

DIGITAL MARKETING IN HR SERVICE SECTOR

Submitted by

Srijana Giri

Shanker Dev Campus

Campus Roll No.: 2607/071

T.U. Regd. No.:7-2-422-145-2009

2nd Year Symbol No.: 391793/073

A Thesis Submitted To:

Office of the Dean

Faculty of Management

Tribhuvan University

In Partial Fulfillment of the Requirement for the Degree Of

Master of Business Studies (MBS)

Kathmandu Nepal

July, 2024

RECOMMENDATION

This is to certify that the thesis

Submitted by:

SRIJANA GIRI

Entitled:

DIGITAL MARKETING IN HR SERVICE SECTOR

Has been prepared as approved by this Department in the prescribed format of the Faculty of Management. This thesis is forwarded for examination.

.....
Asso. Prof. Suman Kamal Parajuli
(Thesis Supervisor)

.....
Asso. Prof. Dr. Sajeeb Kumar Shrestha
(Head, Research Department)

.....
Asso. Prof. Dr. Krishna Prasad Acharya
(Campus Chief)

VIVA-VOCE SHEET

We have conducted the viva –voce of the thesis presented

By:

SRIJANA GIRI

Entitled:

DIGITAL MARKETING IN HR SERVICE SECTOR

And found the thesis to be the original work of the student and written

According to the prescribed format. We recommend the thesis to be

Accepted as partial fulfillment of the requirement for the degree of

Master of Business Studies (MBS)

Viva-Voce Committee

Head, Research Department

Member (Thesis Supervisor)

Member (External Expert)

DECLARATION

I hereby declare that the work reported in this thesis entitled "**DIGITAL MARKETING IN HR SERVICE SECTOR**" submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the degree of Master of Business Studies (MBS) under the supervision of Asso. Prof. Suman Kamal Parajuli of Shanker Dev Campus, T.U.

.....
Srijana Giri

Shanker Dev Campus

Campus Roll No.: 2607/071

T.U. Regd. No.:7-2-422-145-2009

2nd Year Symbol No.: 391793/073

ACKNOWLEDGEMENT

This thesis entitled “**Digital Marketing in HR Service Sector**” is not only the result of my individual effort. During the preparation of the report, I have consulted many sources. So, I would like to thank all those whose work materials and ideas assisted me in preparing this thesis.

I am delighted to present this dissertation to the research management cell, Shanker Dev campus, in partial fulfillment of the requirement for the degree of Masters in Business Studies (MBS), Faculty of Management, Tribhuvan University (TU).

The completion of this project work would have been considerably difficult without the help, co-operation & suggestion of my supervisor **Asso. Prof. Suman Kamal Parajuli** . I am very thankful to him for his kind support and guidelines. My utmost thank goes to **Asso. Prof. Sajeeb Kumar Shrestha** sir for his motivating word and believing in me. I am thankful to all the respondents who managed their valuable time and contributed in my thesis.

And I extend my sincere gratitude to the directors and owners of the HR Service providing companies for providing required information, sharing their valuable experiences as required in my study even in their busy schedule. Their cooperation and friendliness towards learner like me have always remained as a motivating factor.

TABLE OF CONTENTS

RECOMMENDATION	ii
VIVA-VOCE SHEET	iii
DECLARATION	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS.....	vi
LIST OF TABLES	viii
LIST OF FIGURES	ix
ABBREVIATION.....	x
CHAPTER-I.....	1
INTRODUCTION	1
1.1 Background of Study	1
1.2 HR Services in Nepal.....	4
1.3 Problem Statement	6
1.4 Objective of Study.....	7
1.5 Significance of Study.....	7
1.6 Limitations of the Study	8
CHAPTER-II	9
THE LITERATURE REVIEW.....	9
2.1 Digital Marketing & HR: The Benefits and The Role of HR.....	9
2.2 Research on Employee Recruitment: So many studies, so many remaining questions	10
2.3 Digital Marketing and Customer Loyalty; Building Stronger Brand relationship ...	11
2.4 Digital Marketing: Strategy, Implementation, and Practice	11
2.5 Advances in Social Media Research: Past, Present and Future	12
2.6 Popularity of digital marketing channels in the service sector.....	13
2.7 The Rise of Digital Marketing in Nepal: Trends and Predictions for 2024	14
2.8 Changing HR Dynamics in Nepal (Sanjeev Sharma and Nikeeta Gautam).....	15
CHAPTER – III	17
RESEARCH METHODOLOGY.....	17
3.1 Research Design	17

3.2 Population and Sample	18
3.3 Nature and Sources of Data	18
3.4 Data Collection Procedure	18
Data Collection.....	18
Questionnaire Development	18
Data Analysis Tools	19
CHAPTER IV	20
DATA PRESENTATON AND ANALYSIS.....	20
4.1 Details of the Survey and the participants	23
4.2 Data Analysis and Presentation.....	24
4.3 Major Findings of the Survey.....	33
CHAPTER-V	36
CONCLUSION AND RECOMMENDATIONS	36
5.1 Conclusion.....	36
5.2 Recommendations	38
BIBLIOGRAPHY.....	43
Appendix 1.....	45

List of Tables

Table 1 Number of Respondents.....	24
Table 2 Gender of Respondents.....	24
Table 3 Age Group of Respondents.....	24
Table 4 Key Challenges in Implementing digital marketing Initiative.....	25
Table 5 Social Media Platform for Job Search	26
Table 6 Frequency to Use the Social Media platforms for professional Purposes	27
Table 7 Future Trends and expected Innovations landscaping Digital Marketing	30
Table 8 Cost Comparison of the digital marketing to traditional Marketing.....	31
Table 9 Favorable Government Policy regarding the use of digital marketing	32

List of Figures

Figure 1 Nepal’s Population Over the Years	20
Figure 2 Overview and Use of Connected Devices and Services.....	21
Figure 3 Overview of Internet User Over Years.....	21
Figure 4 Internet Use Over Time	22
Figure 5 Overview of Web Traffic By Device	22
Figure 6 Overview of Social Media Use.....	23
Figure 7 Effective Use of Digital marketing by the company	25
Figure 8 Preferred Social Media Platform for Job Search.....	26
Figure 9 Tools of Digital Marketing the company uses the most.....	27
Figure 10 Most Engaging Content in Social Media.....	28
Figure 11 Digital Marketing is better than Traditional Marketing	28
Figure 12 Impact of Online Reviews and testimonials in Job	29
Figure 13 Impact of Covid 19 in adoption of Digital Marketing.....	30
Figure 14 Analyze the ROI.....	31
Figure 15 The importance of Digital marketing in Business Growth.....	32
Figure 16 Best practices for building an employer brand in Nepal	33

ABBREVIATIONS

HR	:	Human Resource
SEO	:	Search Engine Optimization
SERPs	:	Search Engine Result Pages
AI	:	Artificial Intelligence
SEM	:	Search Engine Marketing
PPC	:	Pay per Click
PR	:	Public Relation
MNCs	:	Multinational Companies
IT	:	Information Technology
Ad	:	Advertisement
ATS	:	Applicant Tracking System
HRIS	:	Human Resource Information System
PMS	:	Performance Management System
GPS	:	Global Positioning system
Pvt Ltd.	:	Private Limited
ROI	:	Return on Investment
KPI	:	Key Performance Indicator
FY	:	Fiscal Year
JV	:	Joint Venture
INGO	:	International Non-Government Organization
NGO	:	Non-Government Organization
NA	:	Not Applicable
APPs	:	Applications
CRM	:	Candidate/Customer Relationship Management

CHAPTER-I

INTRODUCTION

1.1 Background of Study

Our day starts at morning with the alarm set on our phone. While having breakfast and tea, our health app reminds us to track our calorie intake. We use ride-sharing apps like Pathao and In-Drive to go to work. Instead of reading newspapers, we get our news and updates from our smartphone. We use reminders on our phone instead of pen and paper for notes. Google Maps helps us to find the best route home with the least traffic. When we go out for lunch, we share updates with our network through selfies and status updates. Finding events and sharing information is easy with just a click, making our entire day digitalized.

Today is the era of AI and social media, the emerge of the digital technology has become the real innovation which can easily analyze the intensive use of internet and social media like Facebook, Instagram, Tiktok to advertise and aware about the product and services all over the word. The emergence of the digital marketing has totally changed the pattern of advertising and branding the product. It even feels odd to see the print advertisement in today's generation. In context to Nepal this evolution has been experienced during the COVID Pandemics. COVID actually deserves a THANK-YOU for this evolution. The Internet has given rise to online platforms like Daraz, Amazon, eBay, Foodmandu, pathao etc. Online digital marketing has also started overtaking the traditional marketing style. Digital marketing has provided a free, fast and secure way of marketing to the people due to which many people are attracted to it. The rise of digital marketing in recent years is very much related to the development of smartphones

Digital Marketing is the use of digital technology, channel, sources to advertise and promote the products. Some of the platforms of the digital marketing are websites, social media, newsletter, mobile marketing etc.

The main purpose of the study is to find the current impact of the digital marketing in Nepal's service sector and its future prospects in context to HR service.

Nepal has seen a significant increase in internet connectivity, smartphone penetration, the social media revolution, and digital literacy during the past few years. The mobility of the youth to foreign and the import of the culture and lifestyle had also played a vital role in the enhancement of the digital marketing. In context to Nepal the intensive use of Tiktok was seen as an online platform for the sale and branding of the product and services in Nepal. In this growing digital marketing era businesses have to cope up and advance their technology to improve the reach their customers.

No-doubt digital marketing have a profound impact on service sector as well as on product selling businesses. Service oriented businesses are intangible, services are intangible and often rely heavily on trust, expertise, and perceived value. Since the service sector have no product to display and they face many difficulties for branding as they have niche market and special target group the digital marketing if used in a proportionate and tactful manner could be the best marketing strategies as it can be used as the boundary less advertising. Because of the dynamic nature of digital marketing, firms can now more than ever optimize their marketing campaigns. Digital Marketing enables service businesses to generate leads and convert them into customers, thereby increasing sales and revenue. Through targeted advertising campaigns, email marketing, and other lead generation tactics, companies can identify potential customers and nurture them through the sales funnel more effectively.

As a business in the service industry, you want to reach potential customers and show them the value and quality you provide. And given that today's consumers often conduct extensive research, read reviews, and weigh their options before making decisions, digital marketing is one of the best ways to show them that you're the best choice for their needs.

This thesis studied the depth aspect of the digital marketing in the service sector. Our niche sector is the most growing and dynamic service in Nepal which is the Human Resource or HR service sector. We here analyze both aspects; the positive and the negative impact of the digital marketing in sales and branding of the organization. How the HR company can use the digital marketing in their core service areas like Recruitment with this upgrading technology? In general, this research aims to illuminate the revolutionary potential of digital marketing in Nepal. It covers things like the development of social media, the emergence of the internet, and how COVID-19 has

affected digital marketing in Nepal. Businesses, marketers, and decision-makers will find it helpful for navigating the digital landscape and maximizing its potential for growth and success.

Tools of Digital Marketing adopted in Nepal

There are various tools and technique of the digital marketing to advertise and create the awareness for the product and services. Some of the trends are:

- i. **Search Engine Optimization (SEO):** It refers to the process of optimizing a website or online content to improve its visibility and ranking on search engine results pages (SERPs). The goal of SEO is to attract organic (non-paid) traffic to a website from search engines like Google, Bing, and Yahoo by ensuring that the content appears high in the search results for relevant queries.
- ii. **Content Marketing:** Creating and distributing valuable, relevant content to attract and engage a target audience, ultimately driving profitable customer action.
- iii. **Social Media Marketing:** Utilizing social media platforms like Facebook, Instagram, Tiktok, LinkedIn, twitter to promote products, engage with customers, and build brand awareness.
- iv. **Website Development:** Designing and maintaining websites to ensure a user-friendly experience, fast loading times, and mobile compatibility, which are essential for attracting and retaining visitors.
- v. **Search Engine Marketing (SEM) / Pay-Per-Click (PPC) Marketing:** Using paid advertising to appear in search engine results, driving traffic to websites and generating leads.
- vi. **Email Marketing:** Sending targeted emails to potential and existing customers to promote products, share updates, and build relationships.
- vii. **Affiliate Marketing:** Partnering with affiliates to promote products and services, paying them a commission for each sale or lead generated through their marketing efforts.
- viii. **Online Public Relations (PR):** Managing and promoting a positive online presence through press releases, influencer collaborations, and engaging with online communities and media.

By effectively integrating these digital marketing techniques, businesses in Nepal are strengthening their online presence and achieving significant marketing results.

1.2 HR Services in Nepal

HR is one of the growing sectors in Nepal. After many MNC's started their venture in Nepal the importance of HR department and HR service providers were enlighten and it is said that in Nepal the concept of HR raised after 1980. Initially the company/employer used to have the Admin and HR department in a same line but after the Nepal Rastra bank announced the mandatory provision to have a separate HR department in bank and the financial institutions. Nowadays we can see that the both departments are assumed separate and HR department is one of the crucial departments of any organization.

In the mid and late 2000s, HR companies stepped into the scene initially as recruitment service providers and later entering into areas such as employee training and development, HR system formulation, and even HR process outsourcing in recent years. The HR service Providers are the companies that are the extended hands of the company's' HR department. They are the business who provides the various services of the HR sector like Recruitment, Staffing, Training and Development, Consulting, HR and Labour compliances etc.

Since the HR service itself is in a growing phase in Nepal, many developments in IT and digitalization are yet to be done. Many institutions and the courses affiliated by the various National and international universities have introduced the separate and full-length course of HR in their degrees.

Some of the recent innovations introduced by the HR service sector or the HR department of the company are:

1. Digital Ad instead of Paper / Print Ads
2. Development of Apps of the company
3. Websites
4. User-friendly Portal
5. Applicant Tracking System
6. AI powered recruitment
7. Virtual Onboarding
8. HRIS

9. PMS
10. Virtual Meetings
11. Time and GPS tracking etc.

Digitalization in HR companies enhance efficiency, improves employee experiences, and enables more strategic decision-making. By leveraging digital tools and technologies, HR companies can streamline their operations, reduce manual workloads, and focus on strategic initiatives that drive organizational growth and employee satisfaction.

There are two types of HR service Provider in Nepal

1. HR companies that provide their services outside the country. (Manpower Service in a common language)
2. HR companies that provide the services within the country.

Here the researcher has not focused more on the impact of digital marketing for the companies who are providing the services outside the country but has focused and we has focused and study about the HR company that provides the services within the Nation.

Some of the major HR service Providing companies in Nepal are:

1. Frontline consult Pvt. Ltd
2. FroxJob Pvt. Ltd
3. CMS Jobs Pvt Ltd
4. Kantipur Management Pvt. Ltd
5. Kumari Job Pvt Ltd
6. Mero Job Pvt Ltd.
7. People to People Pvt. Ltd
8. Rojgari.com
9. Growth Sellers Pvt. Ltd
10. Job Dynamics Pvt. Ltd
11. Sanchaya Staffing
12. Global Jobs Pvt Ltd
13. Awasar Nepal Pvt. Ltd
14. Real Solutions Pvt. Ltd
15. Suvidha Sewa Pvt. Ltd

1.3 Problem Statement

The HR service sector in Nepal is experiencing rapid growth and transformation. Though the companies have adopted the various trends of digital marketing still there is a gap on the invested V/S the return. Many businesses owners are unable to analyze the actual ROI from the digital marketing. This necessitates a shift towards digital marketing strategies that can enhance visibility, engagement, and operational efficiency. However, the adoption and effectiveness of digital marketing within Nepal's HR service sector remain under-researched. While the significance of social media in fostering customer relationships and amplifying brand visibility is widely acknowledged, there remains a gap between the theoretical understanding of its potential and its practical implementation within organizations, particularly in the context of the service sector in Nepal.

Despite the excess of research highlighting the strategic importance of social media marketing and digital marketing, there persists a prevailing tendency among businesses to underutilize social media channels, treating them merely as communication tools rather than leveraging them as strategic assets for business growth and customer engagement. This gap is further worsened by the lack of comprehensive studies describing the precise strategies and mechanisms through which businesses, specifically within the HR service sector in Nepal, can harness the full potential of social media to interact with customers effectively and achieve their organizational objectives.

Therefore, this study seeks to address the following critical research questions:

- i. What is the current level of digital marketing adoption in the HR service sector in Nepal?
- ii. What are the prevailing strategies and best practices employed by businesses in the HR service sector in Nepal to leverage social media platforms for customer interaction, engagement, and brand promotion?
- iii. How do HR organizations integrate digital marketing into their overall business strategies, and what are the key challenges and opportunities encountered in this process?
- iv. What best practices can be recommended to HR companies for maximizing the benefits of digital marketing?

By exploring these research questions, this study aims to provide valuable insights and practical recommendations to bridge the gap between theoretical knowledge and practical

implementation of digital marketing strategies in the context of HR services in Nepal, ultimately contributing to the enhancement of organizational competitiveness and effectiveness in the digital era.

1.4 Objective of Study

The main objective of the study is to find the correlation of the digital marketing to the company sales and branding. This study also focuses on the current scenario of the digital marketing and its future prospects in Nepal especially in the service sector. Some of the major objectives of the thesis are:

- To understand the importance of the digital marketing in the service sector especially in HR service-oriented business.
- To understand the target audience behavior and how the Job seekers perceive the digital marketing
- To compare the traditional marketing approaches like Print publication, pamphlets, Radio and Television Broadcast with the online marketing like use of social media, websites
- To forecast the future trends

1.5 Significance of Study

This research provides valuable insights into how digital marketing can be harnessed to enhance the HR service sector in Nepal. Social networking is a fast-growing phenomenon in any business world, with millions of people connecting with friends, family and meeting new people just to have fun. The researcher here outlines the opportunities of the platforms to companies who want to improve their sales, promote their brand, and make more profit. This research focuses on how digital marketing can improve business marketing, advertisement and customer relations, the cost effective of social media, the work of influencer and also the relevance of the social media in business field.

There are many researches that have been conducted in foreign countries on this topic but Nepal lacks study in this topic. The results gained from this study provide an initial understanding of how a business uses digital platform to engage customers and build long term relationships, which in turn, can lead to improve recruitment processes, better

client engagement, and stronger market presence, ultimately contributing to the sector's growth and competitiveness.

1.6 Limitations of the Study

There are couples of limitations, which weaken the generalization and objectives of the study. Some of the limitations are as follows:

- Sample size is very small in comparison to the populations of the study. Only 40 (34+6) respondents are selected for questionnaire. Such limitation makes it difficult to make generalization across industries, companies and locations.
- Since the digital marketing and HR sector both are in the growing phase in Nepal, the extraction and comparison of the data is more difficult.
- This study is totally based on the views and responses received from users of social media, employee working in the organizations, Owner of the organization and the findings of the study may not be applicable for other.
- The research lacks a comparison between the practices of a company recognized for using social media marketing successfully and a company using it's less successfully.

CHAPTER-II

THE LITERATURE REVIEW

This literature review aims to explore the significance of digital marketing in the context of HR services, in Nepal. By examining existing research and scholarly articles, this review seeks to clarify the strategies, challenges, and opportunities associated with leveraging digital marketing tools in the HR service sector. This study assessed the various parts of digital marketing and its impact on businesses, customers, and the general economy in Nepal by looking at existing research, polls, and expert comments along with the challenges and downfalls.

Since the concept and hype of digital marketing boosted after 2019, and HR sector is in a growing phase in Nepal researcher did not find exact relevant research done which specifically analysis social media marketing strategy and it impact on performance of business organizations especially to service sector in context of HR services but there were many relevant journals, research was found in Service Sector.

2.1 Digital Marketing & HR: The Benefits and The Role of HR

With recent advances in internet marketing services, it's easier than ever to help a HR company to increase recruitment portfolio. It discusses the utilization of online platforms like social media, job boards, and applicant tracking systems (ATS) to streamline hiring efforts and attract top talent.

Importance

Enhanced Recruitment Process: Digital marketing enables HR departments to target specific demographics and promote job openings effectively.

Streamlined Hiring Processes: ATS software assists in sifting through large volumes of applications, identifying qualified candidates, and integrating digital marketing campaigns seamlessly.

Brand Awareness and Engagement: Digital marketing channels, when combined with job boards, contribute to brand awareness and engagement, attracting potential hires and creating a positive impression of the organization.

Less time consuming: The use of Digital Marketing and Social marketing ease the complete process of HR from targeting the best talent to get them to interview process.

Challenges: Addressing data privacy and security concerns, managing the high volume of applications, and accurately measuring the ROI of digital marketing initiatives are key challenges faced by HR departments.

Opportunities: Leveraging digital marketing tools for personalized recruitment efforts, utilizing social media channels for candidate outreach, and building relationships with industry influencers present opportunities for HR professionals to innovate and differentiate their recruitment strategies.

(HR Future, Online Blog available at <https://www.hrfuture.net/future-of-work/trending/digital-marketing-hr-the-benefits-and-the-role-of-hr/>)

2.2 Research on Employee Recruitment: So many studies, so many remaining questions

Breaugh and Starke (2000) conducted review of employee recruitment research, focusing on the effectiveness of various recruitment strategies and their impact on organizational outcomes. The study provided a comprehensive analysis of the recruitment process, examining factors that influence recruitment success, including recruitment sources, job advertisements, and the recruitment message.

Key findings from their review include:

Recruitment Sources: Different recruitment sources (e.g., employee referrals, job postings, and recruitment agencies) have varying impacts on the quality and quantity of applicants. Employee referrals were often found to result in higher quality candidates due to the pre-screening effect by current employees.

Job Advertisements: The design and content of job advertisements significantly affect applicant attraction. Clear, detailed, and realistic job previews tend to attract more suitable candidates and reduce turnover rates.

Recruitment Messages: The tone and style of recruitment messages play a crucial role in shaping applicant perceptions. Messages that align with the organizational culture and values tend to attract candidates who are a better fit for the organization.

Recruitment Process: The study emphasized the importance of a streamlined and applicant-friendly recruitment process. Efficient and respectful handling of candidates throughout the process enhances the organization's image and attractiveness.

2.3 Digital Marketing and Customer Loyalty; Building Stronger Brand relationship

Micevski and Kadenic (2017) explored the role of digital marketing in enhancing brand engagement and customer loyalty. Their research focused on how businesses can effectively use digital channels to build stronger relationships with customers and drive brand loyalty.

Key findings from their study include:

Digital Engagement: The study highlighted the importance of engaging customers through various digital platforms. Social media, email marketing, and interactive content were identified as key tools for fostering engagement.

Customer Loyalty: Digital marketing strategies that personalize customer experiences and provide consistent, valuable interactions were found to significantly boost customer loyalty. Tailored promotions and personalized communication were particularly effective.

Brand Perception: The authors discussed how digital marketing influences brand perception. Positive online interactions and responsive customer service on digital platforms enhance the overall brand image.

Data Utilization: Utilizing customer data to inform marketing strategies was emphasized. By analyzing online behavior and preferences, businesses can create more relevant and appealing marketing campaigns.

Challenges: The study also addressed challenges such as maintaining customer trust and managing the vast amounts of data generated through digital interactions. Ensuring data privacy and ethical use of customer information were highlighted as critical concerns.

2.4 Digital Marketing: Strategy, Implementation, and Practice

Chaffey and Ellis-Chadwick (2019) provided a comprehensive overview of digital marketing, detailing strategies, tools, and best practices for businesses to succeed in the digital age. Their work is a thorough examination of how digital marketing can be effectively used to achieve business objectives.

Key points from their research include:

Digital Marketing Strategy: The book outlines the importance of developing a clear digital marketing strategy aligned with business goals. It emphasizes setting measurable objectives and using data-driven insights to inform marketing decisions.

Customer Insights: Understanding customer behavior and preferences is crucial. The authors discuss various techniques for gaining insights into customer needs, such as web analytics, customer feedback, and market research.

Digital Channels and Tools: The study covers the wide range of digital marketing channels and tools available, including search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, and content marketing. It explains how to effectively use these channels to reach and engage target audiences.

Content Marketing: Creating valuable and relevant content is highlighted as a key component of digital marketing. The authors discuss strategies for developing content that resonates with audiences and drives engagement and conversions.

Social Media Marketing: The role of social media in digital marketing is explored in detail. The book provides insights into how businesses can leverage social media platforms to build brand awareness, foster community engagement, and drive traffic to their websites.

Performance Measurement: Measuring and analyzing the performance of digital marketing efforts is emphasized. The authors explain how to use key performance indicators (KPIs) and other metrics to evaluate the effectiveness of campaigns and make data-driven improvements.

Emerging Trends: The book also touches on emerging trends and technologies in digital marketing, such as artificial intelligence, machine learning, and voice search, and discusses their potential impact on marketing strategies.

Chaffey and Ellis-Chadwick concluded that digital marketing is an essential component of modern business strategy. They stressed the importance of staying up-to-date with technological advancements and continuously adapting marketing practices to meet the evolving needs and expectations of consumers.

2.5 Advances in Social Media Research: Past, Present and Future

Kapoor et al. (2020) study focused on how technological advancements and changing consumer behaviors are driving the adoption of digital marketing strategies.

Key findings from their study include:

Digital Transformation: Businesses are increasingly adopting digital technologies to enhance their marketing efforts. This includes using data analytics, artificial intelligence, and machine learning to better understand customer preferences and behavior.

Consumer Behavior: The rise of the internet and social media has significantly altered consumer behavior. Consumers now have access to vast amounts of information and rely heavily on online reviews, social media, and digital content to make purchasing decisions.

Personalization: Digital marketing allows for highly personalized marketing strategies. Businesses can tailor their messages and offers to individual consumers based on their online behavior and preferences, leading to more effective and engaging marketing campaigns.

Content Marketing: The importance of content marketing has grown, with businesses creating valuable and relevant content to attract and retain customers. This includes blogs, videos, social media posts, and other forms of digital content that provide value to the consumer.

Challenges and Opportunities: While digital marketing offers numerous opportunities, it also presents challenges such as data privacy concerns, the need for continuous technological upgrades, and the risk of information overload for consumers.

Kapoor et al. concluded that businesses must embrace digital marketing to stay competitive in the modern marketplace. They emphasized the need for ongoing adaptation to technological changes and consumer preferences, highlighting that businesses that effectively leverage digital marketing strategies are better positioned for growth and success

Enhancing Online Visibility

One of the primary reasons for investing in digital marketing is to increase online visibility and attract potential customers. Search engine optimization (SEO) strategies play a crucial role in improving website rankings and driving organic traffic (Kaplan & Haenlein, 2010). Additionally, social media marketing and content marketing efforts contribute to enhancing brand awareness and fostering customer engagement (Hoffman & Fodor, 2010).

2.6 Popularity of digital marketing channels in the service sector

De Vries et al. (2017) explored the impact of digital marketing on various sectors, with a particular focus on how it transforms service industries. The study highlighted the increasing importance of digital marketing in reaching and engaging customers, especially in regions with growing internet usage. It emphasized that digital strategies, such as social media marketing and online advertisements, are more effective and efficient compared to traditional methods like print media.

In the context of Human Resources (HR), the research showed that digital marketing plays a crucial role in connecting employers with potential candidates. By utilizing digital platforms, companies can target a broader and more relevant audience, leading to higher quality job applications and more successful recruitment processes. The study underscored the need for businesses to adopt digital marketing practices to stay competitive and leverage the full potential of the internet to drive growth and success.

2.7 The Rise of Digital Marketing in Nepal: Trends and Predictions for 2024

Introduction:

Here the author signifies his professional and academic journey, documenting the transition from a corporate job in Nepal to pursuing a Master's in Information Technology in the USA. It provides an in-depth examination of the growth of digital marketing in Nepal for 2024, grounded in extensive research and data analysis.

State of Digital Marketing in Nepal (2023):

- **Internet and Mobile Usage:** Nepal had 15.85 million internet users (51.6% penetration) and 12.60 million social media users. There were 42.78 million cellular mobile connections, showing a high potential for mobile marketing.
- **Platform-Specific Data:** Major platforms included Facebook (11.85 million users), Instagram (2.15 million users), LinkedIn (1.20 million members), and Twitter (553.6 thousand users).

Projected Growth of Digital Marketing in 2024:

- **Economic Growth:** Nepal's economy is expected to grow by 4.3% in FY 2024.
- **Increasing Internet Penetration:** More internet users will expand the potential audience for digital marketing.
- **Mobile Internet Usage:** The surge in mobile internet usage will necessitate mobile-optimized marketing strategies.
- **Social media:** Continued popularity of platforms like Facebook, Instagram, and YouTube will drive businesses to invest more in social media marketing.
- **E-commerce Growth:** The rise in online shopping will require tailored digital marketing strategies for e-commerce.
- **Technological Advancements:** New tools and techniques, such as automation and AI, will become integral to digital marketing.

TikTok Ban's Effect on Nepal's Digital Marketing in 2024:

- Due to some reasons TikTok was banned effective November 13, 2023, which impact influencer marketing, content marketing and the digital creative industry, shifting focus to other platforms like Instagram, Facebook, and YouTube.

Conclusion: The report concludes that Nepal's digital marketing landscape is dynamic and rapidly evolving. Businesses should prepare for increased digital marketing budgets and adapt to emerging trends and challenges.

Source- Subash Kafle - <https://medium.com/@subashkafle226/the-rise-of-digital-marketing-in-nepal-trends-and-predictions-for-2024-fd9cf52b99dd>)

2.8 Changing HR Dynamics in Nepal (Sanjeev Sharma and Nikeeta Gautam)

Background:

HR management in Nepal began to take shape with the entry of foreign joint ventures (JVs), banks, and development partners in the 1980s, introducing structured HR processes. The momentum continued in the 1990s with more foreign JVs and international non-governmental organizations (INGOs), and by 2000, the Nepal Rastra Bank mandated HR departments in commercial banks. The HR landscape evolved further with the emergence of HR companies providing recruitment and other HR services.

Current Scenario:

Nepali organizations are slowly catching up with global HR management standards. Some renowned MNC, companies Banks have started adopting the efficient HR practices. However, most organizations still practice basic HR functions like payroll management and attendance tracking, with only about 10% effectively practicing comprehensive HR management.

Recruitment and Hiring:

The recruitment landscape in Nepal has improved, with structured hiring processes to ensure the right person is hired for the right job. Outsourcing recruitment to HR firms has become common to save time and resources. Job portals and professional networking sites like LinkedIn are also increasingly used for recruitment.

Employee Performance Measurement:

Modern performance evaluation techniques have reduced biases like nepotism and favoritism. Performance appraisals based on Key Performance Indicators (KPIs) and 360°

Feedback are becoming more common, providing a systematic way to measure and improve employee performance.

HR Automation:

The use of technology in HR management, such as HR software and Human Resource Information Systems (HRIS), is on the rise. These tools help reduce paperwork, streamline processes, and improve performance evaluation. Large corporate houses and some medium-sized firms have integrated various HR software to enhance their HR functions.

Employee Turnover and Retention:

Employee turnover remains high in Nepal, driven by dissatisfaction with salaries, career growth opportunities, and the attraction of overseas jobs. Retaining talent is challenging, but organizations are adopting strategies like employee engagement, improving work environments, and conducting satisfaction surveys to keep employees motivated and productive.

Succession Planning:

Succession planning is crucial for organizational sustainability, ensuring that key positions are quickly filled when necessary. Large Nepali organizations are starting to implement succession planning to prepare future leaders and maintain business continuity.

Youth Preferences:

A survey of Nepali business school students revealed that they value independence, decision-making authority, and work-life balance over salary and job security. Interestingly, many students prefer government and NGO/INGO jobs over private sector roles.

In conclusion, while the HR sector in Nepal is still developing, there is significant progress and a growing recognition of the importance of effective HR management practices. This evolution is essential for the long-term growth and competitiveness of Nepali organizations.

Reference- New Business Age (2018 Feb by Sanjeev Sharma and Neekita Gautam), available at <https://www.newbusinessage.com/MagazineArticles/view/2050>

CHAPTER – III

RESEARCH METHODOLOGY

This research includes both the primary and the secondary sources of the data to draw any conclusion. This chapter also explains the collection procedure of data and methodology used by researcher for analyzing the available data. It includes preparation of the questionnaire to be answered by the people.

Primary data were collected by interviewing the owners, director of the Nepal's HR service providing company like Frontline Consult Pvt Ltd., Kantipur Management Pvt. Ltd and Catalyst Management System (CMS) Pvt. Ltd. The research Methodologies used were questionnaire and data analysis.

Not only the Primary but the secondary sources of the information like literature review, including published e-books, articles in various journals and periodicals, conference papers, done to generate the information and Importance of the digital Marketing.

3.1 Research Design

A descriptive as well as exploratory research was carried out. The findings of this research were based upon the primary survey. The data had been collected by formulating a set of questionnaires and the questionnaire were distributed to the respondents. The researcher has prepared two sets of the questionnaire which are attached in the annexure. One set of questionnaires was specially designed for the Owners and directors of the company to analyze the current strategies and the problems faced by the business owners. And the second set of questionnaires was prepared and distributed to the general mass who are the target audience of the employer. This was done to find out their perception towards the digital marketing.

The findings had been totally based in the data and facts provided by sampled respondent. Apart from questionnaire, the expert opinion was obtained depending upon the necessity of the research through the formal interviews.

The Google form has been used to circulate the questionnaire to the respondents and Microsoft Excel was used to analyze and interpret the quantitative data.

3.2 Population and Sample

Selection of sample is very important part to carry out during the research. Population for this study was business directors/ owners of companies and the users of the digital marketing or social media tools. Sample also included the business owners who independently run their business and who also act as a manager for their business. The researcher distributed questionnaires to a total of 40 respondents.

3.3 Nature and Sources of Data

This research was based on primary data. The major tool used as instrument for primary data collection was questionnaire set using the theoretical framework and some data are also collected from Journals, Papers, scholar research/articles, books, reports, newspaper. Thus, the major tool used in data collection was questionnaire. The questionnaire had multiple response question, and open ended question. It is widely used rating scale that requires the respondent to indicate a degree of agreement or disagreement with each series of statement.

3.4 Data Collection Procedure

Data Collection

The research methodology adopted was basically based on primary data via which the recent and accurate piece of first-hand information could be collected. Secondary data was used to support primary data wherever needed.

The study of descriptive research and involved the use of survey method. Primary data was collected with questionnaire survey and was administered to obtain quantitative data. Personal and electronic survey methods were used as the mode of administration. In personal method, researcher interviewed with respondents. In electronic method, links were sent to respondents using the internet as a medium to conduct survey.

Questionnaire Development

A Semi-structured questionnaire was prepared and distributed to the respondents. The respondents filled out the questionnaire following the instructions given in the questions. Then the responses were collected from the respondent. The questionnaire was developed in the Google form and has been distributed via email, Facebook, Viber and community circle. The source of data was primary in nature and after collecting the data, it was

calculated by using mathematical tools and the results were presented in graphs, chart, and table for the clear understanding of the reader. The conclusion was drawn from the finding and the analysis of the research. Similarly secondary data was collected from journals, books and research papers, websites with a view to supplement the primary data. The sample questionnaire form is attached at the end of the report as Appendix.

The questionnaire contains both open ended and close-ended questions. Most of the questions are close- ended so that it takes less time when filling in the answer. Most of the close-ended questions were measured using Yes/ No answer or provided with the options.

Data Analysis Tools

The entire distribute questionnaire were collected to make them applicable for presentation and analysis. Presentation of data will in Excell, tabular form, bar diagram, percentage, and pie-chart. The responses received are also attached the in the Annexure, Valuing the personal privacy of the respondents, names and personal details have been removed.

CHAPTER IV

DATA PRESENTATION AND ANALYSIS

Introduction

This chapter presents the outcomes and the discoveries of the study done in HR service sector by the researcher to meet the objective of the thesis. For the data the researcher has relied on primary and the secondary data sources. Various journal, articles and the relevant information from the internet are the secondary source of the data. Interview with the users of technology like social media, Owner and Manager of the HR service Provider was done to extract and analyze the data. The data are presented with tables and diagram to make it convenient possible to interpret As per the Data Reportal report “Nepal’s population in January 2024, 31.1 million marking an increase of 347 thousand (+1.1 percent) from the previous year 2023. The demographic distribution included 52.1 percent female and 47.9 percent male, with 21.7 percent residing in urban centers and 78.3 percent in rural areas.

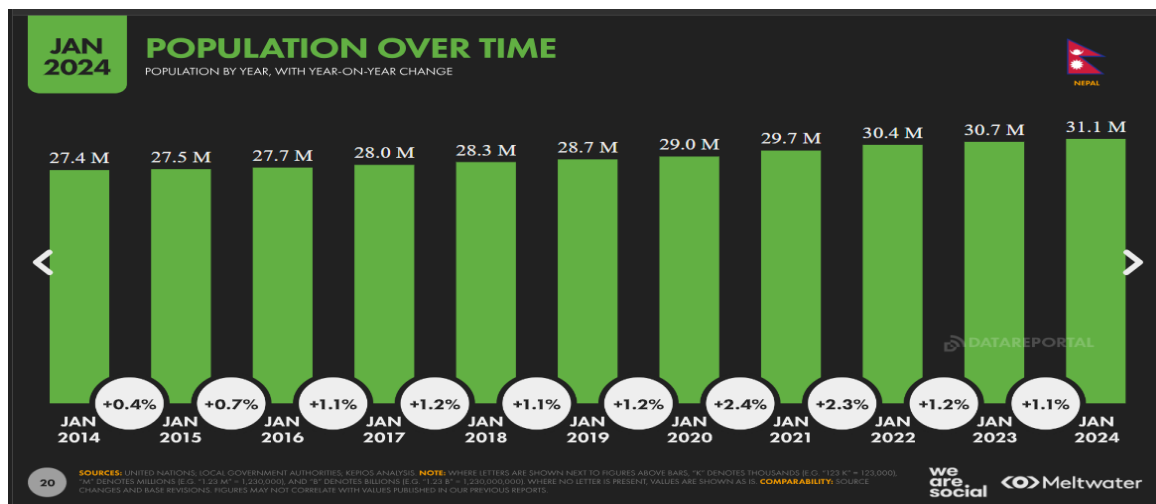


Figure 1 Nepal’s Population Over the Years

In 2024, Nepal had 15.40 million internet users, achieving an internet penetration rate of 49.6%. Social media usage was also significant, with 13.50 million active users, representing 43.5% of the total population. The number of cellular mobile connections was notably high, totaling 37.47 million, equivalent to 120.6 % of the population, indicating multiple connections per person

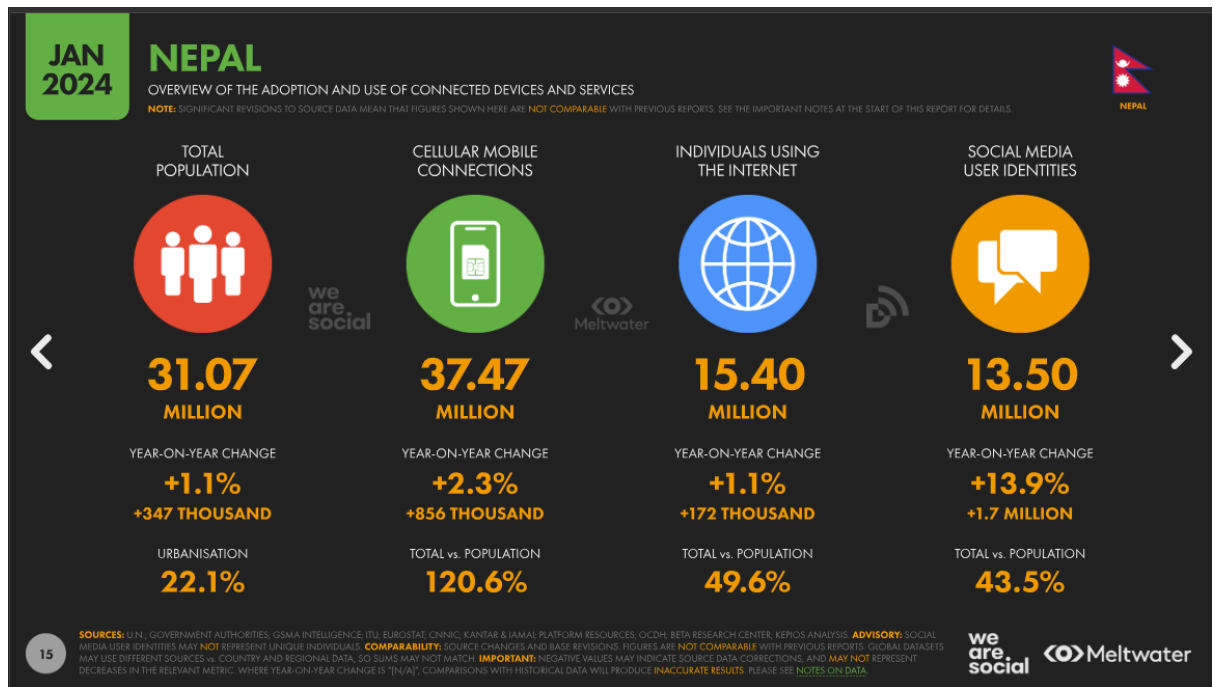


Figure 2 Overview and Use of Connected Devices and Services

Between 2023 and 2024, internet usage in Nepal saw a modest increase of 172 thousand users (+1.1 percent). Despite this growth, 15.67 million people, or 50.4% of the population, remained offline at the beginning of 2024.

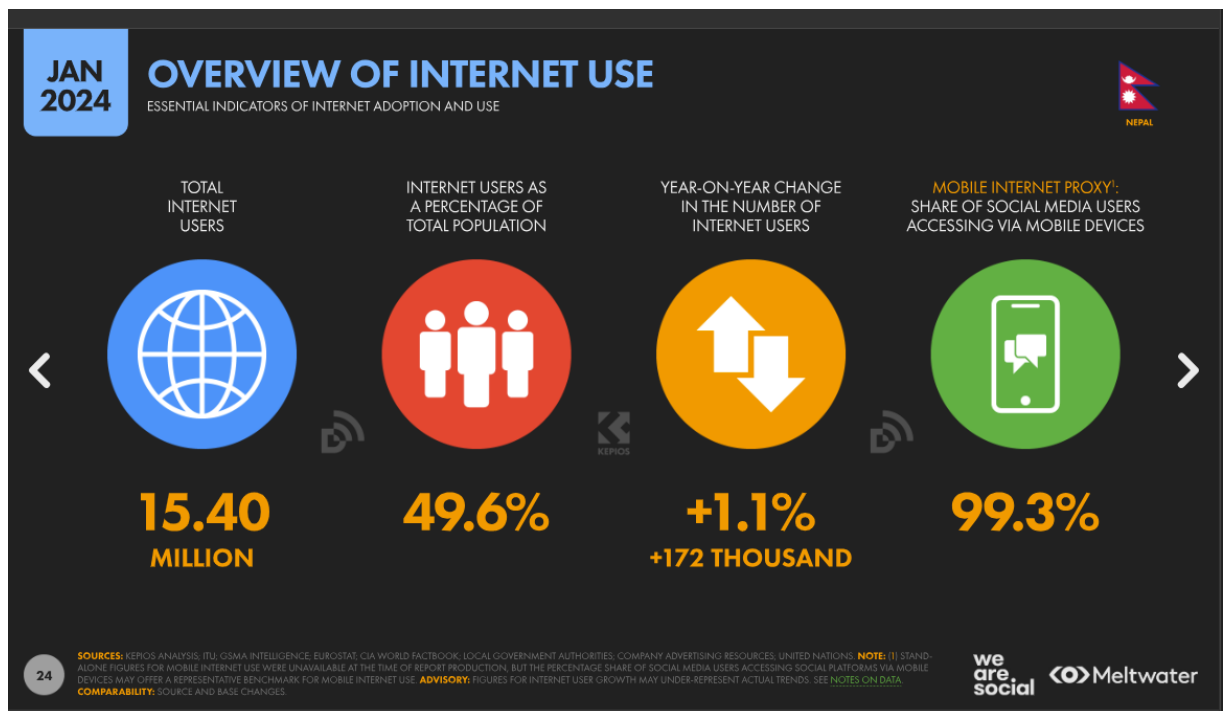


Figure 3 Overview of Internet User Over Years

The complexities involved in collecting and analyzing internet user data mean that these figures might under-represent the actual number of users, as data collection and

publication often lag behind real-time usage. Therefore, the actual internet adoption and growth in Nepal could be higher than these figures suggest. This digital landscape underscores the significant potential for further growth in digital marketing and internet adoption in Nepal.

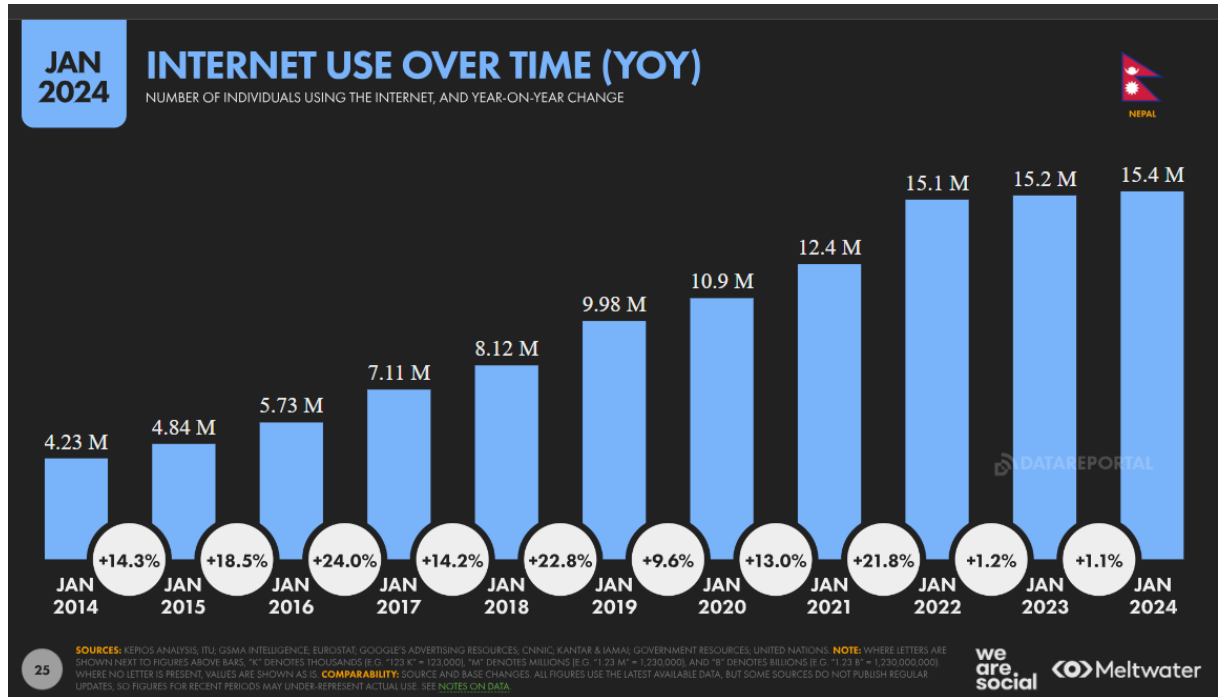


Figure 4 Internet Use Over Time

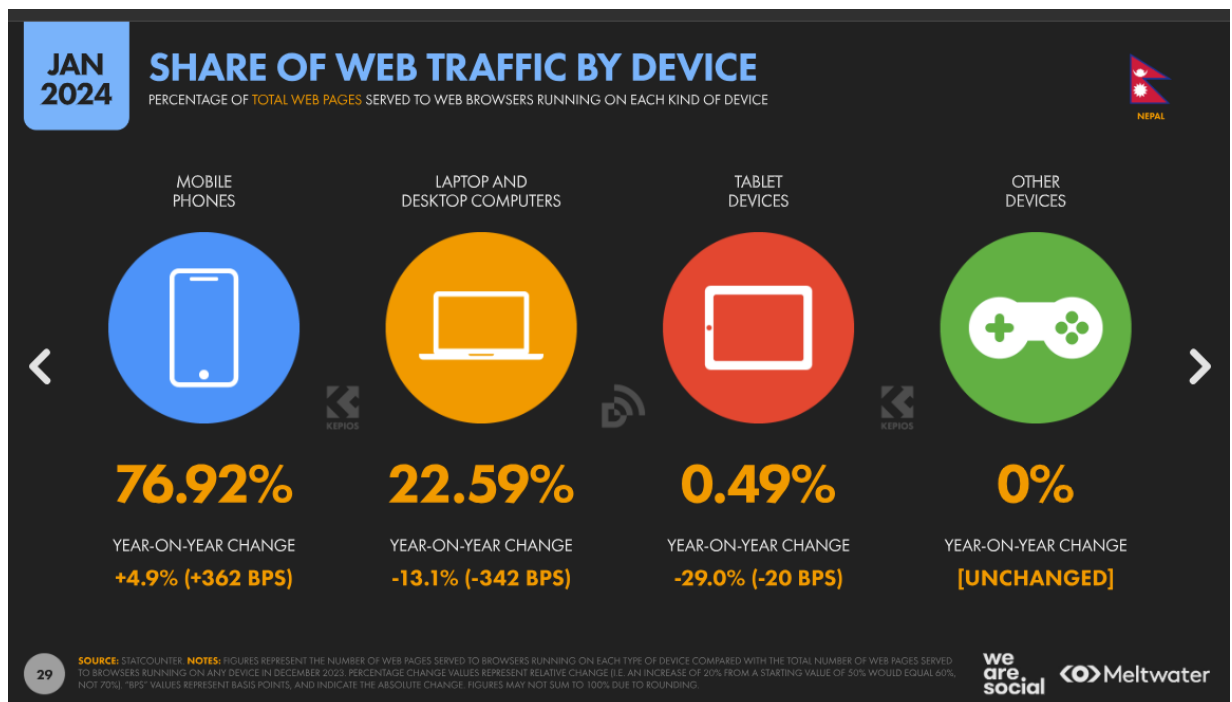


Figure 5 Overview of Web Traffic By Device

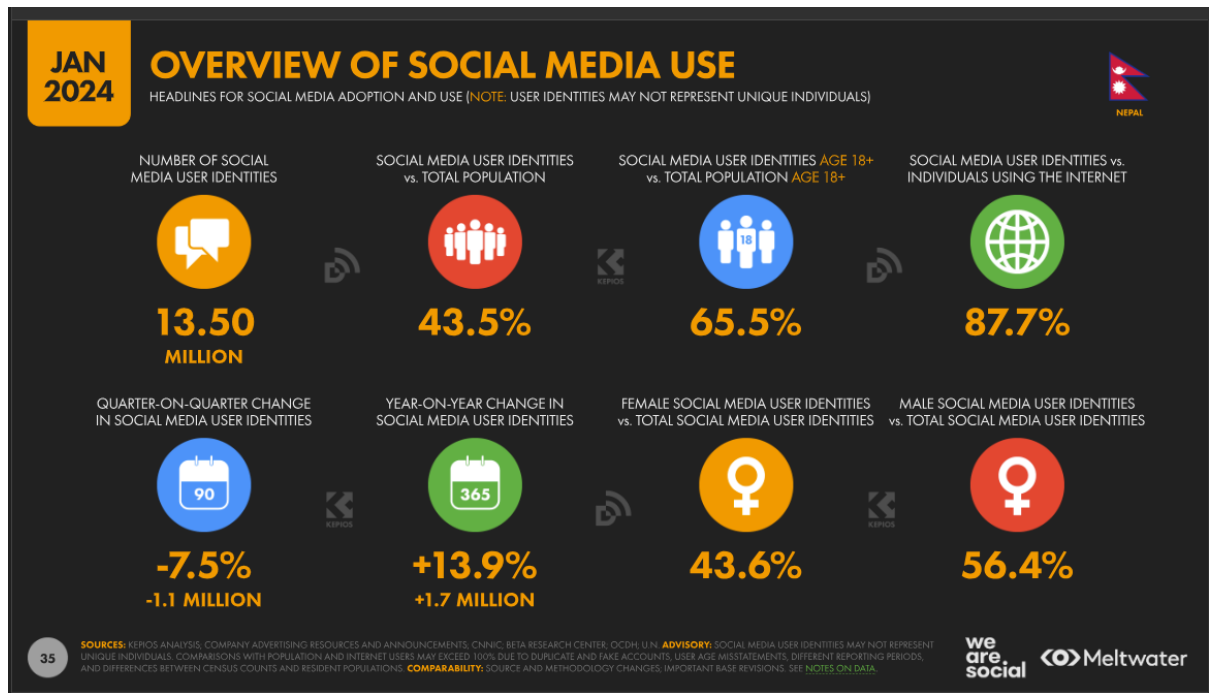


Figure 6 Overview of Social Media Use

4.1 Details of the Survey and the participants

As the main objective of this thesis was to understand the importance of the digital marketing in the service sector especially in the HR service sector, to find out the conclusion researcher has conducted the survey to the target group like owner/director of the HR service providing company and some of the target customer like Job seeker and the users of the social media.

Two sets of the questionnaires were prepared and distributed to the target groups where one sets was designed for the owners and directors of the company which consists of total 24 questions 5 questions were open ended to find the current scenario of the digital marketing and rest questions were closed ended.

The other set of questionnaires was named as a “**Consumer impression on the digital Marketing for Job search**” and its responses was focused more from the social media users and general audience. The total 18 questions were asked in the set with only 3 open ended questions. The main conclusion that was wished to draw from this survey was how consumer perceives the digital marketing? Do they rely on the Ads they see in social media? etc.

4.2 Data Analysis and Presentation

After the responses were received the careful evaluation of the responses were done using the various tools of Microsoft Office. The data are presented then in the form of Table, Charts, Diagram and Pie-chart as it is easy to review and consumes less time for drawing the conclusions.

Table 1 Number of Respondents

Number of Respondents

Respondents	Set 1	Set 2
Number of Questions	24	18
Number of Respondents	7	34

Gender of Respondents

Table 2 Gender of Respondents

Gender	Set 1	Set 2
Male	6	11
Female	1	23

Table 3 Age Group of Respondents

Age Group of Respondents

AGE	Set 1	Set 2
18-25 Years	NA	5
26-35 Years	NA	23
36- 50 Years	NA	6

4.2.1 How effectively you are using the digital marketing for your business?

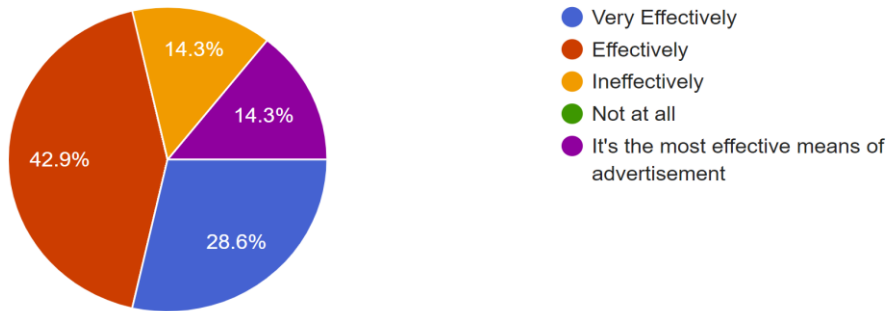


Figure 7 Effective Use of Digital marketing by the company

The above Figure 7 show that 42.9% of the respondent companies are using the digital Marketing effectively and 28.6% of the respondents are using it very effectively and 14.3% of the respondents are not using it effectively and also 14.3% of the respondents assume the digital marketing as the effective means of the advertisement.

4.2.2 Key challenges faced by HR professionals especially service provider in Nepal in implementing digital marketing initiatives?

Key Challenges in Implementing digital marketing Initiative	in %
Digital Literacy and Skill gaps	42.9%
Budget Constraints	14.3%
Government Policy	0%
Payment System (Double Tax Payment)	14.3%
Infrastructure and Technology Limitations	14.3%
Data Privacy and Security	14.3%
Total	100%

Table 4 Key Challenges in Implementing digital marketing Initiative

Table 4 shows that the employer is facing the challenge of the digital literacy and the skill gaps to initiate the digital marketing. 42.9% of the respondents has responded the key challenge as the digital Literacy and skill gaps and for other options like Budget

Constraints, Data Privacy and Security, Dual Taxation system are also other challenges faced by the employer responding 14.3% each.

4.2.3 Important social media platform for Job Search

Social media	Respondents in Number	in %
Facebook	5	0.15
Instagram	4	0.12
Linkedin	18	0.53
Twitter	1	0.03
Other	6	0.18
Total	34	100%

Table 5 Social Media Platform for Job Search

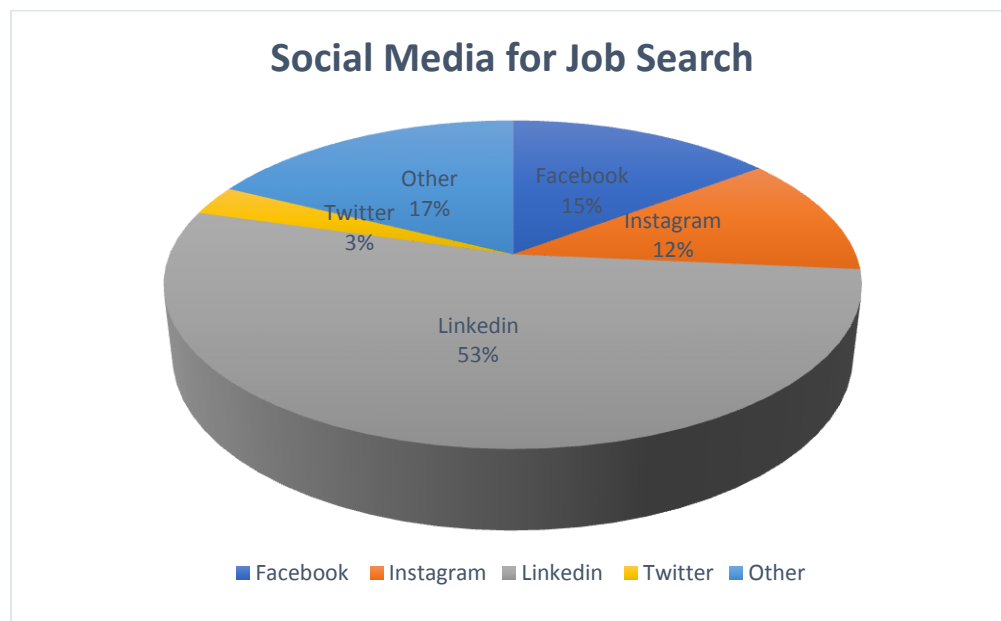


Figure 8 Preferred Social Media Platform for Job Search

The above table and the Pie chart show that the 53% of the respondent rely on the LinkedIn for the Job search. The second highest platform used for the Job search is 15% and the least used platform for the Job Search is Twitter.

From this we can draw the conclusion that the LinkedIn is one of the promising platforms for the job search from the user point of view. Realizing the same the companies can post their Ads and Vacancy in LinkedIn

4.2.4 Which tool of the digital marketing do you use the most?

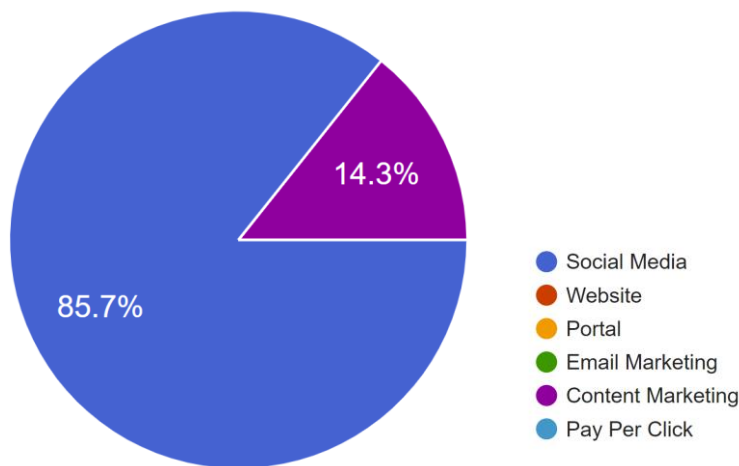


Figure 9 Tools of Digital Marketing the company uses the most

The Fig 9 shows that 85.7% of the businesses uses the social media as on one of the effective tools of the digital marketing. 14.3% of the respondents have responded that they use content marketing as the effective tools of digital marketing.

4.2.5 Frequency to Use the Social Media platforms for professional Purposes?

Frequency	Respondents in Number	in %
Daily	27	79%
Weekly	2	6%
Monthly	0	0%
Rarely	4	12%
Never	1	3%
Total	34	100%

Table 6 Frequency to Use the Social Media platforms for professional Purposes

The Table 6 shows that maximum respondents scroll the social media platforms almost every day for the professional use. This is the indicator that the employer should remain very active in social media. They should keep their site updated to attract talent.

4.2.6 What type of the content is most engaging in social media?

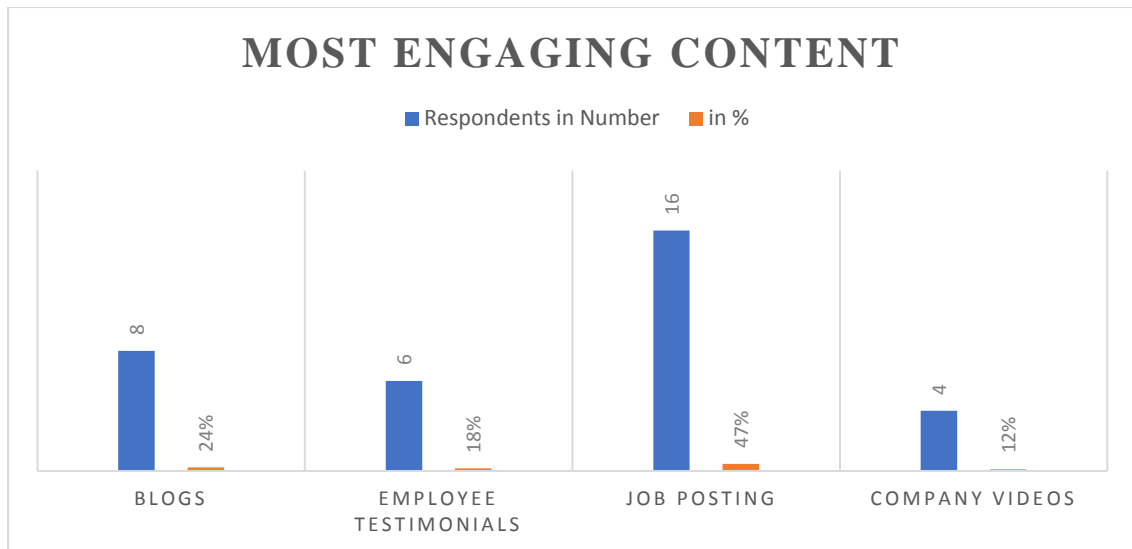


Figure 10 Most Engaging Content in Social Media

As per the above response received, the target customer is more attracted by the Job Posting in the digital platform. 47% of the respondent have replied that they find the Job Posting more engaging.

4.2.7 Digital Marketing is better than Traditional Marketing

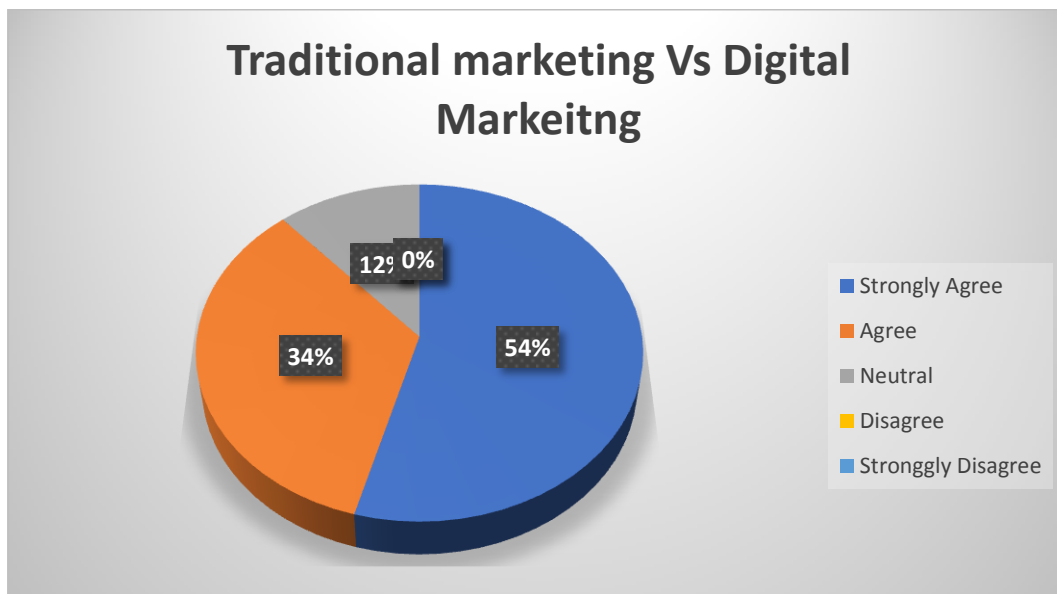


Figure 11 Digital Marketing is better than Traditional Marketing

Above figure provides the conclusion that there is huge importance of the digital Marketing in the modern age. Various user prefers the tools of digital marketing to the traditional Marketing. 54% of the total respondents strongly agrees, 34 % agree, 12 % are neutral and none of the respondents share disagreement.

4.2.8 Do Online marketing and testimonials influences the decision?

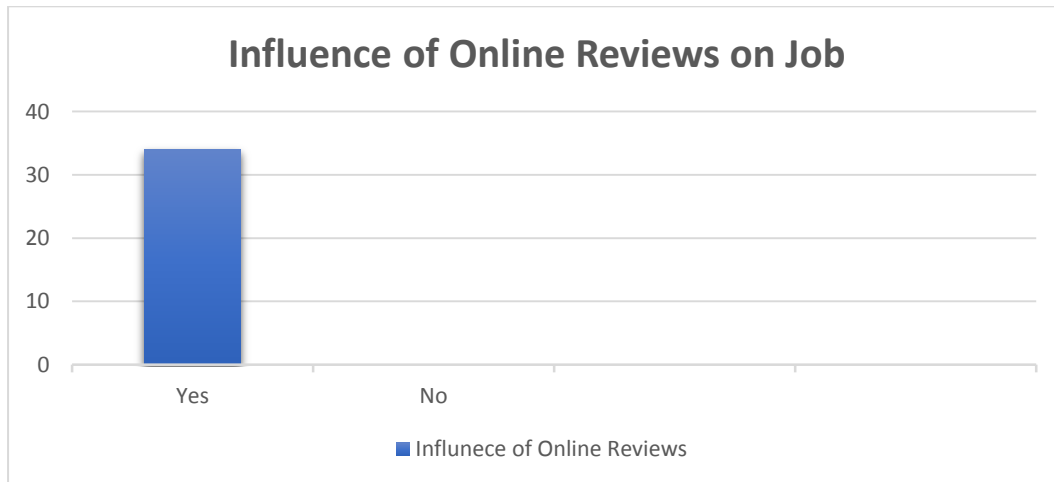


Figure 12 Impact of Online Reviews and testimonials in Job

As shown in Figure 12, 100% respondents' responses that they got influenced by the online reviews and the testimonials. For this it's a green signal to the company to create the effective CRM channel.

4.2.9 Experience and Perception on automated communications (e.g., emails, messages) during your job application process?

As per the responses received out of 34, 25 respondents have mentioned that the automated communications make them updated about their application processes, they feel more secure and they find those companies more professional, realistic and have the positive reviews.

This indicates that now it is a time to be in a proper communication. If any company wants to build the brand value, wants to stand in the crowd then the proper two-way communication is very important.

4.2.10 Impact of COVID-19 pandemic in adoption of digital marketing strategies in HR services in Nepal?

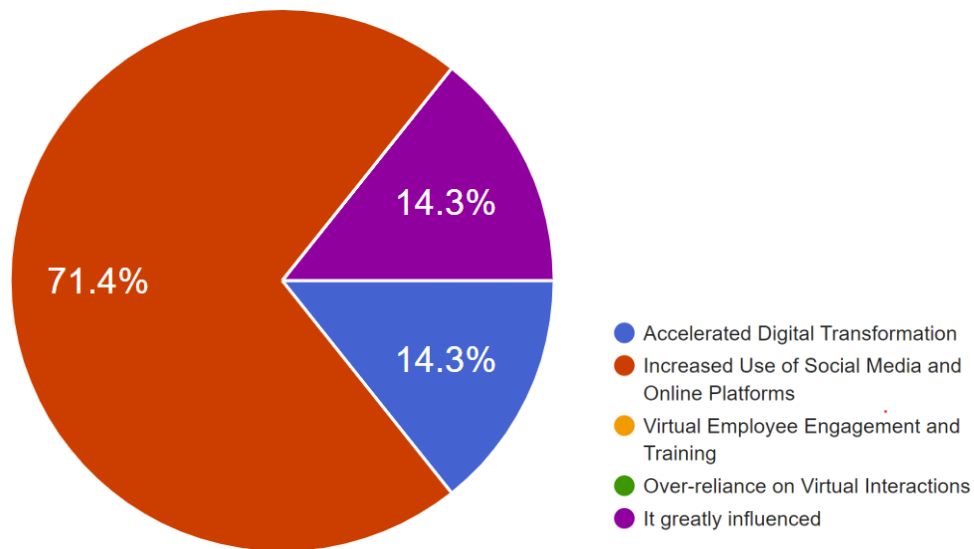


Figure 13 Impact of Covid 19 in adoption of Digital Marketing

The Figure 13 shows that the Covid 19 Pandemic has positively impacted in increasing the Social Media Use and online Platforms. According to the survey done 83.3% of the respondents believe that the Covid 19 has increased the use of social media and 16.7 has responded that it greatly influenced.

4.2.11 What are the future trends and innovations expected to shape the landscape of digital marketing in HR services in Nepal?

Future trends and innovations in HR services in Nepal?	Responses in %
AI and Machine Learning	33%
Voice Search Optimization	0%
Remote Work and Flexible Work Options	16.7%
Economy and Multilayers authentication	16.7%
Blockchain Technology	33.3%

Table 7 Future Trends and expected Innovations landscaping Digital Marketing

4.2.12 Are you able to analyze your ROI or the conversion ratio?

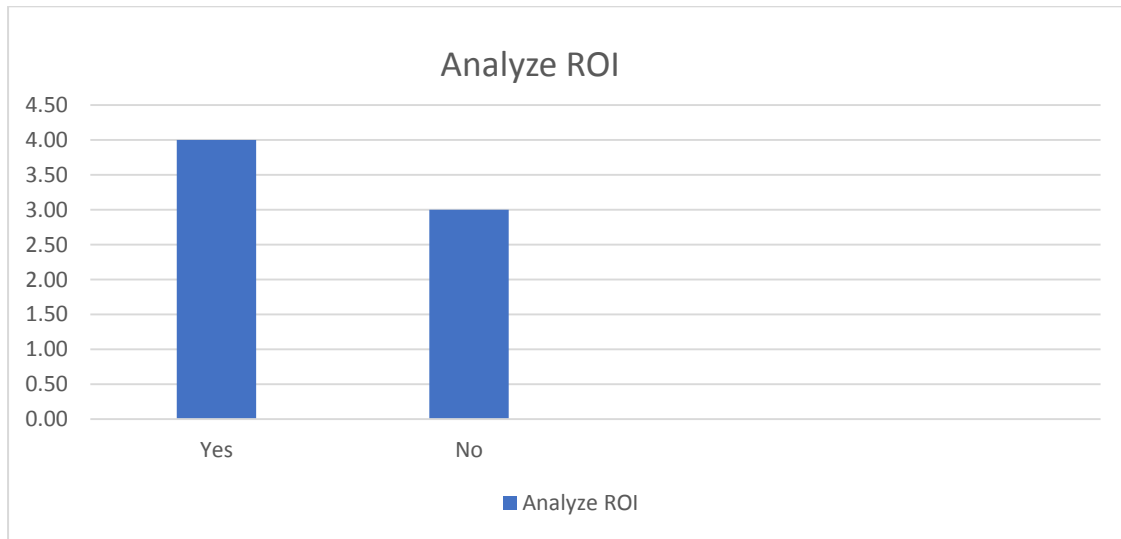


Figure 14 Analyze the ROI.

Figure 14 shown that 4 out of 7 respondents have analyze their conversion ratio. That means they are able to calculate their return against the investment made in digital Marketing.

4.2.13 How costly is the digital marketing than other advertisement tools?

Cost Comparison	Responses in %
Relatively Expensive	0%
Relatively cheaper	28.6%
Equal	14.30%
Reasonable	57.1%
Total	100%

Table 8 Cost Comparison of the digital marketing to traditional Marketing

Table 8 shows that the digital marketing is reasonable tools of advertising. 57.1% of the respondents have said that the digital marketing is reasonable tool of advertisement and 28.6% has responded that it is relatively cheaper than that of other source of traditional marketing and 14.3 % of the respondents have said digital marketing is equal costlier to traditional marketing.

4.2.14 How favorable is the government policy regarding the use of digital marketing and its tools?

Table 9 Favorable Government Policy regarding the use of digital marketing

Government Policy	Response in %
Favorable	28.6%
Not Favorable	28.6%
Neutral	42.9%

Table 9 shows the contradict views towards the government policy for the use of digital marketing and its tools. As per the responses received 42.9% has responded the neutral situation and 42.9% has responded the government policy has neutral influence. However it can be analyzed that government must have provided the favorable situation for the growth of the digital marketing.

4.2.15 Can the growth of the business be imagined without digital marketing?

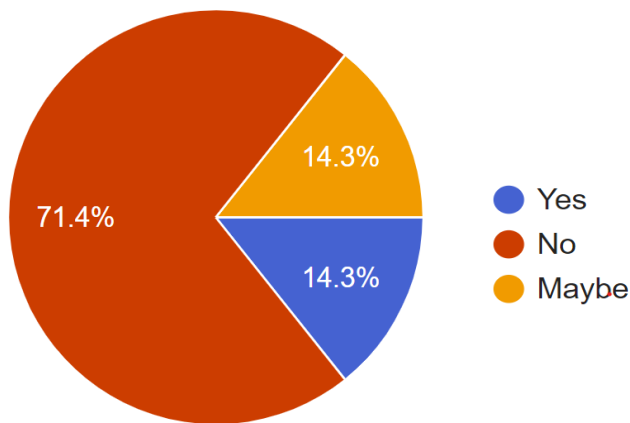


Figure 15 The importance of Digital marketing in Business Growth

The Fig 15 shows that it is beyond the imagination that the business will grow without digital marketing. 71.4% of the respondents have responded that the business can't grow without the digital marketing however 14.3% have a hope to grow without digital marketing

4.2.16 Best practices for building an employer brand in Nepal

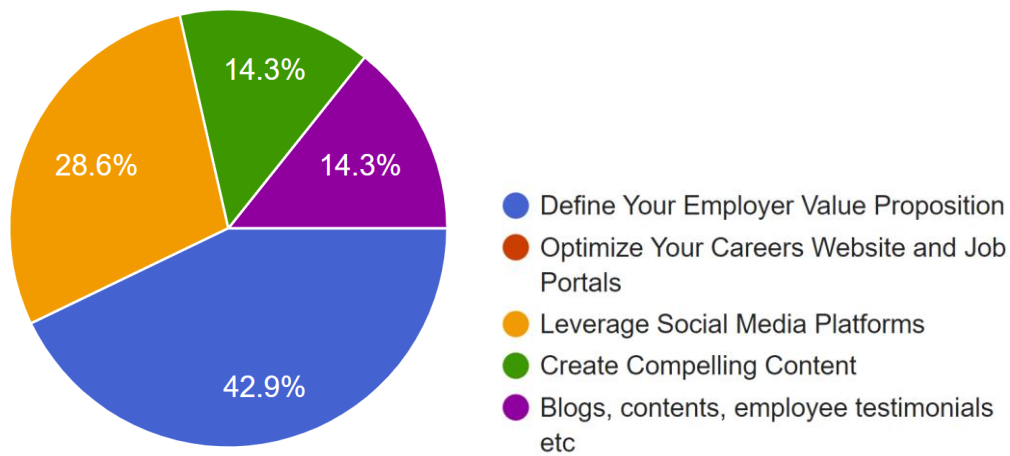


Figure 16 Best practices for building an employer brand in Nepal

Fig 16 with the responses of 42.9% shows defining the employer value proposition, 28.6% chose leverage social media platforms are two best practices to build the employer brand in Nepal.

4.3 Major Findings of the Survey

The participation of female respondents was more than that of male respondents in the sample size of 34. The percentage of female and male respondents in Set 2 was 67% and 33% respectively.

The result shows that most respondents belong to the age group 26-35 years, consisting of 70% of the total respondents in Set 2. In addition to this, 15% of respondents are in the age group 18-25 years, and another 15% are in the age group 36-50 years.

Digital marketing is considered an important tool for advertisement in the modern age. Respondents used a variety of digital marketing tools, although the most used tool among entrepreneurs was not specified. LinkedIn was identified as the most important social media platform for job search, with 53% of the respondents relying on it. Facebook was the second most popular platform, used by 15% of the respondents, while Twitter was the least used at 3%. This suggests that LinkedIn is a promising platform for companies to post ads, branding and vacancies.

Most respondents use social media daily for professional purposes, indicating a need for employers to maintain an active and updated presence on social media to attract talent. Job postings are the most engaging content on social media, with 47% of respondents finding them most engaging.

The majority of respondents believe that digital marketing is better than traditional marketing, with 54% strongly agreeing and 34% agreeing. None of the respondents disagreed that the digital marketing is better than traditional Marketing. Online reviews and testimonials significantly influence job seekers' decisions, with 25 out of 34 respondents viewing automated communications positively during the job application process. This suggests that companies should prioritize proper communication to build brand value and stand out in the market. Various Modern tools like Application tracking System, Job Portal, Mobile Friendly Apps, clear and descriptive portrait of the Job and vacancies in the websites can help the businesses to stand in the crowd. The companies that are unable to update their technology and their marketing tools will be vanished in some years.

Overall, the findings highlight the importance of digital marketing, especially social media, in modern advertising and job search processes. Social media platforms like LinkedIn play a crucial role in job searches, and maintaining an active presence on these platforms can help companies attract talent and build their brand. Additionally, job postings are particularly engaging content for social media users, making them an effective tool for companies to reach their target audience.

It was also observed that among the entrepreneurs content marketing and the social media are the famous tools that they use for marketing.42.9% of the respondents are effectively using the digital marketing and 28.6% of the respondents are using the extensive use of the digital marketing. There are many challenges faced by the HR professional especially by the owners in implementing the digital marketing initiatives. Some of the challenges are:

1. Digital Literacy and Skill gaps with 42.9% of the response and
2. Budget constraints
3. Data Privacy and Security
4. Infrastructure and Technology Limitations

It is really good to analyze that 100% of the respondent believe that the digital marketing is the most important tool of advertisement. Some of potential future trends and innovations expected to shape the landscape of digital marketing in HR services are:

1. AI and machine Learning
2. Blockchain Technology
3. Remote Work and Flexible Work Options
4. Economy and Multilayers authentications

CHAPTER-V

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Digital marketing is extremely important to create the brand value and optimize the marketing performance. In Nepal, the internet penetration is 51.6% ; even though many people are already using the digital media or technology, there remain still a big scope for all the service sector to grow and improve their profitability by using digital marketing tools and strategies.

The HR service sector is also in a growing phase. Nepal Youth unemployment rate in 2022 is 20.52%. The popularity of various traditional methods like print advertising, Cold calling, Hoarding Boards and Television Ads, press conference etc is decreasing day by day. With the easy accessibility of smart phones and internet the world is shifting to digital marketing.

In context to the HR service sector one important way digital marketing can help is by connecting employers with job seekers more effectively. Traditional methods, ads in newspapers or handing out brochures, are becoming less popular. The traditional methods may not be appropriate in context to Nepal as the demand and the supply time may be more time and effort consuming. Example in many cases the employer needs to hire the talent in a short period of time but the newspaper ads may be missed by many potential candidates as the newspapers has a single day life and even in many remote areas the availability of the newspaper /broachers may be difficult. In contrast the employer may use the social media platform and as per the requirement can choose the targeted market to find the potential candidates i.e companies can use social media and paid online promotions to reach a larger and more specific audience. This approach can help them find better candidates for job openings and generate higher-quality leads for their vacancies even in the lower cost.

The adoption of digital marketing in the HR sector offers several advantages:

Enhanced Reach and Visibility:

Social media platforms and online advertisements can be used to reach the target audience beyond geographical constraints, making it easier to connect with potential candidates who might not be accessible through traditional means.

Cost-Effective Recruitment: Digital marketing can reduce recruitment costs compared to traditional advertising methods. Paid promotions on platforms like Facebook, LinkedIn, and Google Ads offer precise targeting options, ensuring that advertisements are seen by the right candidates.

Real-Time Analytics and Insights: Digital marketing tools provide real-time data and analytics, enabling HR professionals to track the performance of their campaigns, understand candidate behavior, and adjust strategies for better results.

Improved Candidate Engagement: Social media allows for direct interaction with potential candidates, fostering a more engaging and interactive recruitment process. This can help build a positive employer brand and attract top talent.

As Nepal continues to improve its internet infrastructure and more people come online, the potential for digital marketing in the service sector will only grow. Companies that adapt to these changes and invest in digital strategies will be better positioned to connect with their audiences, meet their recruitment needs, and achieve their business goals in an increasingly digital world.

Businesses of all sizes, from start-ups to large organizations, are leveraging social media to enhance brand visibility, engage with customers, and build online communities. The impact of social media marketing is profound, offering benefits such as increased brand awareness, targeted traffic, cost-effective advertising, valuable market insights, and the potential for viral marketing.

This study highlights the substantial influence of social media marketing on business performance, Sales Growth, Brand awareness etc. Social media platforms, particularly

Facebook, Tiktok and Instagram, provide unparalleled opportunities for precise targeting due to their extensive user data.

In the context of Nepal, social media marketing is in boom. Despite the need for more research, it is evident that Nepalese businesses are beginning to recognize the advantages of digital marketing.

As literacy rates rise and internet penetration increases, more people will engage with digital platforms. This trend suggests a bright future for digital marketing in Nepal, especially in the service sector.

In summary, the integration of digital marketing is not only inevitable but also essential for the growth and success of businesses in the service sector. As Nepal continues to embrace digital marketing, it will unlock new opportunities and drive economic growth, particularly in the service sector.

This study shows that digital marketing has a strong impact on the performance of business organization. The digital marketing includes all the components such as social media marketing Influencer marketing, brand exposure and awareness, target traffic, customer interaction, cost effective marketing technique, market insights and viral marketing which are directly related to business performance. Understanding how these components can be well-organized and incorporated into the social media marketing is a valuable goal for business success. Similarly, social media sites such as Facebook, Instagram, LinkedIn, Tiktok etc are better than any other advertising avenues because it stores information on all its users thus ensuring marketing reaches a specific target market.

5.2 Recommendations

After the various study, research and analyzing the current scenarios of the digital marketing in HR Service sector, the researcher realized that Nepal' HR company are in just a crawling stage. Despite the world already has evolved many advancements like machine learning, Psychographic test, ATS, Virtual Interviews, AI etc still the Nepal HR companies are fully realizing only on social media and content Marketing.

The recommendation of the study is forwarded in the following manner.

- **Invest in Digital Marketing Training and Tools**

Every small and large industry whoever wants sales maximization, wants to build brand awareness, and want to survive forever have to invest on the digital marketing and its technology. Their product and services must definitely be good but in case they lack to cope with the change they will be vanish in a no time. The owner or the manager of the HR business must invest in advanced digital marketing software for better candidate targeting, tracking ad engagement.

Utilize Social Media Platforms:

It is known that social media marketing is being more popular among all level of people which has been able to draw the attention of researchers. There are various social Media platform like Facebook, Instagram, LinkedIn, Tiktok, Marketplaces etc and some of the techniques of digital marketing are content Marketing, SEO, Viral marketing, paid Promotions, Influencers, Review and critics etc the businesses must utilize the maximum of these platform to promote their services, target their potential candidates, self-marketing, etc.

- **Develop a Strong Online Presence**

The business house can invest on the user-friendly websites, create the database of the candidates and maintain dedicated careers section for attracting potential candidates. The detail information of the job requirements should be available including detailed job descriptions, company culture, and employee benefits, Training and Skills requirements. Ensuring the website is mobile-friendly and optimized for search engines (SEO) can significantly increase visibility. For example, a responsive design allows candidates to navigate job postings easily on their smartphones, while SEO techniques help the site rank higher on search engine results, making it easier for job seekers to find open positions.

- **Leverage Data Analytics**

Using data analytics to track the performance of digital marketing campaigns is essential for refining recruitment strategies. Analyzing metrics such as click-through rates, engagement levels, and conversion rates provides valuable insights. For instance, if a particular social media ad has a high click-through rate but low conversion, it may indicate that the landing page needs optimization. By continuously monitoring these metrics, HR professionals can make data-driven decisions to improve the effectiveness of their recruitment efforts.

- **Engage in Content Marketing:**

One of the best and efficient tools of digital marketing is the Content Marketing. Producing high-quality content such as blogs, videos, and infographics that highlight company culture, employee experiences, and career opportunities is a powerful way to attract potential candidates. Sharing this content across social media platforms and the company website helps build a strong employer brand. For example, nowadays we see the various trends following in the social media, many influencers are paid to promote their products and services.

- **Implement Candidate Relationship Management (CRM) Systems:**

Using CRM systems to manage and nurture relationships with potential candidates is a strategic approach to maintaining engagement. Automating communication and follow-up processes ensures timely interactions with candidates throughout the recruitment cycle. For example, automated emails can be sent to candidates to update them on the status of their applications, while a CRM system can help track candidate interactions and preferences.

- **Utilize Online Job Portals and Networks:**

Partnering with popular online job portals and professional networks to post job openings can significantly broaden the candidate pool. Participating in virtual job fairs and online recruitment events further connects with diverse candidates. For instance, posting jobs on platforms like LinkedIn and participating in LinkedIn's virtual career fairs can help reach both active and passive job seekers.

- **Adopt Mobile Recruiting Strategies:**

Ensuring job application processes are mobile-friendly allows candidates to apply via smartphones and tablets, increasing accessibility. Developing a mobile app for job seekers to browse and apply for job openings can further streamline the process. For example, a mobile app can send push notifications about new job postings, keeping potential candidates engaged and informed.

- **Enhance Employer Branding:**

Building a strong employer brand through positive online reviews, employee testimonials, and engaging social media content is vital for attracting top talent. Highlighting company values, work culture, and employee benefits helps create a compelling narrative. For instance, showcasing employee success stories and

company achievements on social media can enhance the company's reputation as a desirable place to work.

- **Encourage Employee Advocacy**

Encouraging current employees to share job openings and company content on their personal social media profiles can significantly expand reach. Implementing an employee referral program that rewards employees for successful candidate referrals can further incentivize advocacy. For example, offering bonuses or recognition for successful referrals can motivate employees to actively participate in the recruitment process.

- **Stay Updated with Trends and Innovations**

Keeping abreast of the latest trends and innovations in digital marketing and HR technology is crucial for staying competitive. Attending industry conferences, webinars, and workshops helps HR professionals stay informed about new tools and strategies. For instance, learning about the latest applicant tracking systems (ATS) or AI-driven recruitment tools can enhance efficiency and effectiveness.

- **Collaborate with Educational Institutions**

Partnering with universities and colleges to create internship programs and campus recruitment drives can help attract fresh talent. Using digital platforms to promote these partnerships can reach a wider audience. For example, hosting virtual info sessions and promoting them on social media can attract students and recent graduates interested in internship opportunities.

By implementing these recommendations, the HR service sector in Nepal can effectively harness the power of digital marketing to bridge the gap between employers and potential candidates, leading to more efficient and successful recruitment processes. This research generates a scope for several other researchers who want to do research in social media marketing in Nepal. Furthermore, this research establishes that a firm can benefit from social networks to predict the likelihood of purchase intention. This can be done by taking into account a firm's choice of network (Facebook, Twitter, LinkedIn etc.) and by examining that network's data. Hence, company should be assessing a network's data substantially to improve a company's marketing efforts. Similarly, company should provide the vital information on the network's users, which helped to determine the best social

media tactics for that particular site. Also, the company should not only rely on other platforms they should invest on introducing their own platforms like website, Job Portal and Apps etc this will help to create the database and it will strengthen the portfolio of any HR company.

In addition, the government should introduce the more favorable conditions. Government should introduce and invest in technology to protect the privacy and the data security. The dual taxation issue faced by the company should be subsidies or should be resolved. The business owner also faces the problem in paying the international social media like facebook, Instagram, linkedin, twitter etc such problem should be carefully analyzed by the government.

BIBLIOGRAPHY

- Bekoglu, F. B. & Onau, C. (2018). Strategic Approach in Social Media Marketing and a Study on Successful Facebook Cases. *European Scientific Journal*, 12(7), 261-273.
- Bhanot, G.(2011). Information Exchange in Virtual Communities: A Typology Information. *Journal of Research* 5(4), 80-82
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation, and Practice*. Pearson UK.
- Chi, S.C.. (2014). 1 Viral Advertising in Social Media: Participation in Facebook Groups & Responses Among College-aged Users. *Journal of Interactive Advertising*. 1 (12),30-43
- David, A. (2014). The Value Relevance of Brand Attitude in High Technology Markets. *Journal of Marketing Research*, 38(4), 485-493
- Dessler, G. (2020). *Human Resource Management*. Pearson.
- Dhareel, P. (2016). *A Study on Radio Advertisement and Consumer Behavior*. Kathmandu: An Unpublished Master's Degree Thesis, Submitted to Office of the Dean, Faculty of Management, T.U.
- Ghimire, D. (2015). *A Study on Effectiveness of Advertising and Brand Preference of Instant Noodles*. Kathmandu: An Unpublished Master's Degree Thesis, Submitted to Office of the Dean, Faculty of Management, T.U.
- Hainla, M. (2019). Social Media is Continuing to be Trending and Growing. Facebook. www.facebook.com
- Khadka Nawashree, (2019). *Impact of Digital Marketing in Kathmandu*: An Unpublished Master's Degree Thesis, Submitted to Office of the Dean, Faculty of Management, T.U.
- Mello, J. A. (2021). *Strategic Human Resource Management*. Cengage Learning
- Pandey, R. (2017). *Advertisement and Consumer Behaviour*. Kathmandu: Kathmandu: An Unpublished Master's Degree Thesis, Submitted to Office of the Dean, Faculty of Management, T.U.
- Rimal, S. (2019). *Digital marketing in the tourism industry of Nepal current impacts and future perspectives*. Kathmandu: An Unpublished Master Degree Thesis Submitted to office of the Dean, Faculty of Management, T.U.

- Samarajiva, R., & Zainudeen, A. (2017). *Digital Nepal: Policy Options for Connecting the Unconnected*. Sage Publications.
- Sharma, P. & Soundarabai, P. (2020). Evolution of Social Media Marketing. Social Media is a Platform Where People Socialize Virtually. *International Journal of Advanced Research in Computer and Communication Engineering*, 6(3), 147-150
- Shrestha, L. (2019). *The Effectiveness of Television Advertisement for Cosmetic products And Consumer's Behavior (With reference to Sunsilk Shampoo)*. Kathmandu: An Unpublished Master's Degree Thesis, Submitted to Office of the Dean, Faculty of Management, T.U.
- Sotnikova, G. (2016). The application of digital marketing Strategies to increase profits of the organization. *Journal of Marketing Research*, 8(2), 85-93
- Subash Kafle, The Rise of Digital Marketing in Nepal: Trends and Predictions for 2024.
- Uma Anurag nad Simran Kaur (2021) *Digital Marketing in India : Present Scenario*

Websites

www.business.com

www.google.com

www.socialmedia.com

www.datareportal.com

Appendix 1

Set 1

This questionnaire is presented to draw the conclusion on the importance of Digital Marketing in HR service sector in Nepal. The responses are believed are based on the personal experience and belief.

1. Full Name of the Respondent
2. Name of the Company you are Associated with?
3. In current scenario how effectively you are using the digital marketing?
4. Do you think the digital Marketing is the most important tools of the Advertisement in Modern Day?
5. What are the key challenges faced by HR professionals especially service provider in Nepal in implementing digital marketing initiatives?
6. What strategies do your organization employ to effectively target and reach diverse talent pools through digital marketing?
7. Which tool of the digital marketing do you use the most?
8. Since how long has the digital marketing used in your business?
9. What is the other source of advertisement of your organization other than digital Marketing?
10. How has the COVID-19 pandemic influenced the adoption of digital marketing strategies in HR services in Nepal?
11. What are the future trends and innovations expected to shape the landscape of digital marketing in HR services in Nepal?
12. Are you able to analyze your ROI or the conversion ratio?
13. If you are able to analyze the conversion ratio, What is the ratio Percentage?
14. What is the most Important factor one should care before marketing digitally?
15. As per your experience, how effective you believe are the tools of digital marketing for advertisement?
16. Based on the experience how costly is the digital marketing than other advertisement tools?
17. What is the future of Marketing in Nepal?
18. How favorable is the government policy regarding the use of digital marketing and its tools?

19. Can you imagine to grow your business profit without digital Marketing?
20. How does the level of digital infrastructure in Nepal affect the effectiveness of digital marketing in HR services?
21. Are there any emerging trends in digital marketing tools and technologies relevant to HR services in Nepal?
22. How do HR professionals in Nepal integrate digital marketing into employee recruitment, onboarding and training processes?
23. What are the best practices for building an employer brand through digital marketing in Nepal?

Set 2

The main purpose of this research is to identify the importance and key impacts of digital marketing in HR service sector of Nepal. The questionnaire was distributed through emails, Viber groups, whatsapp groups and facebook.

1. Gmail
2. Full Name :
3. Gender:
 - Male
 - Female
 - Others
4. Age:
 - 18-25 years
 - 26-35 years
 - 36-50 years
 - Above 50 years
5. How often do you use social media platforms for professional purposes?
 - Daily
 - Weekly
 - Monthly
 - Rarely
 - Never

6. Which social media platform do you use most frequently for job searching?
 - LinkedIn
 - Facebook
 - Instagram
 - Twitter
 - Other
7. Have you ever applied for a job through a social media platform?
 - Yes
 - No
8. Do you find online job portals more effective than traditional job search methods?
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
9. What type of content do you find most engaging on social media?
 - Job Postings
 - Company Culture Videos
 - Employee Testimonials
 - Infographics
 - Blog Posts
10. How important is the ability to apply for jobs via mobile devices to you?
 - Very Important
 - Important
 - Neutral
 - Not Important
 - Not at All Important
11. Do online reviews and testimonials influence your decision to apply for a job at a company?
 - Yes
 - No
12. How do you prefer to receive updates about your job application status?

- Email
 - Phone Call
 - SMS/Text
 - Social Media Message
13. Does a company's social media presence influence your perception of them as a potential employer?
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
14. Would you trust a job recommendation from a company employee shared on social media?
- Yes
 - No
15. Have you participated in any virtual job fairs or recruitment events promoted on social media?
- Yes
 - No
16. How likely are you to apply to a company after viewing their social media content?
- Very Likely
 - Likely
 - Neutral
 - Unlikely
 - Very Unlikely
17. Have you ever experienced automated communications (e.g., emails, messages) during your job application process?
- Yes
 - No
- If yes, how did it impact your perception of the company?

DIGITAL MARKETING IN HR SERVICE SECTOR

By: SRIJANA GIRI

As of: Jul 2, 2024 12:33:20 PM
10,063 words - 42 matches - 10 sources

Similarity Index

10%

Mode: Summary Report ▼

sources:

164 words / 2% - from 18-Dec-2023 12:00AM
www.theseus.fi

222 words / 2% - from 16-Mar-2023 12:00AM
www.researchgate.net

151 words / 1% - from 24-Apr-2023 12:00AM
www.coursehero.com

121 words / 1% - Internet from 20-Jul-2022 12:00AM
www.coursehero.com

69 words / 1% - Internet from 23-Apr-2020 12:00AM
www.theseus.fi

94 words / 1% - Internet from 26-Jan-2020 12:00AM
blog.myassignmenttutor.com

69 words / 1% - Internet from 24-Jun-2020 12:00AM
pt.slideshare.net

61 words / 1% - Internet from 11-Jan-2023 12:00AM
elibrary.tucl.edu.np

59 words / 1% - Internet from 29-Aug-2020 12:00AM
docplayer.net

56 words / 1% - from 21-Jun-2024 12:00AM
www.adrasec69.org

paper text:

INTRODUCTION 1.1 Background of Study Our day starts at morning with the alarm set on our phone. While having breakfast and tea, our health app reminds us to track our calorie intake. We use ride-sharing apps like Pathao and In-Drive to go to work. Instead of reading newspapers, we get our news and updates from our smartphone. We use reminders on our phone instead of pen and paper for notes. Google Maps helps us to find the best route home with the least traffic. When we go out for lunch, we share updates with our network through selfies and status updates. Finding events and sharing information is easy with just a click, making our entire