



Inspiring Excellence

Internship Report

Submitted By:

Rafiur Rahman Bhuiyan

ID: **15104144**

Spring 2015 Batch, BRAC University BBA Program

Submitted To:

Mahreen Mamoon

Assistant Professor

BRAC Business School

BRAC University

Internship Report On:

**“The Effect(s) of Promotions & Discounts
on Consumer-Based Brand Equity of
Brands in Bangladesh.”**

Submitted On: *30th April, 2019*

Letter of Transmittal

30th March, 2019

Mahreen Mamoon

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of Internship Research Report focused on “The Effect(s) of Promotions & Discounts on Consumer-Based Brand Equity of Brands in Bangladesh.”

Dear Madam,

With due respect and humility, I hereby submit my internship report on the research topic – “**The Effect(s) of Promotions & Discounts on Consumer-Based Brand Equity of Brands in Bangladesh.**” as per the requirements of our BBA program.

For the purpose of my internship, I have been working at Asiatic Digital, under Asiatic MCL, since the 1st of March as an Executive in the Community Engagement (CE) team that conducts Customer Relationship Management (CRM) activities for Nestlé Bangladesh Ltd.; during my time working there, I have been trained extensively in the use of the CRM tools - *Salesforce* and *Facebook Business Manager*, and also in carrying out basic marketing research. As the CE team receives many queries related to promotions and discounts, I wished to know more about the effect(s) that such marketing activities have on the brand equity of a brand in Bangladesh. After a bit of study, I learnt that such a study was not carried out before with the Bangladeshi consumers in mind.

I found this topic to be quite intriguing and as such have worked to base my internship report on it. I hope that you will find this report to be satisfactory and up-to-the-mark; and I will also be available to answer any queries you may have.

Sincerely yours,

Rafiur Rahman Bhuiyan

ID: 15104144

BRAC University

Acknowledgement

I truly feel that I have learned quite the deal about consumer insights, behavior and preferences during my time being a part of the Community Engagement team of Asiatic Digital and I believe that being here at this point of my life will surely generate undeniable value in the future of my career in Marketing Communications; therefore, I would like to wholeheartedly thank **BRAC University** for helping me attain this opportunity and also for the 4 amazing years of my life that I had spent here, including the meaningful semester I had spent at the Residential Campus – all of which altogether played a significant role in allowing me to grow into the team-player and professional that I am today. Additionally, I am delighted to state that I had the pleasure of being guided, advised and continuously supported by Ms. **Mahreen Mamoon** (*Assistant Professor, BRAC Business School*), who played the crucial role of my Internship Advisor, and who had also been the teacher who was a source of great motivation for me and my becoming more passionate about making my career in Marketing Communications.

I also would like to give my thanks to the whole CE team of Nestlé Bangladesh at Asiatic Digital, composed of Mr. **Tonmoy Das**, Ms. **Fairooz Zannat Fannana**, Mr. **Rashed Karim Amit**, Mr. **Kamrul Islam Badal**, Mr. **Md. Istiak Hossain**, Ms. **Tasnim Haque** and Mr. **Mehedi Hasan** for being so welcoming and supportive of my development as a professional during my time working with them. Special thanks goes to Mr. **Didarul Alam Khan** (*Associate Director & Head of Business Intelligence, Asiatic Digital*) - my internship supervisor, for taking the time and making the effort to share some of his experience and knowledge with me in order to ensure that I benefit from it all in the long run as a professional and grow to understand consumer perspectives and preferences above all else.

Executive Summary

In recent times, many brands are operating in Bangladesh, ranging from large Multinational Corporations to Small and Medium Enterprises, and all of these brands try to capture and secure their own portion of the market through many means of acquiring, satisfying and retaining their consumers. Some such Brand Communication tools are Promotional Offers and Discounts which allow a brand to boost sales and, if executed well, increase consumer delight, loyalty and repeat purchases.

In the context of Bangladesh, no such study was carried out before; thus, during my 2-month long internship at Asiatic Digital, which is under Asiatic Marketing Communications Limited, I decided to carry out my research on this research topic as it was a topic which would also help satisfy my curiosities about the behavior of consumers in Bangladesh. Over time, while doing my internship, I was able to study how consumers respond to discounts and promotions; and they seemed to mostly react with intrigue and positivity. Thus with this observation in mind, I set off to conduct an exploratory research on this subject with the consumers of Brands in Bangladesh in mind.

A total of 106 individuals took part in the survey to share their opinions and feedback on discounts and promotions. 60% of these respondents stated they liked to collect on products that had an offer or discount attached to them; and 51% of the sample population believes that offers and discounts hold some form of a benefit for them while the other 49% thinks that offers and discounts are only beneficial occasionally. 9% of the respondents stated that they do not become loyal consumers to brands that give out promotions and discounts; 44% respondents state that they do indeed become loyal consumers while the remaining 47% become loyal consumers for some of these brands that usually activate promotions and discounts. It has also been seen that consumers prefer offers more than they prefer discounts; 45% of respondents question whether the quality of a product is intact when they learn that a product is available at a discount – and 51% of the respondents do not always question the quality of a discounted product but only sometimes while 4% do not question it all.

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Part 1: Organization Overview

1.1 Brief History of Asiatic JWT

Asiatic Marketing Communications Limited (AMCL) is one of the largest and oldest marketing communication firms in Bangladesh. AMCL's journey commenced over 40 years ago and since then AMCL has gone on to shape up a reputation for itself, earning renown from the likes of leading Entrepreneurs, Marketers, Industrialists, Non-Governmental Organizations, Government Bodies, and more, of Bangladesh.

Back in 1966, AMCL was known as East Asiatic. In that time period, when brands were not as concrete of a concept as they are now, East Asiatic provided its services to organizations such as aiding them in designing campaigns for various business goals. In time, after much dedication to the craft and significant output, AMCL came to achieve its spot as the largest and longest-standing marketing communications firm in Bangladesh.

In 1996, AMCL had landed an international partnership with J. Walter Thompson. And eventually in 2005, the firm was rechristened as Asiatic JWT with the JWT part signifying Asiatic's partnership with J. Walter Thompson. JWT is one of the largest marketing agency - the 4th largest to be exact - in the world and conducts its business and operations in more than 90 countries worldwide and hosts a workforce of nearly 10,000 employees and boast a client base of 1200 brands and more.

Mr. Aly Zaker, the famous artist, is at the forefront of AMCL as the current Chairman and Managing Director of the firm while Mrs. Sara Zaker holds the position of Deputy Managing Director; and Mr. Iresh Zaker and Mr. Ferdous Hasan Neville perform as the Executive Directors of AMCL.

Being specialized and well-versed in a variety of marketing communication tools, AMCL offers a wide range of services to its clientele. From carrying out social communication activities, media services, public relations activities, and running Production Houses, maintaining Printing services and Broadcast channels like *Radio Shadhin*, etc. AMCL covers all facets modern businesses of today require to gain a firm foothold in any region or market.

1.2 Brands

The following are all of the brands whose accounts are served by AMCL:



1.3 Vision

The Vision statement of AMCL is as follows:

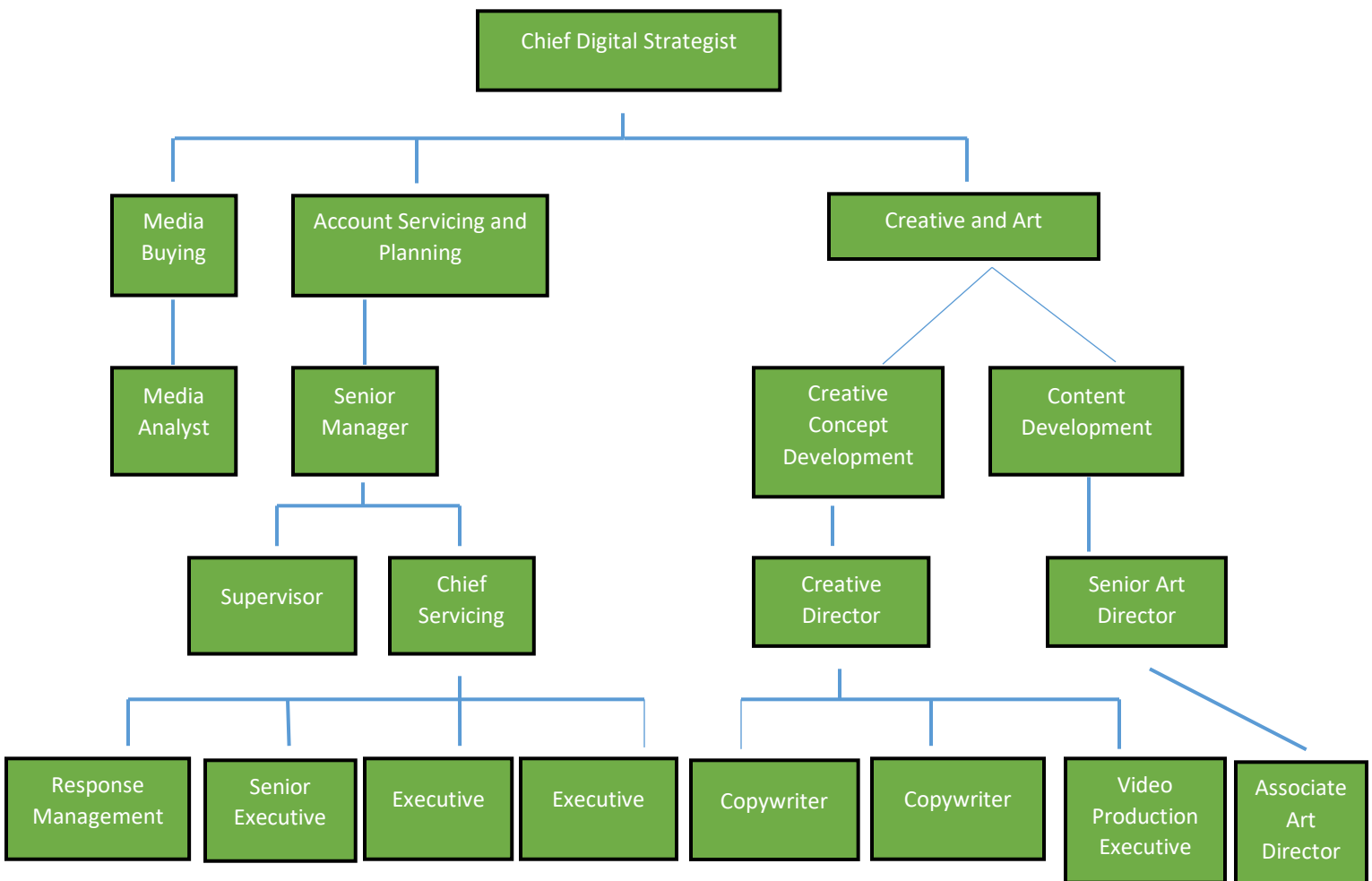
“To create a work culture that inspires us to be curious, stay hungry and motivated, so that we can create extraordinary ideas that people would love to spend time with.”

1.4 Mission

The mission statement of AMCL is:

“Keep evolving in size and dimension and provide complete solutions to your communication needs in ever changing landscape.”

1.5 Organization Chart of Asiatic Digital



1.6 Introduction to Asiatic Digital

Established in 2014, *Asiatic Digital* is the branch of AMCL responsible for crafting and executing digital marketing solutions for clients of AMCL. Despite, in essence, being a wing of Asiatic 3sixty, Asiatic Digital sustains operational autonomy in order to best pursue its goals. At the time of its inception, Asiatic Digital was to become the provider of Digital Marketing services for firms in Bangladesh as there was a growing need for prominent companies in Bangladesh to capture and conserve a social media presence in order to enhance brand value much more creatively, efficiently and effectively. Being part of AMCL, it was not long before Asiatic Digital garnered success and glory as one of the eminent digital marketing agencies of Bangladesh. As such some high-profile clients of Asiatic Digital include: *Nestlé Bangladesh* (NESCAFÉ, MAGGI, NIDO, Nestlé EVERYDAY and Nestlé COFFEE MATE, Nestlé Breakfast Cereals, Nestlé Start Healthy Stay Healthy), *PepsiCo* (Pepsi, Aquafina, Mountain Dew, etc.), *Marico Bangladesh* (Parachute Advanced Hair Oil, Bio-Oil, SET WET, etc.), *Banglalink* and many other brands.

1.7 Departments of Asiatic Digital

Asiatic Digital is made up of 4 departments and they are:

- The Client Service Department: which communicates directly with clients to get a detailed understanding of their desired market positions and the routes they are comfortable to take so as to reach those positions.
- The Creative Department: which innovates and designs the promotional materials for the sake of acquiring, entertaining and retaining consumers as per the brief given by the clients.
- Community Engagement Department: which engages with the community of consumers of the brand and processes and transmits information from the brand to the market.
- The Human Resources Department: which helps in recruitment and other human resource management activities for Asiatic Digital such as the application, preservation and regulation of employee benefits, overtime payment and compensations, and evaluation of employee performances etc.

Part 2: Research

2.1 Introduction

2.1.1 Background of the Research

Having had a keen interest in psychology and the factors that determine consumer behavior towards brands, I opted to incorporate a quantitative research into my internship report so that I would be able to extract valuable tacit knowledge regarding consumer behavior and how it responds to different marketing stimuli.

Providing my skills to Nestlé Bangladesh through Asiatic Digital allowed me to unlock a greater degree of understanding of consumer behavior as I got to observe via social media and our CRM tools how consumers responded to the many sales promotions that Nestlé Bangladesh would usually activate for the multitude of brands under its name. However, it was still unclear what effect these promotions had on brand equity from the perspective of the consumers; and since boasting a large amount of brand equity plays a pivotal role in enabling a brand to enjoy a host of potential benefits, which include but are not necessarily limited to opportunities to execute successful brand-extensions, better margins and greater levels of customer loyalty (Keller, 2001).

Thus, it was quite necessary to learn just what the consumers of brands in Bangladesh thought about the promotional offers and discounts provided on the products manufactured by the many firms in their country - and so I had devised this research project.

2.1.2 Problem Statement

As this is more or less an exploratory research, the problem statement can be loosely stated to be:

How do promotions & discounts affect consumer-based brand equity of brands for consumers in Bangladesh?

2.1.3 Scope of the Study

This study aims to follow the following dimensions of brand equity: **brand awareness**, **perceived quality**, **brand associations** and **brand loyalty**; and ultimately on the long term value added to a brand as a whole by sales promotion activities such as **promotional offers** and **discounts** on products in the Bangladesh market.

2.1.4 Research Objectives

The main purpose of research is always to find out more about an objective that would elaborate on the problem that the research is trying to address. Sometimes, this main objective is accompanied by a few more side objectives. As for this research, the main objective is –

- To establish if there indeed is any effect on consumer's perception of brand equity for brands upon being introduced and/or collecting a discount or promotional offer.

And to aid this main objective, the side objective shall be –

- Identify changes in consumer behavior towards a brand when introduced to a product of the brand with a sales promotion on it.

2.1.5 Limitations

The limitations that can be held applicable to this research report and which should be taken note of and kept in active consideration are –

- 1) This report was completed within a rather short period of time. As such, there may be flaws or inconsistencies in the research design and therefore in the way the data is presented.
- 2) As the study had taken place in South Asia, the research was heavily influenced by the strong cultural determinants present in the region.
- 3) Most of the respondents were youths. Therefore, this research does not adequately grasp the whole picture as there are only a few responses from other age segments in the country.
- 4) Given that this research was conducted only through online forms, it is possible that some respondents may not have shared honest answers.
- 5) Keeping Limitation (1) and (3) in mind, it is entirely plausible that a different set of results could have been attained with a different sample population.

2.2 Literature Review

For my research, I had searched online using “Effects of Promotions & Discounts on Consumer-Based Brand Equity” and was fortunate enough to find quite a few established research articles and web articles; but none of these articles were set in the context of Bangladesh. So with the limited amount of time I had, I reviewed several studies and also read through multiple web articles to learn more about the effects that Promotions & Discounts have on Brand Equity in general. Here are the ones I could relate most to my topic:

The impact of brand personality and sales promotions on brand equity

(Valette-Florence, Guizani, & Merunka, 2011)

This article studied the effect sales promotions have on brand equity – which is why I believed that this was a suitable article to draw from for my research.

They found that with more emphasis being put on short term operations than on brand-building operations, the impact on Brand Equity by Sales Promotions activities was a negative one.

The effect of sales promotions characteristics on brand equity

Karbasi, B & Rad, A. (2014). The effect of sales promotions characteristics on brand equity. Management Science Letters, 4(9), 2107-2116.

This study found that monetary promotions such as discounts certainly had an effect on matters like perceived quality and brand awareness.

Price discounts were mostly appropriate only when the prices of the goods were seemingly fair to the consumers themselves. Moreover, non-monetary promotions, in the form of free gifts for loyal consumers, aided considerably in strengthening brand association, brand awareness and overall perceived quality of a brand.

SALES PROMOTIONS EFFECTS ON BRAND LOYALTY

Marife Mendez. 2012. SALES PROMOTIONS EFFECTS ON BRAND LOYALTY. Doctoral dissertation. Nova Southeastern University.

This research included 114 respondents to study the effect of Sales Promotions on Brand Loyalty which is a key component of Consumer-Based Brand Equity and also a focus of my research.

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The study found that sales promotions can either strengthen or reduce Brand Loyalty of consumers. It also referred to how certain segments of consumers prefer gifts, i.e. offers, increase their satisfaction and tendency to buy a product by acting as a reward for their purchase of a brand's product.

2.3 Methodology

2.3.1 Introduction

All the data presented in this report were collected from both primary and secondary sources.

Primary Information:

The primary information in this research was gathered via online questionnaires during my Internship. Also some more primary information was collected in the later stages of my Internship by my directly visiting people of other age groups whom I would not be able to reach via the internet or who would have difficulty in operating the internet in order to fulfill the questionnaire; upon meeting with them, I would ask them the questions verbatim off the questionnaire and explain the question as well if needed – then I would record their answers myself manually into the online survey form.

Secondary Information:

The secondary information that comprises portion of this paper was taken from the organization's website, and also from various research papers, journals and web articles that related to the research topic in one way or another.

2.3.2 Research Design

This research is of a pluralistic nature and as such is a combination of both qualitative and quantitative research methods. The research is part quantitative as I had conducted a survey which involved over 80 respondents with 2 different questions related to their preferences where the answers to these 2 questions could be measured in quantitative values. On the other hand, the report bears a qualitative side to it as I had included an open-ended question at the end of the questionnaire in order to collect recollections and an additional layer of data that would otherwise not be shared with the many close-ended questions of the questionnaire. Therefore, in this regard, my research procures both forms of data – quantitative and qualitative, and provides a platform for both material and abstract deliberation.

The research type as mentioned earlier is Exploratory. I chose to go for an Exploratory type of research due to the fact that such a study was not conducted before with the people and industry of Bangladesh in mind. Therein, this was somewhat uncharted territory and so I felt an Exploratory approach would be suitable – where I would be able to test out all of my set variables to check if they were valid which would then allow me the chance to carry out a descriptive research into this very topic in the future. Also, the Exploratory path would reduce my chances of making an unintentional error in my research as I would not have issued any hypotheses at the beginning of my study into something that was never really studied before.

This research was Longitudinal, since the questionnaire was active for a number of days over which the total number of relevant respondents and their responses were collected.

2.3.3 Population and Sample

The actual total population for this research would be all of the people in Bangladesh who are currently consuming some sort of branded good on the regular.

No statistical or scientific method was employed for the selection of this sample or designating the desired sample size. Given my time constraints and reach, I opted for a convenient sample size of at least 70 individuals but thankfully was able to receive more than the target sample size.

Convenience Sampling – the least complicated form of sampling type, had to be the sampling type for this research project. This was so as it was ultimately up to the respondents themselves to choose whether or not to participate in the online survey.

2.3.4 Research Variables

The variables that were taken into account in the survey questionnaire were selected after study of multiple online articles, journals and relevant research publications. A total of 4 attributes were confirmed: these were common components that shape up consumer-based brand equity. The variables are listed below:

- **Consumer Buying Behavior:** This is defined by the American Marketing Association to be the unique bundle of affection, cognition, behavior and responses to environmental stimuli by which humans tend to carry out the exchange part of their individual lives.
- **Brand Loyalty:** As per the American Marketing Association – Brand Loyalty is the condition under which a consumer usually makes a purchase of a product of the same manufacturer and/or brand repeatedly over a course of time rather than switching to a competitor’s products within the same category.
- **Brand Identity:** According to the Management Study Guide 2013, this is the current view of the brand from the perspective of the consumers; it can be stated to essentially be what the brand stands for in the minds of the consumer.

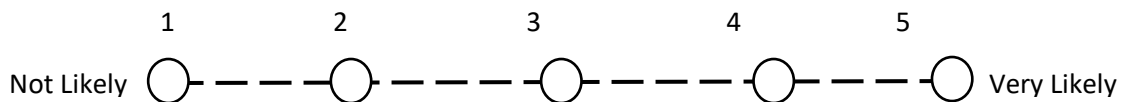
2.3.5 Questions Asked

As previously specified, this study was attempting to find if there was any effect made by an product, that had an offer or discount, on consumer’s perception of brand equity for the brand, with the secondary objective being the identification of changes in consumer behavior when introduced to sales promotions so as to further evaluate and fortify the outcomes achieved of the main objective. Thus we asked the respondents the following questions:

- 1) Do you like to collect on offers and discounts that are applied to products?
 - Yes
 - Sometimes
 - No
- 2) Do you find offers and discounts to be beneficial?
 - Yes
 - Sometimes
 - No

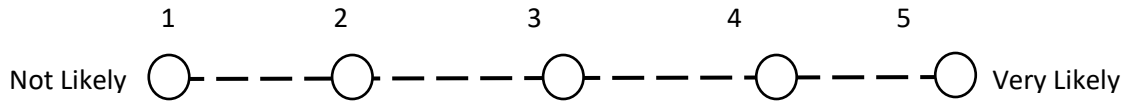
The Effect(s) of Promotions & Discounts on Consumer-Based Brand Equity of Brands in Bangladesh.

- 3) Do you buy products that have discounts or offers on them on a regular basis?
- Yes
 - No
- 4) If your answer to the previous question is yes, what kind of product do you usually buy that has a discount or an offer going for it?
- 5) Are you more likely than usual to purchase a product when an offer or discount is available?
- Yes
 - Sometimes
 - No
- 6) Do you tend to stay loyal to a brand when it provides offers and discounts regularly?
- Yes
 - Sometimes
 - No
- 7) Do you purchase the products of a brand more often when that brand provides discounts and offers with its products regularly?
- Yes
 - Sometimes
 - No
- 8) What things do you consider most while buying new things?
- Price
 - Offers
 - Discounts
 - Brand Image
 - Peer Pressure
 - Other: _____
- 9) How likely is an offer (e.g. buy-one-get-one-free, etc.) to get you to purchase a brand's product?



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10) How likely is a discount to get you to purchase a brand's product?



11) Do you question the quality of a product when a discount or an offer is applied to it?

- Yes
- Sometimes
- No

12) Have you ever had any bad experiences with discounted products? If yes, please write shortly about it.

- _____

Demographic Information:

1) Age:

- 16 – 20 years
- 21 – 25 years
- 26 – 30 years
- 30 and above years

2) Gender:

- Female
- Male
- Other

3) Occupation

- Student
- Service Holder
- Business Owner

4) Monthly Income

- No income
- Below 5,000 Taka
- 5,001 – 20,000 Taka
- 50,001 Taka and above

5) Marital Status

- Unmarried
- Married

2.3.6 Survey Method

A web-based survey was administered for the collection of responses from Respondents over a period of 3 days; furthermore, in order to also get the viewpoints of the above 30 female demographic who usually tend to the shopping for households, attempts were made to reach them via social media as best as possible but then near the end, steps were taken to visit them directly and initiate an interview to ask them the questions on the questionnaire and then manually enter the responses for them. Ultimately, a total of 106 responses were accumulated.

2.3.7 Instruments

- I set a multiple-choice section to find out viewpoints for question (8) to learn about consumer priorities while making purchase decisions for new things; and also for questions (1), (2), (3), (5), (6), (7) and the questions in the Demographic Information Section.
- A 5-point likert scale was used for questions (9) and (10) to illuminate consumer's tendency to act upon a discount or promotional offer.
- I included open-ended questions for questions (4) and (12)

2.3.7 Statistical Applications and Graphs Used

The statistical methods that were used to analyze the data collected from the respondents were:

- 1) Percentage
- 2) Frequency Count

Pie Charts, being the graphs most widely used to present percentages, were used to display the results of questions (1) to (6) and question (9) and some demographic data such as Age, Monthly Income and Marital Status.

2.4 Analysis and Interpretation

In order to properly interpret the findings of this research as a whole, it would be best for us to take a look at the individual results first:

Q.1) “Do you like to collect on offers and discounts that are applied to products?”

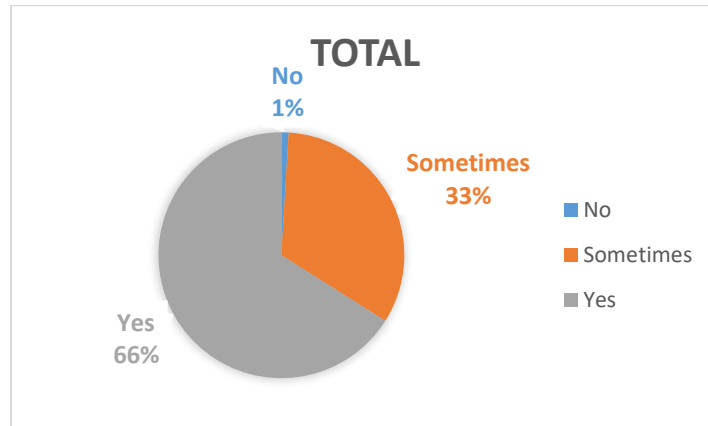


Figure 1

As can be seen in Figure 1 right above, for Question 1, 66% of respondents agreed that they like to collect offers and discounts that were applied to products; 33% of the respondents stated that they liked to collect on discounts and offers only sometimes; and 1% indicated that they did not like to collect on offers and discounts applied to products.

Q.2) “Do you find offers and discounts to be beneficial?”

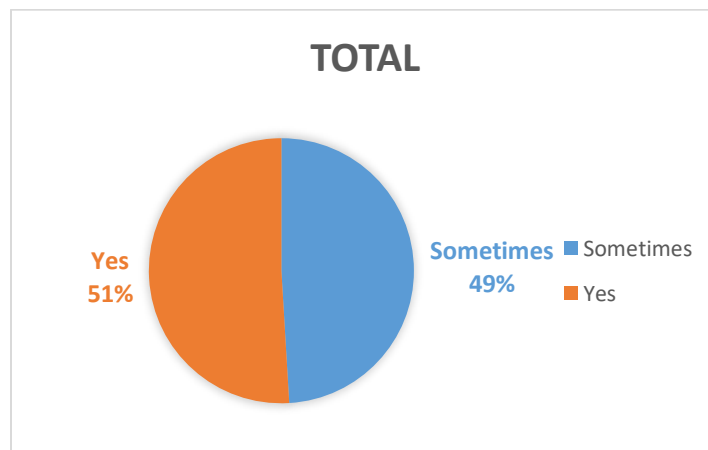


Figure 2

Here, 51% did find offers and discounts to be beneficial and that 49% found offers and discounts to be beneficial sometimes only; 0% felt that offers and discounts were not beneficial.

Q.3) “Do you buy products that have discounts or offers on them on a regular basis?”

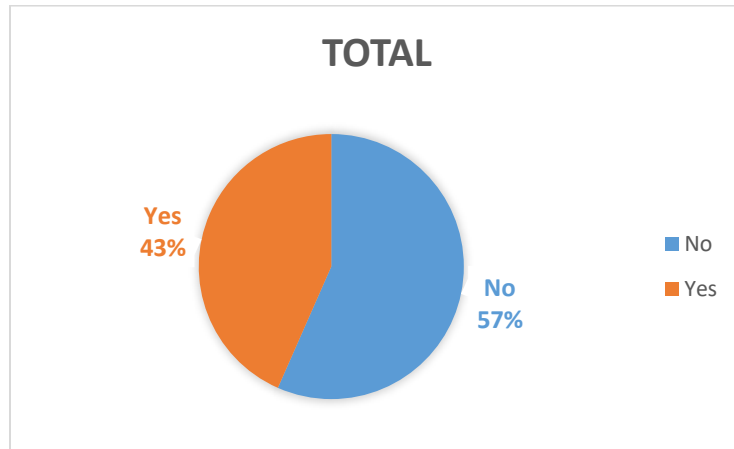


Figure 3

Here the responses dictate that 43% respondents regularly purchase products that have a discount or offer on them while 57% do not do the same on a regular basis.

Q.4) “Are you more likely than usual to purchase a product when an offer or discount is available?”

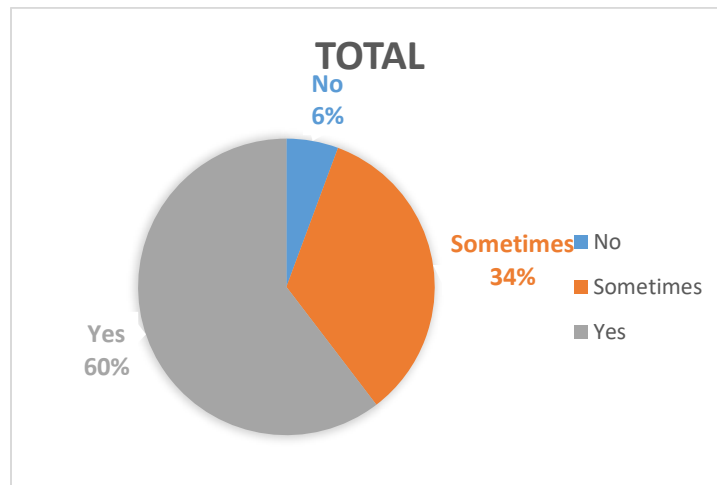


Figure 4

As per Figure 4, 60% of participants of the survey felt they were more inclined to purchase a product when an offer or discount was active; 34% of participants felt as if they were more likely to act on such offers and discounts only sometimes; and lastly, 6% did not feel any sort of greater motivation to purchase products with an offer or discount.

Q.5) “Do you tend to stay loyal to a brand when it provides offers and discounts regularly?”

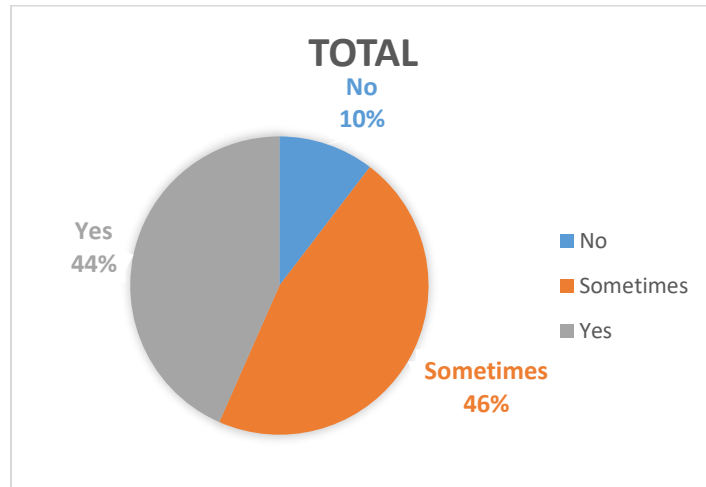


Figure 5

In Figure 5, it can be seen that 46% of respondents would sometimes stay loyal to a brand when it gave out discounts and offers on its products regularly; 44% would definitely stay loyal and 10% would not do so.

Q.6) “Do you purchase the products of a brand more often when that brand provides discounts and offers with its products regularly?”

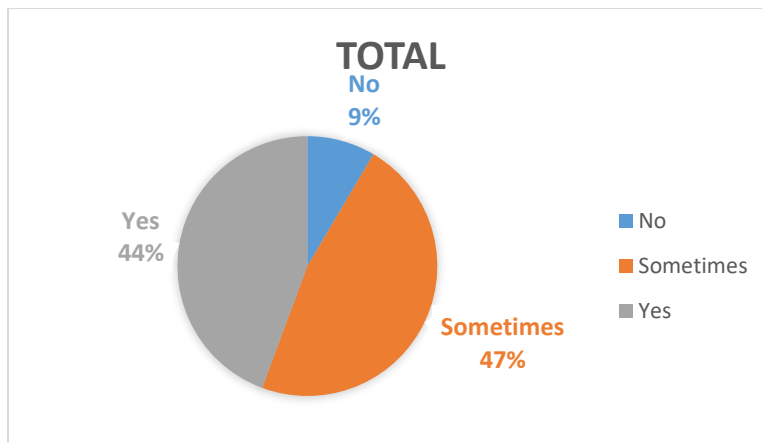


Figure 6

As per the recordings for Question 6, 47% of respondents would sometimes display increased purchase behavior of a brand's products when that brand was known to give out discounts and offers regularly. Furthermore, 44% stated "Yes" that they would opt to purchase products from such a brand more often, and 9% stated that they would not buy such a brand's products more often.

Q.7) “How likely is an offer (e.g. buy-one-get-one-free, etc.) to get you to purchase a brand's product?”

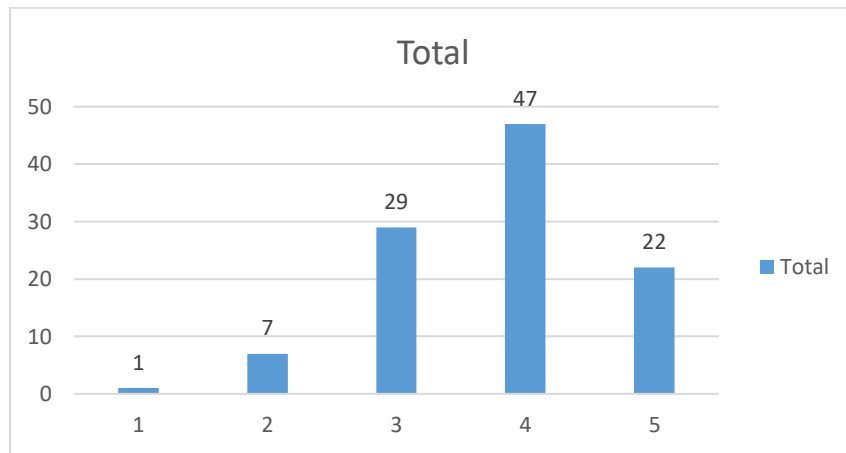


Figure 7

In Figure 7, we can see that 1 respondent stated that it was not likely for him/her to be inspired by a promotional offer to buy a brand’s product; 7 respondents chose Point 2 – which is close to “Not Likely” and 29 respondents chose the neutral ground at Point 3; 47 respondents selected Point – 4 which may be stated as “Likely” indicating that they would be somewhat motivated to purchase a product based on its promotional offer; and lastly, Point 5 – “Very Likely” was selected by 22 participants.

Q.8) “How likely is a discount to get you to purchase a brand's product?”

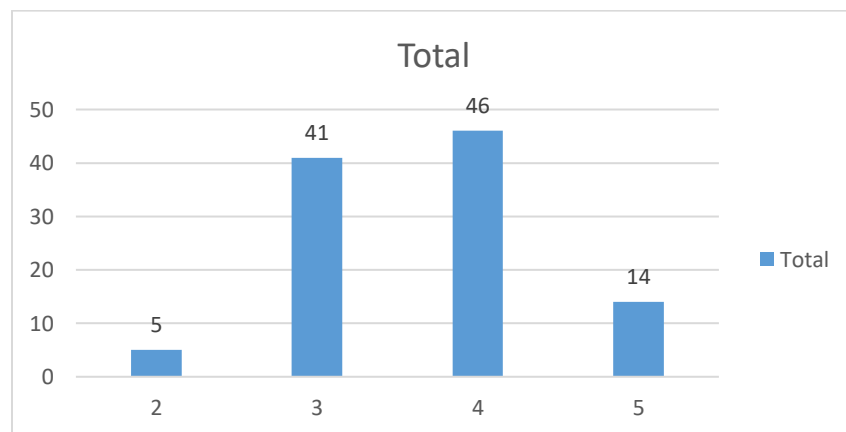


Figure 8

In Figure 8, we can see that 5 respondents selected Point 2 – which is closer to “Not Likely”; whereas 41 respondents selected Point 3 – which was the neutral point in the Likert scale; and as

for Point 4 – 46 respondents depicted that it was “Likely” that a discount would influence them to buy a brand’s product; lastly, for Point 5 – 14 individuals stated it was very likely for them to buy a brand’s product given it had a discount ongoing.

Q.9) “Do you question the quality of a product when a discount or an offer is applied to it?”

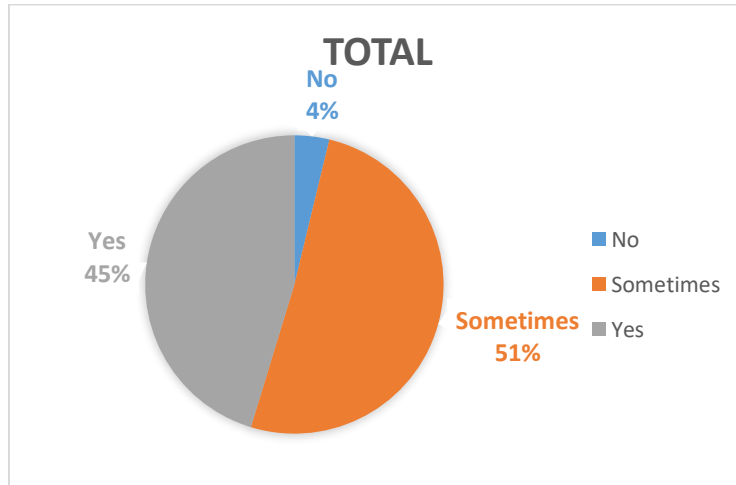


Figure 9

In Figure 9, 51% of respondents stated that they would sometimes question the quality of a product upon finding the attachment of an ongoing discount on it; and 45% would surely question it whenever they came across a discounted product; and 4% mentioned that they would not consider any issues with the quality of a discounted product.

Age:

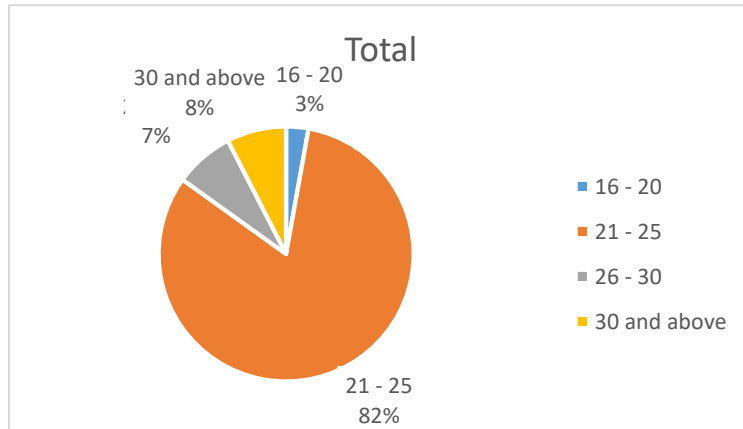


Figure 10

As can be deduced from Figure 10, most of our respondents (82% to be exact) were 21-25 years old; while 8% were 30 years old and above while another 8% were of 26-30 years of age; the remaining 3% were between 16-20 years of age.

Gender:

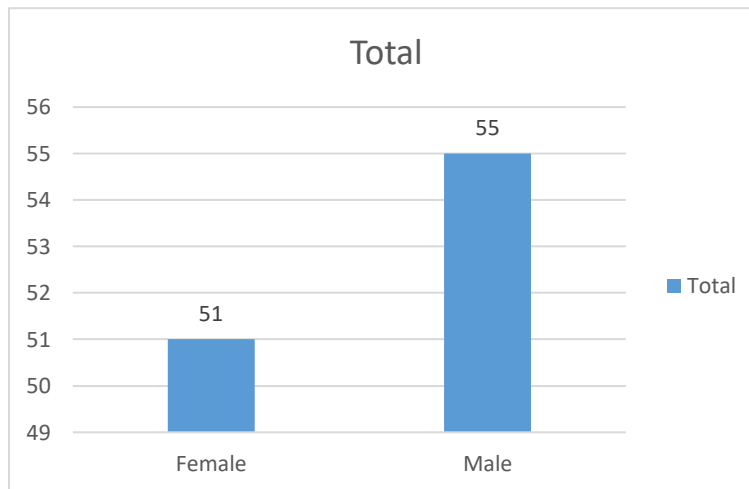


Figure 11

From the above graph, it can be seen that 51 of the participants of the study were Female while the remaining 55 were Male.

Occupation:

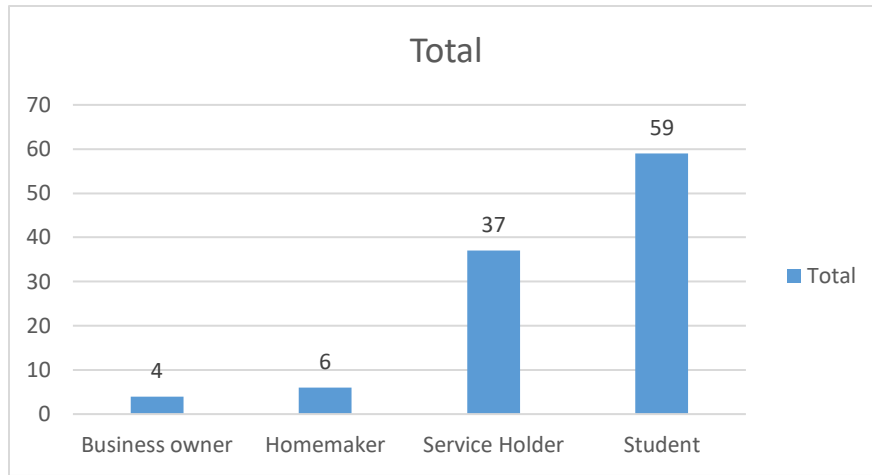


Figure 12

A majority of our respondents (59 of them in fact) were Students; 37 were Service Holders and 6 were Homemakers and 4 were Business Owners; hence most of this research could be used to gather insight into how the youth responds to promotions and discounts.

Monthly Income:

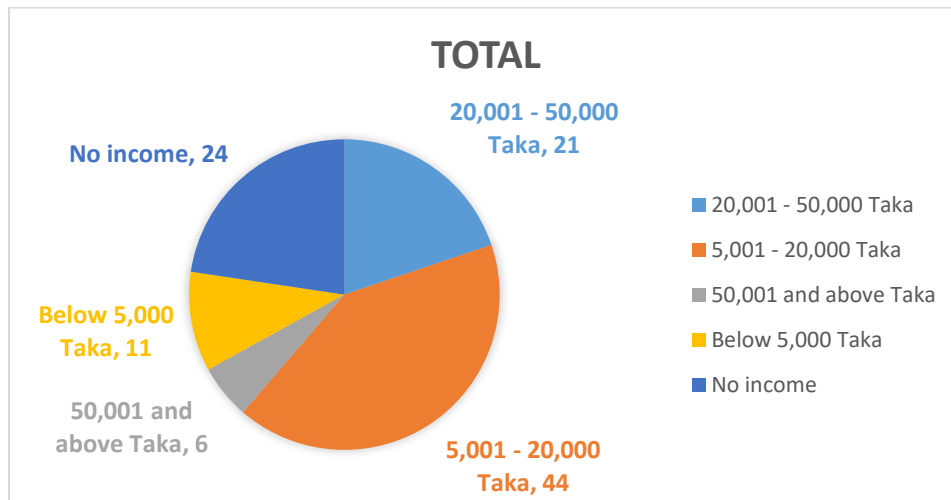


Figure 13

6 of our respondents had a monthly income greater than 50,000 BDT; while 21 had a monthly income between 20,001 BDT to 50,000 BDT; additionally, 44 respondents had a fair monthly income of between 5,001 BDT to 20,000 BDT; and 11 had a monthly income below 5,000 BDT; and 24 had no form of monthly income.

Marital Status:

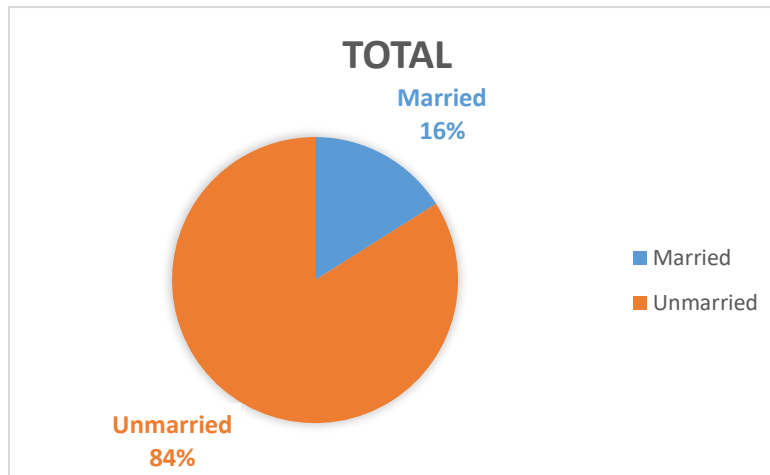


Figure 14

84% of the individuals who took part in the research were unmarried while the other 16% were married individuals.

2.5 Findings

As the main focus of my research was to realize and uncover if there was any semblance of an effect left upon the brand equity of a brand in Bangladesh by the discounts and promotions it gives out on its products, I will focus on the matters involving Consumer Buying Behavior, Brand Loyalty and Brand Identity. As such, I have uncovered the following:

- As per our results from Q.(4) it can be seen that 60% of entrants of the research, were willing to purchase a product given that there was a promotion or discount on it. This suggests that consumer buying behavior is positively affected due to the application of sales promotion tools such as discounts and promotional offers.
- Our findings from Q.(4) are further reinforced when we view the findings from Q.(1), Q.(2) as we can see from the latter 2 questions that consumers have a positive sentiment towards being offered promotions and discounts as they believe with a somewhat fair amount of strength that the benefits to be gained from promotions and discounts will be meaningful; this knowledge can be used to stimulate and regulate Brand Loyalty and Customer Satisfaction in order to steer consumer behavior to follow a certain pathway.

- It has been found from Q.(8) that consumers look out for matters such as reviews and potential quality of both the product and offer when going through the buying decision process for the sake of purchasing a new product of a brand.
- The sum of hits received on Point 4 and Point 5 for Q.(7) is lower than the sum of hits received on Point 4 and Point 5 for Q.(8), hinting that more people prefer promotional offers over discounts more often – this could be used to enhance Brand Loyalty.
- Screening through the answers for Q.(12), it could not be helped but noted that most consumers remarked a perceptible change in quality of the discounted product; such occurrences would most likely affect the Brand Identity and Brand Loyalty in time if repeated.
- Reviewing our answers from Q.(6), only 9% of the entrants stated that they do not remain loyal to brands that provide offers and/or discounts regularly; while 44% would definitely stay loyal to such brands and 47% would sometimes remain loyal to these brands.

2.6 Recommendations

The recommendations I would advise for a brand operating in Bangladesh are that:

- According to my findings, study and interpretations, the people of Bangladesh prefer both discounts and promotional offers; however, they tend to lean more towards products that have an offer with them. This is partly due to the mental accounting they mostly do when introduced to a product with an offer versus a product with a discount; a material object that is free is valued much higher than the benefits reaped from a discount for consumers in Bangladesh.
- Focus on providing higher degrees of discounts and initiate discounts for loyal consumers – the latter activity would help mitigate the cognitive dissonance that they experience when they come across a product with a discount, feeling as though the quality of the overall product was compromised in some way to account for this drop in price.
- As a majority of the population of Bangladesh, and of the sample population for this report, is comprised of youths, it would be wise to approach this particular age segment and find out more regarding what sort of offers or discounts they respond positively to. This could later be used to develop sales progress and fortify one's brand's position within the Bangladesh Market. Future communications regarding promotions and discounts should

also be broadcasted over the social media platforms as the youth are very active and are purchasing products at an increasing rate over social media.

- Given the demographics and cultural determinants of Bangladesh, it might be effective for a brand to announce offers and discounts during culturally relevant seasons or occasions, such as Ramadan. This would enable consumers to engage in purchase behavior on a greater scale as they would be purchasing items for their households and would also be delighted to receive an offer or discount with their purchased product during such times.

2.7 Conclusion

All in all, it can be inferred from our findings that promotional offers and discounts do indeed have an effect on Consumer's perceived brand equity of a brand in Bangladesh. From our findings it can be said that consumers are more accepting of promotional offers than they are of discounts - as most consumers have stated that even though discounts are a welcome brand communications tool, it often is a sign of things to come - that the product's quality has been watered down in order to accommodate a price discount. This in turn affects consumer-based brand equity negatively and goes on to affect sales, brand loyalty and brand identity in an undesired manner. Furthermore, it can be seen that more consumers are happier to accept offers - as a tangible product attached to the main product and that too which does not apparently increase the price is usually a welcome addition for consumers in Bangladesh. Ultimately, it can be stated that brand communications tools such as discounts and promotions do have an effect on consumer-based brand equity - with promotions being more favorable and productive than discounts which often cast doubt on quality and overall value delivery and thereby potential to satisfy - therein affecting brand loyalty, sales and brand identity in the long run.

Bibliography

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Appendix

The Survey Questionnaire that was presented to participants of the study has been attached herewith.