

Md Rakiv

IMPORTANCE OF SOCIAL MEDIA MARKETING FOR THE EXPANSION OF THE FASHION INDUSTRY

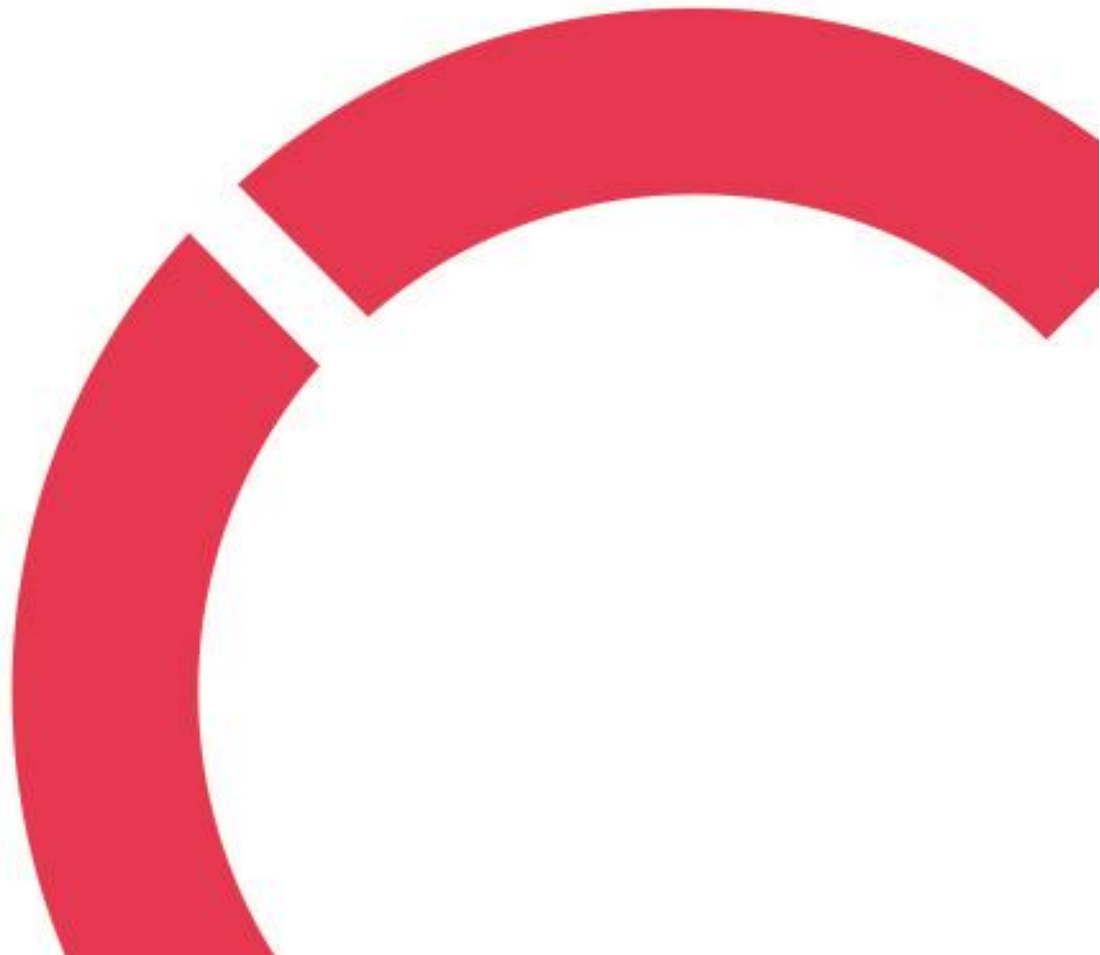
A case study on Headway Apparel Bangladesh

Thesis

CENTRIA UNIVERSITY OF APPLIED SCIENCES

Degree Programme

December 2023



ABSTRACT

Centria University of Applied Sciences	Date December 2023	Author Md Rakiv
Degree programme International Business		
Name of thesis IMPORTANCE OF SOCIAL MEDIA MARKETING FOR EXPANSION OF THE FASHION INDUSTRY. a case study on headway apparel Bangladesh		
Centria supervisor Eija Kärkinen	Pages 22+ 3	
Instructor representing commissioning institution or company. Headway Apparel Ltd, Bangladesh.		
<p>Marketing is a concept that changes constantly depending on social media and gradual changes in the human selection process. Keeping the changes in marketing strategies is crucial to sustaining the competitive marketplace. In the thesis, the writer discusses overall scenarios of social media platforms, such as Facebook, Twitter, Instagram. Customer selection and categorizing in marketing penetration are vital to understanding and shaping the next course of action for a marketing strategy planner.</p> <p>In the discussion, Headway Apparel is the commissioner of the thesis who has established an idea of an alternative business with separate marketing strategies. There are separate backgrounds identified behind the initial success of the business organization. What sorts of inner work plans have made the aim and focus of the business impacted positively are examined. Proper utilization of emergency situations and accurate business steps played a vital role.</p> <p>The aim of the thesis was to investigate the traditional marketing policies, their challenges, and the reason for the struggle to cope with the present market policies. Apart from this, the importance of current social media platforms, their marketing strategies, and the reason for rapid growth have been detailed with digging down.</p> <p>Data was collected from several sources, like e-books, books, e-books, different digital sources, and theses. fi. Apart from this, observational analysis has been used for the secondary data collected.</p>		
Keywords Apparel industry, business model, entrepreneur, effective business plan, operation management, social media platforms, stakeholders, tools		

CONCEPT DEFINITIONS

AI

Artificial intelligence

EPZ

Export Processing Zone

ROI

Return of Investment

ABSTRACT
CONCEPT DEFINITIONS
CONTENTS

1 INTRODUCTION.....	1
2 THE COMMISSIONER	3
3 SOCIAL MEDIA PLATFORM.....	4
3.1 Distribution channels in social media platforms	5
3.2 Market operational tools in new formation	6
3.3 Artificial intelligence (AI) as a platform	7
4 FORMS OF MARKETING MODES	8
4.1 Focused customers	8
4.2 Content for customer expansion	10
4.3 Digitalized platforms for the customer base	10
4.4 Interactive marketing strategy.....	11
4.5 Collaborative marketing.....	11
4.6 Challenges and opportunities of social media marketing.....	11
4.7 Scopes of social media marketing	12
4.8 Future of social media marketing.....	13
5 RESEARCH METHODOLOGY	14
5.1 Insights of the survey and the information of participants	15
5.2 Presenting the survey result with reliability and validity.....	15
5.3 Survey findings.....	16
6 FINDINGS AND ANALYSIS OF THE STUDY.....	18
7 CONCLUSION AND DISCUSSION	20
REFERENCES.....	22
APPENDIX 1.....	24

1 INTRODUCTION

Digital platforms have grown rapidly in recent decades, introducing surprising features and new dimensions. People of almost all ages are so much fashion oriented. They want to keep them updated with fashion trends. Technological advances have made contemporary life significantly faster than any previous human civilization. This acceleration is evident in various aspects of life, including daily routines, space exploration, medical equipment, communication, education, and especially business, where digitization has opened a wealth of opportunities.

Furthermore, Internet-based marketplaces have streamlined the marketing process, making selling products, providing services, and expanding future business prospects faster and more efficient. Digital marketing proves to be a cost-effective strategy with a significant commercial impact on businesses (Bala and Verma, 2020). Likewise, the change has added something new for the people who like to purchase using social media platforms. I mean people who follow social media platforms to see updated fashion trends.

Throughout the COVID-19 pandemic, almost all businesses worldwide faced considerable challenges in their efforts to survive. Many well-respected companies found themselves unprepared and had to acquire the necessary skills to navigate the situation. Millions of employees have faced job losses, and remaining workers live in constant fear of potential employment uncertainty. Continuity of business operations in these unfavourable and challenging conditions was a difficult task. However, the resilience and adaptability of people have shone through, and many companies, including Headway Apparel Limited, have emerged with innovative solutions.

In the research paper, the author presented the business strategies of the commissioner company that survived with profit now of critical situation in COVID-19 catastrophes. A business using social media platforms was doing remarkably well. For a business this type of business idea can be a role model for a new business institution. Communication service quality depends on suitable network frequencies and reliable support services (Akterujjaman, Biswas and Siddique, 2011).

Nevertheless, the theoretical section of this paper relies on secondary data obtained from companies belonging to the apparel industry such as Headway Apparel Limited of Bangladesh.

In addition, we collected information from e-resources, journals, and books that focus on distribution, sales, and marketing channels in digital-based business cases. These sources primarily serve as the basis for qualitative data collection.

In addition, the author will collect additional information from Company employees. Interviews and similar interactions with employees of Headway Apparel Ltd will be used to provide insight into their experiences with digital platforms during that period and how they handled the overall situation.

The results of this research will improve the way business operations are conducted at critical times. This will prepare Headway Apparel Limited to formulate future business policies. Moreover, it underscores the significance of social media platforms as a means for business expansion, especially for small and medium-sized enterprises.

2 THE COMMISSIONER

The thesis's commissioner is Headway Apparel Bangladesh. The company was established by a young entrepreneur, Md Mazharul Islam. As a CEO, Mr. Islam maintains a business worth around 600000 US dollars. He is young and has a strong determination to explore something for others as well. So, after completing graduation, he intends to do a new initiative with the goal of creating employment. He is also considered one of the pioneers who always thinks about creating employment. With a high ambition, the business started to run on 01.01.2023.

Currently, the business operation is taking place at 76/1, Taha Road, Auchpara, Tongi, Dhaka, Bangladesh. Besides, production is running from the Export procession zone. The company continues to have 154 employees in various positions who support production. During the end of the new normal after COVID-19, the owner of Headway Apparel, Mr. Islam, was trying to establish something new. And it will add itself to a new dimension. At that moment, he found a new idea for a social media platform to generate his business idea. Apparently, he started a garment production business for both the local market and foreign exports.

However, Bangladesh is one of the largest garment manufacturing countries in the world. Starting a new business with a garments business has huge opportunities. Available workers with lower salaries, around 1000 US dollars per month's wage, and exporting harbour are among the strengths of Bangladeshi business. Nevertheless, for Bangladeshi entrepreneurs, the government of Bangladesh has ensured special areas with special deductions in terms of taxes and other subsidies. However, Headway Apparel is a full phase running organization with a remarkable profit margin with dedication and hard work. The Headway is an Apparel manufacturer.

The main exporting products of Headway apparel are Tee Shirts, Polo Shirts, Track Pants, and customized fabric garments. The organization is continuing its business with many European, American, and especially Australian companies. Product quality, in-time shipment, and proper pricing are regarded as the main sources of success. In addition, the organization's success was significantly influenced by establishing positive relationships with local suppliers and improving employee well-being. In Asian countries, there are some common problems in general. Adequate training, lack of awareness, absence in the workplace and transportation, and demonstration of political parties are the most common barriers to a constant business operation.

3 SOCIAL MEDIA PLATFORM

For a student, a comprehensive literature review is an important task to conduct. The supervisor has asked for this part for various purposes. Firstly, a proper study of the literature review shows the road to a proper plan of execution, mapping the stages of canvassing the overall report. Proper and thoughtful planning results in a successful report from the beginning of the research study. (Ridley, 2012.) From a literature review, a complete idea of data and its evidence derived from definition views on the pattern of the whole topic and the investigation of documents in relation to the analysis has been presented. According to Brauce, generally, the literature review is a vital section of a research paper, where the background clarification of the data is presented. (Ridley, 2012.) So, from the literature review, it is possible to locate the project formation, background, and insights.

This section's goal is to talk about online advertising, distribution, and sales, emphasizing their importance and methods of distribution through popular social media networks such as Facebook, Twitter, and Instagram. The marketing strategies employed on these platforms aim to engage various stakeholders, including distributors, retailers, and consumers, among others. For a comprehensive understanding of digital marketing and internet-centric marketing, information from numerous research papers and articles is used to provide insights. The subsequent literature review presentation is structured accordingly.

The definition of online advertising as “the achievement of marketing objectives through the implementation of digital technologies” (Chaffee and Bosmworth, 2009, p. 168). Businesses in both developed and developing countries, including less affluent countries, recognize the importance of incorporating digital marketing tools to identify customer needs. They are combining digital methods with conventional methods to meet these needs efficiently.

Recently, digital marketing concepts have been rapidly growing throughout the world. However, the marketing concept for better placement of products is not new at all. However, the digital marketing concept was started just a decade ago. And the establishment of digital marketing through various social platforms started a few years ago. And during the COVID-19 pandemic, social media platforms widened as an alternative concept. What is the importance of digital platform marketing elements in improving the distribution and sales process? Digital business platforms (DBPs) such as eBay, Google

and Uber Technologies have experienced significant expansion. This study explores their salient features, examines the impact of marketing on facilitating the success of DBPs, and highlights important research areas for both theoretical understanding and practical application. (Rangaswamy *et al.*, 2020.) Marketing continues to evolve, a wider understanding of these concepts will develop and be defined in different ways. Marketing Strategy simplifies what should be one of the most straightforward aspects of modern business in what is often a complex and jargon-filled field. It is true that marketing and strategy revolve around human relationships. This is especially valuable to marketing professionals, as it provides a comprehensive perspective on the role of marketing managers in successful organizations in the 21st century and beyond. (Wind and Mahajan, 2002.)

Marketing Strategy simplifies what should be one of the most straightforward aspects of modern business in what is often a complex and jargon-filled field. It is true that marketing and strategy revolve around human relationships (Fifield, 2012). This new thinking is especially valuable to marketing professionals, as it gives a combine perspective on the role of marketing managers in successful organizations in the 21st century and beyond.

Beyond marketing specialists, managers in other fields will gain insight into marketing's key role in the business strategy process. Furthermore, marketing platforms will appreciate the bridge they build between academic theory and the practical implementation of marketing in an increasingly competitive business landscape(Wind and Mahajan, 2002.)

3.1 Distribution channels in social media platforms

The Internet has become an essential tool in business worldwide, profoundly influencing the landscape of production, sales, and marketing. This digital era has ushered in a new dimension where the traditional paradigms of commerce have evolved significantly. (Rangaswamy *et al.*, 2020.) In this context, the concept of sustaining a competitive advantage in the market is predominant. It not only emphasizes the importance of providing quality products and services. But also ensures that they have a comparative advantage over competitors. In this age of globalization, maintaining such an edge is essential for a business to establish a strong and lasting presence in the market (Easton, 1988).

Traditional distribution methods are no longer feasible in high-speed, Internet-dominated modern channels. (Ngai, Suk and Lo, 2008.) Furthermore, the era of in-person buying and selling processes is waning, while digital streamlines distribution processes such as invoicing, payment, confirmation,

shipping, and channel placement, often taking minutes. In terms of profit generation and scalability, digitalized marketing stands out like a better price optimizing way to measure Return on investment (ROI) than allocating funds to traditional advertising methods (Ross, 1996; Pepelnjak, 2008).

3.2 Market operational tools in new formation

Using digital tools such as the Internet, email, SAP, Twitter and Facebook, e-commerce and e-business operations are now operating from different geographical locations, even covering remote areas of different continents. Through digital distribution channels, companies can effectively promote their products to reach a wider audience. When it comes to business profitability, product quality, excellent service, and efficient delivery are of prime importance (Ross, 1996).

Sophisticated technological devices are advancing rapidly, increasing interest in potential market penetration, and creating ambitions to capture a larger market share. Currently, artificial intelligence (AI) is mainly used for market research to identify specific targets. AI stands out as a valuable tool for analysing customer behaviour, understanding needs, and considering factors such as age and gender to formulate better marketing strategies. The beginning of the fourth industrial revolution is marked by the leadership of artificial intelligence technology, which is poised to bring about global social transformation for humanity. (Raj, 2023.) The application of AI spans various industries, contributing to increased customer satisfaction with widespread use in facial recognition and voice command technologies such as Siri and Google Alexa.

Moreover, marketing companies are collecting considerable data on consumer behaviour without explicit notice. This vast pool of information is leveraged by organizations for multiple advantages. However, it is important to note that this data collection can also have the opposite effect, suggesting potential challenges associated with the use of predictions (Ayman and Kaya, 2020.) Before the digital revolution, the scale of markets and the scope of business activities were limited compared to today's marketing practices. The modern iteration of this market concept is known as digital marketing, enabling transactions between sellers and buyers on online platforms. To maintain a consistent presence in digital marketing, it is essential to regularly evaluate the elements of digital marketing. (Chaffey, Smith, and Smith, 2013).

3.3 Artificial intelligence (AI) as a platform

Advanced technological devices are evolving rapidly, triggering greater intrigue for possible infiltration into the market and the desire to secure a larger market share. Currently, artificial intelligence (AI) is mainly employed for the market research to determine specific targets (Raj, 2023.) AI stands out as a valuable tool for analysing customer behaviour, understanding needs, and considering factors such as age and gender to formulate better marketing strategies. Artificial intelligence has become a fundamental component of countless businesses. Regardless of our acceptance of technology, I'm sure it's a permanent presence. Today, companies employ AI for various tasks like analyzing consumer behavior, detecting bugs, improving productivity and beyond. (Weitzman, 2023) The application of AI spans various industries, contributing to increased customer satisfaction with widespread use in facial recognition and voice command technologies such as Siri and Google Alexa.

Moreover, marketing companies are collecting considerable data on consumer behaviour without explicit notice. This vast pool of information is leveraged by organizations for multiple advantages. However, it is important to note that this data collection can also have the opposite effect, suggesting potential challenges associated with the use of predictions. (Raj, 2023.)

4 FORMS OF MARKETING MODES

Different marketing models or approaches exist, depending on the situation and perspective in which they are implemented. Digital marketing can build and build a following for increased success in sales and distribution.

4.1 Focused customers

Digital marketing enables sales teams to identify and cater to specific customer segments. This process is more efficient and constructive than traditional methods. When introducing a new product, the marketing department can create excitement in the market by highlighting the Unique Selling Proposition (USP) and special offers among loyal customers ('What is Customer Focus, Why is it Important and How to Become Customer Focused', 2018) Various social platform channels such as Facebook, Twitter, Instagram, TikTok, WhatsApp have a significant impact in creating excitement and publicity to support new products and services.

Moreover, digital marketing has a faster impact on customers than traditional methods. When customers perceive the urgency created by limited time or flash offers, digital channels such as electronic mail, social network ads and short message service can reach them quickly, motivating them to purchase. This method of communication not only facilitates immediate transactions but also builds trust between the company and the consumer, which is crucial for establishing long-term relationships. Trust can be strengthened by collecting customer feedback, recommendation and conducting case summaries.

The web consists of a wide-ranging network that includes private, public, academic, business, and government networks. According to Wind and Mahajan (2002), the Internet functions as a mix of various innovations stands as the most through data resource ever accessible to humanity. This global network, powered by a variety of technologies, has given rise to information channels far surpassing those created before the 20th century. The concept of marketing, defined as the social process of facilitating the acquisition and exchange of goods and value between individuals and groups, can be seamlessly integrated into the Internet through various adaptations.

These approaches include web page development, electronic commerce, marketing via the web study, online advertising, and additional techniques. Digital marketing also referred to as internet advertising, the world wide web, electronic in nature or web base advertising, involves the promotion of products of provider of services over the world wide web. Nevertheless, online advertising necessitates a distinct method in some specific areas when compared to traditional marketing (Rushton et al., 2022.).

Online marketing provides an opportunity to examine customer behaviour, needs, and responses. However, it signals competition from other market rivals. E-marketing typically focuses on understanding the operations of these steps, and with the help of AI, distribution and sales teams can set both early and long-term goals to establish a strong market presence. The conversation that follows is going to give an overview of the various trends in Internet-based marketing.

Search engine optimization is a set of practices and methods focused at improving the visibility of a website in search engines for example Google, Bing, or Yahoo. The principal purpose of search engine optimization is to improve a website's organic (non-paid) information search tools rankings, increasing the likelihood that it will appear among the top results when users search for relevant keywords or phrases. The primary purpose of search engines is to help users find information on the Internet. This is achieved by indexing the content of websites and enabling users to search for specific keywords or phrases. *(What is the overall purpose of a search engine, and why use it?, 2023)*

Conversely, a business traffic generation system works as a comprehensive search engine designed to drive business traffic, relying mainly on paid efforts. This strategy is commonly called Paid Search Marketing or paid search advertising. Paid search advertising is a broad strategy that focuses on utilizing compensated campaigns to increase visitors to your business. The process can be complex and offer a wide range of possibilities based on the organizational framework of your company. As an illustration, one can opt for a pay-per-click (PPC) approach, a cost-per-click (CPC) strategy, or a cost-per-click strategy. Per 1000 impression (CPM) method. There are many kinds of platforms accessible, with Google AdWords and Bing Ads (part of the Yahoo Bing network) being the greatest common. Furthermore, search engine marketing (SEM) includes a range of advertising techniques including paid social networking advertising, mobile advertisement, webpage remarketing campaigns, banner advertising, and searching targeting.

4.2 Content for customer expansion

Information can take multiple layouts including blogs, white papers, electronic books, reports, articles with answers, discussion boards, news releases, photos, posters, infographics, audio files, online seminars, and films. It can also be promoted on online communities and tweeting platforms. Despite constant changes to Google's technique whether it's Hummingbird, Panda, or Penguins, the indisputable reality remains that material remains at the forefront of refining inquiry outcomes. As an illustration, data created for mobile phones should be short and compact. It is crucial to remember that an effective technique will captivate the readers, increasing their interest for more information from you. High-quality content not only serves as a powerful medium to brand your business but is also more likely to be shared.

4.3 Digitalized platforms for the customer base

Information able to be shown in a variety of media, such as electronic literature, blog posts, white papers, and instance studies, methods, Q&A sections, discussions, press releases, images, infographics, posters, podcasts as well as webinars, footage, or other important elements. Ideal for posting on social media platforms and messaging sites. Regardless of recent changes to Google's ranking system such as Panda, Penguin or Hummingbird, the fundamental truth remains information is the most important variable in improving the visibility of search results.

While focusing specifically on material created with smartphone in mind, it should be short concise and direct point. It is important to understand that an effective strategy will impress readers, capture their interest and motivate them to seek more information from you. Quality content not only serves as a powerful tool for branding your business but also increases share ability.

The application of mobile phones as an instrument for marketing is an innovative concept gaining popularity. These marketing methods include the use of application, messaging via text, material and websites as stated by Dushinsky (2009), cell phone advertisement is an innovative technique that brings both parties together on a single platform, facilitating timely and appropriate product promotion with a well-crafted message.

Communicating commercial messages via online is known as digital advertising via email to possible clients. Efficient email lists can be arranged using software for email advertising according to client preferences and purchasing patterns, and other factors. The key to building trust with customers lies in sending personalized emails. It is crucial to understand, nevertheless, because electronic advertising could be seen as harassment while it is illegal in certain regions.

4.4 Interactive marketing strategy

Interactive brand management strategy is a marketing approach that actively involves consumers in two-way communication or interaction. Breaking away from traditional, one-way marketing communication, interactive marketing encourages a dynamic exchange between brand and consumer. This approach uses different digital channels and technologies to create a more personalized and engaging experience for the audience. (Rangaswamy *et al.*, 2020)

4.5 Collaborative marketing

The practice of affiliate marketing is an organization model that pays writers for directing readers to businesses. Publishers are paid according to how well they accomplish, usually as determined by revenue, inquiries, or advertisement. In exchange for advertising space on their website, these publishers provide visibility to the hiring company to attract customers, and compensation is determined by a pre-planned model (Ayman and Kaya, 2020) Affiliate marketing proves particularly advantageous for new business, as they may significantly increase vehicles going through well-established, high-traffic websites. Numerous online businesses such as Amazon, eBay, LinkShare, and Flipkart operate affiliate programs.

4.6 Challenges and opportunities of social media marketing

This thesis focuses on the effect that electronic communication has on the rapid expansion of the fashion industry, with a specific emphasis on recognizing inadequate underlying structure as the main impediment to the development of internet-based marketing platforms. Currently, Bangladesh lacks the necessary infrastructure for widespread adoption of online advertisement. A major barrier to electronic marketing development is insufficient capital, as the effectiveness of digital marketing depends on a

strong internet infrastructure. The systems that on the world wide web rely on numerous interconnected considerations, including stable power supply, component designer for websites, well-established possibilities of transportation, informed consumer, as well as the readily available internet. Unfortunately, these essential ingredients are not equally available in Bangladesh.(Bala and Verma, 2020)

Nevertheless, Bangladesh's access to these essential elements is slowly improving. While industries have traditionally been hesitant or slow to adopt digital marketing, there is now a concerted effort to tap into the online market. To summarize, the primary difficulties facing internet marketing in Bangladesh in sustain of distribution as well as sales are lack of fund and insufficient infrastructure. However, the industry has the potential to grow with ongoing improvements in this area.

In Bangladesh, businesses face numerous challenges in building a leading brand identity. The lack of skilled online workers and professionals is a significant hurdle in digital marketing. Digital technology acts as a unique tool, enabling consumers to explore and select products based on factors such as expense, place, calibre and accessibility (Wind and Mahajan, 2002.).

Nevertheless, with the increasing accessibility of the technological advances and online communication, the expanding appeal of e-commerce, and the increasing quantity of cell phone users, the potential for expansion in this sector is huge. To capitalize on these chances and navigate difficulties, cooperation as well as creativity become crucial. Primary obstacle in the method of marketing via the internet include budget constraints and the vague nature of marketing management's responsibilities (Chaffey and Bosomworth, 2009.).

Moreover, it is imperative for all stakeholders to develop a trained workforce and upgrade facilities also increase customers' familiarity with technology. Moreover, enterprise should embrace world wide web marketing strategies that suit their individual requirements. Web based advertising can be successful if done correctly to become a strong instrument for businesses in Bangladesh to establish meaningful connections and engagement with their customers.

4.7 Scopes of social media marketing

This dissertation investigates the effect of social networks on the rapid development of the fashion industry, with a specific emphasis on identifying inadequate infrastructure as the primary barrier hindering the growth of digital marketing systems. Currently, Bangladesh lacks adequate preparation for mass adoption of digital marketing. The main obstacle to the expansion of digital marketing is the lack of capital, given that the success of digital marketing depends on a strong Internet infrastructure. (*DIGITAL MARKETING TRAINING INSITUTE KOCHI, KERALA, 2023*)

The viability concerning systems for the web is dependent on multiple interconnected elements, including trustworthy power supplies, competent creator of websites, efficient routes of transportation, informed customer, and readily accessible online services. Sadly, these essential ingredients are slightly not all accessible in equal amounts in Bangladesh.

4.8 Future of social media marketing

Currently, Bangladesh lacks the necessary preparedness for mass adoption of internet advertising. A major barrier to electronic marketing expenditure is insufficient capital, given that successful digital marketing depends on a strong internet infrastructure. The effectiveness of systems on the internet rely on multiple interconnected elements, including stable power supply, competent designers of websites, well-established routes of dispersion, informed customers, and conveniently available web. sadly, these essential ingredients are not equivalent readily accessible in Bangladesh.

Nevertheless, Bangladesh's access to these essential elements is slowly improving. While industries have traditionally been hesitant or slow to adopt digital marketing, there is now a concerted effort to tap into the online market. (Chaffey and Bosomworth, 2009) To summarize, the first obstacles of online advertising in supporting sales and distribution in Bangladesh are inadequate lack of funds and technology. However, the industry has the potential to grow with ongoing improvements in this area.

5 RESEARCH METHODOLOGY

This present thesis relies on a combination of real-world observations and previous practical encounters, with decisions and conclusions derived from the gathered data. The data collection process involves two commonly utilized sources: both foremost and subsidiary. Analysis of numbers, as a methodology, involves the collection and analysis of data through data that is numerical or assessments of statistics (Cresswell, Ivankova, and Stick 2006).

It is dependent upon systematic instruments for gathering of data, including survey and questionnaires, or tests to collect quantifiable information. Next, mathematical, and statistical methods are employed to analyse the collected data, with the aim of identifying patterns and drawing informed conclusions.

Primary data sources are obtained by means of numerical surveys, this can be a ready-made template with specific inquiries or a questionnaire available on the Internet. Respondents provide their preferences as answers to these questions. Generally, questionnaires are structured and consist of closed-ended questions. However, to capture real-life insights, the study also included some open-ended questions.

To collect the survey data, the author used two distinct methods to elicit responses from respondents. The primary method involves using correspondence via send an email, while the next stage method involves gathering information directly calls to respondents. However, it is worth noting that the procedure of personal dialling was carried out through Zoom meetings, WhatsApp calls, and Facebook Messenger calls. As a result, it is essential to highlight that measures were taken to ensure that the collected data will not be shared for commercial purposes, only for research.

Furthermore, the author has clearly communicated to the data providers that there will be no other use for the data they are sharing. Information gleaned for surveys underwent systematic presentation and analysis following the principles of both business and social research methods. In addition, supplementary information was gathered via a review of pertinent books and papers.

5.1 Insights of the survey and the information of participants

The primary goal of the thesis is to examine the effects of social media platforms on marketing strategies to distribute and sell. Accordingly, the writer specifically focused individuals involved in the relevant industry, focusing on the employees of the paper commissioner, Headway Apparel. Respondents were selected from three key departments: sales, distribution, and marketing.

A total of 45 participants were selected for the survey, purposively representing different geographical areas outside the capital. This approach aims to ensure a comprehensive understanding of the overall landscape. Cities like Dhaka, Sylhet, Rangpur, Khulna, Chittagong, and Mymensingh were singled out, as these locations and their surrounding areas contribute significantly to the industry.

The respondents included persons holding various roles such as CMD (Cluster et al.), RSM (Regional Sales Manager), DSM (District Sales Manager), SM (Sales Manager), Marketing Director, and Market Operations Manager of Distribution. Survey questionnaires were distributed through email and direct call using their respective email IDs. Although responses were not received from all participants due to schedule constraints, the information received proved to be very constructive and valuable for presenting results.

5.2 Presenting the survey result with reliability and validity

Making certain that the studying data is trustworthy and legitimate papers is crucial for accurate measurement and evaluation. These tools are essential for researchers as they measure the accuracy and usefulness of research findings. By employing specific parameters, researchers can improve their understanding and measurement process. Notably, validity is particularly accurate in measuring research objectives and capabilities. (S.Litwin, 1995.)

Validity consists of several aspects, including containment, faces, standard, and structure are the four primary measurement components. The research's primary goal is to explain how the author evaluated the accuracy and consistency of the measuring instruments used in the practical investigation. The intent is to provide insights and resources for upcoming scholars who classify all categories of quality

that fall under conceptual validity and assess throughout the six reasons to domains. This includes examining the impact of the survey on respondents ((Messick, 1995.)

Additionally, face validity is essential in addition to content validity, providing readers with insight into the assessment list or questionnaire. The relationship with characteristics is necessary for validating a research project and links alongside others constructs it must be established. In quantitative research, "reliability" relates to an examination's accuracy or assessment.(Nahid Golafshani, 2023.) Reliability has three key characteristics: stability, homogeneity, and similarity (Heale and Twycross, 2015).

One popular method for evaluating inner dependability is Cronbach's alpha, which indicates internal consistency variance. Integrity is crucial in identifying the sources of measurement errors and their connection with the measuring structure. This helps reduce instrument error and increases confidence in comparing results across studies. (Mellinger and Hanson, 2020.)

While verifying the authenticity of data is challenging, traditional processes can be used to increase reliability. The study strictly followed validity criteria using standardized questions appropriate to the Bangladeshi context. Interviews were conducted with experienced professionals in the digital marketing sector to for the purpose of assurance and authenticity. Reactions that are consistent was maintained as the identical question were posed to each respondent. Additionally, credible secondary data from reputable sources in Bangladesh were included to enhance the credibility of the findings. The entire process from question formulation to gathering, confirming, analysing, and publishing information is considered dependable, genuine, and legitimate.

5.3 Survey findings

This section is significant to the research because it discusses the information, conclusion, remedies, and potential futures of the examined survey on the effects of internet advertising on distribution channels and sales at retail stores in Bangladesh. The material is split across two separate sections: A brief description of Bangladesh's present state of internet advertising is given in the first article, incorporating perspectives derived from the examination of existing literature. Conversely, the next section collects responses from people engaged in digital marketing across different levels, analysing data obtained from survey questionnaires.

Around fifty-four personnel were sending the survey link and out of them thirty-four respondents shared to the survey. However, around 88% are men and 11% are women. And there is no one who did not respond or did not prefer to identify. So, from the ratio, it is found that people are still not equally continuing in the job field in terms of gender. This scenario is mostly available in Asian countries.

On the other hand, in the age category, around 61% of respondents were 30 to 39 years old. So, this category indicates that young people are more conscious of fashion-related activities. Besides, from the education category, it was found that half of the respondents are university graduates and master's degree holders. However, it has been identified that most of the respondents are from the garments industry or from the corporate industry. And they have been in the same industry for more than 0- 5 years. This is a clear indication that the fashion industry relates to jobs.

These two data shows that awareness and job involvement of the younger generation are attractive to the new generation. Besides, from the survey, several types of positions are identified, and executive positions are mostly found. The executive label in Bangladesh is mid-position in official decorum. In addition, around 91% and 97% comparatively think that social media has a huge influence and a positive impact on marketing activities. So, fashion consciousness and its positive influences are having a significant impact on business sectors, especially in the fashion industry.

However, there is one mentionable issue identified as a negative replay, whereas about 52% of people think that social media marketing is increasing work stress among them. As data speediness increases, there is more competition and work pressure than in the near past. Moreover, social media also became more engaged during the Covid-19 pandemic. However, fifty percent of the total repliers still believe that for the reason of the COVID-19, people are more aware of digital instruments. Physical movement makes them able to use the tools. More than 85% of the respondents think that digitalization benefits company profits. The operation cost, return on investment and Business risks are less than before.

Digitalized screens and buying orders are much more reliable to the customer. This confidence plays an important role in placing an order for a product. Around 82% of respondents think that customers are relying on digitalized platforms to place a buying order.

6 FINDINGS AND ANALYSIS OF THE STUDY

In many different businesses, advertising is a major factor in increasing revenue, and in today's era, social media marketing stands out as a valuable tool for companies. However, it appears like the commissary of the organization is actively involved in social media advertising. The paper's writer recommends launching an online advertisement for social networking structure promotion according to the input of consumers. Despite having a presence on various platforms like Facebook, Twitter, and Instagram, the company needs to improve its responsiveness to customer inquiries in that area. Additionally, addressing network coverage issues is important, especially in areas where electricity can be unreliable or during emergencies such as floods and cyclones.

Such campaigns have the power to influence consumer buying behaviour and assist in determining the greatest products within the marketplace, empowering them to make informed decisions. During the investigation, it was noted that the organization did not have a suggestions button on its internet presence or its online accounts. Recognizing the importance of marketing in fostering confidence between customers and streamlining commercial dealings, companies should provide comprehensive product details on their website, including pricing, customization options, and types. Furthermore, responsiveness address questions and complaints from customers through effective client support services is essential.

The readymade garment industry plays a crucial part in the advancement of fashion industry in Bangladesh due to several reasons. The garment sector is a significant contributor to the economy of Bangladesh. It is a major source of employment, providing work to millions of people, especially women. The economic impact of this industry has a positive impact on various sectors, creating a ripple effect.

The ready-made garment industry is an important player in Bangladesh's export sector. It earns substantial revenue by exporting garments to the international market. It not only increases the country's foreign exchange reserves but also enhances its global economic position. Moreover, as one of the largest exporters of ready-made garments in the world, Bangladesh has gained global recognition and competitiveness in the fashion industry. The growth of this industry has positioned Bangladesh as an important player in the international apparel market.

Bangladesh's readymade garment industry has led to the progress of a comprehensive the chain of supply. This incorporation involves various stages, from textile production to the final product, contributing to the overall efficiency and competitiveness of the fashion sector. Besides, to meet global standards and demands, the Bangladeshi garment industry has continued to advance in technology and skill. This has a spillover effect, benefiting other areas of the fashion industry by increasing overall quality and capacity.

Growth in the ready-to-wear industry has spurred investment in fashion infrastructure including factories, training centres and research facilities. This infrastructure not only supports the industry but also provides a base for the wider fashion sector. On the other hand, Bangladesh's ready-to-wear industry produces a wide range of apparel items, catering to various market segments. This diversity in product offering contributes to the expansion and resilience of the overall fashion industry.

In short, Bangladesh's ready-made garment industry acts as a linchpin for the growth and success of the fashion sector. Its economic contribution, global competitiveness, supply chain integration, and impact on technology and expertise collectively contribute to the country's prominence in the international fashion arena.

Considering Bangladesh's rapid economic growth, with a current GDP of 7.1% and expected to triple by 2050, preparation for sustainable economic growth is imperative. This requires proper deployment and alignment with technological developments. Garments industry has a significant part in the digitalization procedure. Moreover, the growing development of marketing is integral to smoothing the distribution and sales channels in this evolving economic landscape.

7 CONCLUSION AND DISCUSSION

Although digital marketing emerged globally in the 1990s, its adoption in Bangladesh was delayed due to the initial absence of the necessary technology infrastructure and logistical support. The initial stage showed poor infrastructure, a shortage of technical skills, and a lack of skilled manpower. By overcoming these challenges, digital marketing in Bangladesh has now achieved significant progress. However, the primary focus of the research was to examine the effect and significance regarding social networking sites marketing among Bangladesh, taking the aforementioned elements into consideration. The research focuses on two key areas: (1) the present condition of online advertising and (2) challenges, barriers, and prospects in the Bangladeshi context.

The study adopted a quantitative approach, collecting replies from 34 individuals representing different stage of direct employment in online advertising, purchases, and allocation across sectors through a survey questionnaire. Analysis of feedback and research observations led to the compilation of possible scenarios. Survey responses and extensive research underscore the rapid growth of online advertising in Bangladesh, presenting a lot of opportunities. This expansion has strengthened support for routes of shipping and selling potential.

However, the reason for Bangladesh's untapped opportunities in internet advertising is a lack of extensive preparation, realistic tactics, technological know-how, and trained workforce. Bangladesh must expand expertise and abilities, provide possibilities increase capacity for education, carry out plans for growth, and upgrade technology to prosper in the field of online marketing.

The survey results highlight that social media currently stands as among the most preferred advertising network in Bangladesh, thought of a highly effective tactics. In addition to online advertising, additional platforms such text messages, email, video content, and material advertising are additionally utilized. Based on statistical analysis, Bangladesh is benefiting from internet advertising, a growing pattern attributed to technological advancements. The survey underscores the popularity of digital marketing among consumers driven by the limitations of traditional marketing methods.

Despite an impressive 91% or so of internet marketing campaigns in Bangladesh were successful is hampered by inadequate technical know-how and subpar infrastructure. Urgent action to address this challenge, especially by government leadership, is considered urgent. The study identifies barriers to

the development of digital marketing, including inadequate funding, a shortage of professional expertise, and subpar capabilities infrastructure, and an abundance of uninformed individuals. Notably, respondents expressed a positive inclination towards learning digital technologies in Bangladesh, suggesting considerable potential for positive outcomes in the marketing sector if this enthusiasm is channelled into developing effective customer-engagement strategies.

Basically, the aim of the study aimed to comprehend Bangladesh's present situation regarding internet advertisement, identifying challenges and opportunities. The findings underscore the immense potential of social media marketing, the cost-cutting impact of digital marketing on businesses, its simplicity and wide applicability, and the competitive landscape it has created. Despite this, challenges like low population density, income, inadequate infrastructure as well as safety, limited internet connection, erratic strength supply and inadequate government assistance persist. The study concludes by insightful information on Bangladesh's present circumstances with regard to online advertising.

REFERENCES

- Akterujjaman, S.M., Biswas, R. and Siddique, N.-E.-A. (2011) 'Performance of Grameenphone and Robi in Telecom. Sector of Bangladesh: A Comparative Study', 5(2).
- Ayman, U. and Kaya, A.K. (2020) *Promotion and Marketing Communications*. BoD – Books on Demand.
- Bala, M. and Verma, D. (2020) 'A Critical Review of Digital Marketing', *October 1, 2018*, p. 19.
- Chaffey, D.D. and Bosomworth, D. (2009) 'Digital marketing strategy'.
- DIGITAL MARKETING TRAINING INSITUTE KOCHI, KERALA* (2023). Available at: <https://theublacademy.com/> (Accessed: 18 December 2023).
- Easton, G. (1988) 'Competition and Marketing Strategy', *European Journal of Marketing*, 22(2), pp. 31–49. Available at: <https://doi.org/10.1108/eb027337>.
- Fifield, P. (2012) *Marketing Strategy*. Routledge.
- Mellinger, C.D. and Hanson, T.A. (2020) 'Methodological considerations for survey research: Validity, reliability, and quantitative analysis', *Linguistica Antverpiensia, New Series – Themes in Translation Studies*, 19. Available at: <https://doi.org/10.52034/lanstts.v19i0.549>.
- Messick, S. (1995) 'Validity of psychological assessment: Validation of inferences from persons' responses and performances as scientific inquiry into score meaning', *American Psychologist*, 50, pp. 741–749. Available at: <https://doi.org/10.1037/0003-066X.50.9.741>.
- Ngai, E.W.T., Suk, F.F.C. and Lo, S.Y.Y. (2008) 'Development of an RFID-based sushi management system: The case of a conveyor-belt sushi restaurant', *International Journal of Production Economics*, 112(2), pp. 630–645. Available at: <https://doi.org/10.1016/j.ijpe.2007.05.011>.
- Raj, S.Sb.M.S.D.D.I.M.K.E.F. (2023) *Artificial Intelligence in Business Management*. 2021st edn. Archers & Elevators Publishing House.
- Rangaswamy, A. et al. (2020) 'The Role of Marketing in Digital Business Platforms', *Journal of Interactive Marketing*, 51(1), pp. 72–90. Available at: <https://doi.org/10.1016/j.intmar.2020.04.006>.
- Ridley, D. (2012) *The Literature Review: A Step-by-Step Guide for Students*. SAGE.
- Ross, D.F. (1996) *Distribution: planning and control*. New York: Chapman & Hall (Chapman & Hall materials management/logistics series).
- Rushton, A., Croucher, P. and Baker, P. (2022) *The handbook of logistics and distribution management: understanding the supply chain*. Seventh edition. London ; New York: Kogan Page.
- S.Litwin, M. (1995) *How to Measure Survey Reliability and Validity*. SAGE Publications, Inc. Available at: <https://doi.org/10.4135/9781483348957>.

'*Understanding Reliability and Validity in Qualitative Research*' by Nahid Golafshani (2023). Available at: <https://nsuworks.nova.edu/tqr/vol8/iss4/6/> (Accessed: 3 May 2023).

Weitzman, T. (2023) *Council Post: Understanding The Benefits And Risks Of Using AI In Business*, *Forbes*. Available at: <https://www.forbes.com/sites/forbesbusinesscouncil/2023/03/01/understanding-the-benefits-and-risks-of-using-ai-in-business/> (Accessed: 18 December 2023).

'What is Customer Focus, Why is it Important and How to Become Customer Focused' (2018) *Paul Viio*, 3 July. Available at: <https://www.paulviio.com/what-is-customer-focus-how-to-become-customer-focused/> (Accessed: 18 December 2023).

What is the overall purpose of a search engine, and why use it? (2023) *Quora*. Available at: <https://www.quora.com/What-is-the-overall-purpose-of-a-search-engine-and-why-use-it> (Accessed: 18 December 2023).

Wind, Y. (Jerry) and Mahajan, V. (2002) *Digital Marketing: Global Strategies from the World's Leading Experts*. John Wiley & Sons.

APPENDIX 1

IMPORTANCE OF SOCIAL MEDIA MARKETING FOR THE EXPANSION OF THE FASHION INDUSTRY

As a bachelor's student at the Centria University of Applied Science, Finland. I am conducting this poll as a requirement for the author's research project on the "Importance of Digital Marketing for Better Distribution and Sales in Bangladesh."

For the sake of this research, your participation is essential. All data collected will be kept confidential and used solely for study. I appreciate your help in advance.

1. Date
2. Gender
3. Identify the industry you serve for
4. How long have you been with this industry?
5. Please intensify your category
6. Age category
7. General understanding
 - a. Do you think social media plays a major impact on social value?
 - b. Do you support that social media has a positive impact on the marketing, distribution, and sales system in your company?
 - c. Do you think that social media marketing increases work stress?
8. Covid-19 had a positive impact on social media marketing in Bangladesh.
9. Do you think social media has a negative impact on Digitalization in Bangladesh?
10. Covid-19 situation makes you more engaged in Digitalization.
11. Digitalization helped you in overall job duties JD.
12. Do you support that Digitalization helped in social media marketing?
13. Does Digitalization in marketing strengthen distribution and sales?
14. Digitalization helped for ROI for your distributions.
15. Digitalization is a blessing for quicker business.
16. Customers' demand for Digital Marketing is increasing gradually during the COVID-19 pandemic.

- 17. Customers prefer to use digital operations in marketing sales and distribution services rather than conventional.**
- 18. Your company is gradually introducing new digital banking products and services.**
- 19. The future of Digitalization in the relevant sector is bright.**
- 20. Digitalized services and products have a significant impact on customer satisfaction.**
- 21. Overall economy getting towards better stages due to Digitalization.**
- 22. Any comments (Optional)**