
Online Marketing in Bangladesh: Identifying Factors behind the Popularity of a Website

Sohaib Abdullah

Faculty member, Manarat International University, Bangladesh

shakilsab@gmail.com

Abstract

This paper aims to identify the key factors behind the popularity of a website, which is the most important tool in Online Marketing. Eight factors (7-Cs plus another “C”) described by Phillip Kotler for effective website design have been taken into cognizance. Those factors are context, content, community, customization, communication, connection, commerce and constant change. Some additional factors have also been considered, for example online ad, offline ad, search engine optimization (SEO), popularity in social media etc. In this study regression analysis has been done to identify the correlation between popularity and those factors. To get more insight discriminant analysis has also been done. It was found that content and popularity in social media are two most important factors behind the popularity of a website. Customization was found as another important predictor. This study concludes that in order to have profitable websites, marketers should design a highly customizable website and put highly creative and versatile contents like news, links and various types of information apart from their regular products and services to attract and retain visitors. Further, marketers should have a Facebook page and try to make it popular to drive visitors to the original website. This study gives useful guidelines for marketers in creating an effective web-based Online Marketing campaign.

Keywords: Online Marketing, Website in online marketing, 7-Cs for effective website design.

Paper type: Empirical Paper

1. Introduction

Online Marketing or Internet Marketing or Web Marketing is an ideal way for fast business growth in most economical way and to make successful business locally as well as internationally. The core of online marketing is the website. All other online marketing efforts are in some way related to the website. It is seen that there are some websites in the internet that are visited by many people. That means those websites are popular. When a website has huge traffic, that is, it is visited by many people, it becomes very pertinent that the products and services the website is offering would be widely known and might be consumed by many people. Thus it is very important for online marketing to have a very popular website which attracts huge number of visitors. An online marketing expert says: "If you have a website then you already know the importance of web traffic. Web traffic is to Internet marketing as location is to real estate. It's the only thing that really matters. If you cannot generate targeted visitors to your site, you will not make any sales" (Hasselfors).

One of the most trusted gauge for the popularity of a website is that site's Alexa ranking. Alexa ranking has tremendous practical marketing value. When a website's Alexa ranking is higher than other website its advertising value would also be much higher. For example bdnews24.com and bdjobs.com are two Bangladeshi websites with high Alexa ranking. Publishing advertisement in those sites is costlier than those of others.

The objective of this study is to identify why a website is popular, that is, why a website has a higher ranking in Alexa. The study attempts to identify some major factors that explains the popularity of a website and makes some recommendations based on its findings.

According to Kotler, Shalowitz, and Stevens (2008) there is 8-Cs of effective website design: context, content, community, customization, communication, connection, commerce and constant change. There are some key techniques of online marketing, for example online ad, offline ad, search engine optimization (SEO), popularity in social media. It is assumed that all these factors might have an impact on the popularity of a website. From those factors this study identified eleven factors for a popular website and used those factors for quantitative analysis. By using SPSS regression and discriminant analysis were done to find out whether any of the factors significantly explains the popularity of a website.

Through regression analysis it was found that creativity and versatility of the content and popularity in social media are two factors that significantly correlate with the overall popularity of a website. That is a website with creative and versatile content together with high popularity in Facebook tends to be a popular website. Through discriminant analysis an additional factor was found, namely, customization or personalization. It was found to be a very important discriminating factor between popularity and unpopularity of a website.

At the beginning, this paper gives a brief conceptualization on online marketing, role of website in online marketing, designing effective website and importance of web traffic. The subsequent sections discuss research model, used method, data analysis and results.

2. Online Marketing

Online marketing comes into being as much of the business in the world these days is carried out over the Internet, a vast public web of computer networks, which connects users of all types all around the world to each other and to a large Information repository.

In Bangladesh use of internet is also increasing. According to Bangladesh Telecommunication Regulatory Commission 'BTRC' (2014) , the Internet users in Bangladesh reached to 40,832.387 thousand at the end of August 2014 (BTRC, 2014). Even though the penetration is not that much high, the good thing is that in the last couple of years due to the advent of mobile internet and Wimax internet, speed and subscriber have been substantially increased. The total internet users in the country in 2010 were only 14,182,027 when the rate of increase was 9.72 percent. The users increased by 19.36 percent to reach 28,247,877 in 2011 (Bangladesh Sangbad Sangstha (BSS), 2013). Moreover, of over 800 registered ICT companies in Bangladesh, 45 percent offer E-commerce/Web services (BASIS, 2014).

Widespread use of internet and web services is having a dramatic impact on both buyers and the marketers who serve them. Due to its heavy growth internet has become a useful tool for direct marketing. Thus Kotler, et al., (2008) says, "Online marketing is the fastest-growing form of direct marketing."

Online marketing is also known as Internet Marketing or Web-based Marketing or

simply Web Marketing. According to Phillip Kotler, in online marketing a company effort to market products and services and build customer relationships over the internet (Kotler, et. al., 2008).

Internet marketing utilizes strategies like website creation, search engine optimization (SEO), banner ads, social media, pay-per-click advertising and email marketing. The online marketing technique is said to be passive if it requires visitors to seek out the site and aggressive if the site actively seeks out potential customers and initiates contact with them. Different passive and aggressive online marketing techniques have been shown in Figure 1.

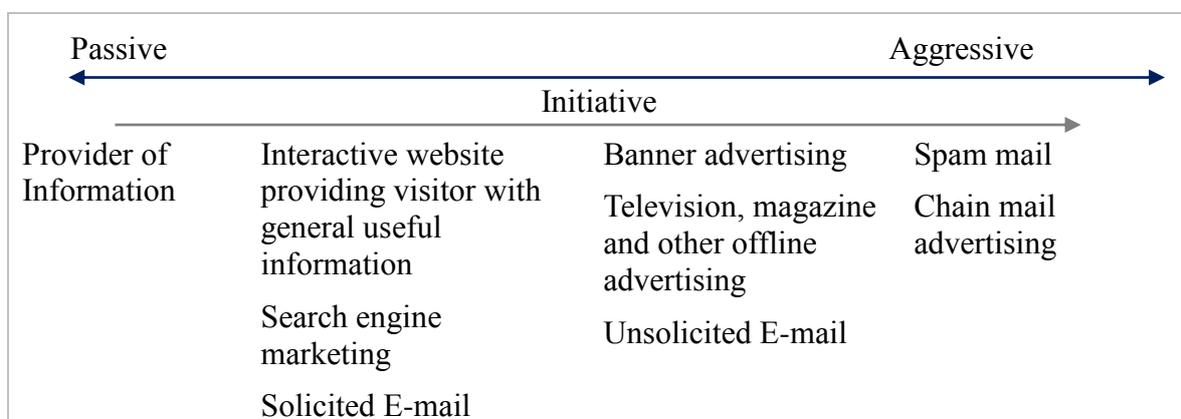


Figure 1: Online Marketing Continuum: from Passive to Aggressive (Greenstein, 2001)

3. Online Marketing Mix

The 4 Ps of marketing - Product, Pricing, Place, and Promotion, originally proposed by McCarthy (1960) - have been extended to 7 Ps, mainly for service industries, which include three more elements: People, Process and Physical evidence (Booms & Bitner 1981). These Ps are applicable to Internet marketing but with a few modifications and enhancements. According to Greenstein (2001), there is an additional “p” – Personalization.

Personalization on the Internet refers to the ability of customers to receive personalized information (e.g., sales advertisements or coupons) or visit a web site with a home page customized for them (e.g., their favorite stock quotes prominently displayed by their browser software). Personalization crosses the boundaries of two of the marketing Ps product and promotion because it has the potential to impact and enhance both.

4. Website in Online Marketing

It is very clear that all companies need to consider moving online. But integrating online marketing often poses various alternatives and challenges (E-consultancy, 2005). Companies can conduct online marketing in any of the four ways: creating a Web site, placing ads and promotions online, setting up or participating in Web communities, or using e-mail. But of all a key part of Internet marketing is to develop the capability to create and maintain an effective online presence through a web site. Because in majority of the cases all other marketing efforts are in some way related to the websites. If we consider internet marketing as a tree, then website is the main trunk or main stem of that tree as shown in Figure-2. Hoffman and Haxby (2000) noted that it is the web that has the ability to allow company to draw a direct line from advertisement to sale. Thus web market can really fulfill most of the four specific missions of retailers: bringing the right product, at the right place, at the right price, and at the right time except in case of physical products (Christensen, 2000).

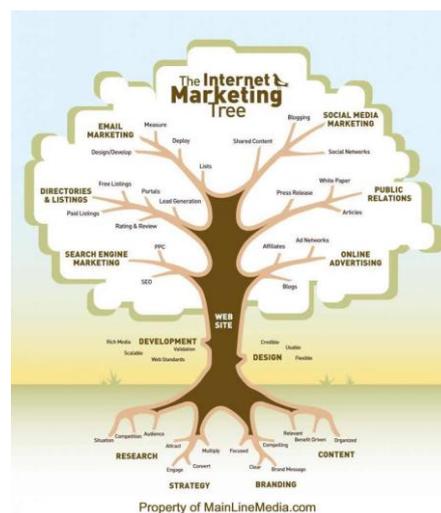


Figure 2: The Internet Marketing tree

Source: Adopted from: http://www.mainlinemedia.com/_clients/The-Internet-Marketing-Tree.pdf

4.1 Designing Effective Website

According to Kotler (2008), a key challenge is designing a Web site that is attractive on first view and interesting enough to encourage repeat visits. Many marketers create

colorful, graphically sophisticated Web sites that combine text, sound, and animation to capture and hold. To attract new visitors and to encourage revisits online marketers should pay close attention to the seven Cs of effective Web site design (Kotler, 2008):

1. **Context-** the site's layout and design
2. **Content-** the text, pictures, sound, and video that the web site contains. There are eight factors that affect high quality content of a website; they are: detailed, relevant, personalized, easy to use, timely, up to date, and accurate and clear (Chaffey, 2006).
3. **Community-** the ways the site enables user-to-user communication
4. **Customization-** the site's ability to tailor itself to different users or to allow users to personalize the site.
5. **Communication-** the ways the site enables site-to-user, user-to-site, or two-way communication
6. **Connection-** the degree that the site is linked to other sites
7. **Commerce-** the site's capabilities to enable commercial transactions

To keep customers coming back to the site, companies need to embrace another “C” - constant change. However, apart from all these, websites must also be useful. According to Kotler, when it comes to Web surfing and shopping, most people prefer substance over style and function over flash. Thus, effective websites contain deep and useful information, interactive tools that help buyers find and evaluate products of interest, links to other related sites, changing promotional offers, and entertaining features that lend relevant excitement (Kotler, 2008).

Regarding the issue of usability of a website, in his classic book ‘Designing Web Usability’, Nielsen (2012) described usability as ‘an engineering approach to website design to ensure the user interface of the site is learnable, memorable, error free, efficient and gives user satisfaction.’

Nielsen (2012) in his ‘Usability 101: Introduction to Usability’ also said, “If a website is difficult to use, people leave. If the homepage fails to clearly state what a company offers and what users can do on the site, people leave.”

After assessing design factors which influence a consumer (based on questionnaires of

a group of students), Rosen et al. (2004) identified three basic factors that determine the effectiveness of a website:

1. Coherence – simplicity of design;
2. Complexity – different categories of text;
3. Legibility – same menu on every page, site map etc.

These three factors can be said to be similar to some extent to context, content and usability discussed above. Another research gives further insight into the matter. Fogg et al. (2003) assessed (based on students' review) the credibility of different companies based on the web site design and identified important factors of which top five factors are:

Design look	46.1%
Information design/structure	28.5%
Information focus	25.1%
Company motive	15.5%
Usefulness of information	14.8%
Accuracy of information	14.3%

Even though design look is top of the list, other four factors are based on the quality of information content.

4.2 Importance of Web Traffic

According to Smith et al. (2005) key performance indicators (KPIs) for a website include number of unique visitors, total number of visits and repeat visits to the website. Practically, when a company sets a website, attracting visitors must be its first target. When a website has huge traffic, i.e., it is visited by many people it can be said that it is performing well. It becomes very pertinent that the products and services the website is offering would be widely known and might be consumed by many people.

Online marketing expert Milton Cai believes online marketing is all about driving more traffic to the website. He says: "Internet marketing can help you to promote your business effectively and to drive more traffic to your site. It is basically selling product online and advertising to a potential customer to visit your site and purchase your product. If you drive more people to your site the more chances of selling a product. This marketing strategy is much more effective way of advertising your product (Cai, 2010).

4.3 Alexa Ranking:

In the eyes of majority website publishers on the world wide web, the most trusted gauge for the popularity of any given website online is that site's Alexa ranking.

Alexa is an online company that is a subsidiary of Amazon. Alexa introduces themselves in their website in the following words: "Alexa is perhaps best known for the Alexa Rank - a website ranking system which tracks over 30 million websites worldwide. The Alexa Rank and other metrics allow site owners to benchmark their sites and give consumers, marketers and advertisers metrics to evaluate websites for media buying, partnerships, and other business opportunities" (Alexa).

5. Research Framework

5.1 Research Question

From above discussion it is evident that website is the trunk or main stem of online marketing. And having many visitors into a website is very important from marketing perspectives. Now, the question is: what are the factors that make a Bangladeshi marketer's website to attract huge number of visitors? Here it is assumed that when a website gets numerous visitors and its ranking is high, it must be a popular website. So, these are considered as basically equal and alternative expressions for our study. Throughout this paper these expressions are used alternatively to mean the same thing.

5.2 Approach to the Problem

Based on the theory presented in the previous sections, observation and analysis of websites it is determined that popularity of a website (that attracts huge visitors) is closely related to the following factors:

1. Eight C's of effective website design (context, content, community, customization, communication, connection, commerce, constant change),
2. Fifth P of online marketing; that is personalization,
3. Search Engine optimization,
4. Online and offline advertisement for the website,

5. Years of operation,
6. Usefulness or usability.

For our study eleven hypotheses have been developed. Dependent variable is the website's rank. Independent variables are defined against the popularity factors considered above. After careful observation and pretesting we have dropped some factors and considered eleven factors as independent variables as shown in Figure 3 below. These independent variables have been tested to see whether there exists a positive relationship with dependent variable that is website's rank.

For this study we developed a survey questionnaire. For a particular website, questionnaire was filled based on quantified and classified secondary data available in the internet. In some cases primary data was also used. Based on the data collected, regression analysis was done to verify the model and then discriminant analysis was used to classify the results.

6. Used Methods

For our analysis, at first we needed to know the rank of a website. For this purpose we have used Alexa ranking (www.alexa.com). Alexa gives ranking of websites based on country. We have taken the ranking from Bangladesh, that is, most visited websites from Bangladesh.

After that it is needed to know about independent variables. Information about variables 2, 3 and 4 as shown in the Figure 3 below (Option for personalization, Interactivity, Capability to handle commercial transaction) was easily collected by browsing the website for couple of minutes. Information about variable 7 and 8 (online and offline advertisement) has been collected through observation. When no information was found through observation the company has been contacted over telephone to collect the information. Information about variable 6, 9 and 10 (SEO, popularity in social media and years of operation) has been collected from website sources.

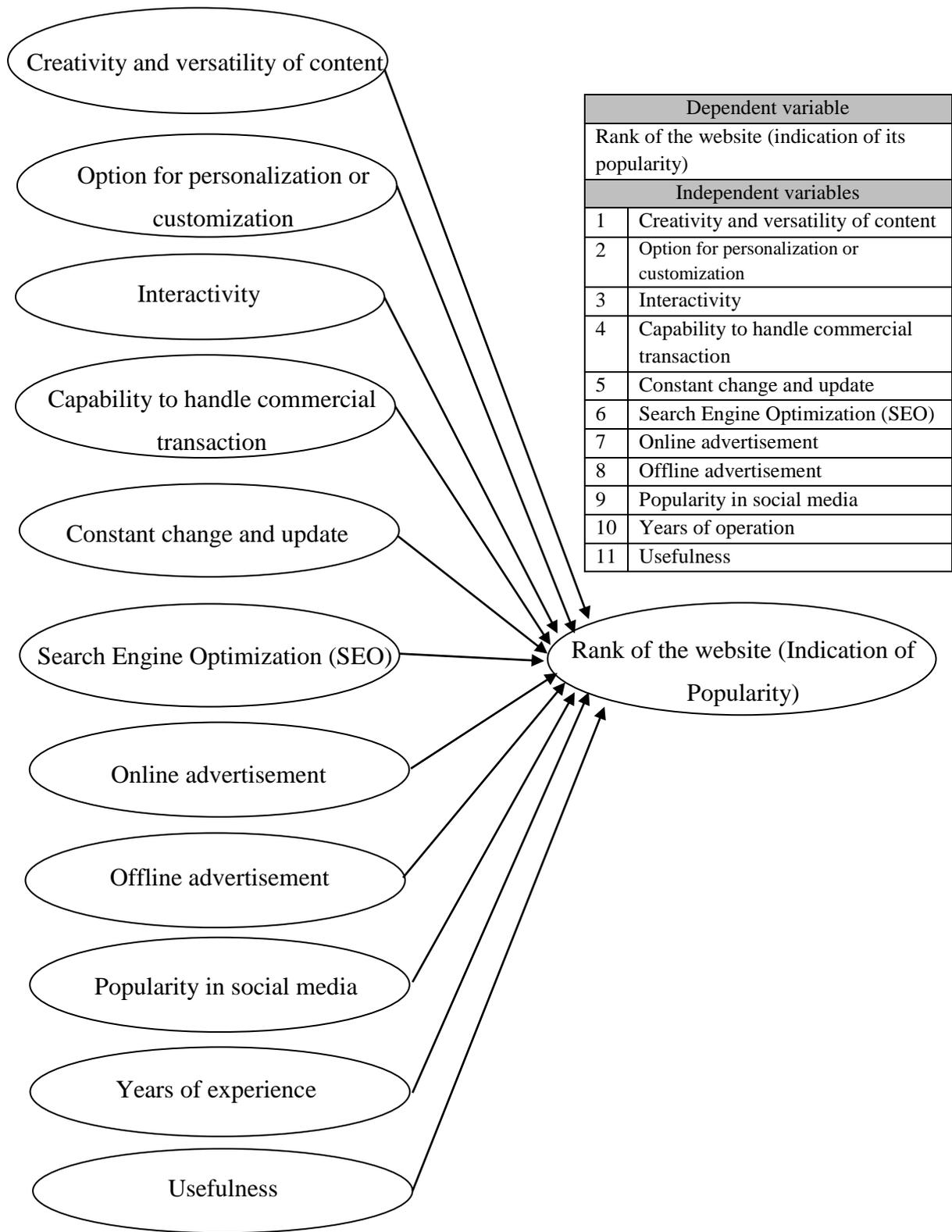


Figure 3: Research Model

To know about SEO ranking of a website we have used a website whose address is <http://www.seoanalyser.net/>. To know about years of operation of website we have used domain age tool available at <http://www.webconfs.com/domain-age.php>. To know about popularity of a website in social media we considered how many likes does a page has in the Facebook. If a website's Facebook page has more 30,000 likes then we have considered the popularity to be high. To cross validate it we have used another website (<http://socialmention.com/>), where strength of social media presence can be identified through various quantified analysis and data provided there. For variable 1 and 11 (creativity and versatility of content and usefulness) we have provided very careful subjective judgment. For example to identify versatility we have analyzed the content to identify whether the site is providing content in only one area or it covers a very wide range of fields. For example bdjobs.com provides not only job information but also job counseling. Moreover various training programs are also offered through their websites and anyone can pay and register for those training online. So its content can be termed as informative, creative and versatile. To identify usefulness we examined the factors described by Nielsen (2000) mentioned above.

6.1 Questionnaire Development and Scaling Techniques

For our study we formed a statement relating to each of the variables and attach a five-point Likert scale table to choose to what level we could agree or disagree with the statements. Based on our initial analysis, we have determined one dependent and eleven independent variables and so we created a questionnaire with 12 questions labeled consecutively from Q1 to Q12.

6.2 Sampling technique

For this study the list of Bangladeshi websites that are found in Alexa ranking was used. But not only was this single source used. Different other random sources from where names of a website can be conveniently found were also used, for example Google search, online advertising, and newspapers were used to find a web address. So, the sampling technique used was more of a convenience sampling.

6.3 Data Preparation

After evaluating 30 Bangladeshi marketers' websites, the 30 valid survey papers were coded and transcribed into the computer to be used with SPSS, the statistical tool used for this study.

7. Data Analysis and Results

7.1 Plan for Data Analysis

For regression we have considered Q1 as dependent variable and Q2-Q12 as independent variables corresponding to 11 independent variables respectively as shown in Figure 3. For Discriminant analysis, independent variables were converted from five-point Likert scale into two-group categorical variable. For conversion we followed the following rule:

1-2= 1 (Low); that is Website's popularity is high with regular huge visitors.

4-5= 2 (High), that is Website's popularity is low with few regular visitors.

From our analysis it was found that none of the question had neutral value 3. So we have taken only two variables and run for Two-Group Discriminant analysis.

So in this case the newly converted group variable is the dependent and variables Q2–Q12 are considered as predictors.

7.2 Result of Regression Analysis

In the SPSS output shown in Table 1, it is seen that the value of R^2 is 0.867. The R-square value is an indicator of how well the model fits the data e.g., an R^2 close to 1.0 indicates that almost all of the variability with the variables specified in the model was accounted for. Here, R^2 is close to 1.

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.931	0.867	0.787	0.222

Table 2: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.783	11	0.526	10.712	0.000
	Residual	0.883	18	0.049		
	Total	6.667	29			

In the SPSS output shown in Table 2 above, it is seen that $F = 10.712$ which is significant at $\alpha=0.05$. It is also seen that significance is 0.000; as it is smaller than 0.05. It can be said that it is highly significant.

Table 3: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.02	0.632		0.031	0.975
	Q2	0.834	0.247	0.724	3.377	0.003
	Q3	0.323	0.18	0.33	1.796	0.089
	Q4	-0.156	0.159	-0.123	-0.98	0.34
	Q5	-0.303	0.183	-0.318	-1.658	0.115
	Q6	-0.165	0.124	-0.155	-1.336	0.198
	Q7	0.046	0.117	0.046	0.39	0.701
	Q8	-0.02	0.135	-0.018	-0.145	0.887
	Q9	-0.015	0.188	-0.008	-0.081	0.937
	Q10	0.447	0.157	0.473	2.844	0.011
	Q11	0.073	0.093	0.075	0.783	0.444
	Q12	-0.034	0.294	-0.025	-0.116	0.909

In addition to testing R^2 for significance, it is possible to test the individual regression coefficient (Beta) for significance and it is shown in the SPSS output in Table-3. In the Table-3, it is seen that all of significant levels corresponding to individual Beta are greater than .05 except two. The significance for coefficient for Q2 and Q10 is less than 0.05. So these are found to be significant. Therefore, creative and wide variety of content and popularity in social media are important in explaining the popularity of and huge traffic to a website. It is seen that Q3 is very near to .05 although didn't go below it.

From the whole regression analysis, finally a model can be generated that shows the

total relationship between the independent variables selected and the dependent variable. Assigning each of the independent variables with X_n starting with Q2 as X_1 , Q3 as X_2 , Q4 as X_3 and so on and assigning the dependent variable Q1 as Y , we form a generic regression model:

$$Y = C + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10} + \beta_{11} X_{11}$$

Now putting the relevant β in the equation from Table 3 above, we get-

$$Y = 0.020 + 0.834X_1 + 0.323X_2 - 0.156X_3 - 0.303X_4 - 0.165X_5 + 0.046X_6 - 0.020X_7 - 0.015X_8 + 0.447X_9 + 0.073X_{10} - 0.034X_{11}$$

This is our regression model to determine the popularity of a website.

7.3 Result of Discriminant Analysis

Because there are only two groups, only one discriminant function is estimated. The Eigenvalue associated with the function is 6.547; as shown in Table 4 and it accounts for 100 percent of the explained variance. The canonical correlation associated with this function is 0.931. The square of this correlation, $(0.931)^2 = 0.86$, indicates that 86% of the variance in the dependent variable (High/low visitors) is explained or accounted for by the model.

Table 4: Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	6.547	100.0	100.0	.931

It can be noted from Table 5 below Wilks' Lambda associated with the function is 0.133 which transforms to a chi-square of 45.474 with 11 degree of freedom. This is significant beyond the .05 level.

Table 5: Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.133	45.474	11	.000

An examination of standardized discriminant function coefficient has been shown in the Table 6. The theory is that the coefficients with large absolute values correspond to variables with greater discriminating ability. So, it is revealed that Q2 (creativity and versatility of content), Q10 (popularity in social media) and Q3 (Customization or personalization) are the most important predictors (having higher values of 1.077, 0.914 and 0.915 respectively) in discriminating between groups.

Table 6: Standardized Canonical Discriminant Function Coefficients

	Function
	1
Q2	1.077
Q3	0.915
Q4	-0.326
Q5	-0.868
Q6	-0.425
Q7	0.116
Q8	-0.05
Q9	-0.023
Q10	0.914
Q11	0.22
Q12	-0.051

The structure matrix shows the correlation of each predictor variable with the discriminant function. Again it is seen Q2 (creativity and versatility of content) and Q10 (popularity in social media) has higher correlation. In the structure matrix shown in the Table 7 below, correlation between predictors and discriminant function are listed in order of magnitude.

Table 7: Structure Matrix

	Function
	1
Q2	0.670
Q10	0.451
Q12	0.413
Q7	0.226
Q4	0.193
Q5	0.161
Q6	0.157
Q3	0.142
Q8	0.113
Q9	-0.075
Q11	0.019

Thus it can be said most important factors are Q2 (creativity and versatility of content) and Q10 (popularity in social media). An additional important factor found by discriminant analysis is Q3 (Customization or personalization).

8. Summary of the results

In regression analysis we have found out that creativity and versatility of the content and popularity in social media are the two factors that significantly correlate with the overall popularity of a website. That is a website with creative and versatile content together with high popularity in Facebook tends to be a popular website.

Through discriminant analysis we have found an additional factor, namely, customization or personalization, to be a very important discriminating factor between popularity and unpopularity of website. That is, the degree to which a website allows user to customize or personalize the site has a good impact in determining its popularity.

9. Findings

Based on this study it can be suggested that marketers should consider the following findings in planning their web based marketing:

1. Website's content should be creative, informative and versatile. News, links and information (portals) are the most popular contents in the internet. So website should have news, links and various types of useful information apart from their main products and services to attract and retain customers.
2. Social media page is more preferable than social media advertising. All popular website has a popular social media page with huge number of likes.
3. Most of the popular websites have customization option. So marketer should put this option in their website.

10. Limitations

The limitations of this study are as follows:

1. Different categories of websites may have different reasons for preferences to the customer. So attempting to find some popularity criteria for all types of websites might lead to exclusion of important criteria.
2. Some factors might be external to the factors directly related to website. For example brand loyalty or brand image prior to launching of a website is an external factor.

In our study we found that Standard Chartered Bank has a very good and effective website. Website of Islamic Bank has a higher ranking because number of its customer is simply more than that of Chartered Bank. So less popularity of Standard Chartered website doesn't mean its website is less effective or it is resorting to less effective online marketing program. In our data analysis these external factors are not properly taken into account.

11. Conclusion

In conclusion, we can say that even though this paper based on our study, didn't identify all of the factors related to effective and popular website for online marketing, it at the least gives valuable idea about most important factors which might be useful for marketers who want to create an effective web-based online marketing campaign. Through data analysis it is found that a popular website should have creative and versatile content together with very popular Facebook page. The website should allow user to customize it.

This paper concludes that marketers should design a highly customizable website and put news, links and various types of information apart from their regular products and services to attract and retain visitors. Further, together with the website marketers should have a Facebook page and try to make it a very popular one to drive visitors from social media to the original websites. These are found to be very important in designing successful online marketing campaign and increase profitability of the organization.

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