THE ROLE OF DIGITAL MARKETING IN PROMOTING LOCAL BUSINESS

By

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A Project Work report submitted to Pokhara University in partial fulfillment of the requirements for the degree of

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DECLARATION

I hereby declare that the project work report entitled of **"THE ROLE OF DIGITAL MARKETING IN PROMOTING LOCAL BUSINESS."** submitted in partial fulfilment for the degree of Bachelor in Business Administration (BBA) is my original work and the Project Work Report has not formed the basis for the award of any degree, diploma, fellowship or other similar titles.

Rachana Ale

July 2025

CERTIFICATE

This is to certify that the project work entitled "**THE ROLE OF DIGITAL MARKETING IN PROMOTING LOCAL BUSINESS**" submitted by Rachana Ale for the partial fulfillment of the requirement of BBA embodies Bonafide work done by him under my supervision.

.....

Signature of the Supervisor

Mr. Prakash Regmi

Date: July 2025

.....

Signature of the Project Head

External

Date: July 2025

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I would like to express my heartfelt gratitude to everyone who contributed to the successful completion of this report on the analysis of "The Role of Digital Marketing in Promoting local business."

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TABLE OF CONTENTS

Topic	Page No.
Declaration	i
certificate	ii
Acknowledgement	iii
Table contents	iv
Table of figure	vi
List of tables	viii
Executive Summary	x
CHAPTER 1: INTRODUCTION	
1.1. Background of the study	1
1.2. Statement of the Problem	2
1.3. Research Questions	2
1.4. Research Objectives	3
1.5. Significance of the study	3
1.6. Organization of the study	3
1.7. Limitations of the study	4
CHAPTER 2: LITERATURE REVIEW	
2.1. Literature Review	5
2.2. Theoretical Framework	8
CHAPTER 3: RESEARCH METHODOLOGY	
3.1. Research Approach	11

3.2. Research Design 11

3.3. Population and Sample 11

3.4. Data Collection Method 11

3.5. Data Analysis Techniques 12

3.6. Ethical Consideration 12

CHAPTER 4: DATA PRESENTATION AND ANALYSIS

4.1. Respondents profile 13

4.2. Respondents Use of Digital Marketing Tools 21

4.3. Mediating Variables Influencing Business Performance 27

4.4. Impact of Digital Marketing on Business 32

4.5. Open-Ended Responses 38

4.6. Major Findings 41

CHAPTER 5: SUMMARY AND CONCLUSIONS

5.1. Summary 43

5.2. Conclusions 44

SUGGESTIONS 46

REFERENCE 48

APPENDIX 50

TABLE OF FIGURE

Figure	Title	Page No.
2.2	Theoretical Framework	8
4.1	Age of the Respondents	14
4.2	Gender of the Respondents	15
4.3	Educational status of the Respondents	16
4.4	Respondents position in the business	17
4.5	Respondents type of business	18
4.6	Respondents' business in the operation	19
4.7	Respondents Use of Digital Marketing	20
4.8	Frequency of Use of Social Media Marketing	21
4.9	Frequency of Use of Search Engine Optimization	22
4.10	Frequency of Use of Email Marketing	24
4.11	Frequency of Use of Content Marketing	25
4.12	Frequency of Use of Influencer Marketing	26
4.13	Frequency of Use of Paid Online Ads	27
4.14	Impact of Digital Marketing on Brand Visibility	28
4.15	Customer Engagement via Digital Marketing	29
4.16	Increase in Online Feedback and Inquiries	30
4.17	Expansion of Business Reach via Digital Platforms	31
4.18	Personalization of Content and Offers Using Customer Data	32
4.19	Increase in Sales Due to Digital Marketing	33

4.20 Attraction of New Customers Through Online Platforms 34

4.21 Increased Loyal Customer Base via Digital Platforms 35

4.22 Improvement in Brand Image Through Digital Channels 36

4.23 Competitive Edge Achieved Through Digital Marketing 37

4.24 Digital Marketing as a Driver of Future Business Growth 38

LIST OF TABLES

TABLE OF FIGURE

TABLE	Title	Page No.
4.1	Age of the Respondents	14
4.2	Gender of the Respondents	15
4.3	Educational status of the Respondents	16
4.4	Respondents position in the business	17
4.5	Respondents type of business	18
4.6	Respondents' business in the operation	19
4.7	Respondents Use of Digital Marketing	20
4.8	Frequency of Use of Social Media Marketing	21
4.9	Frequency of Use of Search Engine Optimization	22
4.10	Frequency of Use of Email Marketing	24
4.11	Frequency of Use of Content Marketing	25
4.12	Frequency of Use of Influencer Marketing	26
4.13	Frequency of Use of Paid Online Ads	27
4.14	Impact of Digital Marketing on Brand Visibility	28
4.15	Customer Engagement via Digital Marketing	29
4.16	Increase in Online Feedback and Inquiries	30
4.17	Expansion of Business Reach via Digital Platforms	31
4.18	Personalization of Content and Offers Using Customer Data	32
4.19	Increase in Sales Due to Digital Marketing	33

4.20 Attraction of New Customers Through Online Platforms 34

4.21 Increased Loyal Customer Base via Digital Platforms 35

4.22 Improvement in Brand Image Through Digital Channels 36

4.23 Competitive Edge Achieved Through Digital Marketing 37

4.24 Digital Marketing as a Driver of Future Business Growth 38

EXECUTIVE SUMMARY

Digital marketing is the use of digital channels, technologies, and platforms to promote and advertise products, services, or brands to a targeted audience. It involves online based marketing efforts that utilize the internet and electronic devices such as computers, smartphones, and tablets. This study illustrates the significant role of digital marketing plays in local business to get more customers, brand reputation and benefits.

The data for this research were gathered through a structed questionnaire distributed to 101 individuals from Pokhara Valley. This research explores how digital marketing tools influence the growth and success of local businesses. The study investigates the usage, benefits, and challenges of digital marketing methods such as social media marketing, SEO, content marketing, email marketing, and influencer marketing, among small and medium local enterprises.

Primary data are collected through surveys and questionnaires targeting business owners, managers, marketing staff and others. The result shows that the majority of respondents actively use the digital marketing. Key benefits reported include business growth, better customer engagement, and wider market reach.

Many businesses face difficulties due to lack of digital skills, time, budget, and trust issues caused by online scams and cyber threats. Despite the challenges, the findings reveal a positive attitude toward digital marketing. The study concludes that digital marketing is a powerful tool for promoting local businesses, provided they receive proper training, guidance, and access to affordable resources.

CHAPTER I-INTRODUCTION

1.1 Background of the Study

In today's world, the internet plays an important role in how people find and choose products or services. One of them is digital marketing. Digital marketing is a way of doing business through websites, social media, and emails to attract more customers. This change in customer behavior has created new opportunities for businesses, especially local ones, to connect with their target audience.

Local businesses are very important for the growth of a community. They provide jobs, support the local economy, and offer products and services to nearby people. In the past, these businesses mostly used word of mouth, posters, and newspaper ads to attract customers. However, they often face challenges to reach wider audience due to shortage of resources and limited budgets.

Digital marketing has become an important tool for local businesses to reach more customers and keep the existing ones. It includes using social media, websites, online ads, emails. These tools are often cheaper and more effective than traditional marketing

This research focus on the residents of Pokhara Valley, where the increasing use of digital marketing has brought both opportunities and challenges. Understanding the digital marketing techniques in the people of this region to know how they used and utilized the resources.

Research has constantly demonstrated that digital marketing plays an important role in promoting local business. Asi (2022) demonstrated that local content on social media platforms could significantly increase sales for small and medium enterprises, suggesting that digital marketing can enhance visibility and consumer engagement for local businesses. This finding aligns with the broader narrative that digital tools provide local businesses with powerful means to reach and connect with their target audiences. Similarly, Chang (2016) explored the role of digital marketing in fostering consumer participation and building brand values for local business. Chang's study highlighted that digital platforms allow for more interactive and personalized marketing approaches, enabling local businesses to create stronger brand identities and deeper customer connections. Robles (2014) focused on how digital

technologies can help small businesses to grow and improve. Robles emphasized that digital marketing has the power to bring new life to local businesses by attracting more customers and keeping them loyal. The study highlighted the ability of digital marketing to provide local businesses with new avenues for growth, mainly through online advertising and engagement of social media.

This project aims to explore how digital marketing helps local business to grow, attract more customers, the tools and techniques they use, and the benefits and challenges they experience. It also highlights real life example of how digital marketing has helped small businesses to succeed in a competitive market

1.2 Statement of the Problem

This chapter of the research highlights the difficulties of using digital marketing in their businesses. Local businesses today are under pressure to grow and stay competitive, but traditional marketing methods are no longer enough. Digital marketing offers a low-cost and effective way to reach more customers, build brand awareness, and increase sales. However, many local businesses struggle to use digital tools properly due to a lack of knowledge, resources, or support. As a result, the full potential of digital marketing is often not realized. This study aims to explore how digital marketing is being used by local businesses, what benefits it provides, and what challenges they face in its adoption.

1.3. Research Question

- How do local businesses use digital marketing tools such as social media, SEO, email marketing, and content marketing?
- What are the main benefits local businesses gain from using digital marketing?
- What challenges do local businesses face when adopting and using digital marketing strategies?
- How does digital marketing affect customer engagement, brand visibility, and sales performance?

1.4. Research Objectives

- To identify the digital marketing tools commonly used by local businesses.
- To examine the benefits local businesses, receive from using digital marketing.
- To explore the challenges faced by local businesses in implementing digital marketing strategies.
- To analyze the impact of digital marketing on customer engagement, brand image, and sales.

1.5. Significance of the Study

This study is important because it helps local businesses understand how digital marketing can grow their customer base, improve brand visibility, and boost sales. It also identifies the challenges they face while using digital tools. The findings can benefit local entrepreneurs, marketing professionals, students, and policymakers by offering useful insights and practical recommendations for supporting small business growth through digital strategies.

1.6. Organization of the Study

The whole report has been divided into five parts: Introduction, Literature Review, Research Methodology, Data Presentation and Analysis and Summary and Conclusion.

- Introduction

The first chapter of this report includes Background, Research Objectives, Research Questions, Significant and Limitations of the study.

- Literature Review

The second chapter of this report includes Reviews related studies, Theoretical Framework, and Research gap. Review of related studies briefs about the similar research that have been carried out previously.

- Research Methodology

The third chapter of this report includes the Research Methodology employed to conduct the study and techniques used in data analysis, The Research Design, Data Collection processing and analysis procedures are mentioned in this section.

- Data Presentation and Analysis

The fourth chapter of this report includes with Data Presentation of primary data using different appropriate graphs and tables as well as analyze them with those data using statistical tools.

- Summary and Conclusion

The fifth chapter of this report includes brief explanation of the whole report. Conclusions are drawn from the major findings of the study and finally, the required recommendations are provided for further improvements.

1.7 Limitations of the study

- Limited Sample Size: The study was conducted among a limited number of respondents, which may not fully represent the views of all local businesses in the region.
- Geographic Scope: The research focused on a specific area or community. Therefore, the findings may not be generalizable to other regions with different business environments.
- Self-Reported Data: The information collected through questionnaires relies on respondents' honesty and accuracy. There is a possibility of bias or exaggeration in their responses.
- Lack of Long-Term Observation: The study captures a snapshot in time and does not account for long-term effects of digital marketing strategies on business performance.
- Technology Familiarity: Some respondents may have limited understanding of digital marketing tools, which could affect the accuracy of their responses.

CHAPTER II- LITERATURE REVIEW

2.1. Literature Review

Digital marketing has emerged as one of the most important tools for businesses in the 21st century, especially for small and local businesses trying to stay competitive in a fast-changing market. With the increasing use of internet, mobile phones, and social media platforms, the way businesses interact with the customers has drastically changed. As a result, many researchers have increasingly focused on how digital marketing strategies can help promote local businesses.

Robles (2014) emphasized the role of digital technologies in revitalizing small businesses. He argued that digital marketing tools can significantly enhance visibility, drive consumer interest, and build customer loyalty. According to his study, these tools are not only cost effective but also help small businesses to connect with their target audience more personally and efficiently. He believed that digital engagement is now a key factor in determining business success, especially in local markets.

Chaffey and Ellis-Chadwick (2016) provided a detailed overview of digital marketing, social media marketing, email campaigns, search engine optimization (SEO), and pay-per-click (PPC) advertising. Their research indicated that these tools are essential for attracting and engaging modern consumers, many of whom rely on the internet to find products and services. For local businesses, adopting such techniques can significantly improve their outreach and brand awareness without requiring large budgets.

Kotler and Keller (2016) highlighted the importance of customer engagement in digital marketing. Their work showed that digital platforms, especially social media, allow businesses interact directly with customers, gather feedback, and create a sense of community. This interaction is particularly valuable for local businesses that depend on trust and personal relationships with customers.

According to Van Doorn et al. (2020), artificial intelligence (Al) and machine learning are increasingly integrated into digital marketing strategies, enabling more personalized and efficient customer interactions. These technologies allow local businesses to analyze consumer

data and predict customer behavior, enhancing their marketing efforts' effectiveness. Furthermore, Al-powered chatbots and virtual assistants have become valuable assets for local businesses, providing 24/7 customer support and improving customer satisfaction (Huang & Rust, 2021).

The rise of influencer marketing has provided local businesses with a new avenue for reaching their target audiences. Influencer marketing involves collaborating with social media influencers to promote products or services, leveraging their credibility and reach to enhance brand visibility (De Veirman, Cauberghe, & Hudders, 2017). This strategy has proven particularly effective for local businesses looking to build their brand presence within specific communities or niche markets (Lou & Yuan, 2016). Local businesses can increase their brand's authenticity and drive engagement by partnering with influencers who resonate with their target audience.

Content marketing, which involves creating and distributing valuable and relevant content to attract and engage a target audience, has also gained prominence among local businesses. Pulizzi (2012) argues that content marketing helps businesses establish themselves as authorities in their industry, build trust with customers, and drive organic traffic to their websites. The rise of video content and visual storytelling has expanded the scope of content marketing, offering new opportunities for local businesses to engage their audiences through compelling and informative content (Holliman & Rowley, 2014).

De Vries, Gensler, and Leeflang (2017) found that businesses actively engaged in digital marketing strategies, such as social media marketing and online advertising, tend to experience higher sales growth than those relying solely on traditional marketing methods. Targeting specific audiences and measuring marketing campaigns' effectiveness allows local businesses to allocate their marketing budgets more efficiently, resulting in better ROI (Kingsnorth, 2019).

Brand building is another critical area on which digital marketing has a profound impact. Digital marketing strategies like content marketing and social media engagement help local businesses to establish and strengthen their brand identities (Scott, 2020). By consistently delivering valuable and relevant content, businesses can position themselves as authorities in their industry, enhancing their reputation and attracting more customers (Pulizzi, 2012). The

visual and interactive nature of digital platforms also allows businesses to create compelling brand experiences that resonate with their target audiences (Holliman & Rowley, 2014).

Email marketing also supports brand building by providing a direct channel for personalized communication and relationship management. Jain and Jain (2018) highlight that email marketing allows businesses to send tailored customer messages, offering personalized content, promotions, and updates. This targeted approach helps reinforce the brand's value proposition and differentiate it from competitors. Personalized email campaigns that address individual customer preferences and behaviors contribute to a more engaging customer experience, fostering loyalty and encouraging repeat business.

Holliman and Rowley (2014) emphasize the impact of visual storytelling and video content in engaging audiences and creating compelling brand experiences that resonate with customers. By sharing behind-the-scenes content, customer testimonials, and engaging visuals, businesses can connect emotionally with their audience, fostering brand loyalty and advocacy. The interactive nature of social media allows businesses to respond to customer feedback, address concerns, and build a community around their brand, enhancing their overall brand perception.

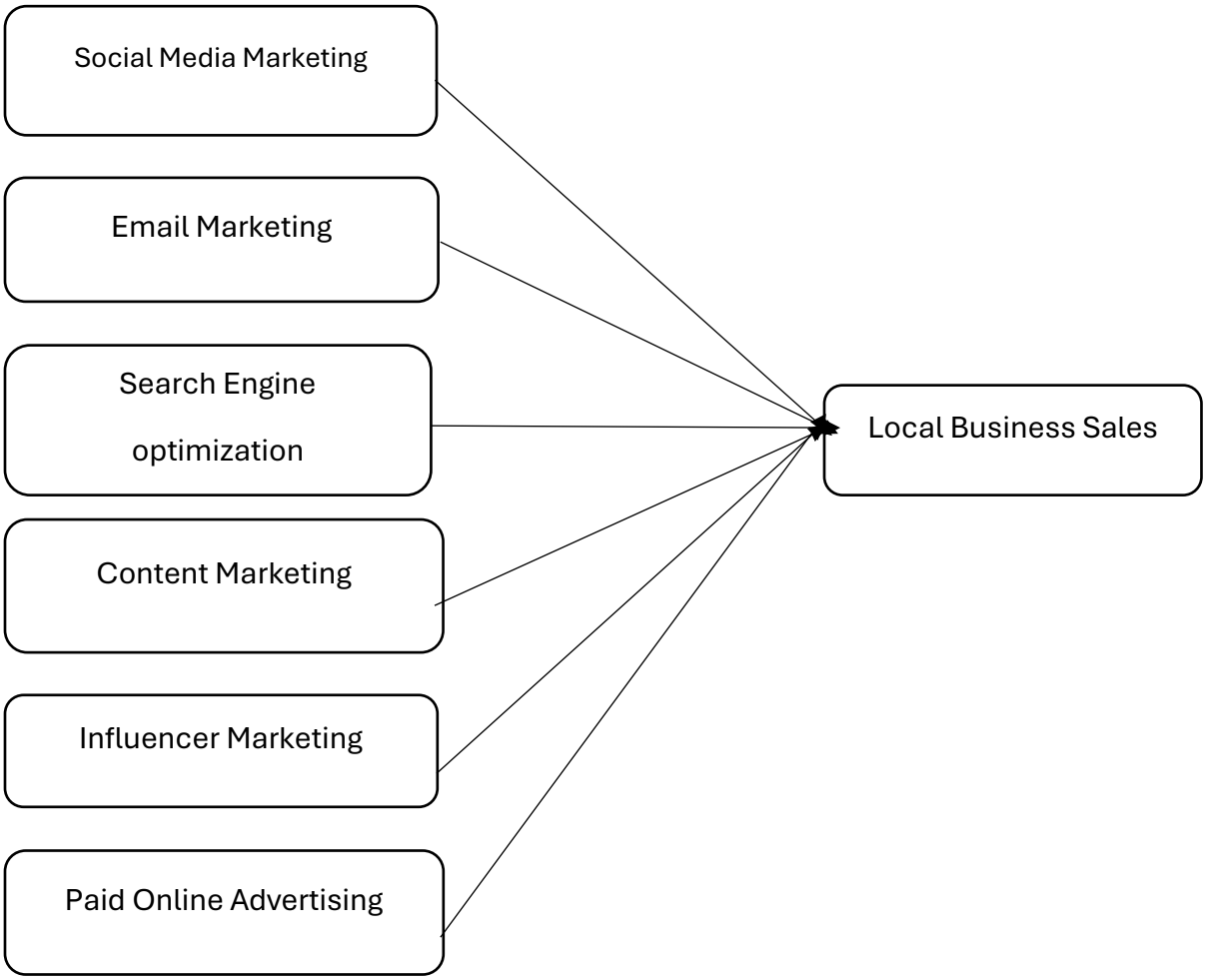
Tiago and Verissimo (2014) conducted a study that found businesses using digital marketing experienced better brand awareness, customer communication, and sales performance. Their research confirmed that digital strategies help local businesses compete more effectively, even against larger companies, by leveling the playing field in terms of marketing reach.

Taiminen and Karjaluoto (2015) studied how small businesses adopt digital marketing and found that while many business owners see the benefits, they often lack the knowledge or resources to fully implement digital strategies. This points to the need for more education and support for local businesses in using digital marketing tools effectively.

2.2 Theoretical Framework

This framework illustrates how various independent variables contribute to shaping the dependent variable:

INDEPENDENT VARIABLE **DEPENDENT VARIABLES**



A. Social Media Marketing

Social media marketing is a popular and cost-effective digital strategy used by local businesses to promote their products and services. By using platforms like Facebook, Instagram, and TikTok, businesses can easily reach customers, share updates, advertise offers, and build brand

loyalty. It also helps businesses connect directly with people in their community, improving visibility and engagement.

B. Email Marketing

Email marketing is a digital marketing strategy where businesses send messages directly to a customer's email inbox. These messages can include promotional offers, newsletters, product updates, or personalized greetings. For local businesses, email marketing is a powerful and low-cost way to stay connected with existing customers and encourage repeat purchases. It allows businesses to send targeted content based on customer interest, purchase history, or behavior. This personalization makes customers feel valued and increases the chances of engagement.

C. Search Engine Marketing (SEO)

Search Engine Optimization (SEO) is the process of improving a business's website, so it appears higher in search engine results (like Google). When people search for products or services, websites with good SEO appear at the top — making it more likely they'll get clicked. For local businesses, SEO helps attract nearby customers who are actively searching for what they offer. This includes using local keywords, having a mobile-friendly website, and listing the business on Google Maps and directories.

D. Content Marketing

Content marketing involves creating and sharing useful, informative, or entertaining content like blogs, videos, images, or tips to attract and engage customers.

Local businesses can use content to show expertise, tell their story, promote products, or share customers experiences. Good content builds trust and keeps people coming back for more.

E. Influencer Marketing

Influencer marketing is a digital marketing strategy where businesses promote their products or services through individuals who have a strong following and influence on social media platforms, such as Instagram, TikTok, YouTube, or Facebook. These influencers often have a

loyal audience that trusts their opinions. By collaborating with influencers — especially local ones — small businesses can reach more potential customers in a relatable and credible way.

F. Paid Online Advertising

Paid online advertising includes ads shown on platforms like Google, Facebook, Instagram, or YouTube. Businesses pay to promote their products directly to a targeted audience. For local businesses, paid ads are useful for promoting discounts, new arrivals, or events quickly and to the right people. These ads can be set based on age, location, interest, and behavior.

G. Sales

Sales refer to the total amount of products or services a business sells over a certain period. For local businesses, increasing sales is one of the most important goals, as it directly affects profit, sustainability, and growth. Digital marketing tools—such as social media, email, content, SEO, influencer, and paid ads—are expected to boost sales by increasing brand visibility, attracting new customers, and encouraging repeat purchases.

CHAPTER III- RESEARCH METHODOLOGY

3.1. Research Approach

This study adopts a quantitative research approach, which is suitable for analyzing numerical data and identifying patterns. The main goal is to understand how digital marketing strategies influence the sales and performance of local businesses. Quantitative methods allow the researcher to gather structured, measurable data and draw objective conclusions based on statistical analysis.

3.2. Research Design

The research follows a descriptive and analytical design.

- Descriptive: To describe the current digital marketing practices used by local businesses.
- Analytical: To examine how these practices impact business outcomes like sales, visibility, and customer engagement.

3.3 Population and Sample

- Population: Local business owners and managers who are aware of or actively using digital marketing tools.
- Sample Size: The sample includes 102 respondents selected from Pokhara, depending on availability and access to participant.
- Sampling Technique: Purposive sampling is used to select participants who have experience with digital marketing, ensuring relevant and informed responses.

3.4 Data Collection Method

Primary data is collected through a structured questionnaire created using Google Forms. The questionnaire includes:

• Demographic questions

• Multiple-choice questions

• Linear scale (Likert scale) items

• Open-ended questions

The form is distributed online through email, social media, and personal contacts.

3.5. Data Analysis Techniques

After the data is collected, it will be analyzed using simple statistical tools such as:

- Frequency and Percentage Distribution: To summarize the responses of various variables.
- Mean and Average Scores: To evaluate the effectiveness and satisfaction levels.
- Charts and Graphs: Such as bar graphs and pie charts, will be used to visually represent the data.

The data will be interpreted to identify which digital marketing tools are most used, most effective, and what challenges are faced by local businesses.

3.6. Ethical Considerations

Ethical guidelines were followed throughout the study to ensure the well-being and privacy of the participants:

- Informed Consent: Participants were fully informed about the purpose of the study before participating in the surveys or interviews.
- Confidentiality: All personal information collected was anonymized to protect participants' identities.
- Voluntary Participation: Participation in both the surveys and interviews was entirely voluntary, and participants had the right to withdraw at any point without consequences.
- Respect and Sensitivity: Survey and interview questions were carefully crafted to ensure they were respectful and non-intrusive.

CHAPTER IV-DATA PRESENTATION AND ANALYSIS

This section presents and analyzes the data collected through a structured questionnaire distributed to local business owners and managers. The objective is to assess how different digital marketing strategies influence the sales performance of local businesses. The data is presented using tables, percentages, and charts, followed by analysis and interpretation.

4.1. Respondents Profile

The participants in this study are social media users from Pokhara Valley. Respondents were selected to provide the necessary data for the research. The respondent profile includes information such as age, gender, education level, types of business, position in the business, and years in the business operations.

4.1.1 What is the respondents' age group?

The age factor plays a vital role in the role of digital marketing in promoting local business. The respondents in this study are classified into different age groups as follows:

Table 4.1 Age of the respondents

Age Group	No of Respondent	Percentage
Below 20	13	12.9%
21-30	39	38.6%
31-40	35	34.7%
41-50	13	12.9%
Above 50	1	0.9%
Total	101	100%

Figure 4.1. Age of the respondents

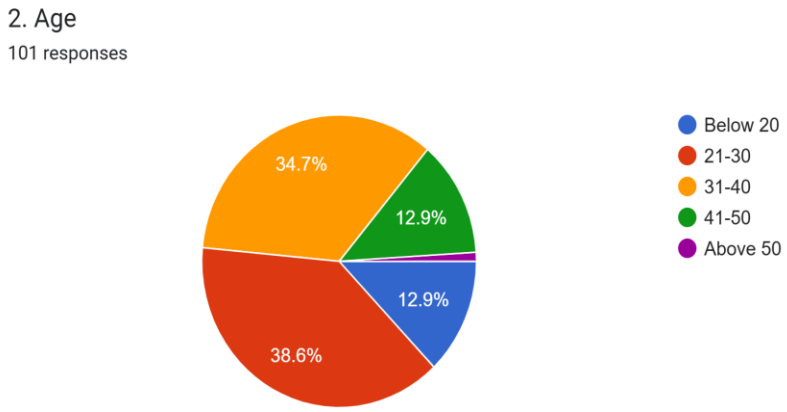


Figure 4.1., presents the classification of respondents based on their age group. The majority of respondents (38.6%) are in the 21–30 age group, followed by 31–40 (34.7%). This suggests that younger business owners or managers are more active or interested in using digital marketing tools. Very few respondents fall into the “Below 20” or “Above 50” categories.

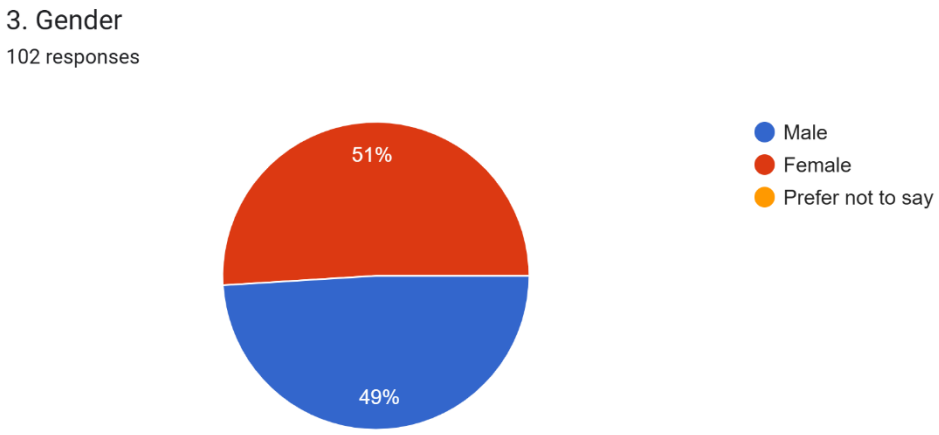
4.1.2 Respondents' gender

The respondents are classified into different gender as follows:

Table 4.2 Gender of the respondents

Gender	**No of Respondent**	**Percentage**
Male	50	49%
Female	52	51%
Prefer not to say	…	0%
Total	102	100%

Figure 4.2. Gender of the respondents



In Figure 4.2., The gender distribution of respondents shows a equal representation, with 51% female and 49% male participants. This balanced ratio suggests that both male and female entrepreneurs are actively participating in or aware of digital marketing practices.

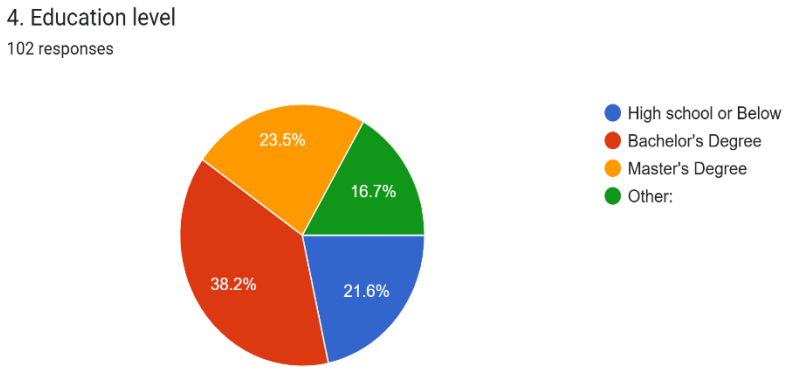
4.1.3. Respondents' level of education

The respondents are classified into different educational levels as follow:

Table 4.3 Gender of the respondents

Educational Level	**No of Respondent**	**Percentage**
High School or Below	22	21.6%
Bachelor's Degree	39	38.2%
Master's Degree	24	21.6%
Other	17	16.7%
Total	102	100%

4.3. Educational status of the Respondents



In Figure 4.3., The data reveals that a significant portion of respondents-38.2%- have attained a bachelor's degree. This is followed by 23.5% holding a master's degree, 21.6% of respondents have a high school education or below, and other holds a 16.7%. This diversity in educational background suggests that digital marketing is being embraced by people with different levels of formal education, reflecting its growing relevance and adaptability in the local business environment.

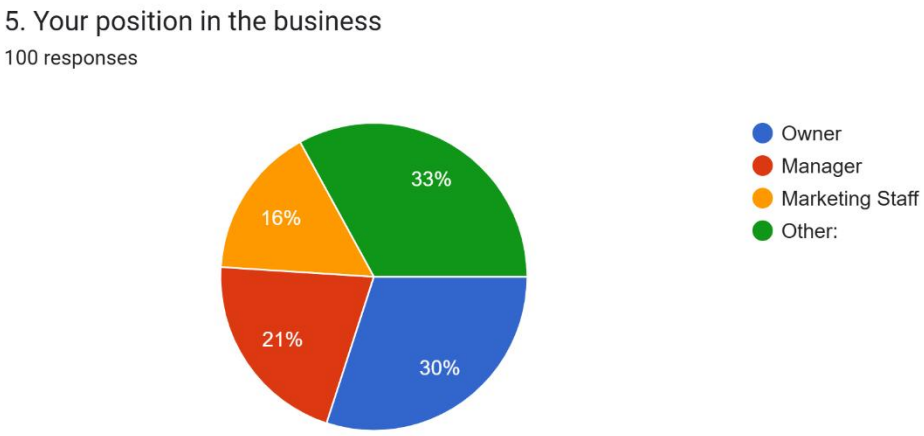
4.1.4. What is the respondents' position in the business?

The respondents are classified into different position in the business as follows:

Table 4.4. Respondents position in the business

Role	**No of Respondent**	**Percentage**
Owner	30	30%
Manager	21	21%
Marketing Staff	16	16%
Other	33	33%
Total	100	100%

Figure 4.4. Respondents position in the business



In Figure 4.4., The highest group (33%) falls under "Other", possibly including support staff or freelancers. Owners represent 30%, showing active involvement in digital strategies. Marketing staff (16%) contribute practical insights, while managers (12%) provide a strategic overview. This diversity enhances the richness and depth of the data.

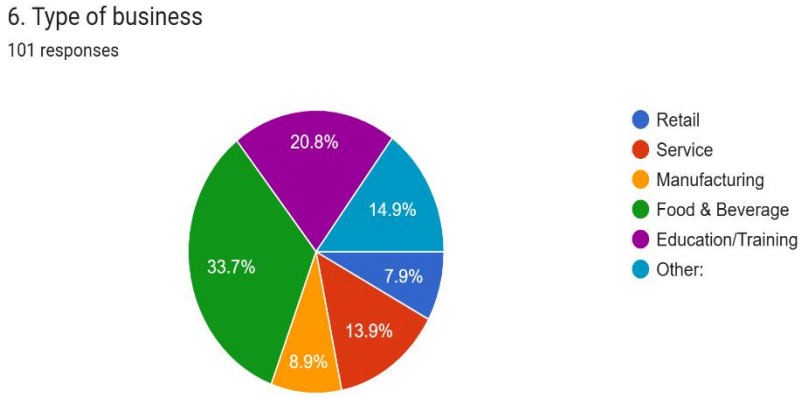
4.1.5. What is respondents' type of business?

The respondents are classified into different type of business as follow:

Table 4.5. Respondents type of business

Business Type	No of Respondent	Percentage
Retail	8	7.9%
Service	14	13.9%
Manufacturing	9	8.9%
Food & Beverage	34	33.7%
Education & Training	21	20.8%
Other	15	14.9%
Total	101	100%

Figure 4.5. Respondents type of business



In Figure 4.6., most of respondents (33.7%) are from the Food and Beverage sector, indicating high interest in digital marketing within this industry. Education and Training follows at 20.8%, showing that academic institutions are also adopting tools. Other categories such as Retail (7.9), Service (13.9%), and Manufacturing (8.9), are moderately represented, while other sectors are (14.9%). This diverse participation highlights that digital marketing is relevant across various business types.

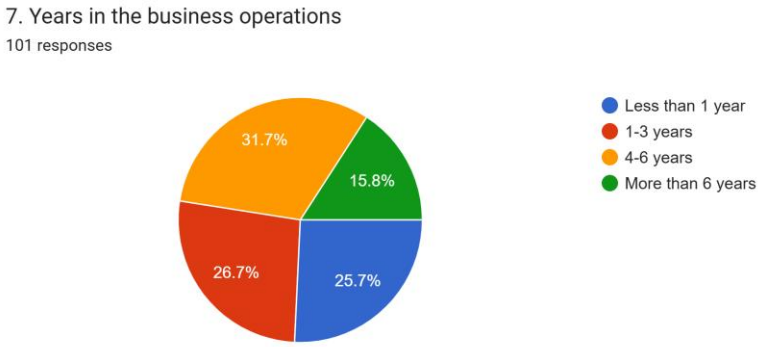
4.1.6 How many years has your business been in operation?

The table below shows how long the respondents' businesses have been in operation:

Table 4.6. Respondents' business in the operation

Duration	No of Respondent	Percentage
Less than 1 year	26	25.7%
1-3 years	27	26.7%
4-6 years	32	31.7%
More than 6 years	16	15.8%
Total	101	100%

Figure 4.6. Respondents' business in the operation



In Figure 4.6., Most respondents (31.7%) have been in business for 4-6 years, followed by those in operation for 1-3 years (26.7%) and less than 1 year (25.7%). Only 15.8% have been running for more than 6 years. This shows that new and growing businesses are more actively engaged in digital marketing than long- established ones.

4.1.7. Do you use digital marketing in your business?

The table below shows the percentage of respondents who currently use digital marketing in their business:

Table 4.7. Respondents Use of Digital Marketing

Response	No of Respondent	Percentage
Yes	87	85.3%
No	15	14.7%
Total	102	100%

Figure 4.7. Respondents Use of Digital Marketing

In Figure 4.7., most respondents (85.3%) reported that they use digital marketing in their business, while only 14.7% do not. This indicates that digital marketing is widely adopted among local businesses and is seen as an essential tool for promotion and growth.

4.2. Respondent's Use of Digital Marketing Tools

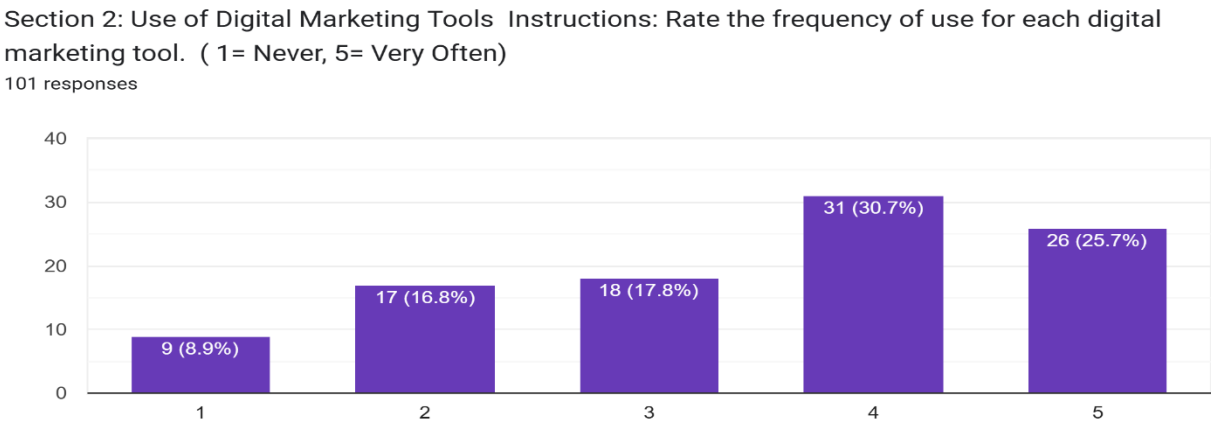
This section of the study shows which local business are using digital marketing in their business.

4.2.1. How often do respondents use Social Media Marketing?

Table 4.8. Frequency of Use of Social Media Marketing

Response	No of Respondent	Percentage
Never	9	8.9%
Rarely	17	16.8%
Sometimes	18	17.8%
Often	31	30.7%
Very Often	26	25.7%
Total	101	100%

Figure 4.8. Frequency of Use of Social Media Marketing



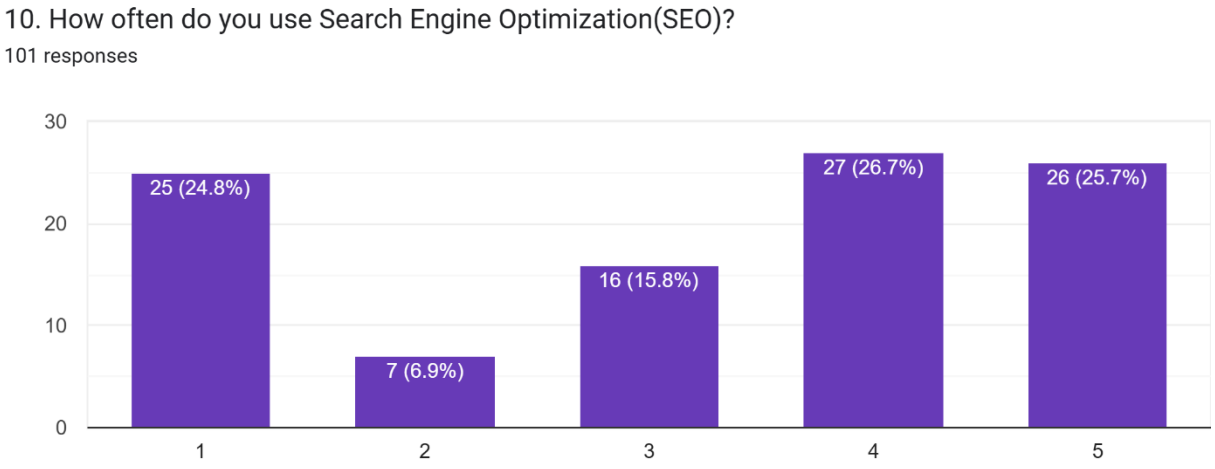
In Figure 4.8., most of respondents use Social Media Marketing, with 30.7% using them often and 25.7% using them very often. A smaller portion uses them occasionally, with 17.8% sometimes and 16.8% rarely, while only 8.9% reported never using them. This data shows a positive trend toward the adoption and consistent use of digital marketing, indicating growing awareness and reliance on these tools among local businesses.

4.2.2. How often do respondents use Search Engine Optimization (SEO)?

Table 4.9. Frequency of use of Search Engine Optimization

Response	No of Respondent	Percentage
Never	25	24.8%
Rarely	7	6.9%
Sometimes	16	15.8%
Often	27	26.7%
Very Often	26	25.7%
Total	101	100%

Figure 4.9. Frequency of use of Search Engine Optimization



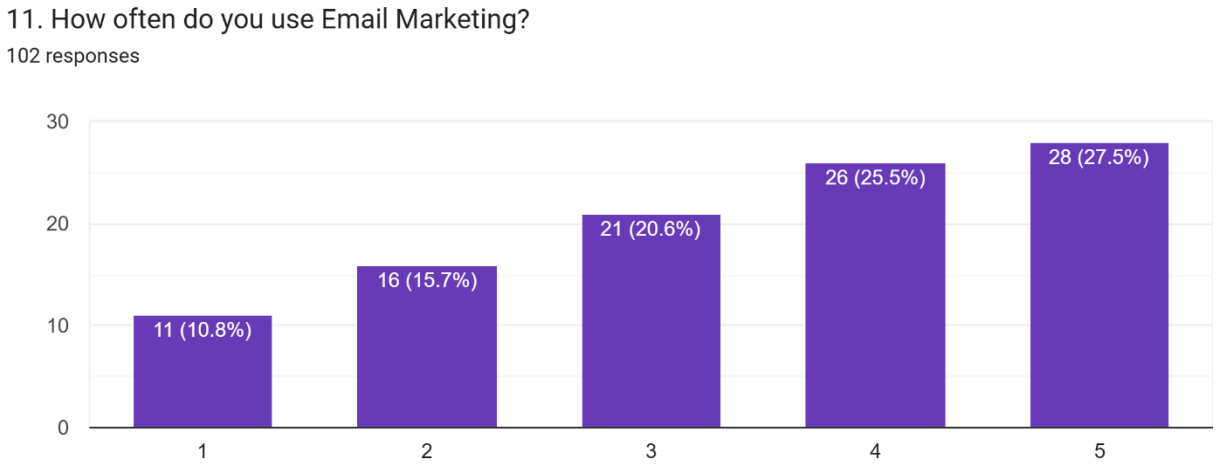
In Figure 4.9., the data shows that most businesses use SEO frequently, with 26.7% using them often. However, a notable 24.8% reported never using these tools, suggesting that while adoption is high, a portion of businesses remain offline. Occasional users include 15.85 sometimes and 6.95 rarely, showing room for growth in regular usage.

4.2.3. How often do respondents use Email Marketing?

Table 4.10. Frequency of use of Email Marketing

Response	No of Respondent	Percentage
Never	11	10.8%
Rarely	16	15.7%
Sometimes	21	20.6%
Often	26	25.5%
Very Often	28	27.5%
Total	102	100%

Figure 4.10. Frequency of use of Email Marketing



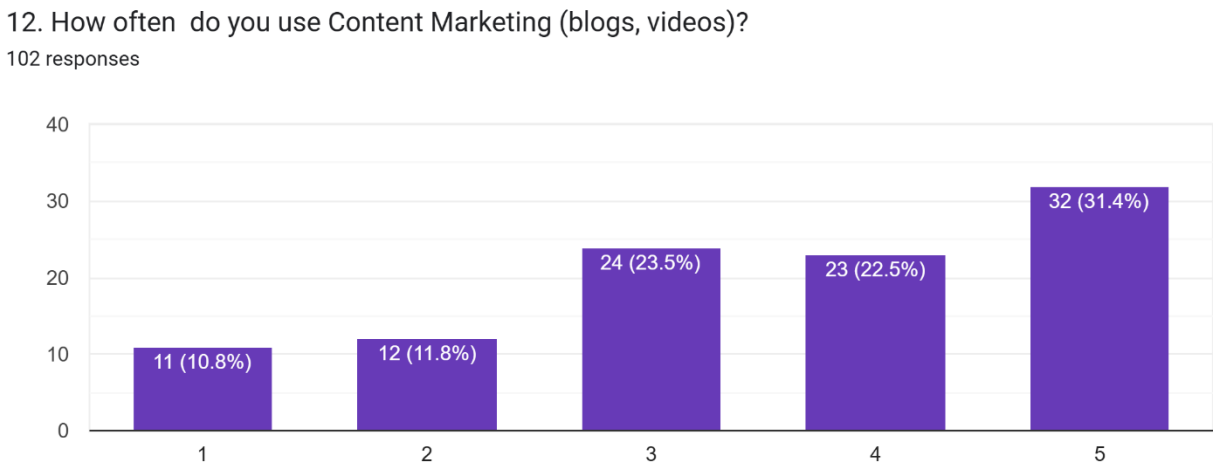
In Figure 4.10., the results show that most of respondents use Email Marketing regularly, with 27.5% using them very often and 25.5% often. Meanwhile, 20.6% use them sometimes, and fewer respondents use them rarely (15.7%) or never (10.8%). This indicates that digital marketing is widely adopted, though there's still a small group of less frequent users.

4.2.4. How often do respondents use Content Marketing?

Table 4.11. Frequency of use of Content Marketing

Response	No of Respondent	Percentage
Never	11	10.8%
Rarely	12	11.8%
Sometimes	24	23.5%
Often	23	22.5%
Very Often	32	31.4%
Total	102	100%

Figure 4.11. Frequency of use of Content Marketing



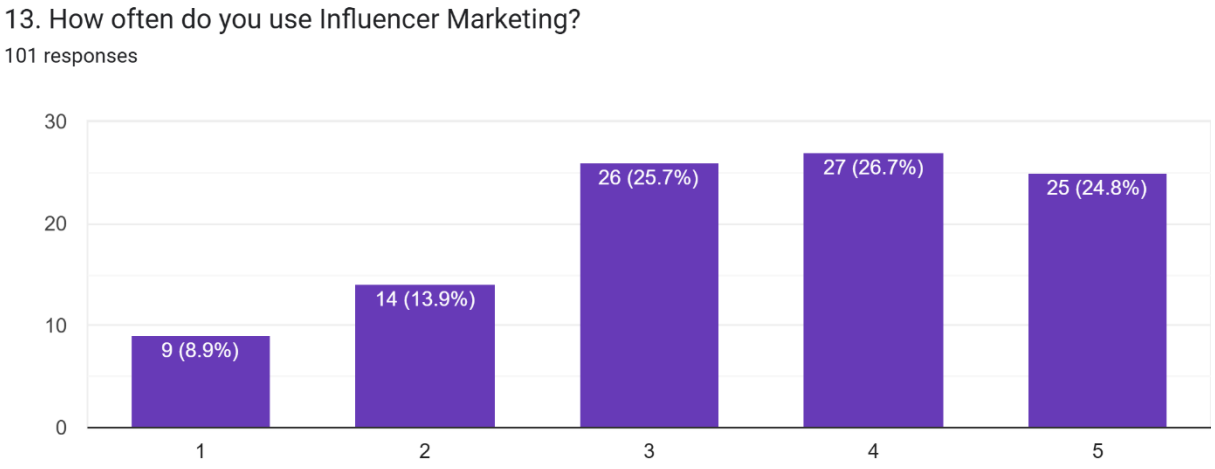
The data shows that Content Marketing is used frequently by most businesses, with 31.4% using it very often and 22.5% often. Another 23.5% use it sometimes, while only 11.8% rarely and 10.8% never use digital marketing. This indicates a strong overall adoption, though a small segment still uses it minimally or not at all.

4.2.5 How often do respondents use Influencer Marketing?

Table 4.12 Frequency of use of Influencer Marketing

Response	No of Respondent	Percentage
Never	9	8.9%
Rarely	14	13.9%
Sometimes	26	25.7%
Often	27	26.7%
Very Often	25	24.8%
Total	101	100%

Figure 4.12. Frequency of use of Influencer Marketing



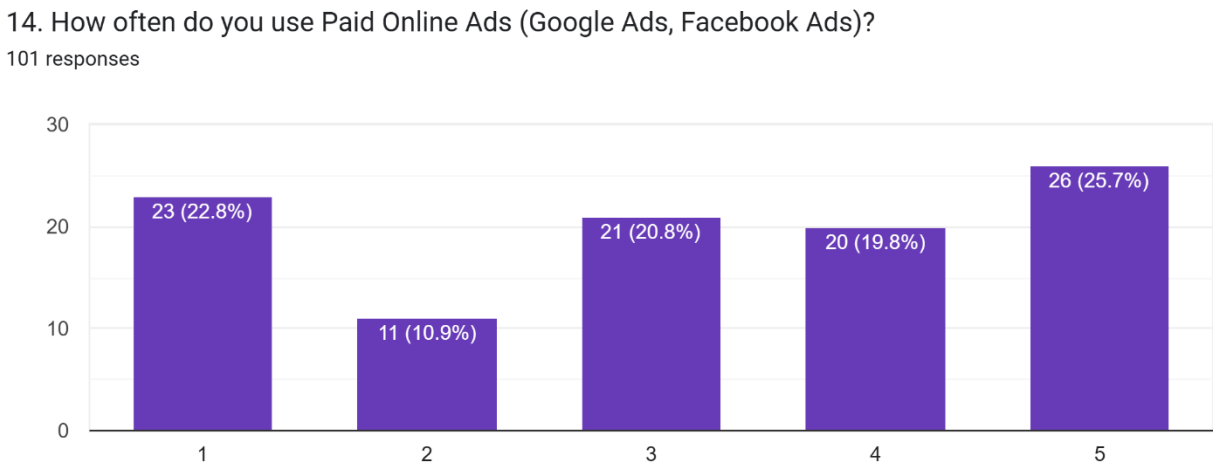
In Figure 4.12., most respondents report regular use of Influencer Marketing, with 26.7 % using them often and 24.8 % very often. About a quarter (25.7 %) use them sometimes, while smaller groups use them rarely (13.9 %) or never (8.9 %). Overall, the data confirms high adoption, though a modest segment still engages infrequently or not at all.

4.2.6. How often do respondents use Paid Online Ads?

Table 4.13. Frequency of use of Paid Online Ads

Response	No of Respondent	Percentage
Never	23	22.8%
Rarely	11	10.9%
Sometimes	21	20.8%
Often	20	19.8%
Very Often	26	27.5%
Total	101	100%

Figure 4.13. Frequency of use of Paid Online Ads



In Figure 4.13., the data shows that 25.7% of respondents use digital marketing tools very often, making it the most common response. A combined 47.3% use it often or sometimes, showing strong engagement overall. However, 22.8% reported never using digital marketing, and 10.9% use it rarely, indicating that some businesses are still not fully utilizing digital tools.

4.3. Mediating Variables Influencing Business Performance

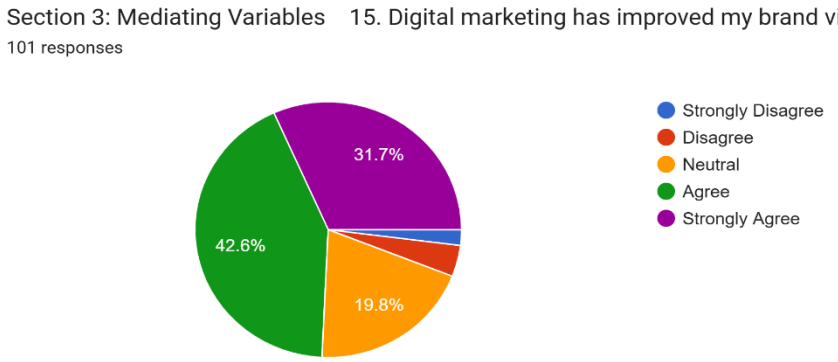
This section shows how mediating variables help business to know about the true impact of digital marketing. The data is shown in the following figure:

4.3.1. Digital Marketing has improved my brand visibility

Table 4.14. Impact of Digital Marketing on Brand Visibility

Response	No of Respondent	Percentage
Strongly Disagree	2	2%
Disagree	4	4%
Neutral	20	19.8%
Agree	43	42.6%
Strongly Agree	32	31.1%
Total	101	100%

Figure 4.14. Impact of Digital Marketing on Brand Visibility



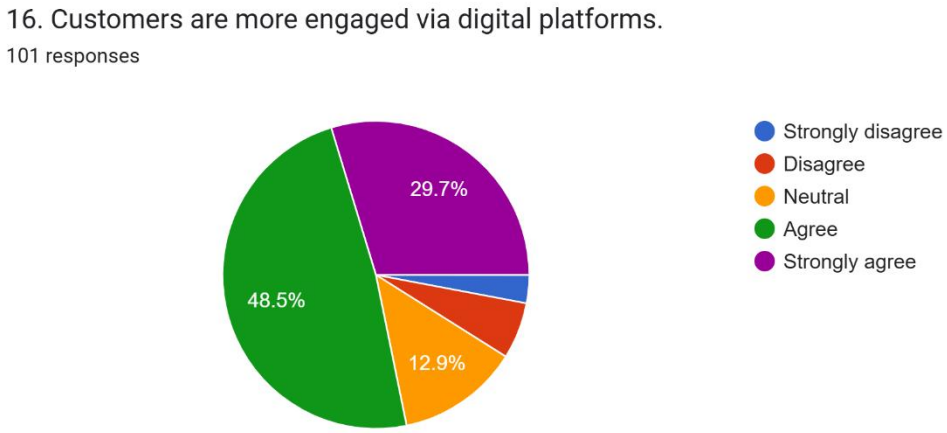
In Figure 4.14., the data shows that most of respondents have a positive attitude, with 42.7% agreeing and 31.7% strongly agreeing with the statement given. A smaller group (19.8%) remained neutral, while only 4% disagreed and 2% strongly disagreed. This suggests that most respondents are in favor of or confident about the subject being asked, indicating strong overall support or satisfaction.

4.3.2. Customers are more engaged via digital platforms

Table 4.15. Customer Engagement via Digital Marketing

Response	No of Respondent	Percentage
Strongly Disagree	3	3%
Disagree	6	5.9%
Neutral	13	12.9%
Agree	49	48.5%
Strongly Agree	30	29.7%
Total	101	100%

Figure 4.15. Customer Engagement via Digital Marketing



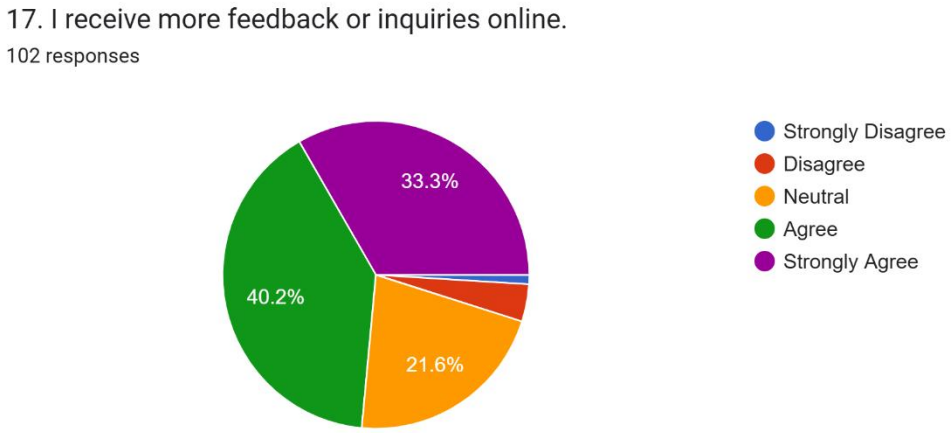
In Figure 4.15., the data indicates that most respondents have a positives view, with 48.5% agreeing and 29.7% strongly agreeing, totaling 78.2% in support of the statement. Only 12.9% remained neutral, while a small portion (3% strongly disagreed and 5.9% disagreed) expressed disagreement. This suggests a strong overall agreement and approval from the majority of respondents.

4.3.3 I receive more feedback or inquiries online

Table 4.16. Increase in Online Feedback and Inquiries

Response	No of Respondent	Percentage
Strongly Disagree	1	1%
Disagree	4	3.9%
Neutral	22	21.6%
Agree	41	40.2%
Strongly Agree	34	33.3%
Total	102	100%

Figure 4.16. Increase in Online Feedback and Inquiries



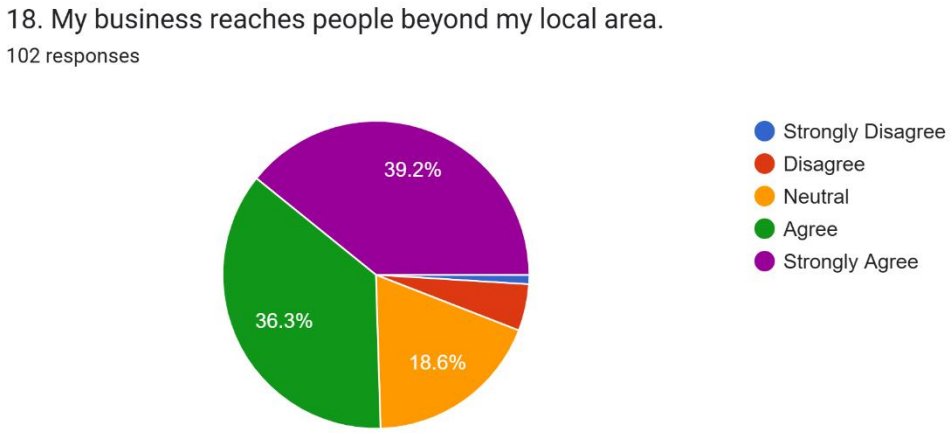
In Figure 4.16., most of respondents agree (40.2%) or strongly agree (33.3%), showing high confidence in its effectiveness. 21.6% remain neutral, while only a small portion disagree (3.9%) or strongly disagree (1%). This suggests that most businesses believe digital marketing has a significant and beneficial impact on their performance.

4.3.4. My business reaches people beyond my local area

Table 4.17. Expansion of Business Reach via Digital Platforms

Response	No of Respondent	Percentage
Strongly Disagree	1	1%
Disagree	5	4.9%
Neutral	19	18.6%
Agree	37	36.3%
Strongly Agree	40	39.2%
Total	102	100%

Figure 4.17. Expansion of Business Reach via Digital Platforms



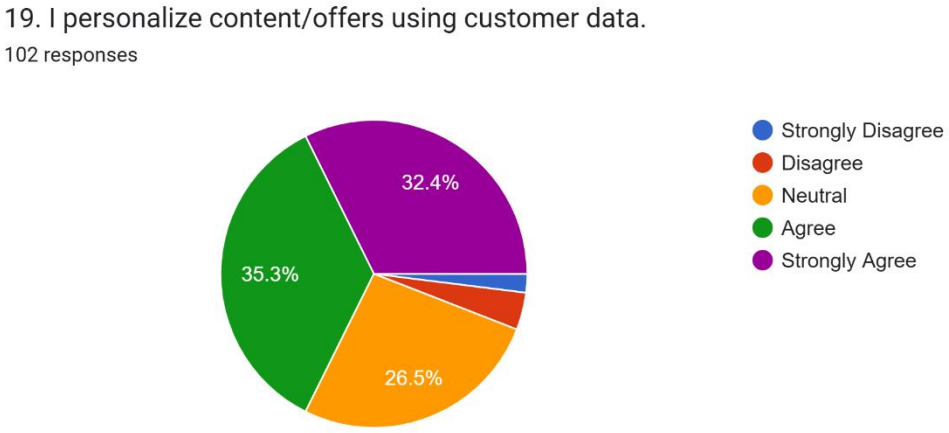
In Figure 4.17., most of respondents perceive digital marketing as beneficial, with 36.3% agreeing and 39.2% strongly agreeing, totaling 75.5% in support. 18.6% remain neutral, and only a small portion disagree (4.9%) or strongly disagree (1%). This indicates that most businesses recognize a strong positive impact of digital marketing on their operations and performance.

4.3.5. I personalize content/offers using customer data

Table 4.18. Personalization of Content and Offers Using Customer Data

Response	No of Respondent	Percentage
Strongly Disagree	2	2%
Disagree	4	3.9%
Neutral	27	26.5%
Agree	35	35.3%
Strongly Agree	33	32.4%
Total	102	100%

Figure 4.18. Personalization of Content and Offers Using Customer Data



In Figure 4.18., the results show that most of respondents believe digital marketing has a positive effect on their business, with 35.3% agreeing and 32.4% strongly agreeing, making up 67.7% overall. 26.5% remained neutral, while only 3.9% disagreed and 2% strongly disagreed. This suggests that most businesses see value in digital marketing, though a notable portion is still undecided or unsure about its impact.

4.4. Impact of Digital Marketing on Business Performance

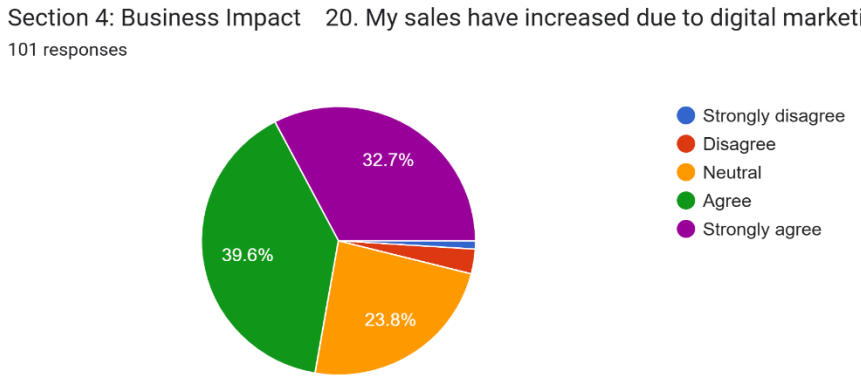
This section shows how digital marketing tools and techniques have impacted local businesses. The data are given below in the following figure:

4.4.1. My sales have increased due to digital marketing

Table 4.19. Increase in Sales Due to Digital Marketing

Response	No of Respondent	Percentage
Strongly Disagree	1	1%
Disagree	3	3%
Neutral	24	23.8%
Agree	40	39.6%
Strongly Agree	33	32.7%
Total	101	100%

Figure 4.19. Increase in Sales Due to Digital Marketing



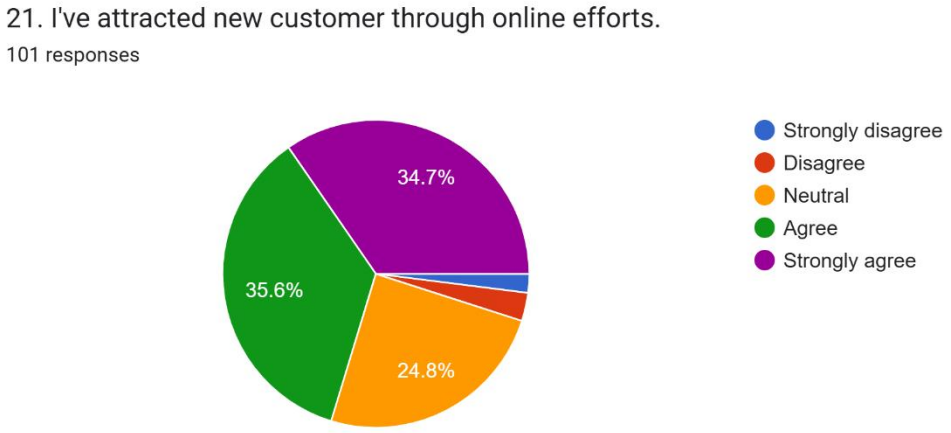
In Figure 4.19., the data indicates that most respondents view digital marketing positively, with 39.6% agreeing and 32.7% strongly agreeing, totaling 72.3% overall agreement. 23.8% remain neutral, while only a small number disagree (3%) or strongly disagree (1%). This shows that digital marketing is widely seen as beneficial to business performance, though a few remain unsure about its impact.

4.4.2. I've attracted new customer through online efforts

Table 4.20. Attraction of New Customers Through Online Platforms

Response	No of Respondent	Percentage
Strongly Disagree	2	2%
Disagree	3	3%
Neutral	25	24.8%
Agree	36	35.6%
Strongly Agree	35	34.7%
Total	101	100%

Figure 4.20. Attraction of New Customers Through Online Platforms



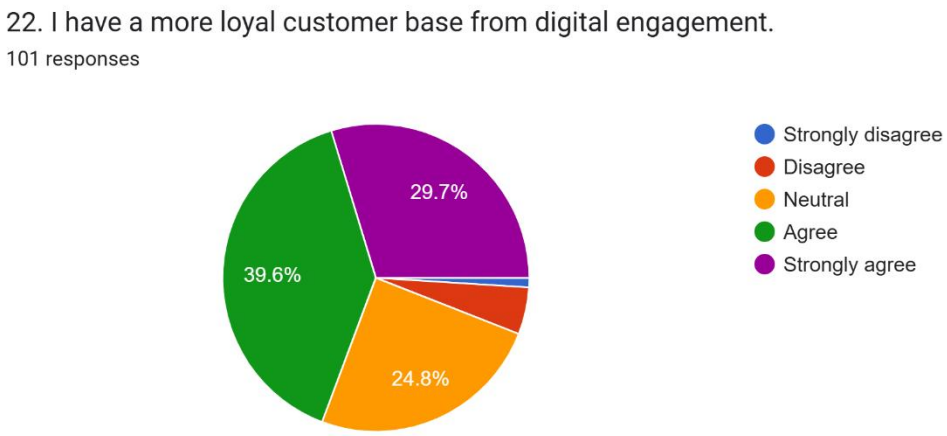
In Figure 4.20., most of respondents have a positive view of digital marketing's impact, with 35.6% agreeing and 34.7% strongly agreeing, totaling 70.3% support. 24.8% remained neutral, while only 3% disagreed and 2% strongly disagreed. This suggests that most businesses believe digital marketing has a strong and favorable effect on their performance, though a small group is still uncertain or unconvinced.

4.2.3. I have more loyal customer base from digital engagement

Table 4.21. Increased Loyal Customer Base via Digital Platforms

Response	No of Respondent	Percentage
Strongly Disagree	1	1%
Disagree	5	5%
Neutral	25	24.8%
Agree	40	39.6%
Strongly Agree	30	29.7%
Total	101	100%

Figure 4.21. Increased Loyal Customer Base via Digital Platforms



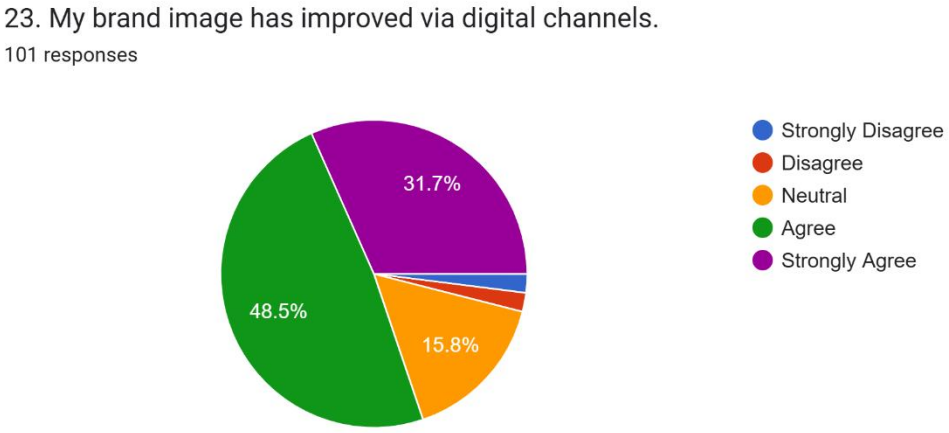
In Figure 4.21., the data shows that most respondents believe digital marketing has a positive impact on their business, with 39.6% agreeing and 29.7% strongly agreeing, making up nearly 70% positive responses. 24.8% remain neutral, and only a small number disagree (5%) or strongly disagree (1%). This suggests that digital marketing is widely viewed as beneficial, though a few respondents are either unsure or less convinced of its effects.

4.2.4. My brand image has improved via digital channels

Table 4.22. Improvement in Brand Image Through Digital Channels

Response	No of Respondent	Percentage
Strongly Disagree	2	2%
Disagree	2	2%
Neutral	16	15.8%
Agree	49	48.5%
Strongly Agree	32	31.7%
Total	101	100%

Figure 4.22. Improvement in Brand Image Through Digital Channels



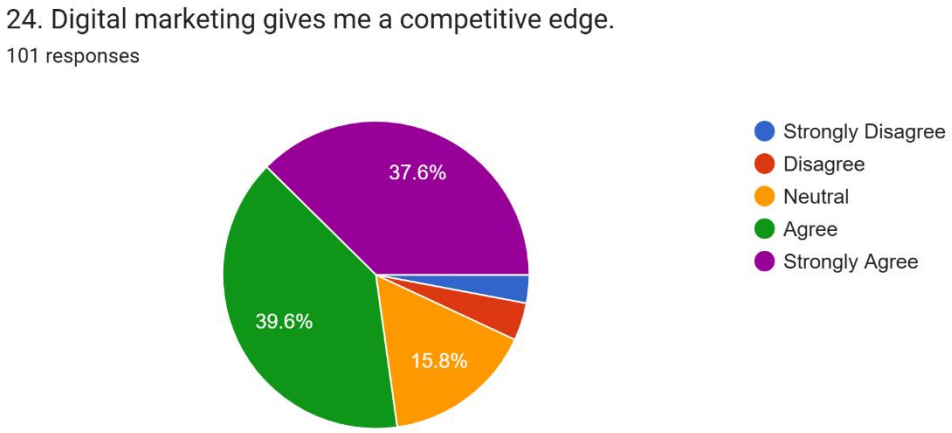
In Figure 4.22., most of respondents hold a positive perception of digital marketing's impact, with 48.5% agreeing and 31.7% strongly agreeing, totaling 80.2% positive responses. Only 15.8% remained neutral, while 2% disagreed and 2% strongly disagreed. This clearly shows that most businesses see digital marketing as an effective tool for improving their performance and growth.

4.2.5. Digital marketing gives me a competitive edge

Table 4.23. Competitive Edge Achieved Through Digital Marketing

Response	No of Respondent	Percentage
Strongly Disagree	3	3%
Disagree	4	4%
Neutral	16	15.8%
Agree	40	39.6%
Strongly Agree	38	37.6%
Total	101	100%

Figure 4.23. Competitive Edge Achieved Through Digital Marketing



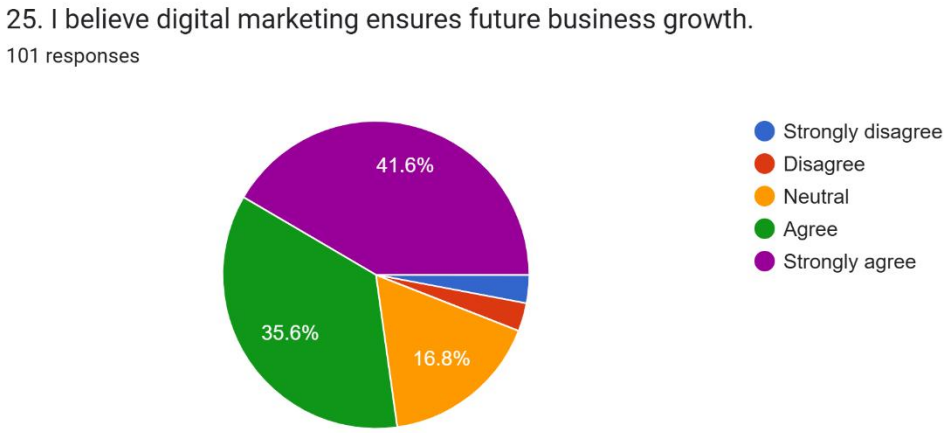
In Figure 4.23., the results show that a large majority of respondents believe digital marketing positively impacts their business, with 39.6% agreeing and 37.6% strongly agreeing, totaling 77.2% in support. Only 15.8% remain neutral, while a small portion disagree (4%) or strongly disagree (3%). This indicates that digital marketing is widely viewed as a valuable strategy for business growth and success.

4.2.6. I believe digital marketing ensures future business growth

Table 4.24. Digital Marketing as a Driver of Future Business Growth

Response	No of Respondent	Percentage
Strongly Disagree	3	3%
Disagree	3	3%
Neutral	17	16.8%
Agree	36	35.6%
Strongly Agree	42	41.6%
Total	101	100%

Figure 4.24. Digital Marketing as a Driver of Future Business Growth



In Figure 4.22., the data shows strong support for the positive impact of digital marketing, with 35.6% agreeing and 41.6% strongly agreeing, totaling 77.2% in favor. 16.8% remain neutral, while only 3% disagreed and 3% strongly disagreed. This suggests that most of businesses recognize digital marketing as an effective tool for enhancing performance and growth.

4.5. Open-Ended Responses

This section shows how respondents provide a response to the questions. The analysis is given below:

4.3.1. Benefit receives from digital marketing

From the 42 responses collected, several key themes and patterns emerge regarding the perceived benefits of digital marketing:

- Customer Acquisition and Reach

The most frequently mentioned benefit was gaining more customers. Phrases like “attract more consumers,” “customer attraction,” and “customers can reach to my products” highlight how digital marketing is seen as a tool to expand market reach and improve customer accessibility.

- Increased Profitability

Terms like “profit,” “earn more profit,” and “business growth” were repeated, showing that many businesses directly associate digital marketing with increased sales and revenue generation.

- Brand Awareness and Reputation

Several respondents mentioned “brand reputation,” “better brand awareness,” and being “widely known. "This indicates that digital marketing helps businesses build their identity and gain recognition in competitive markets.

- Customer Loyalty

Some responses mentioned “loyal customers,” reflecting that businesses are not only acquiring new customers but also building long-term relationships through consistent digital engagement.

- Marketing Efficiency and Targeting

  A few responses highlighted “targeted advertising” and “good customer access with low price,” pointing to the cost-effectiveness and precision of digital campaigns.

- Learning & Skill Development

  One respondent mentioned gaining skills and development, suggesting a secondary benefit of using digital marketing tools is the improvement of digital literacy or capacity within the business.

- Negative or Uncertain Feedback

  A small number of respondents replied “nothing” or “no idea,” indicating either a lack of measurable benefit or limited understanding of how digital marketing contributes to business outcomes.

4.3.2 Challenges faces when using digital marketing

The responses highlight a range of practical, technical, and trust-related challenges that businesses face when using digital marketing tools:

- Lack of Knowledge and Skills

Many respondents reported not knowing how to use social media or operate digital tools. Phrases like “lack of knowledge,” “lack of training,” and “don’t know how to operate” suggest a strong need for capacity building and digital literacy training**.**

- Time Constraints

Several participants mentioned time management and being “not able to give time” or “don’t have time for social media,” indicating that busy schedules make consistent digital engagement difficult.

- Cybersecurity & Trust Issues

Common concerns include “cybercrime,” “scams,” “spam messages,” and “bullying’. "Many respondents mentioned difficulty in building trust online due to fake business accounts and scam practices, making it harder for authentic businesses to stand out.

- High Competition Words like “high competition” and “competitive marketing” were repeatedly noted, showing that market saturation and digital noise can make it hard for small/local businesses to attract attention.
- Internet & Technical Barriers Respondents highlighted internet connection issues, the use of “complicated technology,” and challenges in “designing” digital content. This suggests a need for simplified tools and better infrastructure.
- Cost and Affordability A few respondents noted that digital marketing is “expensive,” especially for businesses with limited budgets. This reflects concerns over the financial sustainability of regular campaigns.

4.5. Major Findings

In this study, the respondents are the people of Pokhara Valley.

- There is a total of 102 respondents included in this study.
- Most of respondents (38.6%) fall within the 21-30 age group, indicating that younger business owners are the most active users of digital marketing.
- Most of respondents holds both bachelor's degree and master's degree.
- Male and Female respondents are almost equally engaged in digital marketing.
- Business owners, marketing staff, and others all contribute valuable perspectives on digital strategies.
- Food and Beverage is the leading sector using digital marketing, followed by Education and Training.
- Business under six years old are more likely to adopt digital marketing practices.
- A majority (85.3%0 of respondents use digital marketing in their business operations.
- Most of the respondents use social media marketing to connect with their online customers.
- Out of 102 respondents, 50% of respondents use email marketing content marketing to communicate and make brand awareness.
- Out of 102 respondents, 51.5% often use influencer marketing to believe in their product.
- Out of 102 respondents, 26.7% use it often and 24.8% have never used search engine optimization.
- Overall, 25.7% respondents using business tools very often and another 47.3% using them often or sometimes.
- Some businesses (22.8%) still do not engage with digital marketing.
- The majority of respondents strongly agree or agree that digital marketing has improved their brand visibility.
- Only a small portion (6%) disagreed or strongly disagree that digital marketing has improved their brand visibility.

- Most of respondents strongly agree or agree that customers are more engaged through digital platforms.
- The majority of respondents agree (40.2%) that they receive more customer feedback or inquiries through digital platforms.
- Most of respondents strongly agree or agree that they have successfully reached a broader audience.
- Out of 102 respondents, 67.7% of respondents believe that digital marketing helps them personalize their content and offers based on customer data.
- A combined 72.3% of respondents agreed or strongly agreed that their sales have increased due to digital marketing.
- Out of 102 respondents, 70.3% of respondents agreed that they've gained new customers through digital efforts.
- Out of 102 respondents, 70% of respondents have agreed that they have more loyal customer base due to digital engagement.
- Out of 102 respondents, 77.2% of respondents have agreed that digital marketing gives them competitive edge.
- Out of 102 respondents, 77.2% believe that digital marketing ensures future business growth.
- Most of respondents recognize digital marketing as valuable tool that helps increase customers, profits, and brand visibility.
- Many local businesses face challenges such as lack of digital knowledge, time constraints, cybercrime risks, high competition, and difficulty keeping up with fast changing tools.

CHAPTER 5: SUMMARY AND CONCLUSIONS

This section of the research includes all the results and conclusions of the above analysis in a summarized form.

5.1 Summary

This study aimed to explore the role of digital marketing in promoting local businesses and enhancing their overall performance. With the increasing reliance on technology and online platforms, digital marketing has become an essential tool for business growth, especially for small and medium-sized enterprises operating in local markets.

The research focused on key digital marketing tools such as social media marketing, search engine optimization (SEO), email marketing, content marketing, and influencer marketing. Data was gathered through structured questionnaires and surveys distributed to various business stakeholders, including owners, managers, marketing staff, and others.

The findings revealed that most of local businesses are actively using digital marketing strategies, particularly social media and content-based marketing, to promote their services and products. A significant portion of respondents acknowledged that digital marketing has improved their brand visibility, helped them attract new and loyal customers, and increased overall sales. Many businesses also reported that digital marketing enabled them to reach beyond their immediate geographic area, enhancing their market reach.

Despite the positive outlook, the research also uncovered several challenges that local businesses face. These include a lack of digital skills, limited time to manage online platforms, fast-changing digital trends, cybersecurity risks, and issues related to customer trust due to scams or misinformation online. Technical challenges such as poor internet connectivity and the complexity of digital tools were also noted as barriers to effective implementation.

Nonetheless, the overall perception of digital marketing among respondents was highly favorable. The majority agreed that digital tools not only offer a competitive advantage

but also play a vital role in ensuring long-term business sustainability and growth. Most respondents expressed confidence in the continued adoption of digital marketing practices in the future.

The research highlights the importance of digital marketing in promoting local businesses. While there are notable obstacles, the benefits far outweigh the challenges. The study recommends that further training, awareness programs, and access to affordable digital solutions should be provided to local businesses to help them leverage the full potential of digital marketing.

5.2 Conclusions

This **s**tudy concludes that digital marketing plays a vital role in promoting and enhancing the growth of local businesses. Using tools such as social media marketing, content creation, email campaigns, SEO, and influencer partnerships, businesses have been able to improve brand visibility, engage with customers, and boost sales effectively.

The research findings show that most of respondents have adopted digital marketing in their operations and believe it has significantly impacted their business performance. It has enabled them to reach a broader audience, gain customer feedback, and stay competitive in the market. However, some challenges persist—particularly limited technical knowledge, time constraints, cyber threats, and difficulty adapting to fast-changing digital trends.

Despite these hurdles, the positive perception of digital marketing and its measurable benefits make it an essential strategy for local businesses aiming to thrive in a digital-first economy. The study emphasizes the need for greater support, training, and awareness to help business owners overcome these challenges and fully leverage digital tools.

In conclusion, digital marketing has emerged as a powerful and cost-effective tool for local businesses aiming to grow and succeed in a competitive market. While there are evident barriers, the overall outlook remains optimistic. With increased digital literacy, proper guidance, and support, local businesses can overcome these challenges and fully harness the power of digital marketing. This study emphasizes that digital marketing is not just a temporary strategy—it is an essential and transformative component of modern business that continues to shape how local enterprises operate, engage customers, and ensure long-term growth.

SUGGESTIONS

Based on the findings of this research, several practical suggestions can be made to help local businesses in Pokhara Valley make the most of digital marketing:

- **Offer Digital Skills Training**
  Many business owners and staff expressed difficulty in using digital platforms. Workshops or short training programs on how to use social media, SEO, email marketing, and other tools can go a long way in building confidence and capability among local entrepreneurs.
- **Encourage Use of Simple and Affordable Tools**
  Some businesses find digital marketing expensive or too complicated. Promoting user-friendly and low-cost tools like Canva, Mailchimp, or Facebook Ads Manager can make digital marketing more accessible for small businesses with limited budgets.
- **Build Local Support Systems**
  Local support centers or digital marketing help desks can be set up to assist small businesses with creating content, running campaigns, and solving technical problems. This can be done through partnerships with local IT firms or business associations.
- **Raise Awareness on Online Safety**
  Concerns about cybercrime and trust issues were quite common. Organizing awareness campaigns about cybersecurity, fake accounts, and scam prevention can help build a safer digital environment and increase business confidence online.
- **Promote Personalized Customer Engagement**
  Personalizing offers and content based on customer behavior was seen as effective by many. Businesses should be encouraged to use basic customer insights (like preferences or buying history) to make their marketing more relevant and engaging.
- **New Businesses with Digital Starter Kits**
  Since newer businesses are more active online, offering digital starter packs—such as free training, ad credits, or website-building tools—can help them get started and succeed faster.
- **Create a Local Influencer Network**
  Influencer marketing is already popular. Building a local directory of trusted influencers

can help small businesses connect with the right personalities who can promote their products more effectively.

- **Provide Sector-Specific Guidance**

  Food, beverage, and education sectors are leading in digital use. Tailored marketing tips—like using Instagram for restaurants or YouTube for educational content—can help businesses in different sectors reach the right audience.

- **Help Businesses Track Their Results**

  Some businesses are unsure if digital marketing really works. Teaching them how to track results—like website visits, clicks, or sales—can help them understand what's working and where to improve.

- **Get More Involvement from Local Authorities**

  Local government, chambers of commerce, and business groups should play a more active role in promoting digital marketing through policies, incentives, and infrastructure support.

- **Expand Future Research**

  While this study focused on Pokhara Valley, future studies could include other regions and different types or sizes of businesses. This would give a broader understanding of how digital marketing is being used across Nepal.

- **Organize Community Events and Sharing Platforms**

  Hosting digital marketing fairs, networking events, or sharing sessions can bring businesses together, help them learn from each other, and stay up to date with digital trends.

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APPENDIX

QUESTIONNAIRE

The Role of Digital Marketing in Promoting Local Business

Dear Respondent,

I'm Rachana Ale from Nepal Tourism and Hotel Management College. This questionnaire is part of an academic research project titled "The Role of Digital Marketing in Promoting Local Business". Your responses will help us understand how digital tools like social media, email marketing, and SEO influences small and local businesses. Your responses are confidential and will be used for research purpose only. It will take about 5-10 minutes to complete. Thank you for your participation.

Regard,

Rachana Ale

NTHMC

BBA 6th Semester

Email: Rachanaale889@gmail.com

SECTION 1: Demographic Information

1. Full Name

   _____

2. Age
   - Below 20
   - 21-30
   - 31-40
   - 41-50
   - Above 50

3. Gender
   - Male
   - Female
   - Prefer not to say

4. Education Level
   - High school or below
   - Bachelor's degree
   - Master's degree
   - Others

5. Your position in the business
   - Owner
   - Manager
   - Marketing staff
   - Others

6. Type of business
   - Retail
   - Service
   - Manufacturing
   - Food & Beverage
   - Education/Training
   - Other

7. Years in the business operations
   - Less than 1 year
   - 1-3 years
   - 4-6 years
   - More than 6 years

8. Do you use digital marketing in your business?
   - Yes
   - No

Section 2: Use of Digital Marketing Tools

Instructions: Rate the frequency of use for each digital marketing tool.

(1= Never, 5= Very Often)

9. How often do you use Social Media Marketing?

(Facebook, Instagram, etc.)

Never

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very often

10. How often do use Search Engine Optimization (SEO)?

Never

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very often

11. How often do you use Email Marketing?

Never

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very often

12. How often do you use Content Marketing (blogs, videos)?

Never

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very often

13. How often do you use Influencer Marketing?

Never

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very often

14. How often do you sue Paid Online Ads (Google Ads, Facebook Ads)?

Never

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very often

Section 3: Mediating Variables

15. Digital marketing has improved my brand visibility.
    - Strongly Disagree
    - Disagree
    - Neutral
    - Agree

- Strongly Agree

16. Customers are more engaged via digital platforms.
    - Strongly disagree
    - Disagree
    - Neutral
    - Agree
    - Strongly agree
17. I receive more feedback or inquiries online.
    - Strongly Disagree
    - Disagree
    - Neutral
    - Agree
    - Strongly Agree

18. My business reaches people beyond my local area.
    - Strongly Disagree
    - Disagree
    - Neutral
    - Agree
    - Strongly Agree

19. I personalize content/offers using customer data.
    - Strongly Disagree
    - Disagree
    - Neutral
    - Agree
    - Strongly Agree

20. I personalize content/offers using customer data.
    - Strongly Disagree

- Disagree
- Neutral
- Agree
- Strongly Agree

Section 4: Business Impact

21. My sales have increased due to digital marketing.
    - Strongly disagree
    - Disagree
    - Neutral
    - Agree
    - Strongly agree

22. I've attracted new customer through online efforts.
    - Strongly Disagree
    - Disagree
    - Neutral
    - Agree
    - Strongly Agree

23. I have a more loyal customer base from digital engagement.
    - Strongly disagree
    - Disagree
    - Neutral
    - Agree
    - Strongly Agree

24. My brand image has improved via digital channels.
    - Strongly Agree

- Disagree
- Neutral
- Agree
- Strongly Agree

25. Digital marketing gives me a competitive edge.
    - Strongly Disagree
    - Disagree
    - Neutral
    - Agree
    - Strongly Agree
26. I believe digital marketing ensures future business growth.
- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Section 5: Open-Ended Responses

27. What is the biggest benefit your business has received from digital marketing?

_____

28. What challenges do you face when using digital marketing?

_____