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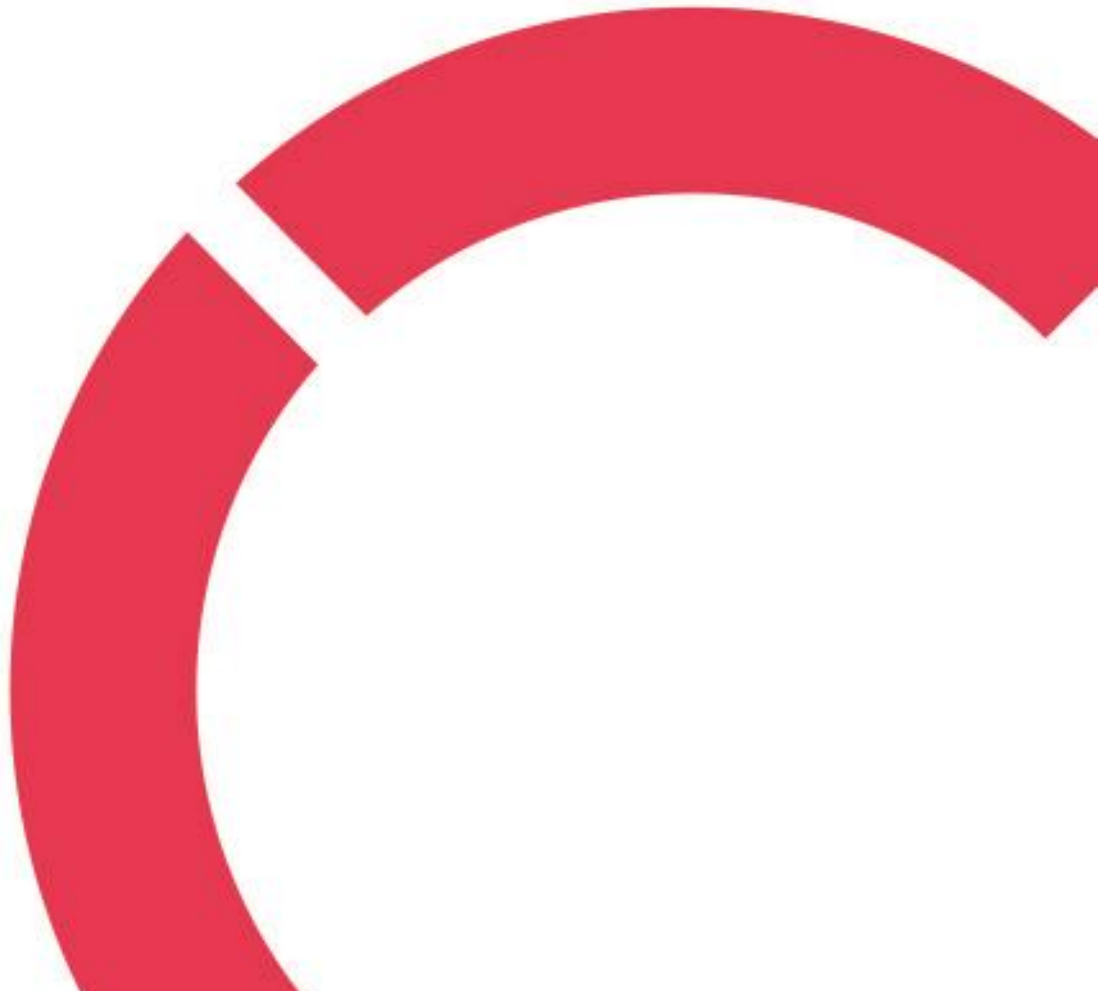
IMPACT OF DIGITAL MARKETING IN NEPAL

Thesis

CENTRIA UNIVERSITY OF APPLIED SCIENCES

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ABSTRACT

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<p>I have investigated the effects of digital marketing in Nepal in this thesis, paying particular attention to what they mean for local companies and customers in Nepal. The goal of the study was to comprehend the adoption rates of digital marketing methods, their efficacy, and the alterations in customer behaviour and market dynamics that emerge from these factors. This research offers insights into the essential elements of digital marketing in Nepal and its impact on various stakeholders by examining both quantitative and qualitative data.</p> <p>The study topic and its importance are introduced in the thesis. The thesis has underlined the importance of Digital marketing in the Nepalese business context and draws attention to the study's special focus, which is the influence of digital marketing in Nepal. The research's goals are also described in the abstract, which include researching the use of digital marketing methods, evaluating their efficiency, and analysing the alterations in customer behaviour and market dynamics that occur. The goal of the study is to provide a thorough knowledge of the influence of digital marketing in Nepal by looking at both quantitative and qualitative data.</p> <p>Additionally, Digital Marketing had not only created positive impacts but also invented new problems and issues to deal with. The Digital Marketing has surely evolved the way of traditional business by making them more accessible, faster, facing less hassle, and easier but it also invited the unwanted problems of Scams, Digital divide, hacking, and so much more. Businesses of Nepal is trying to grow with the use of ever evolving use of Digital marketing while also making sure that the system does not trouble the customers. From the video ads on Television to the video ads on TikTok, digital marketing has grown a lot proving to be more accessible, cheaper, and effective even to the small businesses in Nepal.</p>		
<p>Key words Evolution of doing Business, Digital Marketing, Nepali Business</p>		

CONCEPT DEFINITIONS

Conversion Rate Optimization (CRO)

CRO stands for conversion rate optimization, a subset of digital marketing. Its purpose is to boost the conversion rates of web pages. The profitability of the page increases with the page's conversion rate. Marketers employ tactics to control customer behaviour.

Search Engine Optimization (SEO)

SEO is the term used in Digital marketing to rank the displayed contents to the user in most convenient way.

Nepal Telecommunication Authorities (NTA)

NTA is a regulatory body in Nepal that looks after all the telecommunication issues in the country.

ABSTRACT
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1 INTRODUCTION

The emergence of digital technologies has caused a paradigm shift in how businesses interact with their clients and market their goods or services in today's quickly changing business environment. The emergence of digital marketing has revolutionized traditional marketing strategies, particularly in the wake of COVID-19, opening up fresh channels for companies to communicate with their target market in a more effective and focused way. The purpose of this study is to look into how digital marketing would affect Nepal's business environment in 2023.

Particularly following the COVID period, Nepal has had significant growth and development across a number of industries, including technology and communications. Businesses are increasingly realizing the potential of digital marketing tactics to improve their brand visibility, and customer engagement, and ultimately drive corporate success as the nation embraces digital transformation. But in this dynamic digital environment, it is crucial to comprehend how digital marketing specifically affects Nepal and its particular socio-economic elements.

A fast-changing digital world may be found in Nepal among its stunning scenery and extensive cultural legacy. Nepal has seen a significant increase in internet connectivity, smartphone penetration, the social media revolution, and digital literacy during the past ten years. Digital marketing has consequently become a potent instrument for companies to manage this shifting environment, connect with their target audience, and spur growth. This thesis explores the benefits and difficulties that digital marketing brings for companies doing business in Nepal, a situation that is all its own.

Digital marketing has revolutionized how businesses approach marketing and advertising. The days when companies just used conventional marketing strategies like print, radio, and television are long gone. Organizations today have an unrivalled chance to reach and interact with consumers on a more personal and interactive level because to the exponential rise of social media platforms, search engines, and online marketplaces. Because of the dynamic nature of digital marketing, firms can now more than ever optimize their marketing campaigns thanks to accurate targeting, real-time analytics, and improved client segmentation.

Digital marketing is quickly gaining traction in Nepal as companies realize their potential to raise brand awareness, increase website traffic, provide leads, and increase sales. With a population of over

30 million people, a developing middle class, and a rising number of internet users, Nepal offers enterprises a favourable environment to enter the digital market. However, Nepal's distinctive socio-economic, cultural, and infrastructure features present particular difficulties that must be recognized and resolved in order to successfully adopt digital marketing.

The goal of this thesis is to investigate the state of digital marketing in Nepal today by looking at the tactics, movements, and consumer habits that influence the market. This thesis aims to offer useful insights and suggestions for companies looking to maximize their digital marketing efforts in Nepal by examining the adoption and utilization of digital platforms, evaluating the efficacy of various digital marketing techniques, and studying consumer attitudes and preferences.

A thorough research strategy will be used to accomplish these goals, integrating quantitative and qualitative techniques. To collect quantitative data on digital marketing tactics, platform usage, and consumer behaviour, surveys and questionnaires will be issued to businesses and consumers. To further understand the opportunities and difficulties present in the Nepalese digital marketing landscape, in-depth interviews and focus groups will also be held with business leaders, marketers, and consumers.

For companies operating in Nepal as well as for marketers, company owners, and governments looking to leverage the power of digital marketing to spur economic growth and close the digital gap, the study's findings have enormous promise. This research attempts to give specialized tactics and recommendations to optimize digital marketing efforts in this setting by recognizing the particular problems faced by firms in Nepal, such as insufficient internet infrastructure, linguistic variety, and cultural sensitivity.

In general, this research aims to illuminate the revolutionary potential of digital marketing in Nepal in 2023. It will cover things like the development of social media, the emergence of the internet, and how COVID-19 has affected digital marketing in Nepal. Businesses, marketers, and decision-makers will find it helpful for navigating the digital landscape and maximizing its potential for growth and success.

2 OBJECTIVES OF THE STUDY

The main purpose of this research study is to analyse the impact of digital marketing in the traditional market of Nepal. The thesis will focus on the study of business ways and their behaviour before and after the digital marketing. The major objectives are stated as follows:

1. To analyse the current state of digital marketing in Nepali business and consumers.
2. To find out the impact of digital marketing on the business and consumers of Nepal.
3. To evaluate the changing trend of business operation after usage of digital marketing.
4. To analyse consumer behaviour and perception towards digital marketing in Nepal.
5. To propose strategies for effective digital marketing in Nepal.

2.1 Research Methodology

The Research methodologies uses the strategies like research design, data selection, Questionnaire and interviews, data analysis. Data interpretation, etc.as part of the research technique to finish the thesis which are explained as follows:

1. **Research Design:** The use of research design has been done in the investigation. The research design uses quantitative, qualitative, or mixed methodologies. The elements like the re-search questions, the objectives, the accessibility of the data, and the viability have been closely observed.
2. **Data Selection:** For the data gathering techniques that will yield accurate information both primary data (surveys, interviews, and observations) and secondary data (previous reports, publications, and industry statistics) has been included in the thesis.
3. **Questionnaire and interview:** For surveys or interviews, a structured questionnaire was formed to make sure the questions will help to achieve the research goals and will collect the essential data from participants.
4. **Data Analysis:** The collected data needed analysis and the thesis uses various data analysis approaches. For the quantitative data, analysis, correlation analysis, or descriptive statistics was done and excel was used to manage them. For the qualitative data.
5. **Data Interpretation:** The data have been gathered, based on the study objectives The tables and charts has been used to support the analysis and concisely present the results.

6. **Conclusions:** The consequences of thesis findings and the relatable factors to the existing knowledge on digital marketing is in the discussion and conclusion. By identifying study flaws the suggestions have been made for additional research areas.
7. **Recommendation:** On the basis of your research's findings, some helpful advice has been offered. These suggestions may relate to agencies, enterprises in Nepal, or other parties with an interest in digital marketing.

2.2 Research Design

A mixed-methods strategy integrating quantitative and qualitative research methods is used in the research design for a thesis on digital marketing in Nepal. This structure enables a thorough investigation of the subject and a deeper comprehension of the Nepalese context. The research design starts with clearly stated objectives and research questions that focus on particular facets of Nepal's digital marketing. To create a theoretical foundation, a literature review is carried out.

In Nepal, information about digital marketing tactics, analytics, and results is gathered quantitatively through techniques like surveys and questionnaires. Focus groups and other qualitative research techniques offer in-depth insights into consumer perceptions, attitudes, and behaviours. Following an appropriate quantitative and qualitative analysis of the data acquired, the results are then interpreted, discussed, and connected to the theoretical underpinnings and study goals. By triangulating data from many sources and viewpoints, the research approach finally attempts to provide a comprehensive picture of digital marketing in Nepal.

2.2.1 Data Collection

The data collection for writing a thesis on digital marketing in Nepal can be described in following procedures:

A thorough strategy combining quantitative and qualitative methodologies is used for data collection. To acquire information on digital marketing techniques, metrics, and results, quantitative data will be gathered through structured surveys or questionnaires sent to businesses and customers in Nepal. The surveys will be done in-person or online with participant consent, assuring privacy. However, in-depth

interviews or focus groups with customers, business owners, or marketing experts will be used to gather qualitative data, allowing for a closer examination of their beliefs, attitudes, and behaviours in relation to digital marketing.

A thorough review of both quantitative and qualitative data will be done as part of the data analysis. Utilizing statistical methods to assess the survey or questionnaire results received from companies and customers is what quantitative data analysis entails. The numerical data will be analysed using descriptive statistics, correlation analysis, regression analysis, or other applicable techniques to glean insights and spot trends or linkages. Contrarily, a qualitative data analysis will entail a thorough review of the interview or focus group transcripts. A thorough knowledge of the impact of digital marketing in the Nepalese environment will be possible thanks to the integration of quantitative and qualitative findings. Priority will be given during the data analysis process to the accurate interpretation and contextualization of the results, linking them to the study's goals and the body of earlier research in the area.

3 LITERATURE REVIEW

The use of digital marketing as a tool for firms to connect with their target market has significantly increased throughout the world. This evaluation of the study intends to investigate the effects of digital marketing in Nepal. This study will assess the various parts of digital marketing and its impact on businesses, customers, and the general economy in Nepal by looking at existing research, polls, and expert comments along with the challenges and downfalls.

In Nepal, digital marketing has had a huge influence on consumer involvement and behaviour. Digital platforms are rapidly being used by consumers to make decisions about purchases, research products, and interact with brands. The attitudes, tastes, and purchasing behaviours of consumers are significantly influenced by digital marketing channels like social media advertising, content marketing, and online reviews. Additionally, digital marketing has made it possible for companies to customize their marketing messages and give customers individualized experiences. To preserve customer confidence and trust, it is necessary to solve issues with consumer privacy, data security, and the veracity of online content.

3.1 Prospect of Digital Marketing in Nepal

The use of smartphones and the penetration of the internet are both rising quickly in Nepal. Businesses have a huge opportunity to use digital marketing channels to reach a wider audience as more individuals acquire access to the Internet. For business owners, start-ups, and well-established organizations, this trend creates new potential for successful product and service promotion. The young people of Nepal are using digital platforms and logging plenty of time on the internet. Due to the ability of organizations to interact with their target audience through social media marketing, content production, influencer partnerships, and search engine optimization, this demographic change favours digital marketing initiatives.

The case study of Daraz (Leading E-commerce Company of Nepal) mentions that Digital Marketing has been one of the crucial factor for the growth of the Nepal's leading E-commerce store where the consumer looks into product and decides to buy them digitally (Pathak 2020, 6-8). The case is similar

with other companies like Sastodeal, Hamrobazaar, etc. Even the huge corporates like Ncell, CG, and World link depend upon digital marketing to connect with their audience.

There are multiple forms and ways to conduct digital marketing for a business. Some of them are Social Media Marketing, E-mail Marketing, Paid Advertisements, Content Marketing, Search Engine Optimization (SEO), and Digital Campaigns. (Karki 2020, 06). Among all, Social Media Marketing is the most used and effective form of digital marketing in Nepal which involves promotion and selling of Product/Service in Social Medias like Facebook, Instagram, and TikTok. While the advertisement, campaigns and content marketing is also used, the social media has that simplicity to connect and promote the business in easiest way.

The COVID-19 epidemic has pushed digital technology adoption in Nepal's diverse industries. Digital marketing is more important for retaining brand recognition, generating leads, and boosting online sales as businesses adjust to the new normal. Due to this circumstance, there is now a greater need for qualified digital marketing specialists who can successfully navigate the online environment. However, this expansion and improvement in digital marketing are only apparent in Nepal's big towns, such as Kathmandu, Pokhara, Biratnagar, Hetauda, etc., where access to the internet and necessities is straightforward. The majority of Nepal is still not exposed to the advantages of digital marketing because of the digital divide.

3.2 Impact of Digital Marketing in Nepal

Digital marketing has fundamentally changed how businesses run in Nepal, having a big impact on their expansion and success. Businesses have adopted digital marketing methods to reach a wider audience and build a strong online presence as a result of the extensive usage of the internet and growing digital connection. Businesses in Nepal's diverse industries have seen a rise in revenue, higher consumer interaction, and brand visibility as a result of this change.

Big brands have started to use digital marketing tools in Nepal, for example, Morgan Auto Works (MAW) has been using Facebook for the social media marketing for brands like Yamaha, Skoda, JCB, and Jeep. Digital marketers in Nepal also have started to use influencer marketing (using high profile people, celebrities). It has helped to build brand awareness among consumers (Karki 2020, 17).

TABLE 1: Reach of digital marketing in Nepal

Social Media	2018	2019	2020	2021	2022
Facebook (Meta)	42000	48000	52000	56000	58000
Instagram	8000	10000	12000	13000	16000
Tiktok	15000	36000	52000	51000	50000
LinkedIn	8000	9000	11000	12000	15000

The table above shows the impact/reach of Digital Marketing of the Businesses of Nepal with four of the major social media used in Nepal which are Facebook, Instagram, TikTok, and LinkedIn. The table shows the current situation and also the growth up to 2022. In 2022, the digital marketing is impacting around 58,000 individuals from the social media in Nepal mainly Facebook.

In conclusion, digital marketing has significantly changed Nepal's commercial environment. It has changed how companies interact with customers, broadening their reach and enhancing the efficiency of their marketing. Businesses in Nepal may take advantage of new opportunities, improve consumer interaction, and experience sustainable growth by implementing digital marketing tactics.

3.3 Consumer Behaviour and Engagement

Digital marketing must include both consumer behaviour and engagement. For marketers to develop successful strategies, they must have a thorough understanding of consumer behaviour and interactions on digital platforms. Digital consumer behaviour is influenced by a variety of variables, including individual preferences, social norms, and psychological drivers. Marketers can adapt their efforts in digital marketing by evaluating these elements to acquire useful insights into customer decision-making processes. This knowledge enables marketers to design consumer-resonant advertisements that are targeted, hence raising engagement and boosting conversion rates.

Digital marketing is still a fairly new concept, specifically for companies located in developing economies that have scarce resources, lack of infrastructure and fierce competition and thus cannot afford to make inappropriate investments. There is also a need for a much better understanding of the issues of E-marketing organizations including its benefits for such entities; and why these tools may be used to carry out advertising campaigns and operations in a much more effective and efficient way than depends on outmoded marketing practices (Shrestha 2019, 168).

Marketers can interact with consumers using a variety of digital marketing techniques and channels. Among the options are social media marketing, email marketing, content marketing, and search engine optimization. Through the use of these channels, marketers may reach out to customers directly and offer them individualized content and experiences. Marketers can develop pertinent and interesting ads that appeal to particular consumer tastes and behaviours by utilizing consumer insights and data. This degree of customization improves customer engagement and strengthens the bond between the customer and the brand.

Marketers may effectively engage with their target audience in the digital environment by comprehending consumer behaviour, utilizing digital marketing channels, and utilizing mobile marketing methods. Marketers can captivate consumer attention, cultivate brand loyalty, and ultimately fuel business success in the always changing world of digital marketing by offering targeted information, utilizing social media platforms, and developing interactive experiences.

3.4 Challenges and Opportunities of Digital Marketing

For marketers, digital marketing offers both opportunities and challenges in the highly competitive environment of today. The constant evolution of digital platforms and technologies is one of the major difficulties. Marketers must keep up with the most recent developments in technology in order to adjust their strategy. It might be difficult to keep up with new platforms, algorithms, and consumer preferences. But this changing climate also offers chances for creativity and expanding one's audience (Karki 2020, 14). Marketers can acquire a competitive edge and take advantage of opportunities offered by digital marketing by embracing new technology and platforms.

Digital marketing has several advantages over traditional marketing, which makes running any business, big or small, simple, cost-effective, and convenient (Sherman 2022). Digital marketing helps businesses to communicate with their customers from the very first stage of the buying process. It creates an instant two-way communication and feedback loop between both the buyer and businesses. It allows businesses to have more control over the medium of advertisement in comparison to traditional means of advertisement. A business doesn't have to rely on multiple vendors to execute its marketing campaigns.

Digital marketing is a double-edged sword. While there are so many advantages, there are a few limitations. The certain disadvantages such as copyright, internet penetration, virtual experience, lack of trust, high dependence on technology are real and they may pose limit on the marketing method (Dole 2020, 224). A dilemma with digital marketing is the privacy and security issues it raises. Consumers are being less willing to share their personal information as data privacy concerns gain greater attention. Digital marketing success depends on creating a solid rapport with customers and earning their trust. On the other hand, this difficulty also offers a chance for marketers to set themselves apart by implementing moral and responsible behaviour. Marketing professionals can increase audience trust and establish long-lasting relationships and loyalty by placing a high priority on data protection and security.

4 DATA ANALYSIS AND DISCUSSION

For the data I have relied upon both the primary and secondary sources. The primary source includes respondents Mr. Bikesh Lama (Digital Marketing Company Owner, Upandacross, Kathmandu), Ms. Vidushi Rana (Marketing Director and Branding, Goldstar), and Professor Arjun Adhikari (Principal, Harvard International School, Kathmandu). The secondary sources includes the articles, thesis papers of previous graduates, research data, etc.

After collection of responses from multiple participants, the findings and inferences can be discussed as follows:

4.1 Emergence of Digital Marketing in Nepal

The rise of digital marketing in Nepal signifies a huge paradigm shift in the marketing landscape of the country. The concept gained traction in the early 2000s, as internet usage and technology accessibility increased in Nepal. The increased availability of personal computers, mobile devices, and internet connectivity, particularly in urban areas, has accelerated this change. As firms realized the potential of internet channels for marketing and communication, a new type of digital marketing emerged. This revolutionary process triggered a rethinking of traditional marketing methods in favour of more dynamic and focused digital approaches in Nepal's business sector.

Interviewee Bikesh Lama, owner of Digital Marketing Company shares that since the time of his college, Digital Marketing was an industry with huge potential and market. He got interested in the potential and worked to establish Digital Marketing Company. He was introduced to Digital marketing through his course in college and then he self-studied more on the subject through internet to grow his business.

Another Interviewee, Marketing and Branding Director of Popular Shoes company Goldstar, Ms. Vidushi Rana learned about digital marketing from European businesses during her studies abroad. The company was established in 1990 and have been using all forms of advertisement from newspapers, radio, posters, hoarding boards, Television, etc. from its establishment. With appointment of Ms Vidushi in the branding and marketing position, the company started exploring the internet through website, social media, and posts. Today, their major advertisements happen through their own social media handles and even the sales are handled by the vendors through online and physical stores.

Finally, on the concept of Digital Marketing, Mr Arjun Adhikari feels the compelling need of every organization, business and individual to learn about the digital marketing. As a principal of the school, he used to advertise his school through the posters, hoarding boards and newspapers but with the internet, the school now has its own social media page for the instant updates, advertisements, hiring people and information flow to the audience.

4.2 Potential Growth of Digital Marketing

The story of digital marketing's potential in Nepal is one of opportunity and growth. The nation is ripe for a digital revolution in marketing tactics, with a young, tech-savvy population and a continually rising internet penetration rate. The internet penetration rate in Nepal increased dramatically from 18.13% in 2011 to 58.39% in 2020 (Kemp. S, 2023). Businesses may take advantage of this growing digital landscape by leveraging social media, e-commerce, and online platforms to reach a wider audience and increase brand awareness. Furthermore, the emergence of regional training facilities and digital marketing agencies points to a developing eco-system that is supplying people and companies with the skills they need.

The potential of digital marketing is further highlighted by the rising start up culture and wave of entrepreneurship that Nepal is witnessing. Digital marketing methods are being utilized by start-ups, especially those in the technology and e-commerce industries, to develop and expand their online presence. Success stories like Daraz, the top e-commerce platform in Nepal, serve as examples of this. It has shown how digital marketing can be used to increase client acquisition and revenue development in the Nepali market. As businesses continue to realize and exploit the revolutionary potential of online marketing channels, digital marketing in Nepal has a bright future thanks to the convergence of innovation, accessibility, and a youthful, digitally-connected population.

Mr. Lama, feels the strong growth and prospect of Digital marketing in Nepal and would like to take his company forward in the same journey. With the help of the immense power of the social media, He believes the path of the digital marketing and branding only goes up. All the organizations either for the business or non-profit purpose needs advertisements and mass communication. Interestingly, the individuals are also using the platform to grow and advertise themselves so the market can only grow and keep on growing.

Ms. Vidushi feels positive about the growth of her company with growing field of Digital marketing. With all the population coming up into the internet and consuming contents from Social media, she has seen the massive growth and engagement from the social media handles of the company. She is excited and amused with the Platform Tiktok and the sales generated by the platform on their shoes as well.

Mr. Adhikari as an educator and someone responsible for his school “Harvard International” expresses the need of digital marketing and internet to communicate the institution philosophy, and activities to the audience. Also, digital marketing is being used to attract and inform the parents, new students and any concerned individuals of the school. He claims that the use of digital marketing will only grow to attract more students and properly connect to the people.

4.3 Opportunities created by Digital Marketing in Nepal

The rise of digital marketing in Nepal has brought with it a variety of options for businesses, completely changing the way they interact with their target market. Businesses may now access a bigger and more diversified audience than ever before because to the dynamic nature of online platforms. According to data, 51.6% of people have internet connection in 2023, meaning that digital marketing campaigns have a large potential audience (Datareportal, 2023). This makes it possible for companies of all sizes and sectors to use digital channels like email marketing, social media, and search engines to build a strong online presence and engage with potential clients worldwide.

Moreover, digital marketing provides Nepali firms of all sizes and budgets with an even playing field. Start-ups and small businesses can compete with bigger, more established organizations by implementing affordable digital strategies. Digital marketing strategies' scalability and adaptability enable targeted campaigns that may be adapted to particular populations, guaranteeing effective cost allocation. By levelling the playing field and enabling local enterprises to compete both domestically and internationally, the democratization of marketing tools has the potential to catapult Nepal's economy into a new era of global competitiveness.

The digital marketing has opened up some amazing potentials and possibilities that we weren't able to imagine before and the potential is just exciting from here onwards. Ms. Vidushi feels that the digital marketing has brought in some immense opportunities and it's now so much easier, faster, safer, and

effective to advertise, relay messages and connect with the customers with the help of digital marketing. On top of all, feedback can be taken in real time to improve the business and quality of their products in customer's preferences.

Mr. Adhikari also feels that the opportunities brought by the digital marketing is indeed massive. The interaction, connection and communication with the parents, students and staffs has certainly gotten faster, and cheaper. The growth of the institution has also grown massively with the engagement of audience in social media.

4.4 Nepal's Government's involvement in Digital Marketing

The Nepali government has become a key player in determining how digital marketing develops in the nation. The government of Nepal has shown effort in building a strong digital ecosystem with a number of significant policy measures. By giving priority to infrastructural development, capacity building, and the creation of legal frameworks that support the growth of digital industries, the National Information Technology Policy of 2000 laid a critical foundation for the development of the IT sector, including digital marketing (Government of Nepal 2000). Businesses were able to tap into the vast internet audience by exploring and investing in digital marketing methods thanks to this forward-thinking strategy.

Furthermore, the government's commitment to using information and communication technology to spur economic growth was further demonstrated by the 2015 Nepal ICT Strategy, which was a major turning point. The strategy identified e-commerce, digital education, and cybersecurity as important areas for digital transformation, realizing the potential of digital marketing to boost the competitiveness of Nepali firms (Government of Nepal, 2000). This proactive stance not only promoted the development of digital infrastructure but also made it clear to companies that integrating digital marketing into their growth strategy was crucial.

Businesses now operate in a stable regulatory environment thanks to the government's involvement in developing and enforcing regulations pertaining to data protection and e-commerce. The government has fostered a secure and dependable online environment by instituting clear norms for online transactions and protecting data privacy, which has inspired confidence among businesses and customers alike. The knowledge that their online presence is backed by strong legal protections has been a key factor in encouraging businesses to invest in digital marketing platforms.

5 CONCLUSION AND RECOMMENDATION

After discussing the primary responses and secondary data of the study, I have reached several conclusions. The findings leading to them are discussed in the paragraphs to follow:

Firstly, it was found that the digital marketing has had a massive impact in business, organizations, and individuals. The digital marketing has completely changed the industry of advertisements and way that businesses connect with their customers. The introduction of digital marketing has made the advertisements cheaper, faster, reliable, and fun. From the monopolized and controlled market of information flow, the market has shifted to decentralized and democratized system.

Digital marketing's democratizing impact has given companies of all sizes, from start-ups to well-established corporations, more influence. Digital marketing technologies, with their accessibility and cost, have made it possible for enterprises with little resources to participate on an even playing field. As a result, there is now a culture of innovation and entrepreneurship, with start-ups using digital platforms to break into new markets and upend established businesses. Success stories like Sasto Deal and Daraz serve as a symbol of how companies in Nepal have used digital marketing to their advantage in order to not only survive but also grow in a market that is changing quickly.

It is evident that this trend is set up for future expansion and innovation as companies in Nepal continue to realize how important digital marketing is to their operations. The government's initiative in enacting laws pertaining to data security, e-commerce, and technological infrastructure has made it possible for digital marketing to thrive. Looking ahead, digital marketing in Nepal has unquestionably high future potential, providing companies with the platforms and resources they require to achieve new heights of success in the international market.

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Interview Questionnaire

Dear Respondent, this questionnaire is prepared and shared to you to study the Impact of Digital Marketing in Nepal. The data collected are solely for academic purpose and your personal details are kept at minimum and will not be shared for any other purposes than for this study.

I humbly request you to answer honestly and as concisely as possible. I am thanking you in advance.

Section 1: Business Profile

Name of Business:

Industry/Niche:

Years in Operation:

Section 2: Introduction to Digital Marketing

How you were first introduced to digital marketing for your business?

When did you first consider integrating digital marketing into your business strategy?

What were the initial motivations or factors that prompted you to explore digital marketing?

Can you recall any specific challenges or barriers you encountered when transitioning to digital marketing?

Section 3: Adoption of Digital Marketing Channels

Which digital marketing channels (e.g., website, social media, email marketing) did you initially focus on?

How did you perceive the effectiveness of these channels in reaching your target audience?

Were there any particular platforms or technologies that yielded notable results for your business?

Section 4: Impact on Business Growth

Have you observed any discernible impact on your business's reach, customer acquisition, or revenue generation since incorporating digital marketing strategies?

Can you provide specific examples of successful digital marketing campaigns or initiatives that have contributed to business growth?

Section 5: Challenges and Future Outlook

What challenges or obstacles have you faced in maintaining a robust digital marketing presence for your business in Nepal?

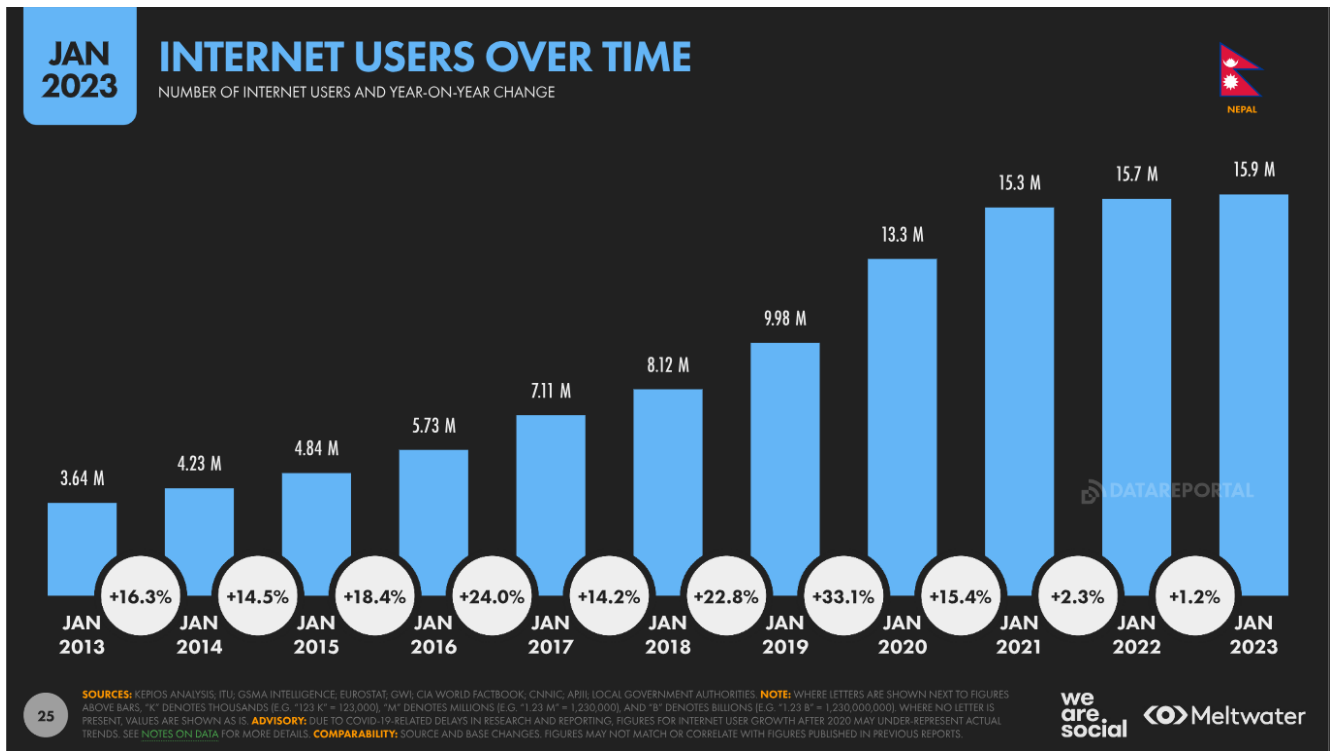
How do you envision the role of digital marketing evolving in Nepal's business landscape in the coming years?

Section 6: Additional Comments

Is there any additional information or insights you would like to share regarding your experience with digital marketing in Nepal?

Internet users in Nepal

Source: <https://datareportal.com/reports/digital-2023-global-overview-report>



Source: <https://datareportal.com/reports/digital-2023-global-overview-report>

