

THE EFFECTS OF DIGITAL MARKETING ON CUSTOMER RELATIONSHIPS IN KATHMANDU VALLEY

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RECOMMENDATION

This is to certify that the thesis:

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has been prepared as approved by this department in the prescribed format of faculty of
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DECLARATION

I hereby declare that the work reported in this thesis entitled “**THE EFFECTS OF DIGITAL MARKETING ON CUSTOMER RELATIONSHIPS IN KATHMANDU VALLEY**” submitted to Shanker Dev Campus, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirements of the Master's Degree of Business Management under the supervision of Asso. Prof. Suman Kamal Parajuli of Shanker Dev Campus, Tribhuvan University.

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TABLE OF CONTENTS

Recommendation	
Viva Voce Sheet	
Declaration	
Acknowledgements	
Table of Contents	
List of Tables	
List of Figures	
Abbreviations	
CHAPTER-I: INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of Problem	5
1.3 Objective of the Study	6
1.4 Significance of the Study.....	6
1.5 Limitation of the Study.....	6
1.6 Organization of the Study.....	6
CHAPTER-II: REVIEW OF LITERATURE.....	8
2.1 Conceptual Review	8
2.2 Social media marketing	18
2.3 Review of Related Studies.....	22
2.3.1 Review of Journal and Articles	22
2.3.2 Review of Thesis	30
2. 4 Research Gap	33
CHAPTER-III: RESEARCH METHODOLOGY	35
3.1 Research design.....	35
3.2 Population and sample.....	35
3.3 Instrumentation	36
3.4 Sources and method of data collection.....	36
3.5 Data analysis	37
3.6 Research Framework.....	37
3.7 Ethical Considerations.....	39

CHAPTER-IV: DATA PRESENTATION AND ANALYSIS	40
4.1 Data presentation and analysis	40
4.2 Major findings.....	63
CHAPTER-V: SUMMARY, CONCLUSION AND RECOMMENDATION	65
5.1 Summary.....	65
5.2 Conclusion	66
5.3 Recommendations	67
REFERENCES	
APPENDIX	

LIST OF TABLES

4.1	Gender of the respondents	40
4.2	Age of the respondents	41
4.3	Academic qualification of the respondents	42
4.4	Occupation of the respondent	43
4.5	Awareness Level Digital Marketing	44
4.6	Spend time in Internet.....	45
4.7	Follow brands on social media or any other digital media	46
4.8	Why do you follow brands on social media or any other digital media	47
4.9	Respond	48
4.10	Query	49
4.11	Respond to query.....	50
4.12	Highlight	51
4.13	Reliability.....	52
4.14	Attitude	53
4.15	Content.....	54
4.16	Contest	55
4.17	Online vs. Offline	56
4.18	Relationships.....	57
4.19	Feedback	58
4.20	Service recovery	59
4.21	Closer to the brands	60
4.22	Have you become loyal to any brands.....	61
4.23	Platform	62

LIST OF FIGURES

4.1	Gender of the respondents	41
4.2	Age of the respondents	42
4.3	Academic qualification	43
4.4	Occupation	44
4.5	Awareness Level Digital Marketing	45
4.6	Spend time in Internet	46
4.7	Follow brands on social media or any other digital media	47
4.8	Why do you follow brands on social media or any other digital media ...	48
4.9	Respond	49
4.10	Query	50
4.11	Respond to query	51
4.12	Highlight	52
4.13	Reliability	53
4.14	Attitude	54
4.15	Content	55
4.16	Contest	56
4.17	Online vs. Offline	57
4.18	Relationships	58
4.19	Feedback	59
4.20	Service recovery	60
4.21	Closer to the brands	61
4.22	Have you become loyal to any brands	62
4.23	Platform	63

ABBREVIATIONS

AD	:	Anno Domini
e.g.	:	For Example
etc	:	Etcetera
Ltd.	:	Limited
P.E.	:	Probable Error
Rs.	:	Rupees
S.D.	:	Standard Deviation
WIP	:	Work In Progress
DTM	:	Digital marketing:
SEO	:	Search Engine Optimization
CBB	:	Consumer Buying Behaviour
SPSS	:	Statistical Package for Social Sciences

CHAPTER-I

INTRODUCTION

1.1 Background of the Study

Computerized advancing may well be a sort of displaying broadly utilized to publicize items and organizations to reach clients through computerized channels. This goes past online advancing to incorporate channels that do not require the utilize of the Net. It offers versatile (SMS and MMS), social media displaying, standard publicizing, search engine optimization advancing, and a couple of other sorts of progressed media. Much acknowledged to computerized media, clients can get to information anytime, wherever they require. With the utilize of computerized media, customers are not because it were subordinate on what the company says around the brand but they can to require after what the media, their companions, colleagues, etc. talking. Progressed displaying is based on several of the same measures as routine displaying and is habitually considered an additional way for businesses to reach clients and get it their behavior. Businesses frequently combine ordinary and progressed showcasing strategies in their strategy. But computerized advancing as well comes with its claim challenges. It was computerized the advancing started getting to be well known with the wide determination of the net around the world.

Looking at utilize of progressed channels in advancing from a client relationship point of see gives huge offer help to marketers. Brand communications can be persevering and personalized, and various particular trade choices exist. The benefits of this join learning around and from clients, revealing certain prerequisites and slants, and being able to supply them with a more personalized advantage. From the customer's point of see, the Web makes it easier to induce up-to-date information, compare items and organizations, and contact marketers. Besides, in a significantly computerized environment, clients continuously utilize self-service conjointly have more choices to begin action (e.g., give input, check account equalizations, inquire and personalize exhibiting communications).

From a client perspective, assessing discernments around utilizing computerized channels and keeping up contact with marketers can take various shapes. It may be cash, time,

information, consolation, fervor, reinforce, social interaction, radiance, or anything else that clients regard. Building strong associations with clients through progressed stages can have an immense influence on commerce improvement. It was computerized exhibiting in Nepal started in 2008. The ubiquity of computerized advancing is growing in Nepal since 2019. This report looks at how marketers can utilize computerized stages to form and fortify client associations in Nepal. Present day progresses and designs have obliged businesses to modify their advancing strategies and reconsider their budgets. Email has to be a well known advancing instrument inside the early days of progressed exhibiting. At that point thought turned to look motors like Netscape, which allowed companies to tag and watchword things to encourage taken note. The rise of social stages like Facebook has allowed companies to track client data and give their messages to especially specific get-togethers of individuals.

The objective of substance showcasing is to reach potential clients through the utilize of composed, visual, or video substance that interface them. This substance is ordinarily distributed on web site and after that advanced through social media, mail promoting, look motor optimization, or indeed pay-per-click campaigns. Substance showcasing tries to be more subtle than promoting and the item or benefit the support is attempting to showcase may or may not stand out. Utilizing computerized channels to construct client devotion has gotten to be a need in today's unstable and ferocious commerce showcase. It is utilized more operationally, as a apparatus to preserve great communication and give productive items or administrations to clients (Sin; et. al., 2012).

There's small investigate on progressing advancements and client devotion in Bangladesh. This concept is developing quickly and is being actualized nationally and universally to attain a modern measurement within the showcasing work to advance products and administrations, the affect of which is monstrous in Grow client dependability. At first, promoters paid more consideration to value-based rewards and centered less on client maintenance. This wonder has made a devotion crevice. As the world gets to be advanced and the showcase is totally open, clients are presently more versatile, more associated and more taught than some time recently (Zarella, 2010).

Much appreciated to that, they have given themselves the implies to rapidly progress their unwavering quality. In the mean time, Web dealers must involve a intensive online nearness, reply client studies, watch each miniature of every day media sources, give surveys, advance survey destinations and bring devotion to software engineers (Gunelius, 2011).

It is presently recognized that progressed media, counting online organizing stages such as Facebook, Twitter and LinkedIn, have significantly changed client behavior and discernment. The clarification for this pickle may be a solid client arranges that incorporates real-time client input Akhtar (2011).

The foremost vital affect of advanced media is that it has revolutionized communication methodologies with customers and marketers. When it comes to obtaining from a store or showcase, most clients need a straightforward and direct prepare. Computerized showcasing in this way meets their needs. Advanced showcasing is more complex than conventional offline promoting strategies (Jackson, 2011).

Computerized innovation presently influences nearly each angle of human contact, behavior and choice making. Individuals can effectively get any sort of data they require immediately with the accessibility of different channels to trade data universally. When shoppers visit an internet store and select their favorite things, they review their past shopping encounter and return to the store within the future (McKee, 2010). On the off chance that they distinguish diversions, they will never end up given clients (Leggatt, 2010).

Kaufman (2016) recognizes that advanced innovation impacts and coordinating for all intents and purposes each component of our individual, social, and proficient lives. Businesses regularly utilize their possess websites as the center for their advanced promoting endeavors. The foremost viable websites showcase a brand's items and services in a clear and vital way. Nowadays, website must stack rapidly, be mobile-friendly, and simple to utilize. Brand mindfulness is greatly critical for businesses, particularly for businesses that have not however utilized it since they are still having trouble showing their items. This will offer assistance the company discover faithful

clients, ended up "the apex of client insights" and offer assistance the company have a steady source of compensation.

Angels (2015) assist state that brand mindfulness, as one of the elemental measures of brand esteem, is frequently considered a prerequisite for customer obtaining decisions, because it speaks to for the foremost vital number for calculating a brand within the consideration set. Realizing this truth, computer introductions are the speediest and have been recognized as one of the foremost practical apparatuses to upgrade the advantage of an item or company within the universe at a sensible taken a toll compared to customary media, since progressed publicizing uses electronics.

Contraptions like computers, shrewd phones and tablets to attract buyers and in line with this, Wind and Mahajan (2001) contend that it isn't right to have quicker or more current channels. This could be an advanced approach to upgrade. The fundamental objective of a social media promoting campaign is to construct brand mindfulness and construct believe. Since it goes more profound into social media publicizing, you'll utilize it to pull in leads and as a channel to facilitate advertisements or exchanges. Improved posts and tweets are two unmistakable cases on social media. Look motor optimization (SEO) portrays a run of techniques that businesses utilize in an exertion to extend their site commerce and make strides its position in look comes about. The higher an area shows up on a look page, the more likely customers are to see it and tap through to visit it.

Pitching to accomplices is one of the most seasoned forms of publicizing and the progressed world has given it present day life. In accomplice pitching, companies and person "influencers" promote another company's items and get a commission each time a exchange is completed or a unused lead is included to the list there. Numerous celebrated companies, counting Amazon, have partner programs that pay millions of dollars to partners who offer assistance offer their items. As of late, a few Web clients are turning to locales like YouTube to create acquiring choices, to memorize by heart how to do something, to investigate reviews, or to unwind. Marketers can utilize one of a few video introduction steps, tallying recordings on Facebook, Instagram and Tik Tok to run a video promoting campaign. Businesses are finding video's greatest win by combining it with SEO, substance advancement, and broader social media publicizing campaigns.

Businesses to utilize content informing (once known as SMS or brief message benefit) to send information approximately their later things and advancements. Nonprofit organizations and political candidates moreover utilize content messages to offer and ask blessings.

Numerous promoting campaigns today permit clients to create installments or blessings through a basic substance message. Progressed marketers require solid composing and social media aptitudes, as well as a deep understanding of data investigation. A bachelor's degree is required for most computer introduction positions. This may too require computer advertising courses or cooperation in a computer "boot camp". As an expansion, internships during the study can be profitable. Progressed execution levels may be supportive but ought to not be considered essential.

1.2 Statement of Problem

This investigates centers on how computerized showcasing influences consumers' connections with brands. In later a long time, computerized showcasing has gotten to be well known as a way to pull in brands and clients. For a long time, marketers have utilized numerous channels to supply client benefit and advance items and administrations. Computerized showcasing has cultivated the improvement of trusting connections between buyers and brands, making it a progressively vital implies of maximizing brand dependability.

Inquire about questions can be replied by looking for answers to particular investigate questions. The questions pertinent to this think about are recorded underneath.

- What is the perception of customers towards a brand's digital marketing strategies?
- What kinds of content are customers expecting to see from a brand on digital platforms?
- Which channels should a brand utilize to engage with its target audience effectively?
- How do customers respond to different types of social media content posted by brands?

1.3 Objective of the Study

The study's objectives are to identify and monitor the effects of digital marketing on consumer interactions in the Kathmandu Valley.

- To evaluate the influence of digital marketing on consumer attitudes and brand image.
- To explore current attitudes towards inquiries and feedback received through digital channels.
- To analyze the core principles and strategies of traditional marketing in contrast to digital marketing, aiming to comprehend the unique effects of digital approaches on engaging customers.
- To evaluate the immediate impact and interactions elicited by social media posts to measure their effectiveness in capturing audience attention and promoting engagement in real-time.

1.4 Significance of the Study

In the past, there was only traditional marketing available. In recent years, digital marketing has emerged as a novel approach to marketing. The method that marketing strategies are put into practice has evolved. Direct communication and feedback-giving between customers and marketers are possible. Communication used to be one-sided. There have been a few more changes. Thus, the advantages of digital marketing for customer interactions in Nepal are emphasized and underscored by this study.

1.5 Limitation of the Study

The major limitations of the study will be time constraints and limited resource. The study is mainly based on primary data through field survey, so validity of the findings depends on the reliability of those data.

1.6 Organization of the Study

The study will be divided into five different chapters. The titles of these chapters are as follows:

Chapter I: Introduction: First chapter deals with introduction of the study, statement of the problem, objectives of the study, Significance of the study, limitation of study and Organization of the study.

Chapter II: Review of Literature: Second chapter deals with conceptual framework of Digital marketing and review of the related pertinent literature available and concern dissertation related to the effects of digital marketing on customer relationships in Kathmandu Valley.

Chapter III: Research Methodology: Third chapter describes the research methodology used to conduct the research. This chapter also contents the sample selection, sources of data, data collection procedure, and data analysis tools, are attachment in the study.

Chapter IV: Data Analysis and Presentation: Fourth chapter is the main part of the study, which describes about the presentation and analysis of data, major finding, to find out the appropriate way to the effects of digital marketing on customer relationships in Kathmandu Valley.

Chapter V: Summary, Conclusions and Recommendations: Last chapter of the study includes the conclusion. That deals about the main themes of the study and the conclusion of the study with recommendation for improvement. The exhibits, bibliography, and appendixes (questionnaire) are incorporated at end of the study.

CHAPTER-II

REVIEW OF LITERATURE

A literature review is an overview of previously published information or articles on a certain subject that acts as a roadmap for further research. This chapter examines a range of earlier research that may improve the efficacy of my study report. The secondary data list that is provided below has been essential in ensuring the validity of the primary findings of my research and supporting them. Completing this report requires reading and understanding the contents of this chapter.

2.1 Conceptual Review

The phrase "digital marketing" describes the all-inclusive marketing services used to draw in, hold the attention of, and ultimately convert online consumers. Digital marketing platforms such as content marketing, influencer marketing, SEO, social media, and online advertising enable businesses to interact with their clientele and monitor the progress of their marketing campaigns in real time (Lee Oden, 2014).

Brief Historical Review of Online Marketing

In recent years, online marketing has outpaced traditional advertising and is still growing rapidly. It is a type of marketing and advertising that utilizes the internet to provide promotional marketing messages to clients. It consists of email marketing, search engine marketing (SEM), social media marketing, display advertising (such as web banner advertising), and mobile advertising.

A Brief Description of the Online Shopping Stores under study

Amazon.com Inc. is an American e-commerce company headquartered in Seattle, Washington. It is the biggest online retailer within the Joined together States. Amazon.com begun as a Web bookstore but rapidly developed, advertising DVDs, VHS, CDs, video and MP3 downloads/downloads, computer programs, video diversions, machines, clothing, furniture, nourishment, toys and diamonds. Amazon has confined retail destinations for the US, UK and Ireland, France, Canada, Germany, Netherlands, Italy, Spain, Australia, Brazil, Japan, China, India and Mexico. Amazon moreover offers

around the world shipping to a few other nations for a few of its things. In 2011, they declared their purposeful to dispatch their website in Poland and Sweden. Jumia is likely an internet shopping location in Nigeria that gives a wide extend of equipment, molds, domestic apparatuses and infant things. The commerce was established in 2012 by a group comprising of Jeremy Hodara, Sacha Pavoine, Tunde Kehinde, Raphael Afaedor and Leonard Stiegeler, with back from Rocket Web. As of 2015, Jumia had distribution centers in eight other nations 4,444 Egypt, Morocco, Kenya, Ivory Coast, Uganda, Ghana, Cameroon and the Joined together Kingdom.

Jumia is an e-commerce startup that points to imitate Amazon's winning streak by shipping an assortment of items, from toys to generators, over the African landmass. Inside a squint of an eye after beginning exchanging in Nigeria, Jumia opened stockrooms in four other creating nations counting:

Egypt, Morocco, Kenya and Ivory Coast, which are key competitive nations most in Jumia is Konga in Nigeria and the commercial center in Egypt. In both nations, three online retailers compete to pull in online clients through competitive costs and a center on show. This has driven, in portion, to fetched aggregators like Yaoota.com coordinating clients to an expanding number of things online. Konga.com may be a Nigerian e-commerce company established in 2012 with base camp in Yaba, Lagos. It offers third-party online shopping malls as well as first-party facilitated retail across categories counting shopping equipment, plan, domestic apparatuses, books, child things and care things person.

Konga was established in July 2012 by Sim Shagaya, with 20 representatives. In no time after propelling in 2012, Konga raised a \$3.5 million seed circular from Wander AB Kinnevik. The site at first worked as a Lagos-only online retailer with a center on individual care, excellence and infant things, but extended its reach to cover all of Nigeria in November. December 2012 and has slowly extended its stock categories through 2012 and 2013. In January 2015, Konga was situated by Alexa Web as the foremost visited Nigerian site. Agreeing to CEO Sim Shagaya, Konga “currently leads Nigeria at begin of 2015 in net value value,” a metric that measures the entire esteem of offers sold.

Poor Infrastructure & Logistic Sector

Nigeria's Coma is well recorded so there ought no to sound like a broken record. Systems such as web organization, policing, lanes, rail and regular flights all require critical survey. The coordination's division is additionally hooking with issues related to establishment rot. Maybe one key region where Nigerians have seen advance over the past five a long time is in web accessibility. Nigerians presently esteem proficient and solid Web get to more than control or the boulevards. In spite of the fact that at whatever point the system is presented, the minds of Nigerians as a rule go to the roads, policing etc., these are not holes within the system so to talk. For illustration, numerous Nigerians don't have a physical address. This means that, as is the case nowadays, there are likely millions of Nigerians who cannot shop online in case they got to. Without a clear address, sending merchandise to clients will be complicated or costly. No one needs to lose an thing they bought with their hard-earned cash since somebody else replicated it or the thing got misplaced since the address was troublesome to track.

The concept of Progressed Publicizing is especially wide. It brings together all shapes of publicizing, working through electronic gadgets (i.e. online, portable and on-screen). Let's see at a few of the most popular sorts of computer promoting utilized nowadays. One of the foremost opportune shapes of computerized show, it incorporates the transmission of personalized or focused on messages at the suitable time (KVR webtech, 2015). This is often the foremost common sort of computer introduction utilized to expand the misdirection of the site on look motors. Different procedures are included in this arrange, from specialized on-site examinations and enhancements to blogging, interface building, and content creation. It is more premium called Paid See. In this setting, paid publicizing is frequently put accurately or beyond the "organic" look. It comes about will depend on the competitiveness of the watchword you're offering on (KVR webtech, 2015).

It is nearly like observing the picture of a brand over numerous social channels counting Twitter, Facebook, Pinterest, LinkedIn and numerous more. This sort has ended up greatly well known, created and complex in later decades. It do not befuddle it with PPC! This incorporates publicizing strategies on other websites. For case, you may be able to

buy a standard space on an existing site, paying the same to the website proprietor (KVR webtech, 2015).

Other than the online presentation elements mentioned earlier, this may be a broadly utilized type of advanced promotion. In specific, with the exponential increment in savvy phone utilization around the world, the reliance on them for fast and helpful information has moved forward.

Low E-Payment Awareness & Acceptance

Nigeria has a cash-dominated economy. Cash is used for the majority of transactions in Nigeria, which is preferred by the majority of the population. According to these groups of people, currency is more secure and beneficial because it is widely accepted. Some clients are wary about electronic payments because they believe their money will be stolen online. They frequently share stories about how their money, or that of a companion or family member, was snatched from an ATM. Nigerian buyers must be willing to pay with payback plans in order to gain a way of life online.

Nigerians Love of the Status Quo

Usually it was too related to the restricted acknowledgment of e-payment arrangements in Nigeria. Nigerians are by and large doubtful of unused thoughts, particularly those including cash. Each time the government reports a modern approach, individuals come up with a wave of reasons why it'll be awful for the nation and smash Nigeria into small pieces. Advocating the status quo has gotten to be a visit wear among Nigerians. Since of this strategy, Nigeria's cashless program goes up against a number of noteworthy deterrents.

Low Level of Trust

Accept might be a colossal issue in Nigeria. This is often regularly why uncommonly little trades in Nigeria are done online. Usually often some way or another related to an inefficient identity organization system. Most trades are done stand up to face because both parties got to see who they are overseeing with by and by. The thought of sending cash to someone that have got not seen or have never met physically is untouchable to most Nigerians. Ordinarily are bound to be horrendous for the online shopping and e-

commerce businesses in Nigeria. Accept in addition an issue with online shopping all over the world. In consumer-based e-commerce, buyers (clients) are the trustees and online firms are the trustees, since clients provide tricky information such as mail addresses, credit card numbers, and person slants to these firms and are hence defenseless to firm conduct. Clients have obliged capacity to screen or control firms' utilize of their private information; hence, they require for accept. Accept is without a question a major figure in commerce, both online and off-line. These are in any case the major accept challenges that prevent online shopping in Nigeria.

Low Human Capacity

The human capacity has long been distinguished as a major obstacle to Nigeria's financial development. Instruction and learning foundation, like each other framework within the nation, is rotting, coming about in moo human capacity. Moreover, since web buying and e-commerce are generally unused in Nigeria, certain specialized abilities may be in brief supply. Online stores focusing on Nigeria must be arranged to meet this issue.

An Unregulated Marketplace

Nigeria may be a for the most part unregulated showcase. Anybody in Nigeria can purchase and offer anything, counting sullied, imposter, illegal, and novel things. In spite of the fact that there exist rules or show up to be controls, they are seldom upheld since educate entrusted with directing products and administrations are understaffed, underfunded, or basically degenerate. Besides, there are right now small or no rules overseeing web exchanges in Nigeria, making buyer assurance tricky. Building a legitimate web store in Nigeria would without a doubt be challenging.

Benefits of Online Shopping

The essential good thing about online buying is the unparalleled ease it gives to customers. Commerce is conducted all through the clock. Offline shopping can be badly arranged for customers due to destitute stopping, moving from one isle to another, delays in checkout communication, salespeople's shame, time and weakness, shaking through swarms, constrained shopping hours, and other variables. The request of online buying is gigantic. In comparison, web shopping is totally void of the hustle and haste of physical

stores. A buyer remains at domestic or indeed exterior to conduct exchanges by essentially punching the keys on his computer (tablet, palmtop, iPod, tablet), or versatile phone.

As a result, a customer does not chance harming his car, being deferred in activity, or getting to be exhausted, but or maybe carefully and helpfully chooses from thousands of items, compares costs with other online shops, places an arrange, pays for it with a credit card, charge card, ATM, or other e-payment strategy accessible, and at last gets conveyance at his entryway step. Another critical advantage of online shopping is the criticism handle included. Venders run an address and reply (Q/A) range on Twitter, Facebook, and other social media stages to trade data and offer assistance address customer issues.

Online shopping could be an office of progression of data and communication progression. Since the world has wrapped up a around the world town, the separated between Cutting edge York and Abuja is less than one diminutive. Buyers in Nigeria can conduct their shopping for US foodstuffs in their particular homes and get fast transport from DHL, UPS or Fedex. The period has gone when one got to travel overseas fundamentally to buy a thing that's not immediately accessible in Nigeria. The preeminent impediment of online progressing is where items are being sold, they require of tangibility recommends that customers are unfit to grasp out, or endeavor on things they might wish to buy. Liberal return courses of activity are the first way to deceive such buyer fear. Lodhi and Shoaib online progressing has no time control, 24/7 accessibility, security of your cash as well, increments the utilize of ATM cards and other online shopping cards drag in clients appropriately and reasonably. That'll effectively see the thing data online, no deals assess for company as everything done online. Arranged e-shopping and progressing coupons are accessible on specific websites as well.

Consumer Buying Behaviour

Showing make openings showing make openings for buyers and one of those openings is the progress of online showing (Ukaj, 2015). The behavior of clients plays an intellect boggling parcel to the triumph of businesses and this has an overarching influence in online progressing (Svatosova, 2013). The long run of Showing is E Showcasing (Lodhi

and Shoaib, 2017). They characterize e-marketing as showing of stock and organizations done through electronic contraction. It is consider, they found out that E-marketing is long-term of globalization and online showing industry. Consider appeared up that online word of mouth has fantastically affecting on buyer buy behavior and choice. Millions of individuals around the globe spend most of their time online, uncovering themselves to computerized and social media systems and this has induced their buying affinity (Stephens, 2015).

Clients in Malaysia are rapidly changing to the rubric of online progressing (Li-Ming and Wai, 2013). In any case, lion's share of the clients goes online in a general sense for social organizing and diminutive teaching. Reverse to the over clarification, Ioanas and Stoica, (2014) battle that online clients of the net have exchanged to getting to be online clients as a result of the rise of online shops. Kotler and Armstrong (2012) characterize buyer conduct as the buying behavior of last consumer's people and family units that purchase things and organizations for individual utilization. Grimsley (2015), states that client buying conduct is the total incorporate up to of a consumer's demeanors, inclines, excitedly, and choices with respect to the consumer's conduct interior the exhibit put when obtaining a thing (uncommon) or advantage.

Conduct in publicize in any locale is extraordinarily essential in organize to offer anything truly. Marketers must get it what impacts buyer conduct, such as the buyer handle, beat influencers, and Productive publicizing. Productive publicizing will point to influence buyer conduct at each and each organizes of the client buying handle. There are different contrasting sorts of progressing that firms can utilize to do this. Commercial promoters routinely look for to convey expanded utilization of their things or organizations through branding, which joins the accentuation of an picture or thing title in an exertion to relate certain qualities with the brand interior the minds of clients (Ugonna, Okolo, Obikeze, Ohanagorom, Nwodo and Oranusi, 2017).

Constantinides (2004) conducted consider to see at how clients can be secured through online showing. Recognizing the Net involvement components and understanding their parcel as inputs interior the online customer's decision-making handle are the basic step

in making and passing on an appealing online closeness likely to have the foremost unmistakable impact on Web clients.

The family is one of, inside the occasion that not the primary basic, basic and essential components that influence client buying conduct both in affiliation to brick-and-mortar and online shopping (Durmaz, 2014). He sees client character and inspiration as particularly essential as well. He infers online shopping as click-and-mortar sensible as physical shopping is suggested to as brick-and mortar. The social media has given an unused organize for buyer to relate and affect hones (Hajli, 2013). It was proposed that acknowledge is basic in online buying. The social media ensures organize communication between the client and your brand and so impacts conduct by making a buyer a virtual creator or open relations pro (Vinerean, Cetina, Dumitrescu, and Tichindelean, 2013). Jenyo and Soyoye (2015) in their consider found out that online progressing encompasses a positive relationship with client buy choice and it was as well found that web security incorporates a basic relationship with buyer online buy conduct (Lodhi and Shoaib, 2017).

Relationship between Online Marketing and Purchase of Electronic Devices

Innovation has progressed significantly all through time. The web empowers one to find the required item with a number of mouse clicks. Online gadgets stores have everything a customer might ever require. One can get computers, portable phones, batteries, memory cards, write drives, headphones, earphones, and so on. Versatile phones (32%) are the foremost commonly obtained adornments online, taken after by MP4 players/iPods (21%), and advanced cameras (19%).

Online Marketing in Nigeria: Overview of Trends, Challenges & Benefits

Asoto (2010) states that over the long time, web progressing has advanced in Nigeria. Concurring to Africa Web Utilization and Masses Estimations, web entrance in Nigeria is by and by 28.9% at evaluated 43,982,200 clients and as a result, owing to the colossal showing conceivable results unavoidable in computerized media as a allocate of the for the foremost portion showing blend, coupled with the amplifying utilize of the web by Nigerians, brands are looking for out for to enlist organizations (tra-digital office) with

in-depth information of the computerized progressing and how to utilize them to boost media spend (ROI).

This think roughly is set up on two key hypothetical centers of see (organizing capability and picture trade capacity), which allow solid potential for more way better understanding the slants and disadvantages of online progressing for marketers. They are as well critical for recognizing fundamental ask around holes that got to be filled interior long-term (Okazaki and Taylor, 2014). The technique of considering behind this system is that Web can be an viable vehicle for national and widespread marketers based on executing and making magnificent utilize of the two capabilities interior the adjoining and around the world commercial center. Organizing capability gifts for communications over boundaries that are speedier and more visit than ever a couple of time as of late and along these lines has had a colossal impact on around the world marketers. Picture trade capacity offers essential brand building capability for marketers as publicizing by suggests of the internet can be utilized to construct and brace brand picture with clients over the world. Collectively, these two establishments of online progressing offer Marketers huge opportunity to reach and inquire to cross-national social occasions of people.

Online Marketing and Buying Behaviour for Electronic Devices

Comes around gotten from a consider on the understanding of online shopping conduct interior the Indian setting outlined a basic increase of online stores interior the life of Indian individuals to the point of persecution without a doubt in appear abhor toward of the truth that the display was (at the time they consider was conducted) not completely made. It is considered arrived at the conclusion that the e-commerce shows off joins an astonishing potential for youth portion (Sharma, Mehta, and Sharma, 2014). Another think nearly by Khitoliya (2014) on customers' deportment and understanding towards online shopping revealed that lion's share of the respondents in all age bunches shop online for reassurance taken after by wide gathering and markdown bargain. Due to the boundless nature of the collaborator source of data; the web, there shows up to be wealth of composing related to this consider. In appear hate toward of this, there's a gap interior the chain of data. The crevice interior the case of this consider is that, to my information

and as at the time of this think around, there's no past look at on the Relationship between online showing and buy of electronic contraptions interior the Nigerian setting

Kim (2004) in his investigate on consumers' shopping and securing conduct, came to the conclusion that in appear despise toward of the soil shattering headway in Web deals, there was illustrate to propose that there were various buyers shopping with point to purchase at retail websites, but for a few reason did not include up to the exchange. A consider conducted in Pakistan uncovered when a client has the judgment abilities to buy electronic things online, he or she is influenced by unmistakable variables (Sunil, 2014). Bhatt and Bhatt (2012) in their think around found that standard buyers are most influenced by ease/attractiveness and advantage quality of websites in spite of the fact that discontinuous buyers respect area security more than other categories of clients. A think roughly carried out by Delafrooz, et al. (2010) uncovered that utilitarian presentation, reassurance, brought, and a more wide confirmation affected consumers' demeanors towards online shopping.

Concurring to The Trade Lexicon (BD, 2017), "Digitized substance (substance, traces, sound and video) are those that can be transmitted over web or computer networks." So, in strict terms, Advanced Media (DM) implies the sound, video and photo substance that's in an encoded diagram which induces carefully compressed. Interior the encoding handle, substance underneath handle is changed over into sound and video inputs which can be decoded once more into the starting shape utilizing contraptions like computer, web, tape recorders, shrewd phones and so different complex sorts of gear. In encoded shape, the surface can viably be passed on to oust places, controlled, spread and effectively transmitted over computer systems. Smartphone applications, differing sorts of sound and video beguilements displayed in beguilement boxes or tablets, information spared in USB or CD, ultrasound examinations in a clinic are all diagrams of DM things. These are opening up so quickly and reasonably that DM is broadening to all zones of life. Advanced Media may be a mix of headway, substance and changes which can spare time, cash, space for information putting truant and speed up the shapes to happen the works out so rapidly. Today's world has been captured by advanced media things and these things have been spread tremendously in approximately all businesses without a doubt counting those which are not formally included with advanced media such as

thriving, government and instruction. The shape of advanced media things can be E-commerce, Redirections (online and flexible), Websites and flexible applications, activity, social media, video, information visualization and location-based organizations. Advanced media is directly being utilized in around all businesses may be of any sort: Film and beguilement, trade, advancements, success and patching centers, learning, arranging and instruction, headways, progressing of things, all government work environments, sports, environment, radio and TV, passing on and printing and so different. Another term utilized traded with Advanced Media is the Electronic Media.

Concurring to Commerce Word reference, 2017, "Electronic Media is the broadcast or capacity media that take advantage of electronic technology". TV, radio, Web, fax, CD-ROMs, DVD and any other medium that requires control or advanced encoding of data are included interior the electronic media. The net is the primary basic which has changed all the estimations of the trade world. Lion's share of clients are going online for their buys since these are direct, steady and time and travel sparing. The net has revolutionized a isolate of businesses and customers' behavior and empowered clients and organizations to communicate reasonably (Hoffman & Novak, 2000). To remain competitive in businesses, endeavors got to be utilizing advanced computerized progressing techniques (Dinehart, 2011) of the web. Companies can utilize the net as a gadget for headway, a posting of right by and by accessible stocks with point by point judgments, booking orders, advancing its character and communicating with clients all over the world. The web awards meanders to recognize unused advance openings driving to commerce enhancement. Aral et al. (2013) pushed that a changing is slowly happening from standard strategies and strategies to computerized media and advancements.

2.2 Social media marketing

Social media progressing these days we are living in 21st century and individuals don't discover time to come and related with each other. Social media makes a qualification in interfere themselves with social organizing objectives through which by and by individuals can remain distant off and in any case stay related. Social media showing is unmistakable from schedule showing of things and organizations. In Routine progressing there's inconsequential un-directional relationship between the promoter and the client.

Objective of social media progressing is to substance, plant a seed and have the made interested driven to talk between individuals about your thing and organizations. Once seed is planted it comes nearly must be observed. Over the past few a long time social media has picked up parcel of notoriety, result of this standard media have experienced spoil in commerce and ubiquity .companies have been settled their take note budget which have moved to social media organizing objectives. Companies which are utilizing social media objectives to advance their things /advantage have the competitive edge as comparison to others.

Facebook

In 2004, Mark Zuckerberg, along with Chris Hughes, Andrew McCollum, Eduardo Saverin, and Dustin Moskovitz, initiated the launch of Facebook. Since then, it has emerged as one of the most prevalent social networking platforms, not only in India but also globally. Facebook has continually introduced innovative features catering to both personal and business users. Noteworthy among these are the revamped timeline, facilitating enhanced user experiences, along with the introduction of Facebook groups, enabling interactions with like-minded individuals. Additionally, Facebook offers a diverse range of features such as games, business pages, advertisement options, as well as initiatives like Free Basics Submission and Start, expanding its utility and reach across various domains.

Twitter

Interior the while later few a long time, Twitter has as well gotten to be one of the utilized social media systems in India. Twitter was built up by Jack Dorsey, Exchange Stone, Noah Glass and Evan Williams in Walk 2006. Twitter can be a micro-blogging zone bolsters 140-character messages to post which are as well known as tweet. Concurring to estimations Twitter has 310 million month to month lively clients around the world and 100 million clients reasonably utilize Twitter on a day by day present. At the side that, a conventional Twitter client went through 170 minutes each month. Individuals utilize Twitter for both businesses as well individual purposes. Twitter has given different things in organize to assist the accumulate of onlookers which solidifies thing card (way to talk to stock and offer things on Twitter), player cards (a way to

supply princely media video clips and sound clips) to gathering of people, photo cards (to put picture in front and center of the tweet) etc.

Instagram

One of the most popular social media platforms in India right now is Instagram. Instagram was founded in 2010 by Kevin Systrom and Mike Krieger, and Facebook eventually purchased the company. Instagram is a website that lets users share images and videos, both privately and publicly, with durations ranging from three to sixty seconds. Additionally, it can use their add account tool, which supports 25 languages, to log into too many accounts on a single phone. Additionally, you can locate other blogs with Instagram-related themes with the aid of the Instagram blog.

LinkedIn

In India, LinkedIn is another well-liked social networking site. LinkedIn is a business-focused social media site that connects users with other and business professionals in their industry. Founded in 2002, LinkedIn asserts to have over 30 million Indian users. In order to attract users from both businesses and individuals, LinkedIn has also added several helpful features for business users, like add a company, create and located groups, company, create and locate groups, and post and apply for jobs in their field of expertise.

YouTube

In India, YouTube is among the most widely used and well-liked social networking sites. Users use it for a variety of things, such a learning, amusement and advertising promotion among many other things. Google purchased YouTube in 2006 after it was founded in 2005.

Google Plus

A prominent and well-liked social networking site in India is Google Plus. Launched in 2011 as a replacement for Google Buzz, this social networking platform lets users share events, links, videos, pictures, and even polls on specific subjects. Utilizing Google connections, communities and other similar services can also be beneficial to users. Currently ranking among the top 10 social media channels in India and the world, Google Plus receives 120,000,000 visits per month.

Tumblr

Tumblr is one of the popular social organizing locales, was built up by David Karp in 2007 and a brief time afterward Yahoo claimed it in 2013. It licenses sharing of diverse sorts of media, and it has incorporate up to 110,000,000 inquisitively numbers of guests in a month which makes it one of the primary popular social media channels in India and over the globe.

This consider considered the checked on influence of able online showing, down to earth communication, and on-time transport on the conventionality of visits and buyer support of the three chosen online stores in Owerri, Imo State. It was guided by six investigate questions and six theories. The test evaluate was 300 respondents two sets of organized outline were utilized for information collection. Barbarous bits of information was utilized to analyze the reactions of inquire around questions, in spite of the fact that Z-test examination was related to test the speculations for this consider. A Quantifiable Bundle for Social Sciences (SPSS) computer program was utilized to analyze the information. The disclosures of the consider appeared that online progressing can be a sensible progressing communication channel which has basic influence on the conventionality of visits and buyer reinforce of online stores. Based on the revelations, it was embraced that companies ought to be credit to publicize their things and organizations through online shopping stores and/or make and celerity intrinsic websites where clients can make buys. For offer assistance testing of the impact of shopping websites on conduct of electronic contraptions buyers, energize considers need to be imitate the theory and method utilized in this consider, with other things and websites.

The Sates that showing communication is the key component of the showing blend which bargains with communicating wants and satisfying properties of a thing to a target bunch of spectators. When an unused thing comes into closeness, clients got to be taught. For things that are as of by and by in closeness, clients have to be reminded and affected. Progressing communication is the gadget for wrapping up these goals. From April 1995 to April 2000, online progressing was known as dot.com boom. In the midst of this 5-year period, hundreds of businesses tended to utilize web as an essential gathers of doing

their trade with their clients. In this way, a few of the firms wrapped up their operation and different others endeavored to exist with agreeable trade alter.

Inside the interims e-tailers made and shown progressed web based progressing point of see and as a result a progressed world for advancing was born. Web progressing as allocate of e-marketing driven to the movement of websites for trade. Web progressing in a short time later decade has exceptionally colossal progression forward and companies all over the world utilize web for takes note or for corporate headway works out. Following to, not different companies completely utilize their framework with selecting the control of Web in exchange as unused channel of doing exchanges As well media utilization is changing as well. The rise of solidified advancement and social media is making. Buyers online are making quickly since the net makes their way of life less asking as they tend to shop around more because they have get to a handful of other centers of information. They utilize the internet to investigate a number of times as of late give to buy and are untimely adopters of development as they contain a globe see.

2.3 Review of Related Studies

2.3.1 Review of Journal and Articles

Within the article named, “E-commerce case consider on Nepal”, in 2016, depicts e-Sewa as one of the well known, most secure and most straightforward way to do installments. Clients can utilize their credit card/ bank account with e-Sewa and get all the benefits without uncovering their bank accounts/card number. It moreover highlights that customer's monetary security is highest priority of e-Sewa because it employments SSL innovation to keep data secure. In expansion, when client sends installment utilizing e-Sewa, the beneficiary won't get delicate monetary data like credit card or bank account number. The article have too said about the challenges that e-Sewa is confronting. They have to be bargain primarily with government controls which are very unsteady and constrained utilize of electronic installment. This article moreover clarifies almost credit card office less in utilize since of the reason it is given by exceptionally few banks and on the other side individuals in Nepal don't much favored to utilize. It may be since credit card cannot be used for worldwide buy due to government arrangements. Since, Nepal is

getting as it were nation it has been troublesome for e-Sewa to set up itself universally. On the other side, individuals favor hand cash than the advanced cash.

Customer care in web businesses 5 tips to make strides e-customer fulfillment level, Silvia Planella (2017), clarifies almost 5 tips that ought to be considered to progress e-customer fulfillment level. The primary tip is that the company ought to advise clients by mail or SMS when the good are picked within the stockroom with a following id choice so that they can check online where they are and in case of delay for anything reason, clients ought to be educated in arrange to maintain a strategic distance from dissatisfactions and progress client fulfillment levels. The another tip is client with issues amid installment prepare ought to be given help quickly and live chat or a 24 by 7 client bolster phone number will offer assistance to move forward deals and fulfillment levels. The third tip is web commerce ought to be connected to a store where users data will be put away so that it'll be simpler to clients to reset their watchword and client title effortlessly and quickly in case they some way or another overlooks it. This will makes difference customer to stay with the company finding it simple to bargain with indeed when they have a few issue stir with id or passwords. The following tip is there ought to be as often as possible inquired questions within the websites which profoundly makes a difference customer to get it things by themselves without reaching once more and once more to the company. The final tip is there should be a thank you mail, a take after up message, a extraordinary advancement as it were for them like wishing them a upbeat birthday etc. these all little components will offer assistance to develop online commerce and client fulfillment appraisals.

The article "Put your cash where your mouse is", John Conde (2019), talks approximately the components that ought to be chivalrous whereas choosing the doors. He has restricted comparison of three variables i.e. accessible highlights, taken a toll and unwavering quality to keep his evaluation important and brief. The primary calculates accessible highlights talks almost the security which is concern to all parties included in an ecommerce exchange. Not as it were is your delicate data kept on record, but your customer's individual data passes through the door each day. This data is of significant esteem to programmers, so it must be secured. So, once you select a portal supplier, you must be sure that security is the provider's number one priority. The another include is

virtual terminal which may be a web frame that's open to the vendor and permits you to enter credit card installments manually. It can moreover be used to issue returns and void past exchanges. Extortion avoidance is another highlight which is additionally exceptionally vital which can permit you to spend less time managing with chargeback's, and more time making deals and advancing your commerce. The following is repeating charging which is useful to the shippers who charge their clients on an intermittent premise acting as an enormous time saver. This highlight is best for membership and participation based businesses. E-check Handling is another highlight which permits clients essentially to enter their keeping money data instead of physically sends a cheque by mail.

Rodgers (2013), conducted a study entitled how, why and the rate at which modern advancement is acknowledged. DOI sees development to be exchanged through specific frameworks utilizing certain channels (Rodgers, 1995). The individuals of the society are freely included within the dissemination prepare which takes after a common way of mindfulness, influence, choosing, executing and affirming the result of the advancement. This demonstrates appears that selection of innovation takes an ordinary conveyance bends over time. The selection prepares concurring to DOI hypothesis is separated into 5 stages in this way: trend-setters, early adopters, early lion's share, late larger part and laggards with trailblazers being the primary to adjust and slow pokes adjusts final. The most goals of the study exchanged through particular frameworks utilizing certain channels and to analyze the autonomously included within the dissemination handle. The major finding DOI sees advancement to be exchanged through particular frameworks utilizing certain channels (Rodgers, 1995). The individuals of the society are autonomously included within the dissemination prepare which takes after a common way of mindfulness, influence, choosing, executing and affirming the result of the advancement. This show appears that selection of innovation takes a typical conveyance bend over time. The appropriation handle agreeing to DOI hypothesis is separated into 5 stages in these way trend-setters, early adopters, early larger part, late lion's share and slow pokes with trend-setters being the primary to adjust and slow pokes adjusts final.

Nathalia Devina Widjaja and Ardy Tedja Widjaja (2017) in their think about, A Preparatory Think about of Merchants' Deliberate to Receive Online Installment Portal in

Indonesia, established those major determinants which have relationship with the merchant's deliberate toward utilizing to online installment door are execution anticipation, exertion anticipation, social impact, encouraging conditions and security. The most destinations of the study are to analyze the execution of hope affecting figure and to analyze the online installment portal is thought for deliberate to receive. The major finding of this inquire about established that performance hope is the foremost imperative calculate in Indonesia. The moment most unmistakable figure in moment put established to be social impact in this nation. The reason is appeared for this happening is since Asia has tall collectivist societies compared with western nation. This explanation is famous by Hofstede in his inquire about almost social values toward distinctive culture. In expansion, based on the survey, it concludes that numerous celebrated banks and dealers that have joined forces with online installment portal ended up thought for purposeful to embrace. In addition, proposal from other proprietor or engineer of e-commerce shipper to utilize online installment door will impact the other dealers. The other determinants which are encouraging conditions and exertion anticipation are considered as rank 3 and 4 in like manner.

These two variables are not truly vital since merchant's part in online installment portal as it were as clients. The online installment portal provider ought to guarantee the framework ease to utilize for their clients which in this case are dealers. In any case, online payment gateway suppliers moreover ought to make a few clear strategies for encouraging the clients on the off chance that the blunders might happen. Additionally, based on from past report, security continuously gets to be thought in e-commerce range. Besides, two measurements of security have critical part in order making secure environment. Those measurements are government arrangement and security component of site and organize. Based on investigate finding, it is concluded that merchants' require a clear direction and arrangement in Indonesia due to form the secure environment. Additionally, merchants' moreover consider the site and arrange of online installment portal suppliers ought to be secured with a few securities to play down criminal. Shockingly, one of determinant, taken a toll is rejected from the system. The reason fetched is prohibited from the system maybe shippers don't consider taken a toll as the imperative component for purposeful. Since vendors are not mindful however

approximately taken a toll some time recently they begin to set up the Online Installment Door.

In spite of the fact that based on this inquire about, taken a toll is avoided, one of our respondents said that in a few businesses (particularly data innovation or computer component) the vender as it were gains little benefit edge from the deals of items. Hence, in the event that the installment door charges a colossal expense, the venders would endure misfortune each time. In this way, they consider taken a toll is an imperative figure.

Fisher (2016) conducted a think about entitled ROI in social media: A see at the contentions appeared curiously truths that are related to client audits. The most goals of the think about are to analyze the utilize of social media locales to pass along data to other online and to analyze the data and passed to other clients of online. The major discoveries of the think about are 70 per cent of shoppers have visited social media locales to induce data; 49 per cent of these customers made a buy choice based on the data. They found through social media locales; 60 per cent of individuals within the think about said they are likely to utilize social media locales to pass along data to other online; and 45 per cent of individuals who looked for data by means of social media destinations locked in word of mouth compared to 36 per cent who found data on a company or news location. These comes about that client surveys have a genuine control to influence customer's choices and surveys moreover make strides company's deceivability online, when data is passed to other clients online.

Annamalai Manickam Sakkthivel (2018) in his think about, Do Online Companies Control the Behavior of Online Buyers? The most destinations of the study are to distinguish the affect factors on online buying behavior and to recognizing the impact of factors; dispersion and buyback offer and inner factors evoke a moo affect. The major discoveries of the think about had been endeavored to divulge the affect of the chosen factors on online buying behavior. The ponder chosen the major develops viz. inner factors (item, cost, advancement, dissemination, plan of website, secured installment portal, Buyback Affirmation, simple to purchase) and outside factors (impact of peer bunches, conclusion bunches, culture, society, brand notoriety, nation of root,

unwavering quality of websites, previous experience) and test the affect of the same in affecting online shopper behavior. This study considers uncovered that the chosen factors have noteworthy affect over online buying behavior but the impact of buyback confirmation and reference bunches. The study encourages endeavored distinguishing tall to moo affect factors on online buying behavior. It is recognized that secured installment portal and cost are the inside factors that have tall affect and nation of root and peer bunches impact are the outside factors that have tall affect over online buying behavior, while, other factors inspire moo affect. Hence, it is clear from the think about that the secured installment door cost, nation of root, and impact peer bunches inspire tall affect over online buying behavior. Consequently, it is gathered that the certain inside and outside factors do have impact over online buying behavior. With reference to finding the affect of inner factors, it is found the secured payment-gateway; cost, item, advancement, simple to purchase (strategies) and site plan evoke a tall affect on online buying behavior. While, nation of root, impact of peer bunches, past involvement, unwavering quality of websites, and brand notoriety are the outside factors inspiring a tall impact over online buying behavior? With reference to recognizing the moo affect factors, dissemination and buyback offer are the inner factors inspire a moo affect, while, impact of reference group's culture and society are the outside factors evoke a moo affect over online buying behavior.

Timilsina, (2019) has distributed a commentary on installments framework advancement in Nepal. The Bank and Budgetary Teach Direction Office of the Nepal Rastra Bank issued Nepal Installment Framework Improvement Procedure for the improvement of present day installment framework in Nepal on July 20, 2014. The technique paper proposes NRB's vital approach to National Installment Framework advancement, and outlines the imagined future state of the Nepal NPS. The most goals are to analyze the embracing a key approach for the reform of the installments framework in Nepal and to analyze the installments framework improvement, within the retail installments front is best in its lesson in Nepal. The major discoveries of the ponder are the technique claims that internationally acknowledged standards and hones are highlighted and expounded from the viewpoint of particular circumstances in Nepal within the archive. With the procedure, the NRB is receiving a vital approach for the change of the installments

framework in Nepal, with the objective of accomplishing a secure and effective national installments framework that successfully contributes to the country's budgetary soundness and financial development. Nepal's installment framework improvement has come a long way since the foundation of Kaushi Tosha Khana. With the central bank's proactive part in the final little a long time, the Nepalese installments framework is taking an advanced shape. The outreach of installments framework in terms of extend and quality has expanded essentially. Other than central bank and the government of Nepal, the commercial banks, teach like Nepal Clearing House Restricted, eSewa, Khalti and other wallet based installments educate have contributed much for the modernization of installments framework within the nation. The payments framework improvement, within the retail installments front is best in its course in Nepal. The Nepali advertise has introduced all the imperative regulation course of action and disobedient for the retail installments. The situation, in any case, is diverse for other components of installments framework. NRB is effectively included in building the huge esteem installments framework in spite of the fact that Genuine Time Net Settlement Framework, but there has been nearly no exertion in modifying and reinforcing the Central Securities Safe Framework for government securities, Central counterparties and Exchange stores.

Adhikari (2020) has disseminated a piece on, computerized installment system in far reaching circumstance. Progressed installment may be a way of paying for items and organizations carefully, in this way supplanting customary methodologies of paying through cash or cheque. The foremost objectives of the think approximately are to analyze the office of trading wholes from bank account to the computerized wallet and to analyze the elemental figure are affecting to progressed installments. The major finding of this consolidates all flexible and web applications taking after a secure and authorized installment entryways. All banks and financial institutions (BFIs) in Nepal have transitioned their traditional banking services to online and mobile banking applications. Alongside these banking applications, various digital wallets such as E-Sewa, Khalti, Fone Pay, iPay, QPay, IME Pay, and Prabhu Pay offer a range of online payment services, either directly linked to bank accounts or through debit/credit cards. Users can load funds onto their digital wallets through bank transfers via e-banking/internet banking

or mobile banking, as well as by using debit/credit cards or depositing cash into specified accounts.

In addition to transferring funds between bank accounts and digital wallets, these platforms facilitate bill payments, including utility bills such as electricity, water, and internet bills, mobile top-ups, digital TV subscriptions, ticket bookings for buses and cable cars, online shopping, and various other utility payments. Some applications like Interface IPS, developed by Nepal Clearing House (NCHL), enable government transactions, allowing users to pay taxes and fees online, eliminating the need to visit banks or government offices, particularly beneficial for avoiding crowds amid the COVID-19 pandemic.

Recently, Nepal Rastra Bank has revised the transaction limits for various digital payment methods. The daily transaction limit for Mobile Banking, including QR Code Payments, has been set at NRs. 1 lakh, with a monthly limit of NRs. 10 lakhs and a per-transaction limit of NRs. 20 thousand. Similarly, the ATM debit/credit card transaction limit is now NRs. 1 lakh per day and NRs. 30 lakhs per month, with a per-transaction limit of NRs. 20 thousand.

Furthermore, the transaction limits for wallet-to-wallet, wallet-to-bank account, and vice versa have been set at NRs. 1 lakh per day and NRs. 5 lakhs per month, with a per-transaction limit of NRs. 25 thousand. The transaction limit for internet banking stands at NRs. 10 lakhs per day, NRs. 30 lakhs per month for merchant payments, and NRs. 50 lakhs per month for account transfers.

Additionally, there are no charges for using any bank's ATM booth to swipe cards, and users are exempt from service charges for services such as Real-Time Gross Settlement (RTGS), Interface IPS, e-banking, mobile banking, and other digital payment methods. This presents a significant opportunity for customers to utilize digital payments, reducing health risks by avoiding crowds. Digital payments offer convenience and save time compared to traditional cash or check payments, while also reducing transaction costs.

However, there are some drawbacks, including security concerns and disputed transactions. Despite implementing security measures such as symmetric encryption to secure e-payments, there remains a risk of hacking. Unauthorized transactions through

legitimate channels can also pose challenges in dispute resolution. Moreover, ensuring secure systems requires increased investment from banks and businesses, ultimately raising transaction costs.

As the banking sector in Nepal seeks to enhance digital products, it presents an opportunity to reduce paper-based workloads and combat the spread of COVID-19. Nonetheless, challenges persist, particularly regarding security concerns, which may deter some individuals from adopting digital payment systems. BFIs and network developers must instill confidence in users by offering effective, reliable, and technologically sound services.

2.3.2 Review of Thesis

Dashaputre (2012) conducted a study titled the multitude of factors linked to the surge and contemporary developments in e-marketing.

The Main Objectives

- The study examined user privacy, propensity, and consumer personalization.
- Provide faster and more efficient responses to consumer requirements, fostering stronger client relationships.

The Major Finding

- They feel that positive word-of-mouth is vital for success.
- Engaging in communication sharing benefits the organization by favorably affecting the message and increasing brand awareness through integrated viral marketing methods.

Guru (2013) conducted a examining the significance of bolstering seller trust to thrive in an e-commerce landscape dominated by transactional objectivity and anonymity.

The Main Objectives

- To identifying the most important motivator for customer retention.
- To examine the uses of social media marketing conceptual model to build DSMM strategies, providing practical insights into engagement patterns.

The Major Finding

- Digital technology provides for more personalized products, services and promotional messaging compared to traditional marketing strategies.
- Digital technologies enable marketers to quickly and efficiently tailor their marketing mix to meet consumer wants, leading to stronger client connections.

Vachani and Vallabhbai (2014) did a study that analyzing the variances in performance between traditional marketing and e-marketing, with a focus on assessing customers' preferences and the effectiveness of e-marketing strategies.

The Main Objectives

- To examines online consumer happiness and the downsides of online enterprises.
- To examine the important component of a marketer's service offering.

The Major Finding

- The internet is becoming increasingly popular globally, including in India.
- Satisfied customers are crucial to the success of any firm.
- It was exploring the critical factors contributing to success in digital transactions, marketing, and retailing from the customer's perspective.

Ruby Roy Dholakia (2015) did a study titled Reports on the Factors Influencing Small and Medium Enterprises' Attitudes toward the Internet.

The Main Objectives

- To examine the determine factors influencing SMEs' internet use.
- To explore the influencing factors of business and personal efficacy, technology use on involvement levels.

The Major Finding

- Customers are reasonable and do not necessarily expect perfection. If difficulties develop, they just need to be addressed properly.
- Customers want value for their money from service providers.

- Customers expect high-quality service at a low cost. They have multiple options for service providers.

Marcel Gommans (2016) conducted a study that highlighted that e-consumer adherence is determined by a variety of criteria on customer service and security.

The Main Objectives

- To explore the factors include speed, personalized features, easy payment options, quick delivery, trust, and authentication.
- To examine the efficiency of promotional tactics in sales.

The Major Finding

- The study used a factor analysis method and found a favorable correlation between internet savvy and innovativeness.
- Internet utilization positively correlates with sales performance, according to their findings.

Goel (2017) did a study that identified a few aspects influencing digital marketing from the marketer's perspective.

- To assess the target market and channels for digital marketing initiatives.
- To evaluate the technology requirements necessary for successful digital marketing campaigns.

The Major Finding

- This may include conducting market research, analyzing data from digital platforms, and identifying key segments for targeted campaigns.
- Additionally, evaluating various digital channels such as social media, email marketing, search engine optimization (SEO), and content marketing helps determine which platforms are most suitable for reaching the target market.
- Evaluating the technology requirements necessary for successful digital marketing campaigns entails considering various tools and platforms that facilitate campaign execution, tracking, and optimization.

- This may involve assessing the need for customer relationship management (CRM) systems, marketing automation software, analytics tools, and ad management platforms.

Adam (2018) did a study that revealed nine distinct consumer perceptions that effect or influence satisfaction.

The Main Objectives

- To explore the perception of consumer on customer satisfaction.

The Major Finding

- Customers are satisfied when products meet or surpass their expectations. On the other side, client contentment.
- Customers' repeat purchases and loyalty stem from satisfying their needs and expectations.

Jena (2019) did a study and discovered that the majority of respondents were generally satisfied with their online purchasing experience.

The Main Objectives

- To examine the private sector employees cited a wide range of products and brands as the most essential factor in choosing an online retail store for a purchase.

The Major Finding

- The web is largely utilized for information search, not for goods purchases.
- Customers commonly opt to conduct product research and compare options online, yet often prefer to finalize their purchases in brick-and-mortar stores.

2. 4 Research Gap

This study discusses the distinctions between traditional and digital marketing, as well as the improvements that digital marketing has brought to brand relationship marketing. Finally, it illustrates what people genuinely want businesses to do with digital media and provides valuable feedback to brands. Finally, the world's population is undergoing a 'global communications' boom, with widespread use of social media for personal and

professional reasons. Today, social media is one of the most effective ways for a brand to engage with potential customers. Understanding and studying purchasing behavior requires organizations to know what their customers desire, believe, like, prefer, and buy. Each person has unique tastes and preferences that are influenced by a variety of circumstances. Traditionally, purchasers make purchase decisions based on many aspects of the goods such as quality, price, and brand, but today's consumers rely on social recommendations.

CHAPTER-III

RESEARCH METHODOLOGY

3.1 Research design

The study uses a descriptive research methodology because it is a cost-effective and accurate means of gathering demographic information that is appropriate for instances when primary data collecting is difficult. This study will look into the effects of digital marketing on customer relationships in Kathmandu Valley, with a focus on the impact on consumer and brand perceptions. Examine your current attitude toward queries and feedback received through digital media. To better assess the impact of digital marketing on customer engagement, compare it to traditional marketing. To measure the current response to social media posts, the researcher circulated a questionnaire; data was collected, assessed, and processed to get a logical conclusion.

3.2 Population and sample

Field surveys are undertaken to improve the collecting of primary data. The survey, which includes many particular questions, is administered, distributed, and received by 200 respondents from the Kathmandu Valley. These 200 respondents contributed a wealth of extra qualitative insight into the topic, thus closing the study. The purpose of this survey is to collect information from persons who have some expertise and experience with digital marketing. The fact that all 200 responders participated made the sampling size incredibly helpful, as the data acquired was well targeted. In the discussion part, an in-depth study of the responses is conducted, along with an examination of other relevant findings. A stratified random selection technique is used to assure representation from all population segments in Kathmandu Valley. Age, gender, economic level, and occupation are used to stratify the sample to ensure that it is diverse and representative of the population.

3.3 Instrumentation

The data for the study is gathered by a closed-ended questionnaire. The questionnaire is distributed directly to the relevant and concerned respondents in order to maximize the study's validity and reliability while also reducing the likelihood of error. The questionnaire is created, distributed, and presented to respondents to guarantee clarity. Data regarding the relationship between online marketing and electronic device purchase behavior were collected using a standardized survey instrument. There were two sections to the questionnaire. Section A included demographic information such as age, gender and level of education. Customer review of the online retail sites they frequently visited to make electronic purchases were included in section B. Respondents assessed the significance of a variety of factors using a five point likert scale with 5 representing highly significant factors and one representing not significant ones.

3.4 Sources and method of data collection

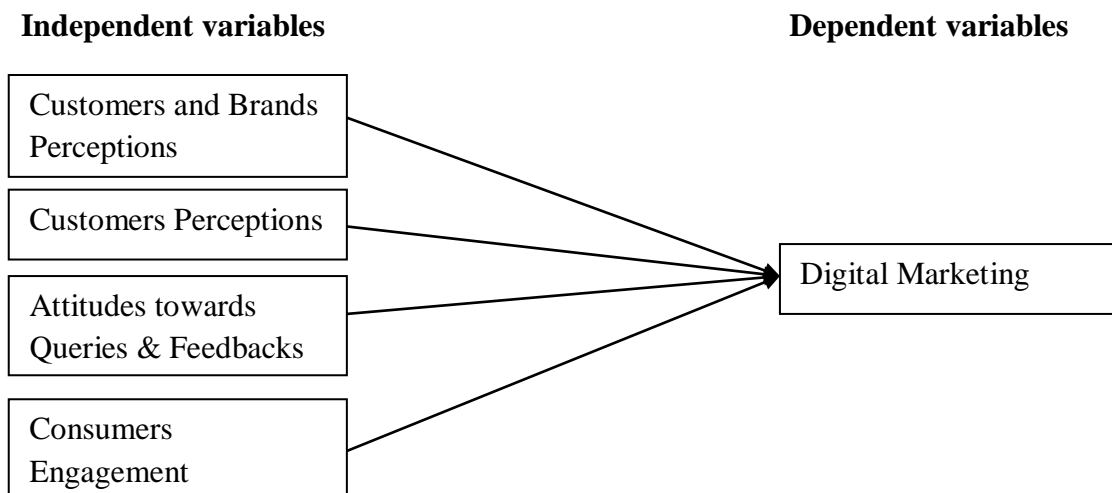
Primary data collection techniques are used to collect the information required for the study. The approach used to collect data is a structured questionnaire. The company spends two and a half hours asking people to fill out a form. The baseline data for this study was a sample of her 300 respondents from the eligible population of students and graduates who are completing their undergraduate or postgraduate degrees in Owerri and purchasing electronic products from Internet retail stores. There is compiled from a random sample. He distributed 300 copies of the questionnaire. Only 200 people responded. Primary data was collected via questionnaires from a sample of the population eligible respondents. These respondents received the questionnaire in person while going about their regular business using practical techniques. The majority of secondary data sources were online books, journals, and articles. A representative sample of customers in Kathmandu valley was given questionnaires to complete in order to gather data for this study. The purpose of the questionnaire is to gather data about the study's goals including knowledge of digital marketing, deposition toward inquiries and comments, contrast between digital and traditional marketing and responses to posts on social media.

3.5 Data analysis

The data collected from questionnaire responses are analyzed using SPSS 20 and MS Excel. The resulting results are examined, interpreted, and presented using Microsoft Word tables. The data is examined using statistical techniques such as descriptive statistics, hypothesis testing, and percentage analysis. The following tools were utilized for data analysis in the study. The research respondents' profiles were reported using manual descriptive analysis. The responses to the research questions were analyzed using computerized descriptive statistics, and the hypotheses for this study were investigated using T-test analysis. Data entry and statistical analysis were carried out using SPSS version 2.0. The collected data is examined and analyzed using relevant statistical techniques. The data is summarized and interpreted using descriptive statistics such as means, frequencies, and percentages. Comparative analysis approaches are used to assess the impact of traditional and digital marketing initiatives on client engagement. Furthermore, inferential statistics can be used to derive conclusions and inferences about the population based on sample data.

3.6 Research Framework

In this study the research framework is presented as follows:



(Source: Goel, 2017)

Based on the information provided, it seems that the conceptual framework outlined in Goel (2017) treats digital marketing as the dependent variable, while customers'

perceptions, attitudes towards queries and feedback, and consumer engagement are considered independent variables. Here's a brief explanation of this framework:

Dependent Variable: Digital Marketing

Digital marketing is the phenomenon being studied and analyzed in this framework. It is the outcome or result that is being influenced or impacted by various factors related to customers' perceptions, attitudes, and engagement.

Independent Variables:

Customers' Brands Perceptions:

This variable refers to how customers perceive and interpret brands' digital marketing efforts. It includes aspects such as brand image, reputation, credibility, and overall perception of the brand based on its digital marketing activities.

Customers' Perceptions:

Customers' general perceptions, beliefs, and attitudes towards digital marketing as a whole. This may include their preferences for digital marketing channels, content types, and their overall satisfaction or dissatisfaction with digital marketing experiences.

Attitudes towards Queries and Feedbacks:

This variable encompasses customers' attitudes and behaviors towards queries and feedback they receive through digital media channels. It includes factors such as responsiveness, satisfaction with the resolution of queries or issues, and the overall impact of digital interactions on customer relationships.

Consumer Engagement:

Consumer engagement with digital marketing activities, including their level of interaction, participation, and involvement with digital marketing content and campaigns. This may include measures such as click-through rates, social media engagement metrics, and conversion rates.

In summary, the conceptual framework proposed by Goel (2017) suggests that digital marketing effectiveness is influenced by customers' perceptions, attitudes towards queries and feedback, and levels of consumer engagement. The framework aims to understand

how these independent variables impact the success and effectiveness of digital marketing strategies employed by brands.

3.7 Ethical Considerations

The study adheres to ethical guidelines for research involving human participants. Informed consent is obtained from all participants, and their anonymity and confidentiality are maintained throughout the research process. Any potential biases or conflicts of interest are disclosed and mitigated to ensure the integrity of the study.

By following this methodology, the study aims to gather valuable insights into the effects of digital marketing on customer relationships in Kathmandu Valley, using a rigorous and systematic approach to data collection and analysis.

CHAPTER-IV

DATA PRESENTATION AND ANALYSIS

This chapter includes data presentation and analysis. The data and information collected from the respondents are presented and analyzed according to response of respondents. All the questionnaires are distributed and collected by the researcher herself. The collected data are analyzed using different tools and techniques. Results found from the analysis were systematically presented and carefully interpreted or explained in the following sections.

4.1 Data presentation and analysis

Nature of the Respondents

Respondents are drawn from a sample of the Kathmandu valley. The respondents' tenures by gender, age, qualification, designation, and experience are presented in the following format.

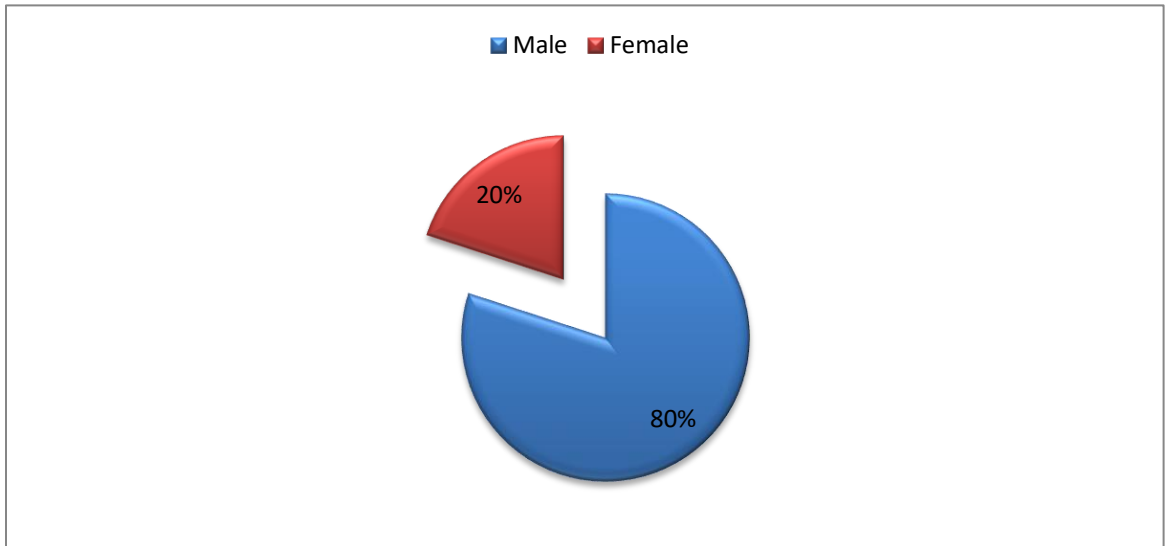
Table 4.1
Gender of the respondents

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	160	80.0	80.0	80.0
Female	40	20.0	20.0	100.0
Total	200	100.0	100.0	

Source: Field survey 2024 by using SPSS

Based on the data presented, it appears to be a breakdown of gender frequencies within a 200-person sample. The whole sample size is 200 people. 80% of the sample is male, which equates to 160 people. 20% of the samples are female, which equates to 40 individuals. In summary, this sample has a large gender imbalance, with males accounting for 80% and girls accounting for 20%.

Figure: 4.1
Gender of the respondents



According to the figure 4.1 shows that the 80% of respondents are men and just 20% are women. The results suggest that male respondents make up a large proportion of the sample. Similarly, the table below describes the age distribution of respondents.

Table 4.2
Age of the respondents

Age	Frequency	Percent	Valid Percent	Cumulative Percent
Below 30 years	96	48.0	48.0	48.0
30 to 40 years	56	28.0	28.0	76.0
Above 40 years	48	24.0	24.0	100.0
Total	200	100.0	100.0	

Source: Field survey 2024 by using SPSS

Figure: 4.2
Age of the respondents

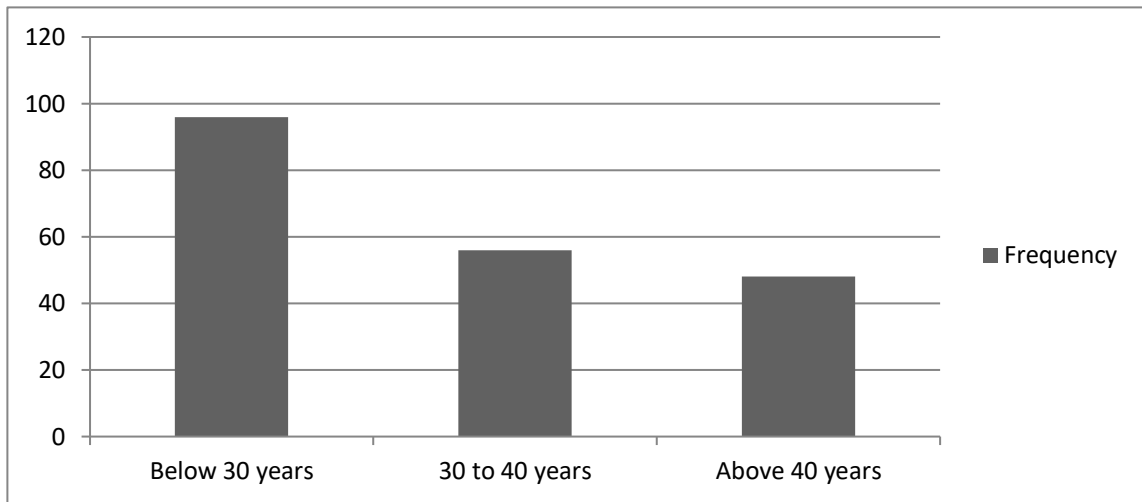


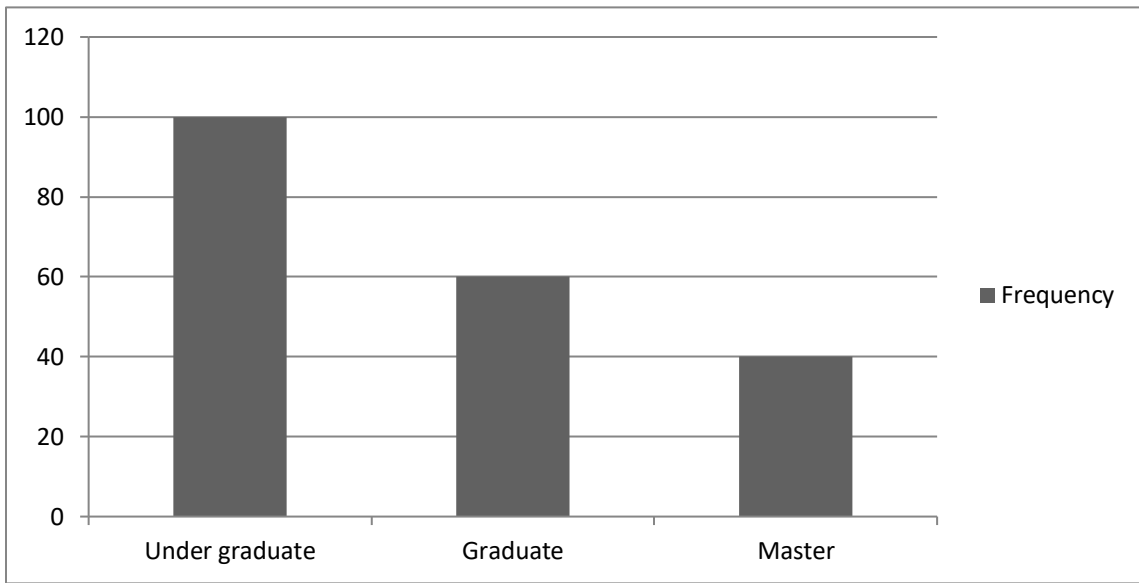
Table and Figure 4.2 present the distribution of respondents according to their age groups. The data indicates that 48% of respondents were below 30 years old, 28% were between 30 and 40 years old, and 24% were above 40 years old. This breakdown provides insights into the age demographics of the surveyed population, with younger individuals comprising the majority of respondents.

Table 4.3
Academic qualification of the respondents

Formal education	Frequency	Percent	Valid Percent	Cumulative Percent
Under graduate	100	50.0	50.0	20.0
Graduate	60	30.0	30.0	80.0
Master	40	20.0	20.0	100.0
Total	200	100.0	100.0	

Source: Field survey 2024 by using SPSS

Figure: 4.3
Academic qualification



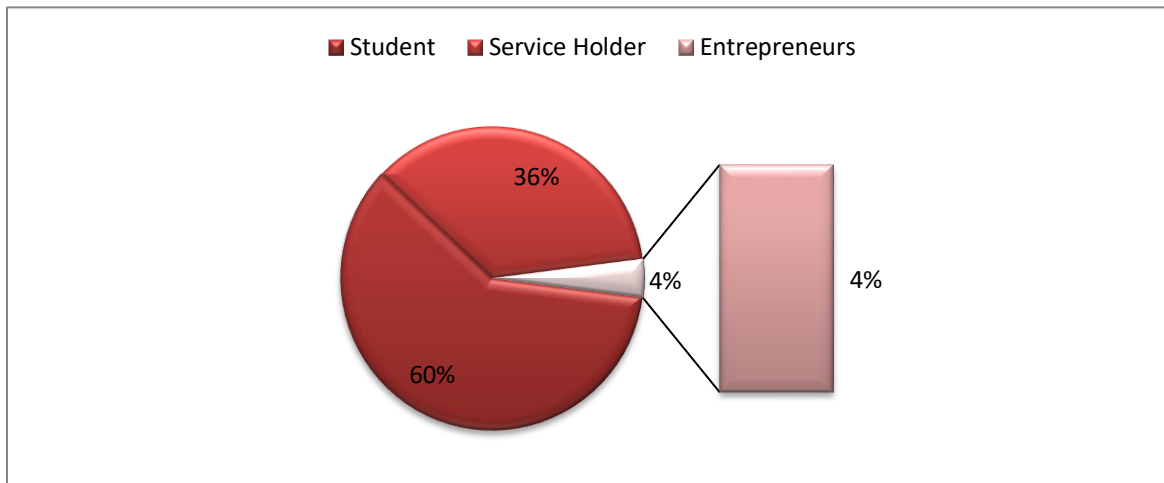
The table and figure 4.3 show the education level of the respondents. The majority of respondents (50%) are undergraduates. Similarly, 30% of all respondents are graduate level, while 20% are master level. It is obvious that the undergraduate level of respondents has the highest overall number of respondents.

Table: 4.4
Occupation of the respondent

Variables	Frequency	Percent	Cumulative Percent
Student	30	60	60
Service Holder	18	36	96
Entrepreneurs	2	4	100
Total	200	100	

Source: Field survey 2024 by using SPSS

Figure: 4.4
Occupation



The table and figure 4.4 displays the occupational distribution of respondents. Among the participants, 60% identified themselves as students, while 36% indicated being employed in the service sector. Only 4% identified as entrepreneurs. This breakdown offers a snapshot of the diverse occupations represented within the surveyed population, with students comprising the largest segment.

Awareness Level Digital Marketing

Table 4.5
Awareness Level Digital Marketing

Variables	Frequency	Percent	Cumulative Percent
Very little	48	24	24
Familiar	112	56	80
Understand	32	16	96
Expert	8	4	100
Total	200	100.0	

Source: Field survey 2024 by using SPSS

Figure: 4.5
Awareness Level Digital Marketing

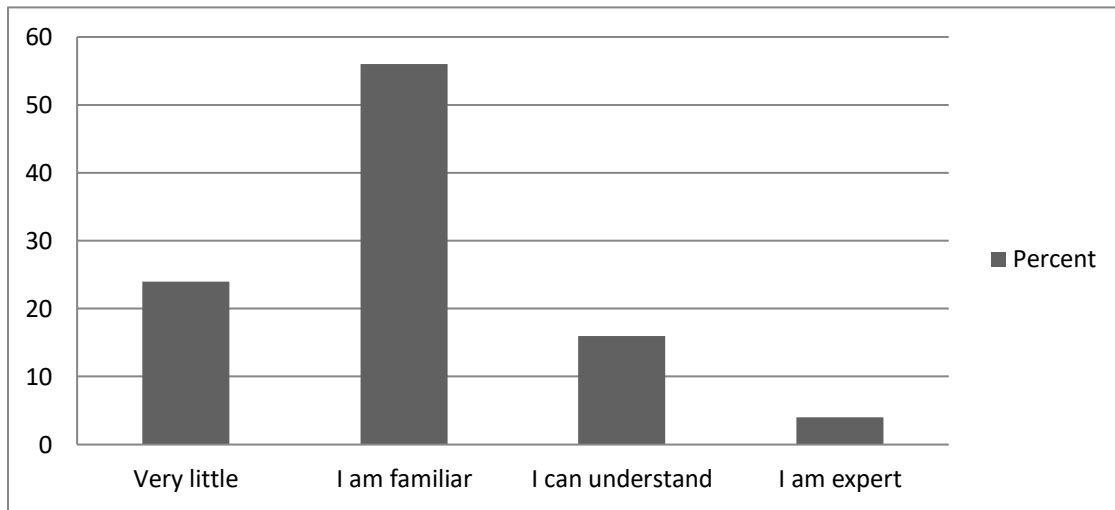


Table and figure e4.5 presents to assess digital marketing awareness, 56 percent of respondents said they are familiar with it, 16 percent said they understand it, 4 percent said they are exports in this field, and 24 percent said they know very little. The majority of respondents are familiar with digital marketing in the Kathmandu valley.

Spend time in Internet

Table: 4.6
Spend time in Internet

Variables	Frequency	Percent	Cumulative Percent
1-3 hours a day	92	46	46
3-5 hours a day	88	44	90
More than 5 hours a day	20	10	100
Total	200	100	

Source: Field survey 2024 by using SPSS

Figure: 4.6
Spend time in Internet

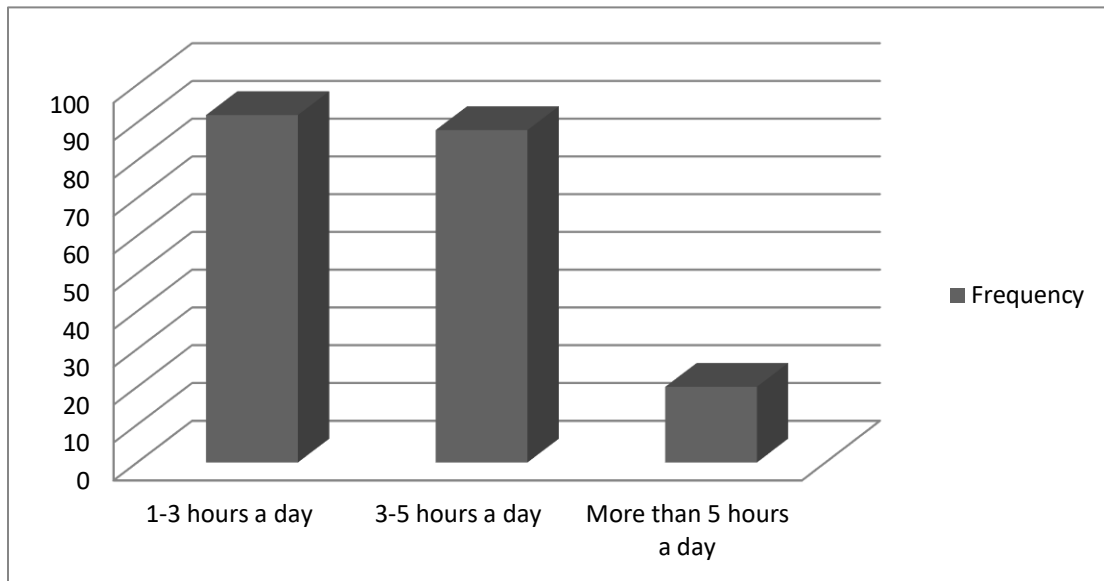


Table and Figure 4.6 illustrate the duration of time spent on the internet by the respondents. Out of the 200 participants, 10% reported spending more than 5 hours daily online, while 44% allocated 3-5 hours per day, and another 44% dedicated 1-3 hours daily to internet usage. This data underscores a significant trend, indicating that approximately 90% of individuals surveyed devote a considerable portion of their daily routine to internet activities.

Brands on social media or any other digital Media

Table: 4.7

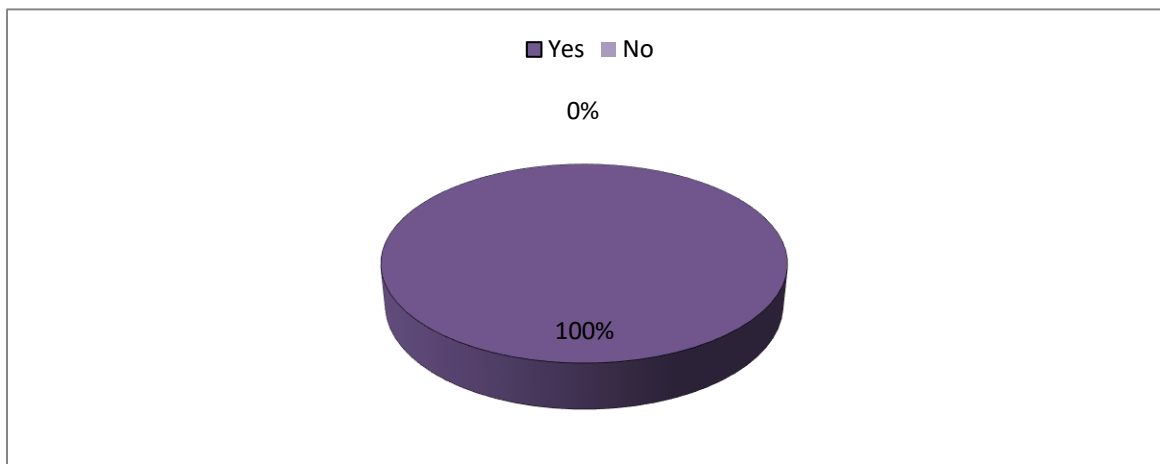
Brands follow on social media or any other digital media

Variables	Frequency	Percent	Cumulative Percent
Yes	200	100	100
No	0	30	100
Total	200	100	

Source: Field survey 2024 by using SPSS

Figure: 4.7

Brand follows on social media or any other digital media



The table and figure 4.7 presents data on whether respondents follow brands on social media or any other digital platforms. All 200 participants, constituting 100% of the sample, indicated that they do follow brands on digital media. There were no respondents who reported not following any brands digitally. This suggests that the entire surveyed population engages with brands through social media or other digital channels, highlighting the widespread adoption of digital brand interaction among the respondents.

Brands on social media or any other digital media

Table: 4.8

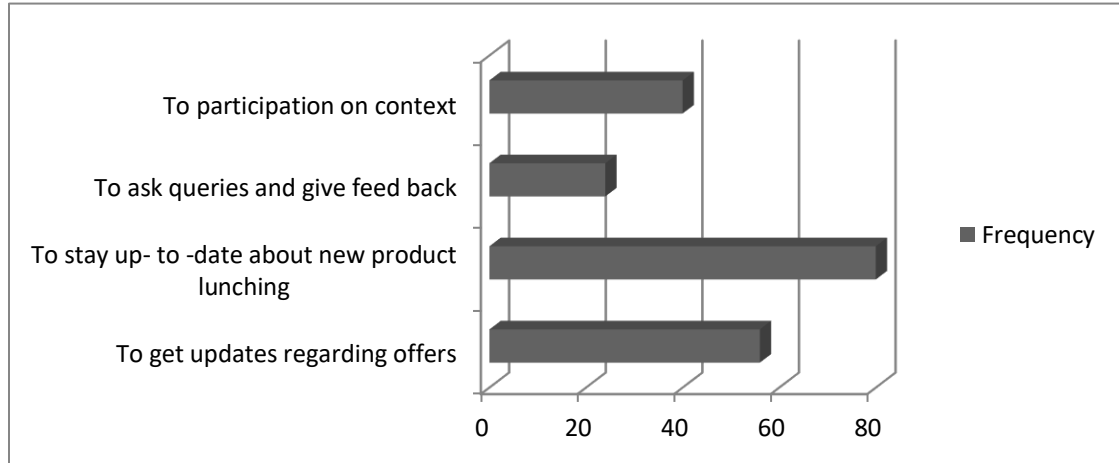
Brands follow on social media or any other digital media

Variables	Frequency	Percent	Cumulative Percent
To get updates regarding offers	56	28	28
To stay up- to -date about new product launching	80	40	68
To ask queries and give feed back	24	12	80
To participation on context	40	20	100
Total	200	100	

Source: Field survey 2024 by using SPSS

Figure: 4.8

Brands follow on social media or any other digital media



The analysis of responses from 50 participants yielded diverse findings. Among the respondents, 28% indicated that they follow brands on social media primarily to receive deal information, while 40% do so to stay informed about new product launches. Additionally, 12% utilize social media to ask questions and offer feedback, while 20% engage with brands to participate in contests. These findings underscore the interest and expectations that individuals have regarding the activities of the brands they follow on social media.

Respond (Like, comment and share) to their contents on digital media

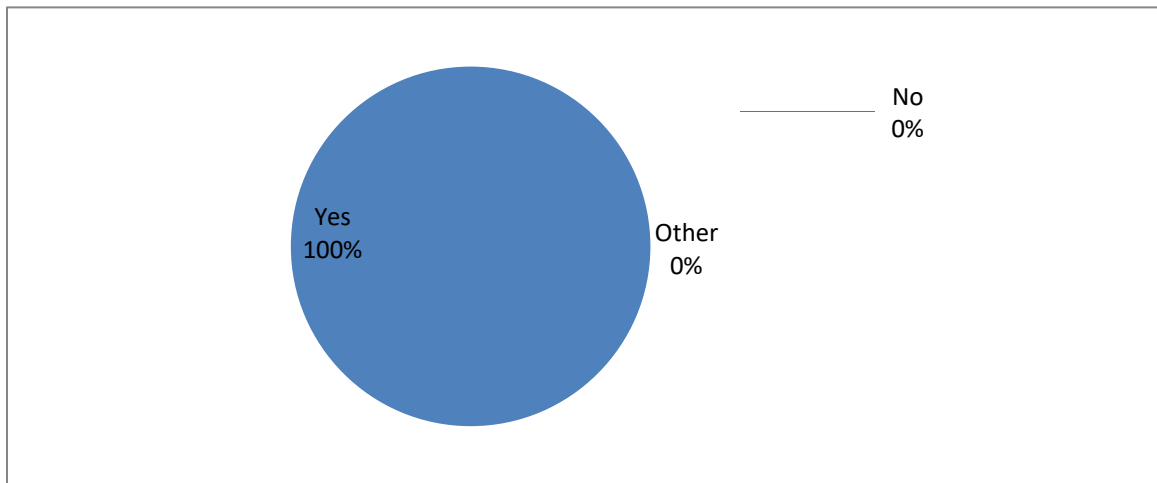
Table: 4.9

Respond

Variables	Frequency	Percent	Cumulative Percent
Yes	200	100	100
No	0	30	100
Total	200	100	

Source: Field survey 2024 by using SPSS

Figure: 4.9
Respond



The table and figure 4.9 depicts responses regarding whether participants engage with brands on social media. All 200 respondents, accounting for 100% of the sample, indicated that they do respond to brands on social media. There were no respondents who reported not responding to brands on social media. This data highlights the unanimous participation of the surveyed population in interacting with brands through social media platforms, suggesting a widespread engagement with brand content and communication online.

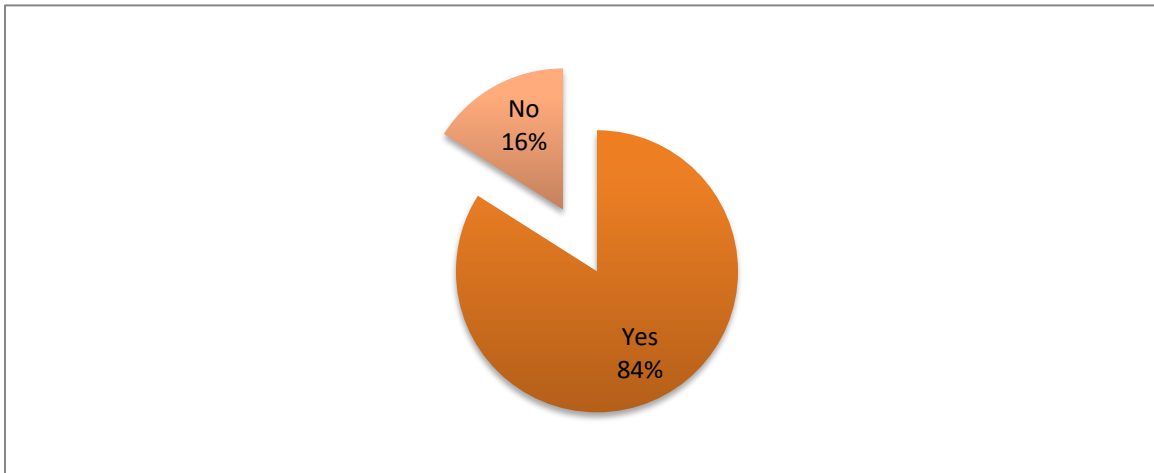
If Reply to the query

Table: 4.10
Query

Variables	Frequency	Percent	Cumulative Percent
Yes	168	84	84
No	32	16	100
Total	200	100	

Source: Field survey 2024 by using SPSS

Figure: 4.10
Query



Results from the analysis indicate that 84% of participants anticipate receiving a response to their inquiries, while the remaining 16% do not hold such expectations. This suggests a clear inclination among customers to engage with brands and communicate their concerns. The data underscores the importance of prompt and effective communication from the brand's customer service team in addressing customer inquiries and resolving issues satisfactorily.

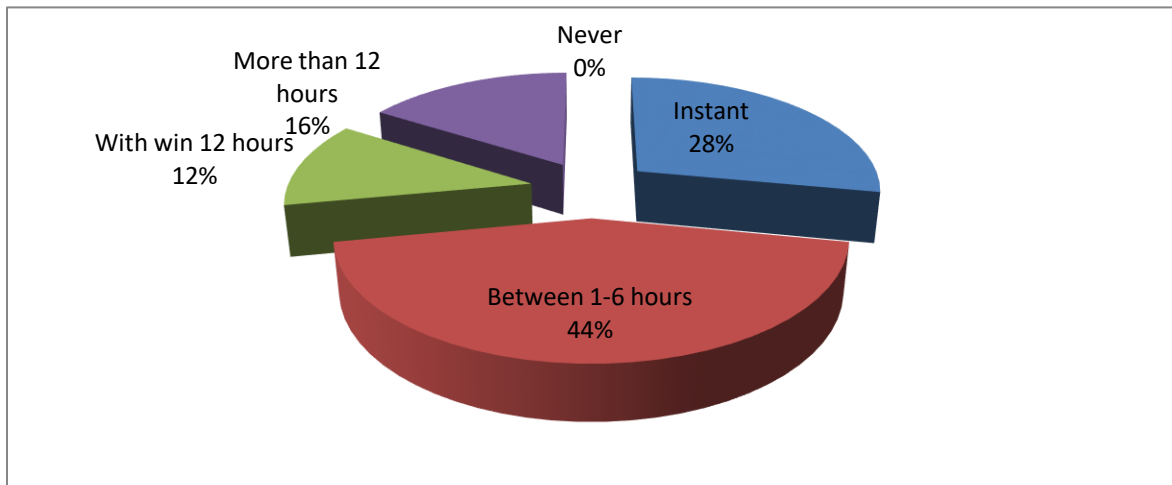
Time they take to respond to your query?

Table: 4.11
Respond to query

Variables	Frequency	Percent	Cumulative Percent
Instant	56	28	28
Between 1-6 hours	88	44	72
With in 12 hours	24	12	84
More than 12 hours	32	16	100
Never	0	0	100
Total	200	100	

Source: Field survey 2024 by using SPSS

Figure: 4.11
Respond to query



The findings suggest a positive outlook, with 44% of respondents reporting a response time of 1-6 hours to address their concerns. Additionally, 28% perceive the response as prompt, while 16% mention receiving a reply within 12 hours, and another 16% note a 12-hour response time. These results indicate that brands are attentive to customer inquiries, striving to provide timely responses. While response times vary, the data highlights the overall commitment of brands to address and resolve customer concerns promptly.

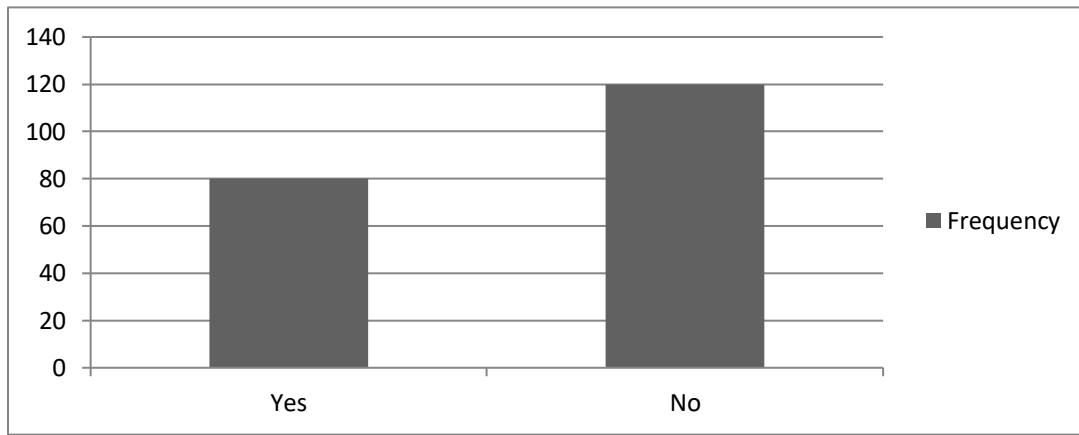
Highlight the social media pages

Table: 4.12
Highlight

Variables	Frequency	Percent	Cumulative Percent
Yes	80	40	40
No	120	60	100
Total	200	100	

Source: Field survey 2024 by using SPSS

Figure: 4.12
Highlight



The findings indicate a common practice among brands of showcasing their fans on social media platforms. Researchers inquired whether respondents or their acquaintances had been featured on brand pages. Results show that 60% of respondents had been highlighted, while 40% had not. Notably, Noir Clothing recently implemented a strategy of showcasing customers on their Facebook page. Such visibility on a brand's platform tends to draw attention from customers who have a fondness for the brand.

Brand's pages or forums are reliable and solve the problem

Table: 4.13
Reliability

Variables	Frequency	Percent	Cumulative Percent
Yes	128	64	64
No	16	8	72
Maybe	56	28	100
Total	200	100	

Source: Field survey 2024 by using SPSS

Figure: 4.13
Reliability

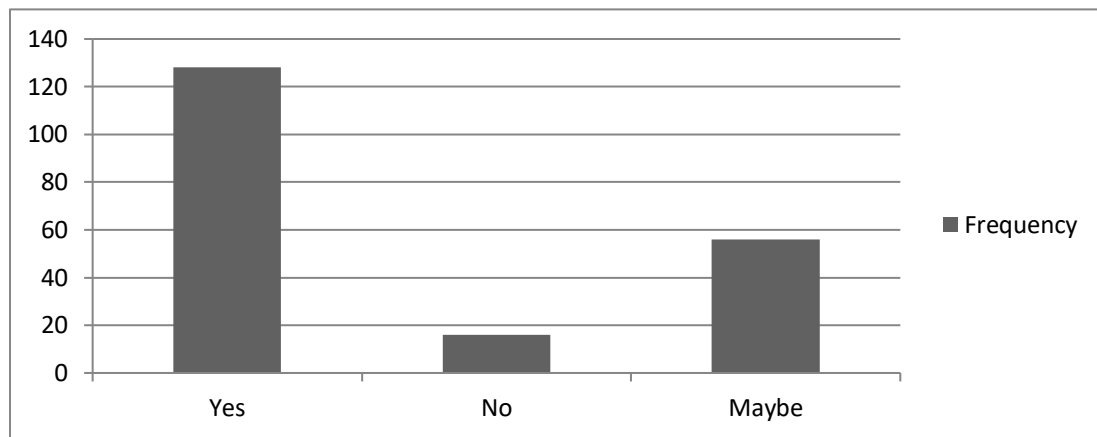


Table and figure 4.13 shows that the analysis of the findings reveals that 64% of respondents expressed agreement regarding the credibility and responsiveness of brand comments on social media and online forums in addressing their concerns. Another 28% remained neutral on the matter, while 8% expressed dissatisfaction. Notably, among those satisfied with brand interactions online, comprising 64% of respondents, there's potential for fostering brand loyalty. This suggests that positive engagement and responsiveness from brands on digital platforms can significantly influence customer loyalty.

Attitude of the query management team

Table: 4.14
Attitude

Variables	Frequency	Percent	Cumulative Percent
Friendly and Positive	152	76	76
Rude	16	8	84
Average	32	16	100
Total	200	100	

Source: Field survey 2024 by using SPSS

Figure: 4.14
Attitude

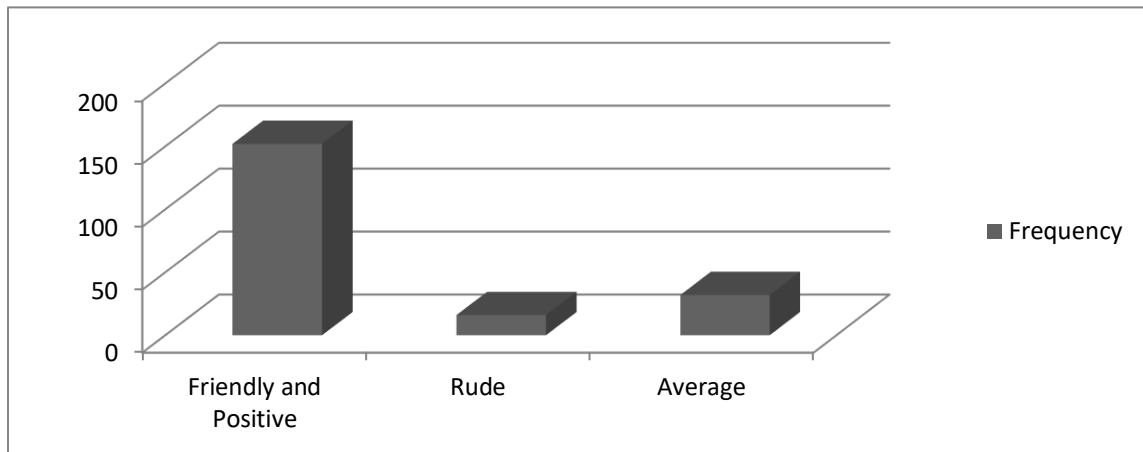


Table and figure 4.14 shows that the significant portion of respondents perceived the inquiry management teams as friendly and helpful, with 16% rating their attitude as average and 8% expressing dissatisfaction with perceived disrespect. Despite minor shortcomings, the data underscores brands' efforts to maintain positive interactions with their customers. The overwhelmingly positive response, comprising 76% satisfaction, suggests that the majority of consumers are content. Customer satisfaction is pivotal, as it fosters loyalty and encourages individuals to actively maintain a positive relationship with the brand.

Content types on digital media

Table: 4.15
Content

Variables	Frequency	Percent	Cumulative Percent
Funny	32	16	16
Educational	8	4	20
Engagement	64	32	52
Product or service related	96	48	100
Motivational	0	0	100
Total	200	100	

Source: Field survey 2024 by using SPSS

Figure: 4.15
Content

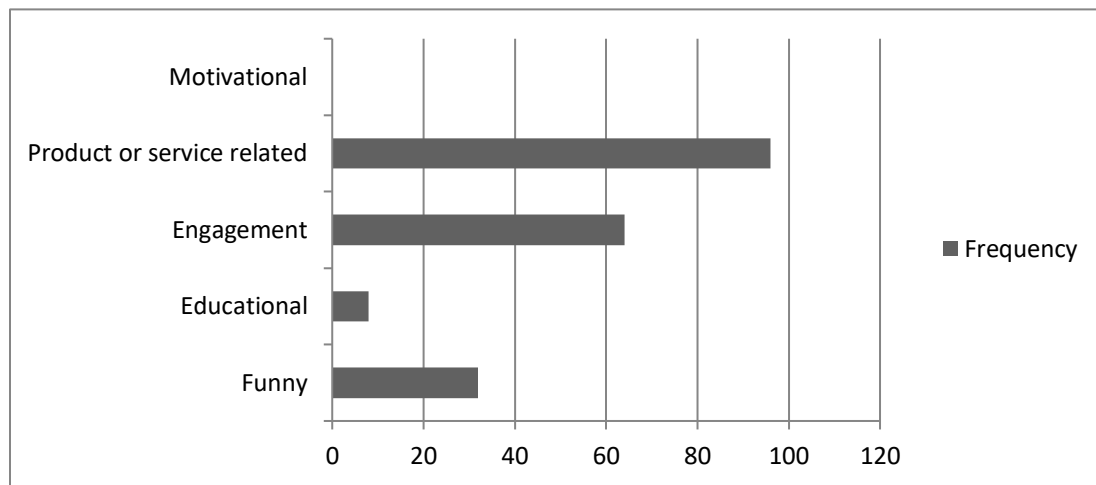


Table and Figure 4.15 shows that the findings reveal that 48% of customers prefer product or service-related content, while 32% seek interactive content, 16% enjoy humorous content, and only 4% are interested in instructional information. This data emphasizes the importance for brands to reassess their content strategy and make necessary adjustments. Personalized content tailored to customer preferences is key to enhancing satisfaction levels. Additionally, incorporating fun and engaging elements into content can foster loyalty among customers in the business landscape.

Participated in any social media contest or campaign

Table: 4.16
Contest

Variables	Frequency	Percent	Cumulative Percent
Yes	144	72	72
No	56	28	100
Total	200	100	

Source: Field survey 2024 by using SPSS

Figure: 4.16
Contest

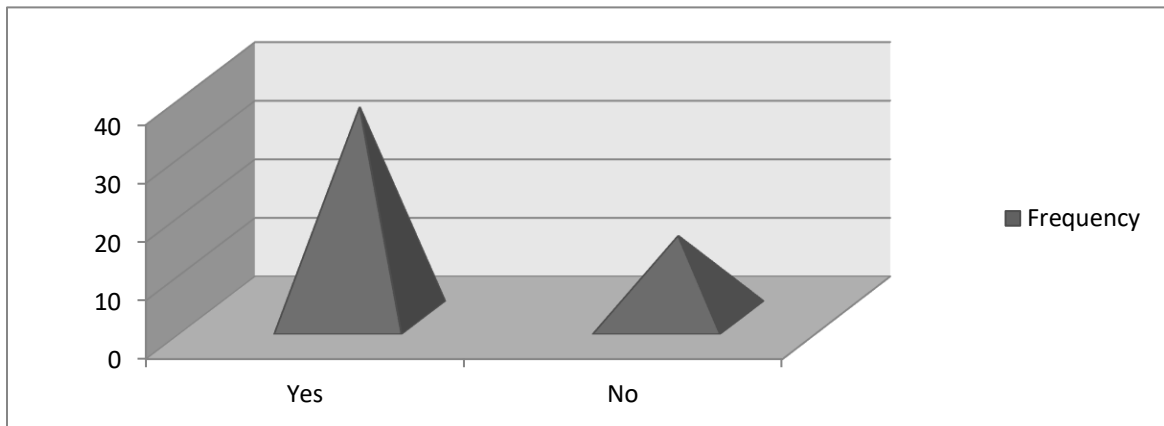


Table and figure 4.16 indicates that a majority of respondents, comprising 72%, have actively engaged in social media contests and campaigns, while the remaining 28% have not participated. Notably, 20% of respondents specifically mentioned following brands to participate in contests. It is evident that individuals who actively seek to participate in contests will likely experience heightened excitement when given the opportunity to do so. Moreover, by engaging participants in contests, brands can cultivate strong emotional connections with contest winners, fostering brand attachment and loyalty.

Business online rather than offline

Table: 4.17
Online vs. Offline

Variables	Frequency	Percent	Cumulative Percent
Yes	184	92	92
No	16	8	100
Total	200	100	

Source: Field survey 2024 by using SPSS

Figure: 4.17
Online vs. Offline

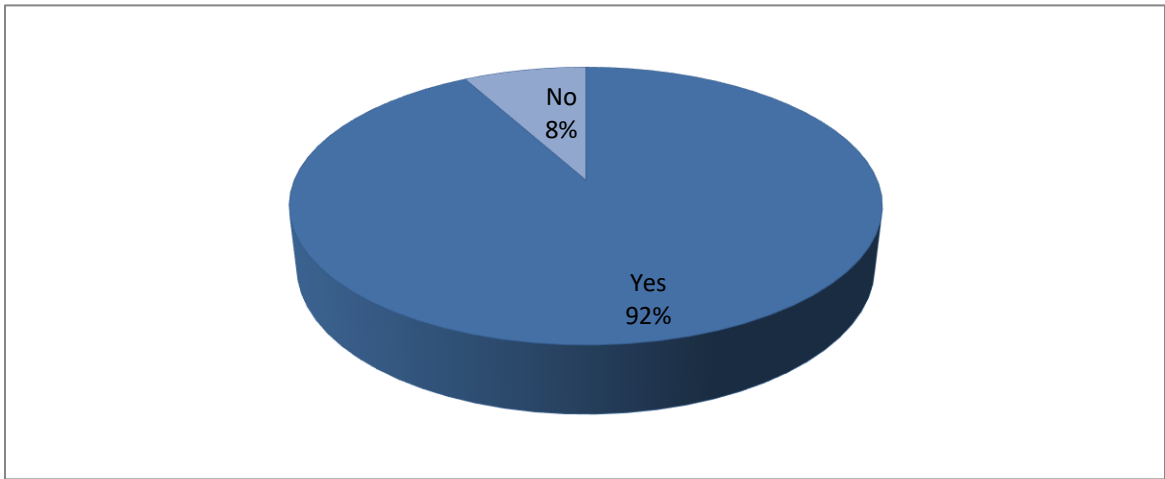


Table and Figure 4.17 presented that a strong consensus among respondents, with 92% indicating a preference for prioritizing digital marketing over traditional methods. The study surveyed 200 adults, all of whom dedicate a minimum of three hours daily to internet usage and follow brands online. This underscores the pervasive presence of individuals on the internet and emphasizes the imperative for marketers to focus their promotional efforts on digital platforms to effectively reach and engage with their target audience.

Brands build relationships with customers through digital media

Table: 4.18
Relationships

Variables	Frequency	Percent	Cumulative Percent
Yes	180	90	90
No	20	10	100
Total	200	100	

Source: Field survey 2024 by using SPSS

Figure: 4.18
Relationships

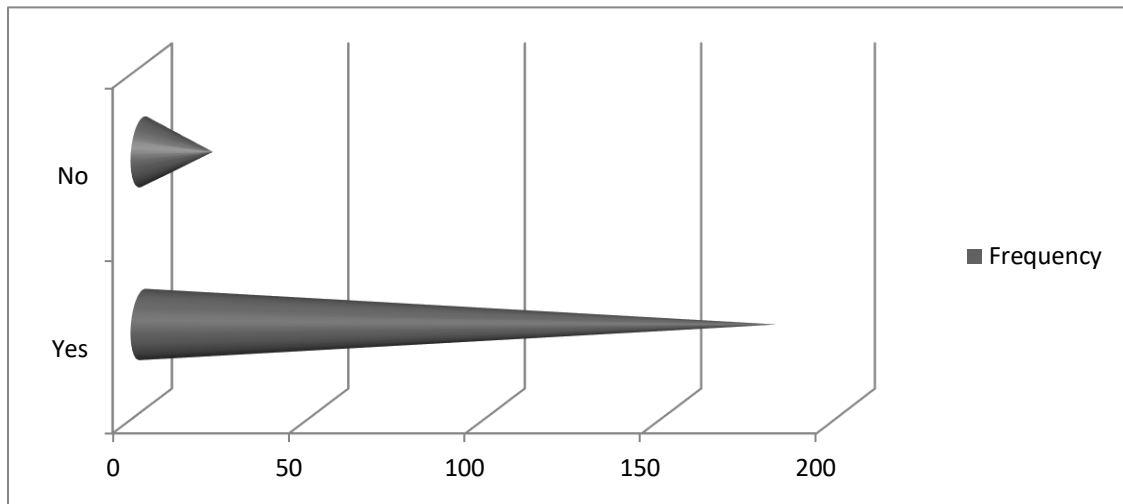


Table and Figure 4.18 shows that the impact of digital marketing on consumer relationships is insightful. According to the data, 90% of customers perceive brands to be actively working towards fostering connections with them through digital marketing channels. Conversely, only 10% expressed disagreement with this sentiment. This suggests a widespread recognition among buyers regarding the intention of brands to cultivate positive relationships with their customers through digital platforms.

Brands feedback gets online from customers

Table: 4.19
Feedback

Variables	Frequency	Percent	Cumulative Percent
Yes	144	72	72
No	24	12	84
Sometimes	32	16	100
Total	200	100	

Source: Field survey 2024 by using SPSS

Figure: 4.19
Feedback

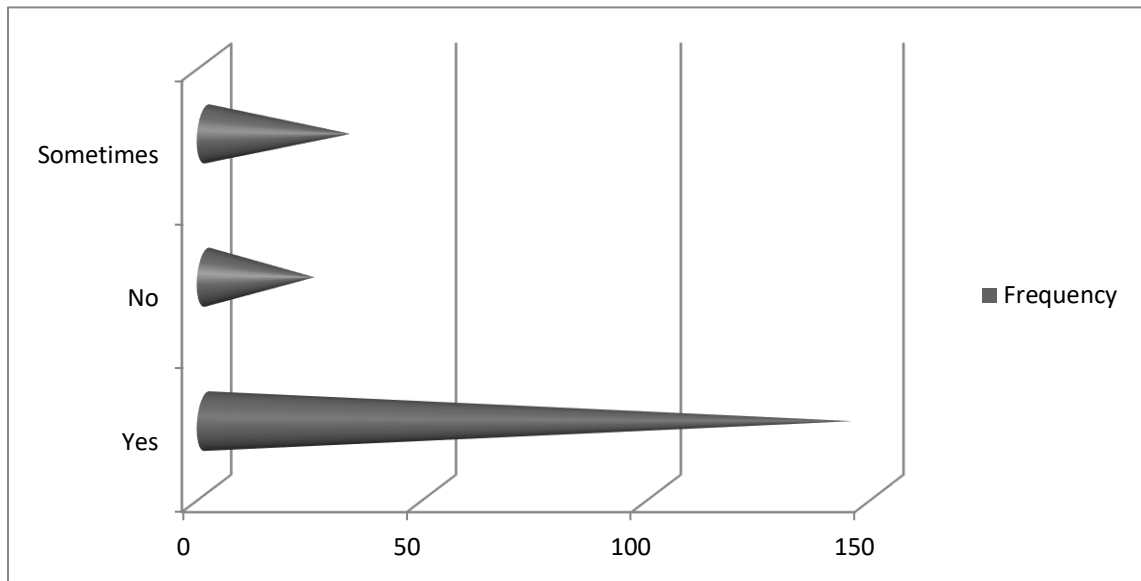


Table and Figure 4.19 presents that 72% of respondents acknowledge brands for responding to customer feedback received online. However, 12% indicated that brands do not engage in this practice, while 16% mentioned occasional responsiveness. It is observed that customers who perceive businesses as receptive to their feedback and willing to implement changes are more inclined to foster positive relationships with the brands.

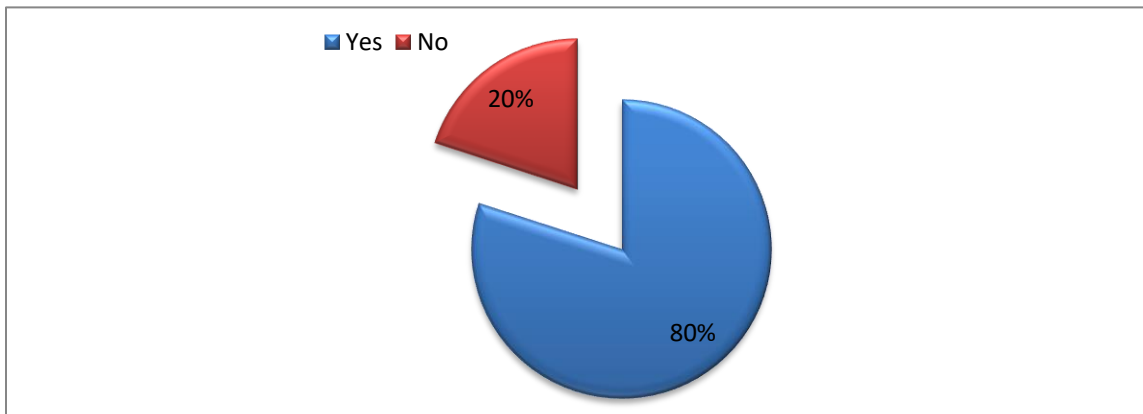
Service was recovery from getting complaint by customer

Table: 4.20
Service recovery

Variables	Frequency	Percent	Cumulative Percent
Yes	160	80	80
No	40	20	100
Total	200	100	

Source: Field survey 2024 by using SPSS

Figure: 4.20
Service recovery



Findings and Analysis Mistakes will happen regardless of how well the brand or service is. A tiny inaccuracy may cause consumer dissatisfaction, which will eventually propagate negative word of mouth. To preserve outstanding relationships and make customers feel unique, brands might offer service recovery, which enables them to present clients with complementary items. According to my research, 80% reported receiving complimentary items from the brands, while only 20% did not. The researchers received the service multiple times, and one of our firms provided it to its clients. The consumer was eventually satisfied and posted a photo on social media.

Feeling closer towards brands through digital media

Table: 4.21
Closer to the brands

Variables	Frequency	Percent	Cumulative Percent
Yes	140	70	70
No	60	30	100
Total	200	100	

Source: Field survey 2024 by using SPSS

Figure: 4.21
Closer to the brands

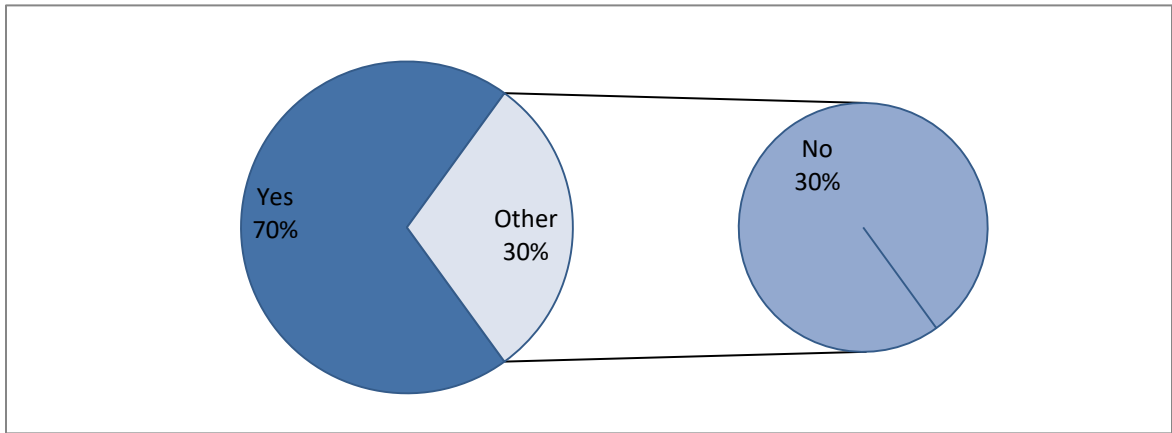


Table and Figure 4.21 reveal that customers experience a stronger connection with brands through the adoption of digital marketing strategies. Unlike traditional marketing methods, digital marketing has succeeded in fostering this connection. Specifically, 70% of respondents reported feeling a heightened sense of connection to brands due to their digital marketing efforts. Conversely, 30% of participants do not feel this connection and express a preference for traditional marketing methods over digital ones.

Loyalist for any brands for customer service on digital media

Table: 4.22
Became Loyal to any brands

Variables	Frequency	Percent	Cumulative Percent
Yes	176	88	88
No	24	12	100
Total	200	100	

Source: Field survey 2024 by using SPSS

Figure: 4.22

Have you become loyal to any Brands

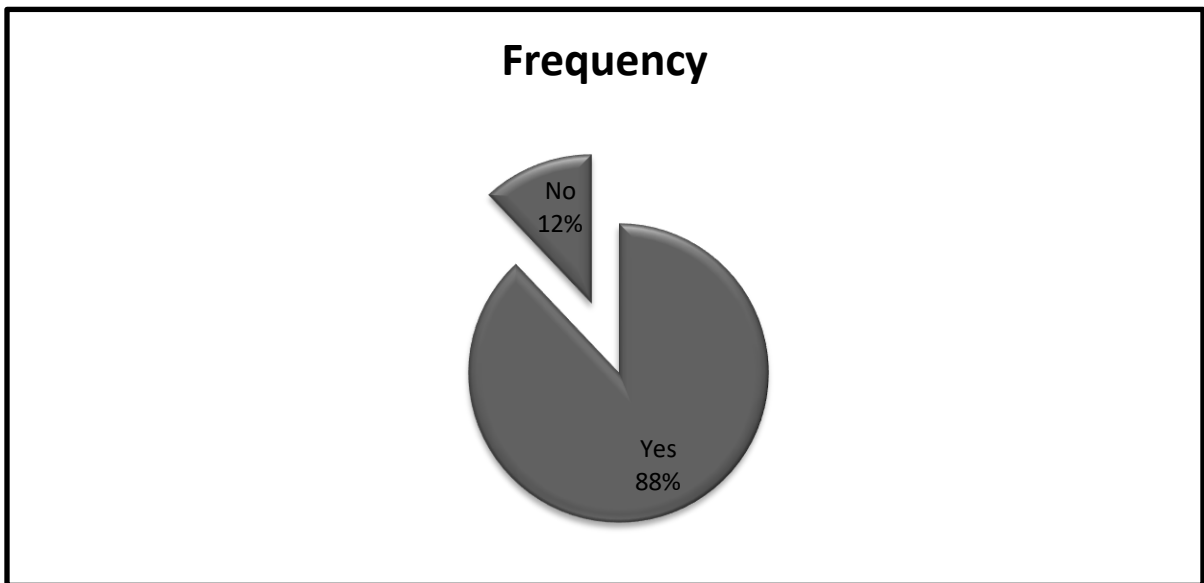


Table and Figure 4.22 indicate that 88% of respondents developed brand loyalty solely due to the quality of customer service provided through digital channels. Conversely, only 12% did not establish brand loyalty. This highlights the effectiveness of customer service via digital media, with brands promptly addressing customer concerns.

Platform and brand uses on relationship with the customers

Table: 4.23

Platform

Variables	Frequency	Percent	Cumulative Percent
Social Media (Facebook, Twitter, Instagram)	43	86	86
YouTube	2	4	90
Website	1	2	92
Online Forum	0	0	92
Traditional Media (T.V, Radio)	4	8	100
Total	50	100	

Source: Field survey 2024 by using SPSS

Figure: 4.23
Platform

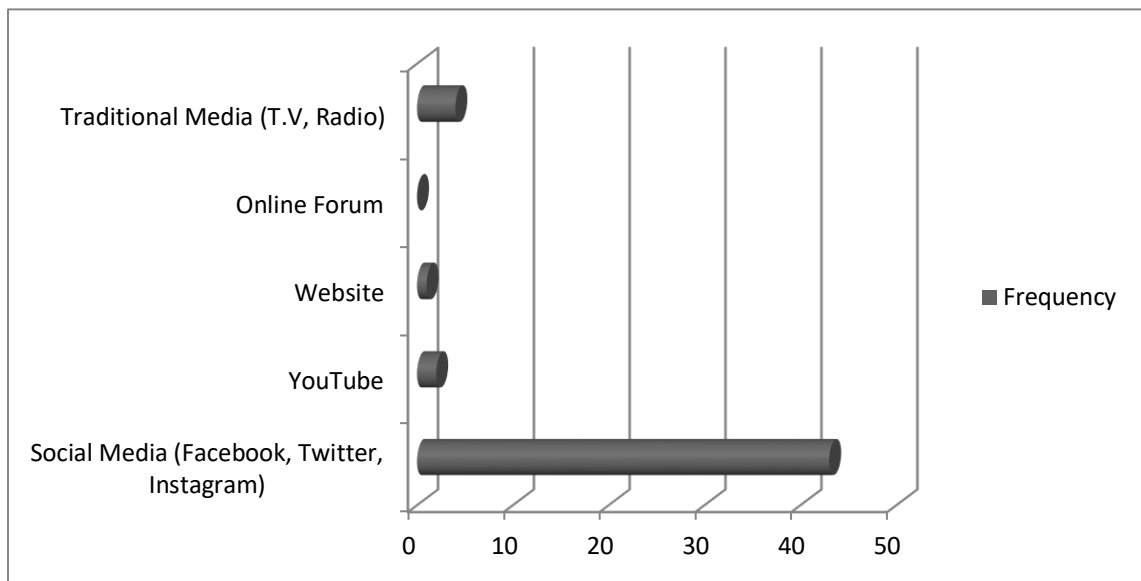


Table and figure 4.23 show that the marketers should leverage social networking platforms such as Facebook, Twitter, and Instagram to engage with their clients, as indicated by 86% of respondents. Facebook particularly stands out in recent years, with a significant number of individuals incorporating it into their daily routines. Traditional media is favored by 8% of respondents, while 4% recommend YouTube, which is gaining popularity in the Kathmandu Valley. Brands are increasingly utilizing YouTube by creating channels, blogging, and placing advertisements on the platform. This indicates the potential for YouTube to emerge as a significant platform for customer engagement in our country, with 2% of respondents expressing interest in the website.

4.2 Major findings

- Digital marketing has a notably positive impact on consumer interactions, with 90% of customers perceiving brands as actively working to establish relationships through digital platforms.
- Only a minority, 10%, disagreed with this notion, indicating a widespread understanding among buyers regarding the role of branding in fostering connections.
- Customers generally believe that brands are inclined towards fostering positive relationships with them, as revealed by respondents' perspectives.

- This section of the study primarily consists of qualitative insights, with a few respondents offering their viewpoints on customer connections.
- According to one participant, social media serves as an effective tool for building relationships with customers, highlighting its accessibility and utility in resolving customer issues.
- Another respondent emphasized that social media represents the optimal avenue for connecting with consumers, reflecting the increasingly intimate bond between brands and customers.
- The frequent interactions between brands and customers on social media underscore the heightened level of engagement facilitated by digital marketing.
- The study demonstrates the superiority of digital marketing over traditional methods, with 70% of respondents affirming that digital marketing initiatives enhance their sense of connection to brands.
- Conversely, 30% prefer traditional marketing methods but feel less connected to brands as a result.

CHAPTER-V

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

The study of computerized promoting channels to cultivate client connections and long-term devotion has of late picked up notoriety. This study analyzes how brand communication, address administration administrations, and interaction can offer assistance marketers move forward client connections.

Besides, this paper talks about the by and large affect of advanced showcasing on client inclusion by means of computerized media. This thinks about illustrates how clients have obtained control in their associations with brands. It moreover illustrates the viewpoints that contribute to client dependability and a positive supposition toward the brand. It too addresses the contrasts between conventional and advanced promoting, as well as the headways that computerized showcasing has brought to brand relationship showcasing. At long last, it illustrates what individuals genuinely need firms to do on advanced media and gives valuable input to brands.

At long last, the world's populace is encountering a 'global communications' boom, with broad utilization of social media for both individual and proficient purposes. Nowadays, social media is one of the finest ways for a brand to communicate with potential clients. What shoppers need, accept, like, lean toward, and purchase is basic for businesses to get it and ponder acquiring behavior. Each individual has one of a kind tastes and inclinations that are impacted by an assortment of circumstances.

Customarily, buyers make buy choices based on numerous viewpoints of the merchandise such as quality, cost, and brand, but today's shoppers depend on social suggestions. Numerous shoppers are presently utilizing YouTube, blogs, and Facebook surveys and appraisals to urge suggestions and peer conclusion on items and administrations, as well as with respect to companies.

Advanced media is operating as an all-purpose medium within the consumer's obtaining involvement. Online marketing is getting to be progressively well known around the world, counting within the Kathmandu valley. Today's trade proprietors are building up

strong computerized organizing methodologies to advertise their brand on social organizing locales.

5.2 Conclusion

The analyst endeavored to illustrate the affect of computerized showcasing on client intelligent within the Kathmandu valley. After conducting the survey, the analysts discover that brands are more associated to their clients than ever. In today's computerized age, there's as it were one way to form a great relationship with clients: advanced promoting. Brands endeavor to tune in to their clients and give the finest benefit conceivable. The number of individuals utilizing advanced media is massive. Anything favorable almost the brand can impel it to victory. To realize this goal, the analysts inquired suitable questions to the respondents. Changes are apparent, and clients don't need to hold up in line for benefit. In expansion, products make digital test and payment their customers, grandstand their devotees on their pages, and request and act on client criticism.

So also, conventional marketers had to communicate to clients in individual or by actuation to preserve connections, while advanced marketers may provide offer assistance to their clients at any time and boundless number of times. Moreover, clients are God to brands. These days, negative word of mouth can travel quickly much obliged to social organizing destinations.

This will diminish deals. Brands endeavor to be humble with their clients, tune in to their concerns, and resolve them. This ponder clearly illustrated that clients are faithful to businesses since of their benefit quality and all computerized media such as social networking sites, websites, SMS/MMS, and media sharing data inside picoseconds. The lion's share of responders gets it the work and handle of advanced showcasing. In advanced showcasing, clients can pay and get per tap, supported commercials, shippable promotions, social media showcasing, Google advertisement words, Google advertisement sense, and so on. However, client interaction has been expanding in advanced promoting.

Nonstop challenges, campaigns, and normal posts on pages encourage people to take part, be that as it may conventional showcasing has fizzled to lock in clients, though

advanced promoting has empowered so numerous things for both clients and brands. At last, advanced promoting firms may progress their deals volume whereas holding a positive relationship with clients. Customers may promptly compare brands and decide who is advertising good service to them. Most clients react emphatically and gotten to be steadfast to the brand. Inquiry administration groups work difficult and, for the foremost portion, keep up a great demeanor toward their clients. The lion's share of responders accepts that the levels of unwavering quality of those questions are tall.

5.3 Recommendations

- i. Improve the response time for inquiries.
- ii. Brands should do more surveys to understand client preferences for their shared content.
- iii. Brands should spotlight more of their fans.
- iv. Highlighting the top three fans of the month can increase customer engagement on brand pages.
- v. Giving supporters rating points can encourage them to improve their ratings. In order to do so, people will become more engaged with the page.
- vi. Regular quiz contests can be held.

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APPENDIX

QUESTIONNAIRE

Dear Respondents,

I am a student of Shanker Dav Campus, where I am going to be conducting *The Effects of Digital Marketing on Customer Relationships in Kathmandu Valley* for Partial Fulfillment of Masters of Business Studies (M.B.S.) thesis. So, I request you, to take a few minute times and assure you, that all your response will be kept confidentially and your opinion will be used only for my research study and it would make a great valuable research. Please fill up by tick-mark (√) one of the best answer of these questions as you think.

Respondents Name...

Address...

Email...

1. What is your Gender? Please Tick the Appropriate Options bellow.

- a. Male
- b. Female

2. Write your Age Group. Please Tick the Appropriate Options bellow.

- a. Below 30 years
- b. 30 to 40 years
- c. Above 40 years

3. Write your Academic qualification. Please Tick the Appropriate Options bellow.

- a. Under graduate
- b. Graduate
- c. Master

4. Write your Occupation. Please Tick the Appropriate Options bellow.

- a. Student
- b. Service Holder

c. Entrepreneurs

5. Do You Know about the Digital Marketing? Please Tick the Appropriate Options bellow.

a. Very little

b. I am familiar

c. I can understand

d. I can understand

e. I am expert

6. How much time do you spend on Internet? Please Tick the Appropriate Options bellow.

a. 1-3 hours a day

b. 3-5 hours a day

c. More than 5 hours a day

7. Do you follow brands on social media or any other digital Media? Please Tick the Appropriate Options bellow.

a. Yes

b. No

8. Why do you follow brands on social media or any other digital media? Please Tick the Appropriate Options bellow.

a. To get updates regarding offers

b. To stay up- to -date about new product launching

c. To ask queries and give feed back

d. To participation on context

9. Do you respond (Like, comment and share) to their contents on digital media? Please Tick the Appropriate Options bellow.

- a. Yes
- b. No

10. If yes, do you expect them to reply to your query? Please Tick the Appropriate Options bellow.

- a. Yes
- b. No

11. How much time they take to respond to your query? Please Tick the Appropriate Options bellow.

- a. Instant
- b. Between 1-6 hours
- c. More than 12 hours
- d. Never

12. Did any brand ever highlight you or your friends on their social media pages? Please Tick the Appropriate Options bellow.

- a. Yes
- b. No

13. The reply that you get on brand's pages or forums are reliable and solve your problem. Please Tick the Appropriate Options bellow.

- a. Yes
- b. No
- c. Maybe

14. What is the Attitude of the query management team? Please Tick the Appropriate Options bellow.

- a. Friendly and Positive
- b. Rude

c. Average

15. What type of content do you like to see on digital media? Please Tick the Appropriate Options bellow.

a. Funny

b. Educational

c. Engagement

d. Product or service related

e. Motivational

16. Have you ever participated in any social media contest or campaign? Tick the Appropriate Options bellow.

a. Yes

b. No

17. Do you think that every brand should now focus on promoting their business online rather than offline? Tick the Appropriate Options bellow.

a. Yes

b. No

18. Do you think that Brands are trying to build relationships with customers through digital media? Tick the Appropriate Options bellow.

a. Yes

b. No

19. Do Brands act upon the feedback they get online from customers? Tick the Appropriate Options bellow.

a. Yes

b. No

c. Sometimes

20. Do brands offer service recovery if they get any complaint from the customer. Tick the Appropriate Options bellow.

- a. Yes
- b. No

21. Do you feel closer to the brands through digital media? Tick the Appropriate Options bellow.

- a. Yes
- b. No

22. Have you become loyal to any brands because of their customer service on digital media? Tick the Appropriate Options bellow.

- a. Yes
- b. No

23. Which platform should a brand use more to create relationship with the customers? Tick the Appropriate Options bellow.

- a. Social Media (Facebook, Twitter, Instagram)
- b. YouTube
- c. Website
- d. Online Forum
- e. Traditional Media (T.V, Radio)

Researchers

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Thank You!!