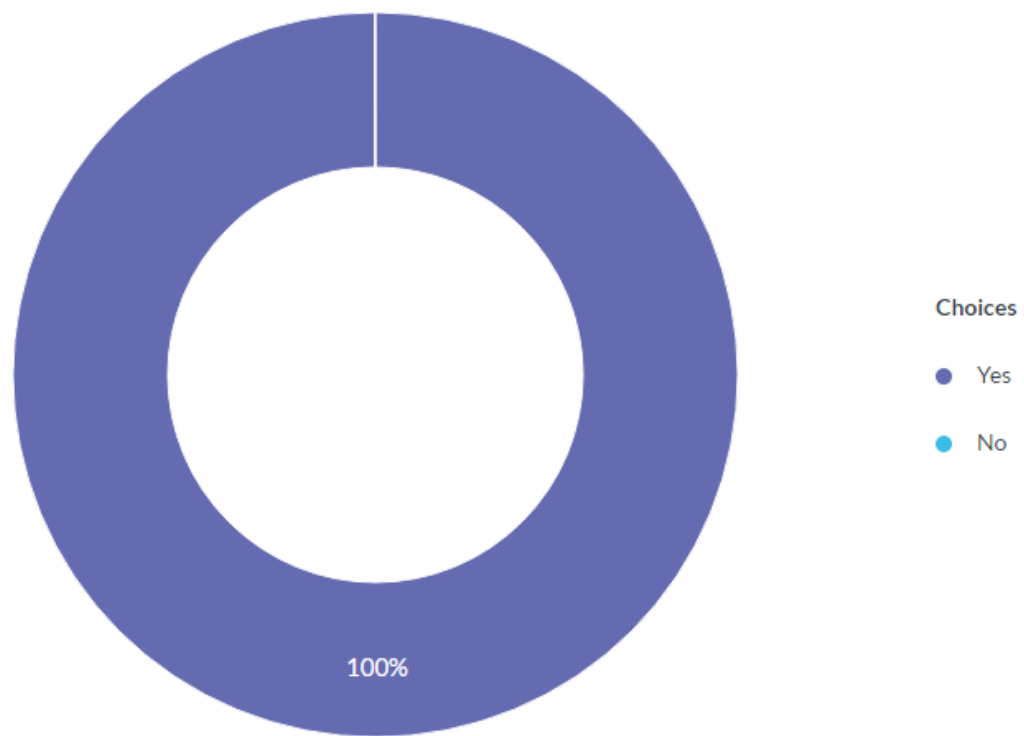
**Fig 18: Reason of following brands**

**Findings and Analysis:** From 25 respondents I have got mixed choices. 28% of them follow brands on digital media to get updates regarding offers, 40% of them follow brands to stay up-to-date about new product launching, 12% of them follow brands to ask queries and give feedback and 20% of them follow to participate on contests. From the above data it is clear that people are interested about the brands activities and they have certain expectations from the brands that they follow.

**Question 7: Do you respond (Like, comment and share) to their contents on digital media?**

Q7

Do you respond (Like, comment and share) to their contents on digital media?  
Multiple Choice



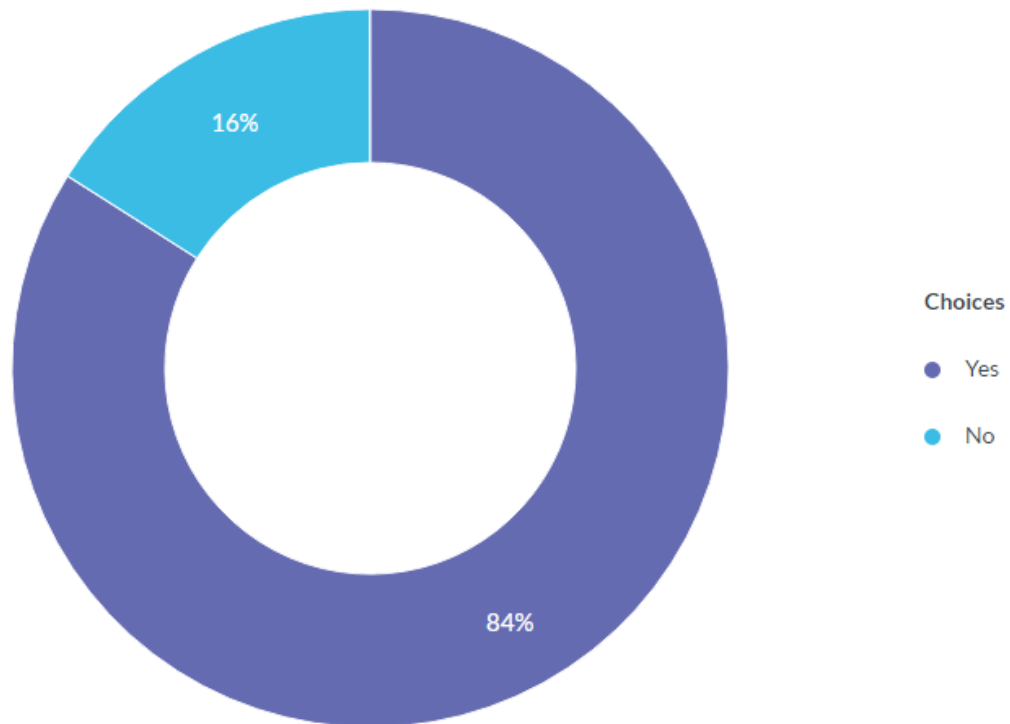
**Fig 19: Respond**

**Findings and Analysis:** 100% respondents said yes. They follow brands online and like those contents, share those in the digital media. Customers spend time on these brands and by sharing they are promoting the brand. Customers tend to share those things which they like or dislike to let other people know.



### Question 8: If yes, do you expect them to reply to your query?

Q8 If yes, do you expect them to reply to your query?  
Multiple Choice



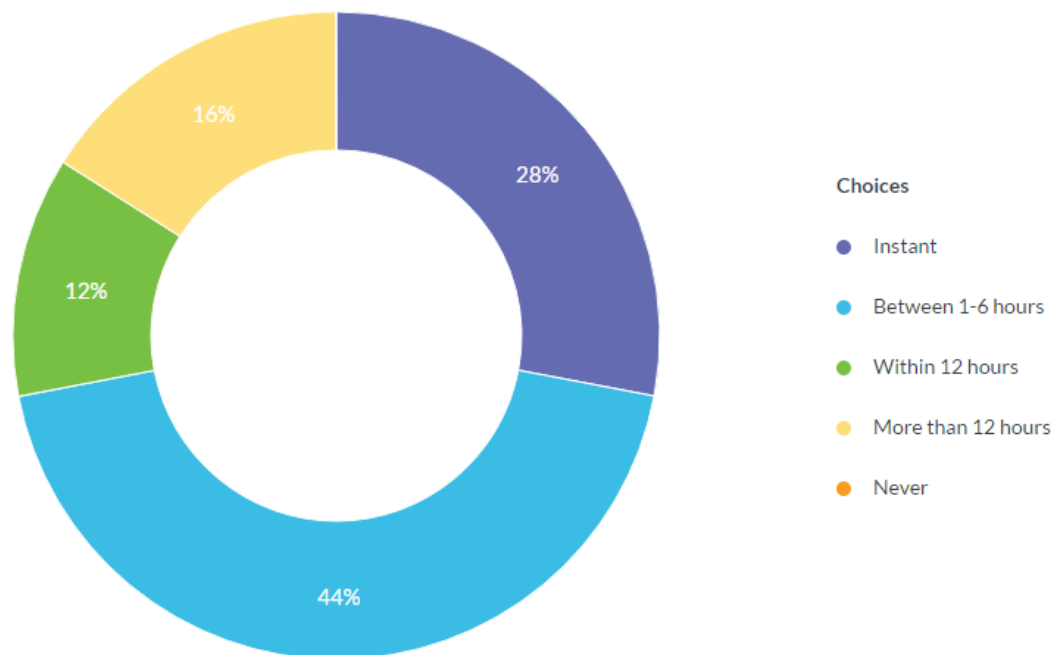
**Fig 20: Query**

**Findings and Analysis:** 84% respondents said they expect to get a reply to their queries and only 16% said they do not expect a reply even if they get a reply. This shows that customers are trying to connect to their brands and sharing their problems. In return they expect query management team will get to them and solve the problem.

## Question 9: How much time they take to respond to your query?

Q9

How much time they take to respond to your query?  
Multiple Choice



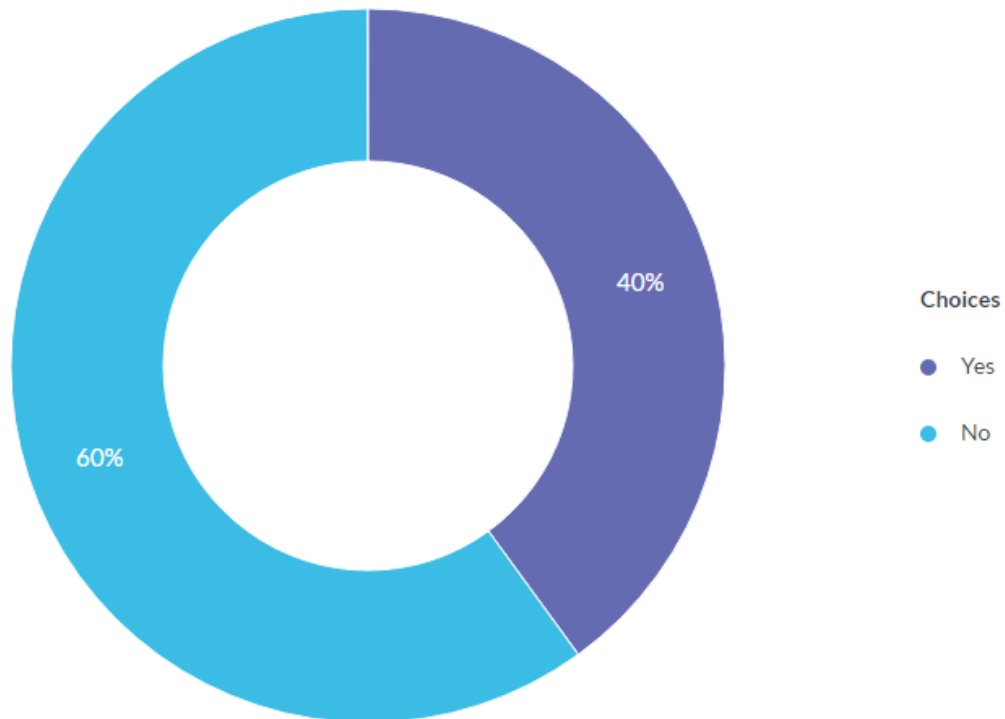
**Fig 21: Respond to Query**

**Findings and Analysis:** The results are good looking. 44% said they take only 1-6 hours to respond to their query, 28% said they get reply instantly, 16% said they get it within 12 hours and 16% said it takes 12 hours to get back to them. From the data we can see that brands are trying to listen to their customer problems and trying to give answers to that. Some are taking short time and some are taking a bit long but they are getting back to their customer queries.

**Question 10: Did any brand ever highlight you or your friends on their social media pages?**

Q10

Did any brand ever highlight you or your friends on their social media pages?  
Multiple Choice



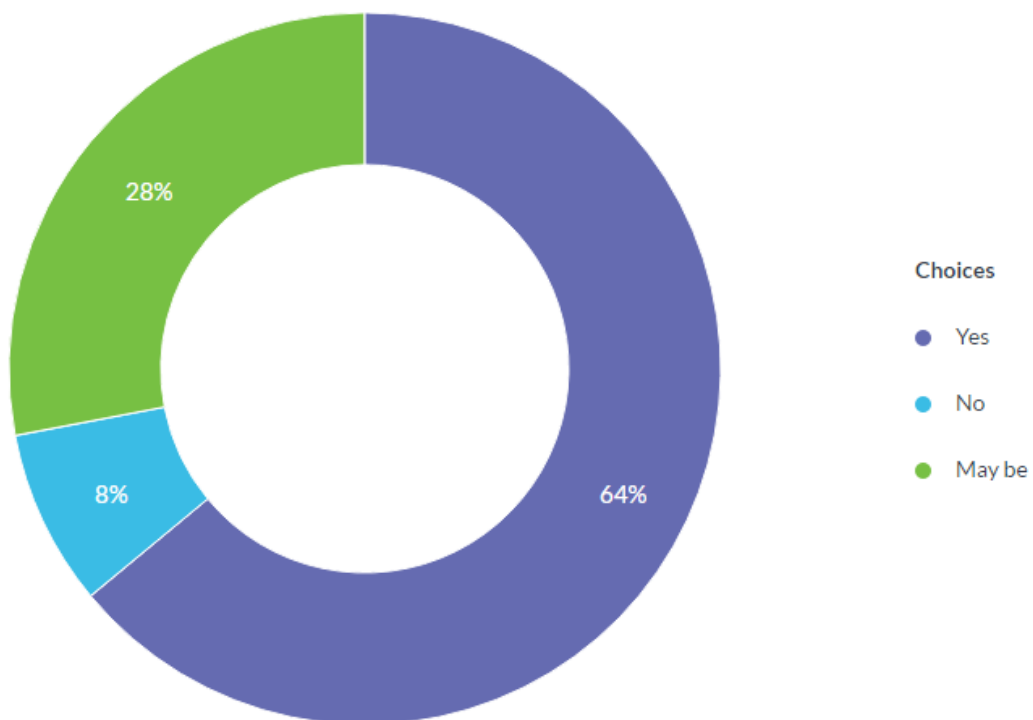
**Fig 22: Highlight**

**Findings and Analysis:** Brands often highlight their fans on their social media pages. To verify this I asked respondents whether they or their closed ones did get featured or not. From the data, it shows that 60% of them got featured in the page and 40% did not get featured. This year Noir Clothing featured their customers on their facebook page. Getting featured in a brands page always attract customers to like the brand.

**Question 11: The reply that you get on brand's pages or forums are reliable and solve your problem.**

**Q11**

The reply that you get on brand's pages or forums are reliable and solve your problem.  
Multiple Choice



**Fig 23: Reliability**

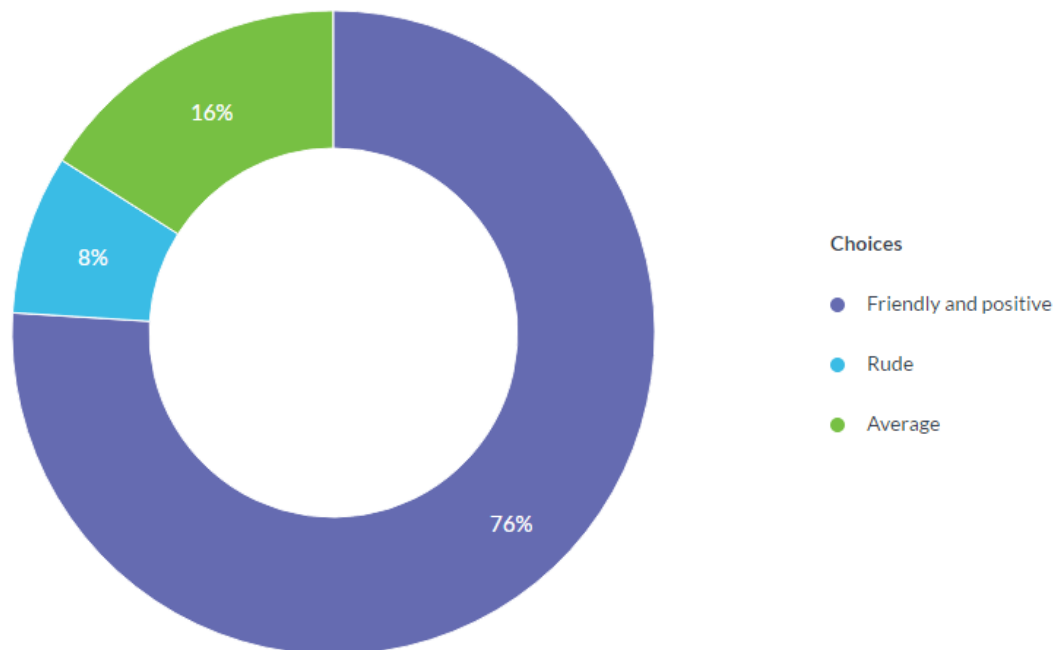
**Findings and Analysis:** 64% respondents agreed that the reply they get or see on social media or any other online forums by the brand are reliable and does answer to their problem, 28% are in the middle of the agreement and 8% are dissatisfied with the replies. From them 64% are happy with the brands. This point can make them loyal to the brand.

## Question 12: What is the attitude of the query management team?

Q12

What is the attitude of the query management team?

Multiple Choice



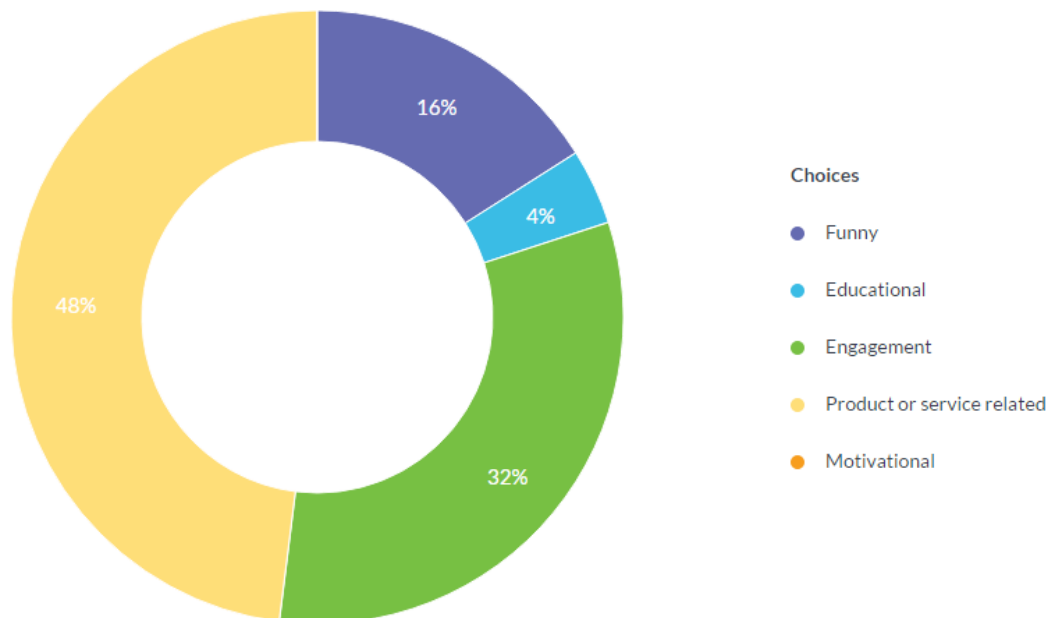
**Fig 24: Query Management Team**

**Findings and Analysis:** Most of the respondents agreed to the point that the query management teams are friendly and positive toward the customers, 16% rated their attitude as average and 8% claimed that they are rude to them. From the data it is clear that brands are trying their best to be humble to their customers. Every strategy has a flaw. 76% is a positive statistics. Most of the customers are happy. When a customer is happy, he/she is more likely to become loyal to the brand and will try to make a good relationship with them.

### Question 13: What type of content do you like to see on digital media?

Q13

What type of content do you like to see on digital media?  
Multiple Choice



**Fig 25: Content**

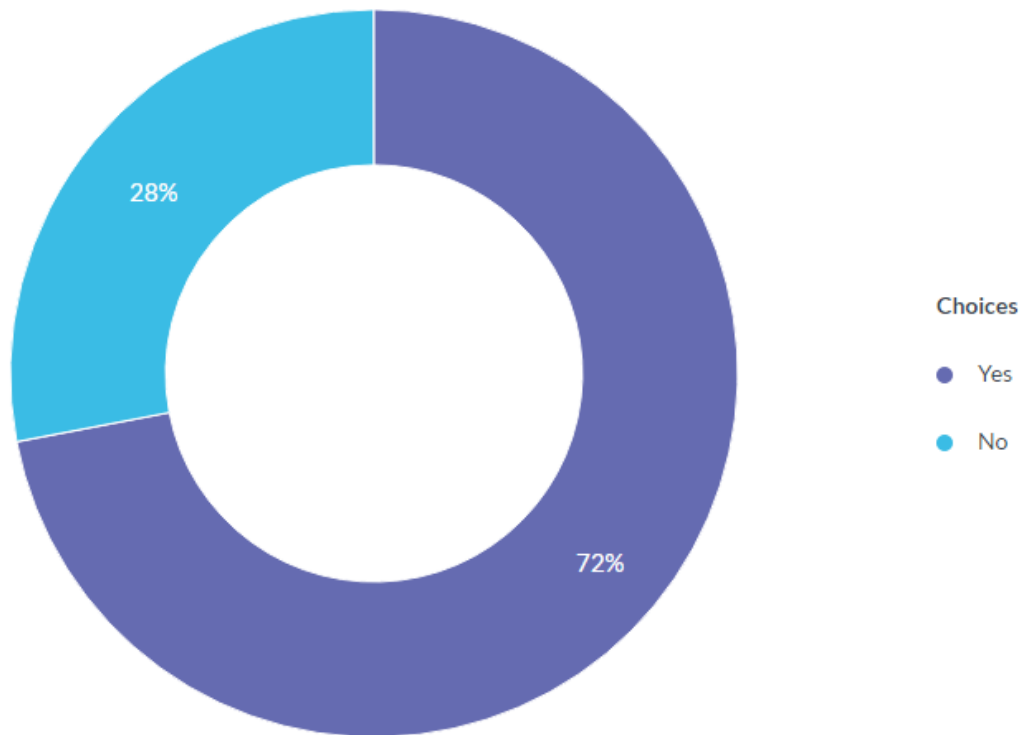
**Findings and Analysis:** According to the data, 48% customers like to see product or service related data, 32% customers like to see engagement contents, 16% customers like to see funny contents and only 4% customers like to see educational contents. From this data brand can rethink about their content planning and act upon it. If brands create contents which are based on customer likings, they are most likely to be happy with the brand. In business, happiness does create loyalty.

## Question 14: Have you ever participated in any social media contest or campaign?

Q14

Have you ever participated in any social media contest or campaign?

Multiple Choice



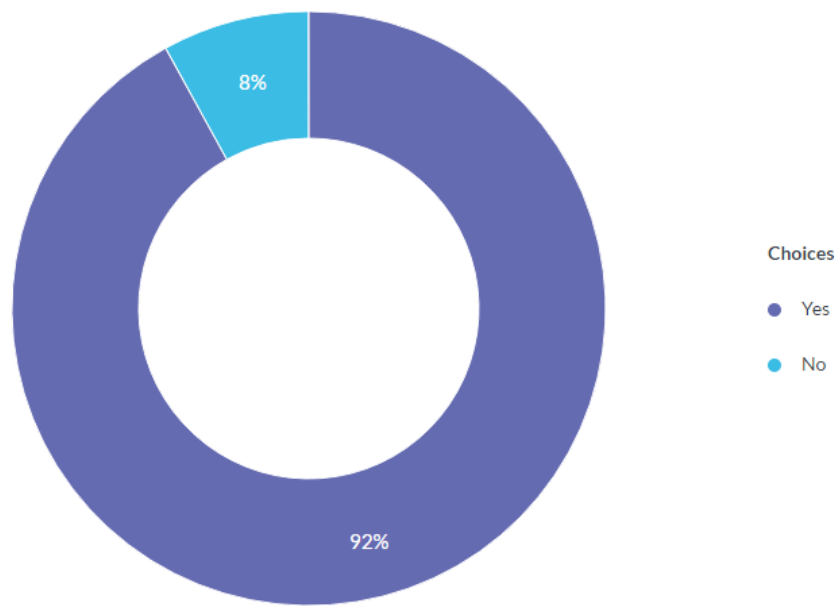
**Fig 26: Contest**

**Findings and Analysis:** According to the data 72% have participated in social media contests and campaigns and only 28% did not participate. In question number 6, 20% respondents said they follow brands to participate on contests. These people will certainly be happy when they get the chance to participate in any contests. Besides, the winners of the contests will create a soft corner for the brand because that particular brand is entertaining him/her.

**Question 15: Do you think that every brand should now focus on promoting their business online rather than offline?**

Q15

Do you think that every brand should now focus on promoting their business online rather than offline?  
Multiple Choice



**Fig 27: Online VS Offline**

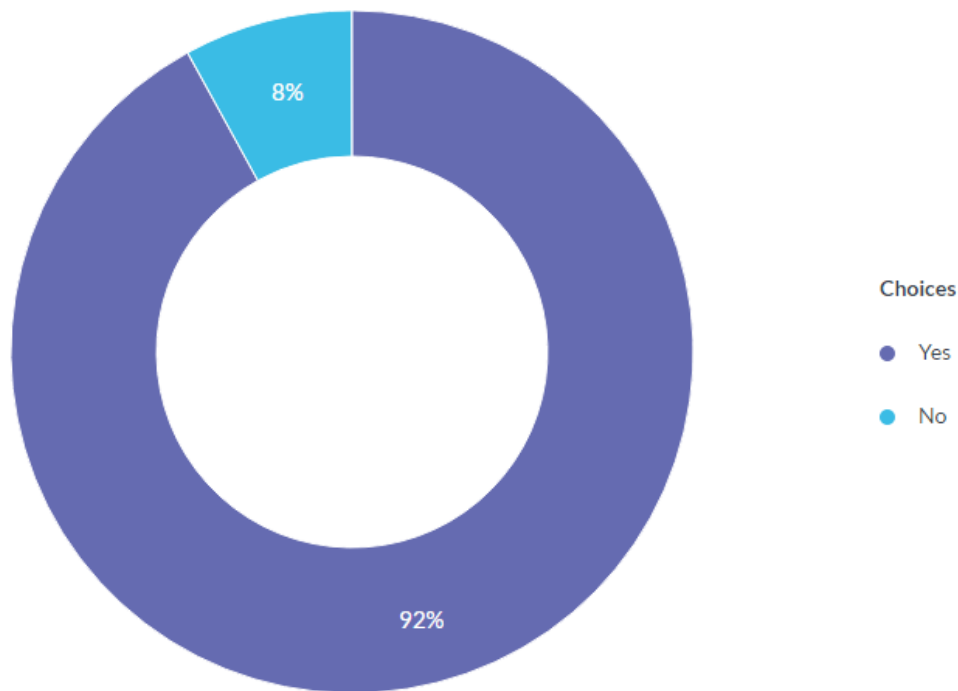
**Findings and Analysis:** 92% said every brand should now focus more on digital marketing rather than traditional marketing. In this research paper I have taken surveys of 25 people of all of them spend at least 3 hours a day on internet and all of them follow brands online. It clearly indicates that people are always found on internet. Marketers have to promote their products and services on internet.



**Question 16: Do you think brands are trying to build relationships with customers through digital media?**

Q16

Do you think brands are trying to build relationships with customers through digital media?  
Multiple Choice



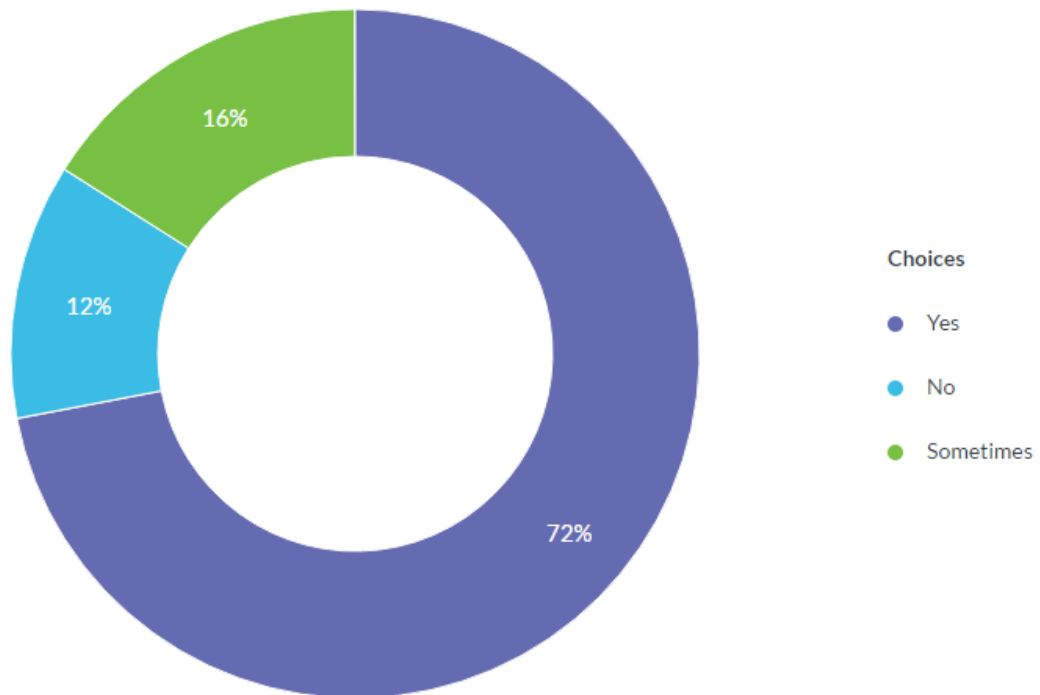
**Fig 28: Relationships**

**Findings and Analysis:** The impact of digital marketing on customer relationships is positive. 92% customers feels that brands are trying to build relationships with the customers through digital marketing channels. Only 8% disagreed. This clearly shows that customers are getting the point of brands. They actually feel that brands are trying to build good relationship with the customers.

### Question 17: Do brands act upon the feedback they get online from customers?

Q17

Do brands act upon the feedback they get online from customers?  
Multiple Choice



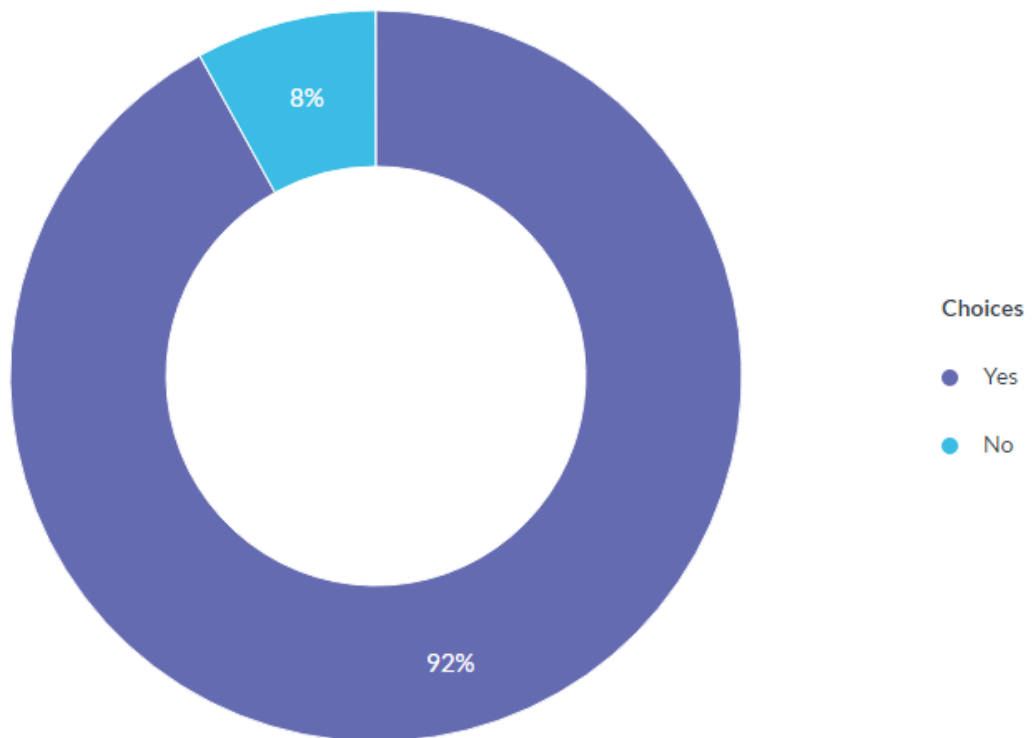
**Fig 29: Feedback**

**Findings and Analysis:** 72% respondents agreed that brands do act upon the feedback they get online from customers. However, 12% said they do not do that and 16% said sometimes they do. If customers think brands listen to them and do change certain things, there is no doubt that the brands have successfully created a good relationship with the customers.

**Question 18: Do brands offer service recovery if they get any complaint from the customer?**

Q18

Do brands offer service recovery if they get any complaint from the customer?  
Multiple Choice



**Fig 30: Service Recovery**

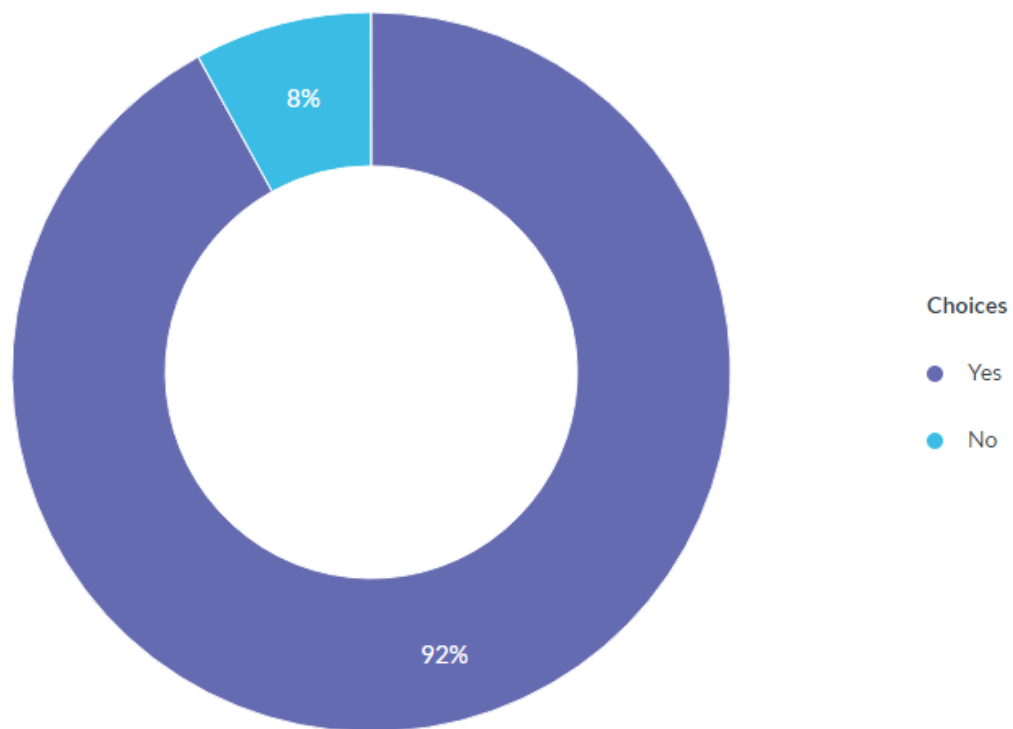
**Findings and Analysis:** No matter how good your brand is or how good your service is there will be mistakes. A small mistake can lead to a customer dissatisfaction and eventually they will spread bad word of mouth. To keep the good relationship and make customers special, brands can do service recovery where they can give complimentary to the customers. According to my study 92% said they got the complimentary from the brands and only 8% did not get it. I personally got the service multiple times and one of our clients did provide that to their customers. Eventually the customer got happy and posted a photo on social media.

### Question 19: Do you feel closer to the brands through digital media?

Q19

Do you feel closer to the brands through digital media?

Multiple Choice



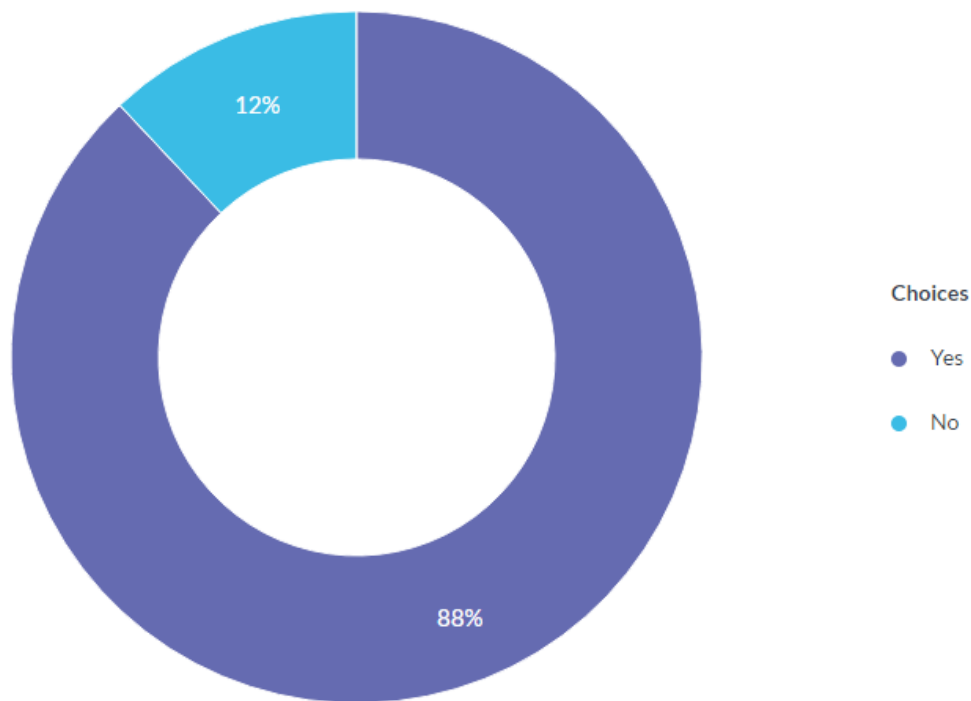
**Fig 31: Closer to the brands**

**Findings and Analysis:** Through digital marketing strategy, customer do feel closer to the brands. This study also proves that. Traditional marketing could never have done it but digital marketing did. 92% thinks that they feel closer to the brand just because of the presence of digital marketing run by the brands. Only 8% do not feel closer to the brand and they are ones who prefer traditional marketing over digital marketing.

**Question 20: Have you become loyal to any brands because of their customer service on digital media?**

Q20

Have you become loyal to any brands because of their customer service on digital media?  
Multiple Choice



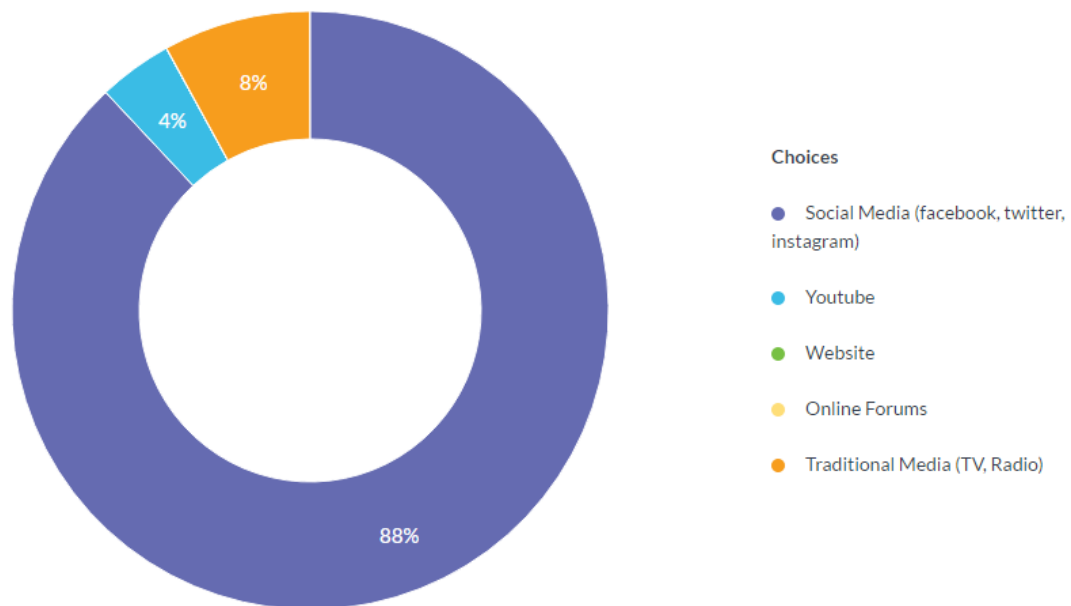
**Fig 32: Loyalty**

**Findings and Analysis:** 88% became loyal to brands just because of the customer service the brands have provided on digital media. Only 12% did not become loyal to any brand. It is clear that customer service on digital media is good and they reply quickly to their customers problems.

**Question 21: Which platform should a brand use more to create relationship with the customers?**

Q21

Which platform should a brand use more to create relationship with the customers?  
Multiple Choice



**Fig 33: Platform**

**Findings and Analysis:** According to the study, brands should use social networking sites like facebook, twitter, instagram to create relationship with the customers. Over the few years, facebook has become a popular social networking site where people spend god amount of time from their daily life. 8% thins traditional media and 4% suggested youtube. Youtube is becoming popular in our country. Brands are opening their channels and vlogging from their and also giving advertisements on youtube. Youtube could be the next game in our country in terms of customer relationship building.

**Question 22: Write your opinion about brands social media pages compare to traditional communication tools in building relationships with customer?**

**Findings and Analytics:** This part is qualitative. Few respondents shared their opinion regarding customer relationship. One of the respondents said “Social media is always effective to create relationships with the customers” Here this person knows the importance of social media and has a good idea about it. He knows social media is easy to access and customers can get their problem done from here. Another respondent said “Social media is the best way to get connected to the consumers.” Yes surely brands are connected to the customers now more than ever. They are communicating with each other on daily basis.

# Chapter 6

## 6.1 Conclusion and Recommendations

In this report I tried to show the effects of digital marketing on customer relationships. After taking the survey, I can conclude that brands are connected to their customers more than ever. The effectiveness of digital marketing is clearly shown in the report. In this digital age, to build a good relationship with customers need only one thing to do and that is digital marketing. Brands are trying to listen to their customers and providing best possible service to them. The amount of people in digital media is huge. Anything positive about the brand can lead them to success. After the study the research objectives are fulfilled. All of the objectives are properly achieved through the research.

**RO1** - To notice the changes brought by digital media in brands relationship marketing.

For fulfilling this objective I asked proper question to the respondents. Changes are clear and customers do not have to wait in line to get their service. They can get it from the online. Besides, brands organizes online contests and give reward to their customers, they feature their fans on their pages and take feedback from the customer and act upon it.

**RO2** - To see how relationship marketing changed over the years and what differs from traditional approaches marketers had.

Traditional marketers had to talk to face to face or activation to keep relationship with the customers but in digital media marketers can give support to their customer at any time and unlimited number of times.

**RO3** - To see how digital media changed the way brands act toward customers and how customers gained power in their relationships with brands.

Customers are god to the brands. Negative word of mouth can spread quickly in these days with help of social networking sites. This can hamper in sales. Brands try to be humble with customers and listen to their problems and solve them.

**RO4** – To find out whether customers are being loyal toward the brands or not

This study clearly showed that customers are being loyal to the brands because of their service quality.



**RO5** - Understand what digital media are as well as digital marketing

In this report I have mentioned all the digital media like social networking sites, website, SMS/MMS, Media sharing site and what is digital marketing. In digital marketing there is pay per click, sponsored advertisement, skip able advertisements, social media marketing, google adwords, google adsense etc.

**RO6** - To compare traditional marketing and digital marketing to understand the impacts of digital marketing on customer engagement

Customer engagement has been rising in digital marketing. Continuous contests, campaigns, regular posts on pages are making people to engage whereas traditional marketing has failed to engage customers.

**RO7** - To measure the impact of digital marketing on consumers and brands

Digital marketing has enables so many things to the customers and brands. Through digital marketing brands are able to increase their sales volume and maintaining a good relationship with them. Consumers can compare brands easily and can figure out who is actually providing good services to them.

**RO8** - To measure the impact of their response to customer queries and feedbacks

Most of the customers are taking their replies positively and becoming loyal to the brand.

**RO9** - To examine their attitude towards queries and feedbacks received through digital media

Query management teams are working hard and most of the time they maintained positive attitude toward the customers.

**RO10** - To measure the degree of reliability of those queries

Most of the respondents think that the degree of reliability of those queries are high.

I have successfully attained all the research objectives through the study.

## 6.2 Recommendations:

- ❖ The required time to respond to the queries needs to be more prompt
- ❖ Brands should take more surveys on customer preference regarding the shared contents of the brands.
- ❖ Brands need to highlight more of their fans
- ❖ Top 3 fans of the month can be a strategy to engage more customers to the brands pages.
- ❖ Giving rating points to the fans can motivate fans to increase their rating points. In order to do that they will engage themselves more on the page.
- ❖ Regular quiz contests can be done.

## List of References

Julian, L (2012). Using Social Media to Increase Consumer Loyalty to a Brand. California

Merisavo, M (2006). Helsinki School of Economics, Finland

Yasmin, A; Tasneem, S; Fatema, K (2015). International Journal of Management Science and Business Administration. Volume 1, Issue 5, Pages 69-80

Smith, T (2014), "Consumer Perceptions of a Brand's Social Media Marketing." Master's Thesis, University of Tennessee

Rupin, C (2015). Social media as a new engaging channel in brands' relationship marketing

Online Source –

<http://www.toprankmarketing.com/services/>

<http://controln.net>

## Appendix A

The Effects of Digital Marketing on Customer Relationships	
Q1 Gender Multiple Choice	Gender
Q2 Age Multiple Choice	<input type="radio"/> Male <input type="radio"/> Female
Q3 Occupation Multiple Choice	
Q4 How much time do you spend on internet? Multiple Choice	Age
Q5 Do you follow brands on social media or any other digital media? Multiple Choice	<input type="radio"/> 18-21 <input type="radio"/> 22-25 <input type="radio"/> 25-30
Q6 Why do you follow brands on social media or any other digital media? Multiple Choice	
Q7 Do you respond (Like, comment and share) to their contents on digital media? Multiple Choice	Occupation
Q8 If yes, do you expect them to reply to your query? Multiple Choice	<input type="radio"/> Student <input type="radio"/> Service Holder <input type="radio"/> Entrepreneur
Q9 How much time they take to respond to your query? Multiple Choice	
Q10 Did any brand ever highlight you or your friends on their social media pages? Multiple Choice	How much time do you spend on internet?
Q11 The reply that you get on brand's pages or forums are reliable and solve your problem. Multiple Choice	<input type="radio"/> 1-3 hours a day <input type="radio"/> 3-5 hours a day <input type="radio"/> More than 5 hours a day
Q12 What is the attitude of the query management team? Multiple Choice	
What type of content do you	Do you follow brands on social media or any other digital media?
	<input type="radio"/> Yes <input type="radio"/> No

## The Effects of Digital Marketing on Customer Relationships

**Q1** Gender  
Multiple Choice

**Q2** Age  
Multiple Choice

**Q3** Occupation  
Multiple Choice

**Q4** How much time do you spend on internet?  
Multiple Choice

**Q5** Do you follow brands on social media or any other digital media?  
Multiple Choice

**Q6** Why do you follow brands on social media or any other digital media?  
Multiple Choice

**Q7** Do you respond (Like, comment and share) to their contents on digital media?  
Multiple Choice

**Q8** If yes, do you expect them to reply to your query?  
Multiple Choice

**Q9** How much time they take to respond to your query?  
Multiple Choice

**Q10** Did any brand ever highlight you or your friends on their social media pages?  
Multiple Choice

**Q11** The reply that you get on brand's pages or forums are reliable and solve your problem.  
Multiple Choice

**Q12** What is the attitude of the query management team?  
Multiple Choice

What type of content do you

Do you follow brands on social media or any other digital media?

☐ Yes

☐ No

Why do you follow brands on social media or any other digital media?

☐ To get updates regarding offers

☐ To stay up-to-date about new product launching

☐ To ask queries and give feedback

☐ To participate on contests

Do you respond (Like, comment and share) to their contents on digital media?

☐ Yes

☐ No

If yes, do you expect them to reply to your query?

☐ Yes

☐ No

How much time they take to respond to your query?

☐ Instant

☐ Between 1-6 hours

☐ Within 12 hours

## The Effects of Digital Marketing on Customer Relationships

Q1 Gender  
Multiple Choice

Q2 Age  
Multiple Choice

Q3 Occupation  
Multiple Choice

Q4 How much time do you spend on internet?  
Multiple Choice

Q5 Do you follow brands on social media or any other digital media?  
Multiple Choice

Q6 Why do you follow brands on social media or any other digital media?  
Multiple Choice

Q7 Do you respond (Like, comment and share) to their contents on digital media?  
Multiple Choice

Q8 If yes, do you expect them to reply to your query?  
Multiple Choice

Q9 How much time they take to respond to your query?  
Multiple Choice

Q10 Did any brand ever highlight you or your friends on their social media pages?  
Multiple Choice

Q11 The reply that you get on brand's pages or forums are reliable and solve your problem.  
Multiple Choice

Q12 What is the attitude of the query management team?  
Multiple Choice

What type of content do you

How much time they take to respond to your query?

- ☐ Instant
- ☐ Between 1-6 hours
- ☐ Within 12 hours
- ☐ More than 12 hours
- ☐ Never

Did any brand ever highlight you or your friends on their social media pages?

- ☐ Yes
- ☐ No

The reply that you get on brand's pages or forums are reliable and solve your problem.

- ☐ Yes
- ☐ No
- ☐ May be

What is the attitude of the query management team?

- ☐ Friendly and positive
- ☐ Rude
- ☐ Average

What type of content do you like to see on digital media?

- ☐ Funny

## The Effects of Digital Marketing on Customer Relationships

Q1 Gender  
Multiple Choice

Q2 Age  
Multiple Choice

Q3 Occupation  
Multiple Choice

Q4 How much time do you spend on internet?  
Multiple Choice

Q5 Do you follow brands on social media or any other digital media?  
Multiple Choice

Q6 Why do you follow brands on social media or any other digital media?  
Multiple Choice

Q7 Do you respond (Like, comment and share) to their contents on digital media?  
Multiple Choice

Q8 If yes, do you expect them to reply to your query?  
Multiple Choice

Q9 How much time they take to respond to your query?  
Multiple Choice

Q10 Did any brand ever highlight you or your friends on their social media pages?  
Multiple Choice

Q11 The reply that you get on brand's pages or forums are reliable and solve your problem.  
Multiple Choice

Q12 What is the attitude of the query management team?  
Multiple Choice

What type of content do you

What type of content do you like to see on digital media?

- ☐ Funny
- ☐ Educational
- ☐ Engagement
- ☐ Product or service related
- ☐ Motivational

Have you ever participated in any social media contest or campaign?

- ☐ Yes
- ☐ No

Do you think that every brand should now focus on promoting their business online rather than offline?

- ☐ Yes
- ☐ No

Do you think brands are trying to build relationships with customers through digital media?

- ☐ Yes
- ☐ No

Do brands act upon the feedback they get online from customers?

- ☐ Yes
- ☐ No

## The Effects of Digital Marketing on Customer Relationships

Q1 Gender Multiple Choice	Do brands act upon the feedback they get online from customers?
Q2 Age Multiple Choice	<input type="radio"/> Yes
Q3 Occupation Multiple Choice	<input type="radio"/> No
Q4 How much time do you spend on internet? Multiple Choice	<input type="radio"/> Sometimes
Q5 Do you follow brands on social media or any other digital media? Multiple Choice	Do brands offer service recovery if they get any complaint from the customer?
Q6 Why do you follow brands on social media or any other digital media? Multiple Choice	<input type="radio"/> Yes
Q7 Do you respond (Like, comment and share) to their contents on digital media? Multiple Choice	<input type="radio"/> No
Q8 If yes, do you expect them to reply to your query? Multiple Choice	Do you feel closer to the brands through digital media?
Q9 How much time they take to respond to your query? Multiple Choice	<input type="radio"/> Yes
Q10 Did any brand ever highlight you or your friends on their social media pages? Multiple Choice	<input type="radio"/> No
Q11 The reply that you get on brand's pages or forums are reliable and solve your problem. Multiple Choice	Have you become loyal to any brands because of their customer service on digital media?
Q12 What is the attitude of the query management team? Multiple Choice	<input type="radio"/> Yes
What type of content do you	Which platform should a brand use more to create relationship with the customers?
	<input type="radio"/> Social Media (facebook, twitter, instagram)
	<input type="radio"/> Youtube
	<input type="radio"/> Website
	<input type="radio"/> Online Forums



## The Effects of Digital Marketing on Customer Relationships

Q1	Gender Multiple Choice	<input type="radio"/> Yes
Q2	Age Multiple Choice	<input type="radio"/> No
Q3	Occupation Multiple Choice	Have you become loyal to any brands because of their customer service on digital media?
Q4	How much time do you spend on internet? Multiple Choice	<input type="radio"/> Yes
Q5	Do you follow brands on social media or any other digital media? Multiple Choice	<input type="radio"/> No
Q6	Why do you follow brands on social media or any other digital media? Multiple Choice	Which platform should a brand use more to create relationship with the customers?
Q7	Do you respond (Like, comment and share) to their contents on digital media? Multiple Choice	<input type="radio"/> Social Media (facebook, twitter, instagram)
Q8	If yes, do you expect them to reply to your query? Multiple Choice	<input type="radio"/> Youtube
Q9	How much time they take to respond to your query? Multiple Choice	<input type="radio"/> Website
Q10	Did any brand ever highlight you or your friends on their social media pages? Multiple Choice	<input type="radio"/> Online Forums
Q11	The reply that you get on brand's pages or forums are reliable and solve your problem. Multiple Choice	<input type="radio"/> Traditional Media (TV, Radio)
Q12	What is the attitude of the query management team? Multiple Choice	Write your opinion about brands social media pages compare to traditional communication tools in building relationships with customer?
		<div></div>
		<div>Submit</div>