

Report On  
Analysis on the Passion Points of Digital Audience

By

Subah Amin  
ID: 15204050

An internship report submitted to BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

BRAC Business School  
BRAC University  
June, 2020

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

### **Student's Full Name & Signature:**

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**Subah Amin**  
ID : 15204050

### **Supervisor's Full Name & Signature:**

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**Rahma Akhter**  
Lecturer, BRAC Business School  
BRAC University



## **Letter of Transmittal**

Rahma Akhter  
Lecturer,  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on “Analysis on the Passion Points of Digital Audience”

Dear Madam,

It is my pleasure to formally submit my report on bKash Limited titled as “Analysis on the Passion Points of Digital Audience”. I have tried my best to complete the report according to the required guidelines and apply relevant knowledge throughout the entire report.

I will be thankful if you receive my report and take the important steps in completing my internship process. I will look forward to receiving feedback from you soon regarding this paper.

Thank you for all the support and guidance that you have provided me in preparing this report on time.

Sincerely yours,

Subah Amin

Student ID: 15204050

BRAC Business School

BRAC University

Date: 20th June, 2020



## **Executive Summary**

This internship report is based on the work experience that I have gathered as an Intern in the Digital Marketing Department of bKash Limited. Here, I have included my entire internship experience, important details about the company and finally the main research topic that I was given by the company to make a report on.

In the first chapter, I have given details about my job responsibilities, contribution to the company and mentioned about the difficulties faced in this internship and given recommendations to the company on future internships.

In the second chapter, I have provided an overview of bKash Limited, its products and services and details about its departments as well. Furthermore, I have done an industry analysis and given recommendations based on that.

Finally, in the third chapter I have shown a detailed analysis on the research topic and provided some recommendations to the company based on it.

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## **Chapter 1: Overview of Internship**

**1.1 Personal Information:** I am Subah Amin, ID: 15204050, a student of the program Bachelor of Business Administration with a major in Marketing.

## **1.2 Internship Information:**

### **1.2.1**

I had the opportunity to work at bKash Limited for 4 months. I worked as an intern for Digital Marketing, Marketing Division.

### **1.2.2**

During my internship period, I have worked under the supervision of Mr. Abu Sufian Mohammed Khaled, Manager, Digital Marketing, Marketing Division of bKash Limited.

### **1.2.3 Job Scope**

I had the responsibility of handling many tasks during my internship period. Basically my tasks were to work on content creation and promotion on different types of digital platforms. At the very beginning I was assigned a research project with my colleague which had to be completed within a deadline. Then I regularly worked on writing English and Bangla write-ups for different campaigns and updated the official company website for different online and offline shops. Quite a few times, I was told to do a thorough research of yearly campaigns of bKash Limited and other brands in the past few years so that I could provide ideas about the new campaigns to be launched. From time to time I had the responsibility of idea generation for new campaigns and proofreading content before uploading it on digital platforms. During the end of my internship, I worked on creating content for quiz contest and also the internship report which is to be submitted both at the university and the workplace as well.

## **1.3 Internship Outcomes:**

### **1.3.1 Contribution to the company**

During the internship period, I was responsible for a number of tasks which included copywriting for different campaigns, creating and updating merchant lists on a monthly offer basis and creating different brand pages on the official website. Alongside my tasks were generating ideas for new campaigns, analyzing campaigns of previous years by bKash Limited along with different brands and providing feedback, forming task lists on a monthly basis and creating content for a quiz contest.

### **1.3.2 Benefits**

This internship has helped me to develop my skills which will definitely have a very good impact on my future career. It has taught me so many aspects of the corporate world which I believe will be very effective in developing myself. This internship has given me an opportunity to brush up these skills in particular:



### **Communication Skills**

One of the essential skills in the business arena is undoubtedly communication skills. This internship has given me the chance to build a good relationship with my fellow colleagues and seniors as well. Eventually, this resulted in a two-way feedback procedure for which I could complete the assigned tasks properly. bKash Limited has a very friendly environment for which it was possible to have a very good engagement with my team.

### **Time Management Skills**

With proper guidance from the senior officials, I was able to divide my working hours according to the tasks assigned to me. Whenever I was told to complete a task within the due date, I organized the work in a proper manner and set small targets for myself on how to deliver the work within the designated time frame. This internship experience has taught me to be more efficient in meeting deadlines and handling work pressure.

### **Team Work Skills**

Often, I had the responsibility of completing projects with another colleague or within a team. Working in a team led to more brainstorming sessions through which I learnt a lot about various issues while my creativity was also enhanced. Since workload was shared, it was more fun and easy to collaborate with the other employees which eventually led to the work being completed in due time and on a good note.

### **Technical Skills**

This internship opportunity has made me gain fluency in handling Microsoft Office applications such as Microsoft PowerPoint, Microsoft Excel and Microsoft Word. Frequently I had to use these applications for the purpose of idea generation and copywriting for different campaigns, organizing merchant lists on a monthly basis, working on research projects and many other tasks. Also I learned how to type and make effective use of Bengali language in my work. The senior officials have assisted me in operating the official website which has instilled in me the basic knowledge of how a website of a company usually runs on a daily basis.

### **Adaptability Skills**

This transition from university life to work life has indeed been a rewarding experience for me. bKash Limited has a very friendly work culture for which I was able to make a good relationship with my colleagues and also the senior employees. Interacting with them on a regular basis gave me insights about the different departments of the company and the overall functioning of different projects. I was able to adjust well with my team for which I enjoyed my internship period a lot.

### **1.3.3 Difficulties faced during the internship period**

Due to the recent outbreak of covid 19 in the country, all of the employees of bKash Limited were asked to work from home. In Bangladesh, the concept of work from home is still not very familiar

and can also be difficult at times. If I had the opportunity of having a more direct communication with the senior officials of my team, there could have been a better discussion about the work assigned to me. Since that was not possible, sometimes it led to confusion which took some time to be cleared out.

#### **1.3.4 Recommendations**

During the first week of internship, I did not have access to the internet for which it was quite troublesome for me to complete the work within the deadline. I would recommend that if the whole process of internet connection is made faster, then it would be easier for the interns to get on boarded to the internship properly.

## **Chapter 2: Organization Part: Overview, Operations and a Strategic Audit**

## 2.1 Introduction

**Objective:** The objective of this section of the report is to find out about the overall framework of bKash Limited, the organizational structure of the company and the practices followed by its departments. Additionally an elaboration of the current services provided by bKash Limited is given and an overall competitive analysis has been done to shed light on the condition of the MFS market. Finally, a suitable conclusion has been presented and some recommendations have been provided in accordance.

**Methodology:** Two methods of research have been done to collect information:

- **Primary Research:** To gather knowledge about the main departments and their functions and also the key services provided by bKash Limited, I have personally had face to face communication with the employees of different departments. They have given me interesting insights regarding their departments and have also given me a brief explanation about the services provided by the company.
- **Secondary Research:** To gather knowledge about the overview of bKash Limited, the condition of the industry and some of their essential departments, I have read the official website and also other web and journal articles and reports. Mainly, I have gone through relevant and authentic articles from the sources mentioned to get a thorough understanding about the important aspects of this company.

**Scope:** This part of the report gives a thorough understanding of the internal scenario of bKash Limited. Details regarding the core activities of the major departments are provided here. Additionally, services which are available by this company are explained one by one. Methods of carrying out the vital services of the company have also been pointed out in this section of the report.

**Limitation:** While extracting information for the report, I have faced these limitations:

- Due to the outbreak of covid 19 in the country, bKash Limited instructed all of its employees to work from home recently. During this period, if I had the chance of communicating directly with the employees from different departments, then I could have gathered better knowledge about the departments.
- bKash Limited maintains a high level of confidentiality for which I could not gather as much data as possible for this section of the report. Thus, I used the information available in the company website and other authentic online articles.

**Significance:** bKash Limited has surely secured a spot in being one of the leading MFS providers in the market. By going through this section of the report, it will be easy to comprehend the background of this company, practices by its main departments and services provided to the general people. Furthermore, an industry and competitive analysis has been given and recommendations through which the company can improve in near future.

## 2.2 Overview of bKash Limited

bKash Limited is one of the top mobile financial service providers in the world launched in 2010 operating as a subsidiary of BRAC Bank Limited. It began as a joint venture between BRAC Bank Ltd, Bangladesh and Money in Motion LLC, USA. In April 2013, International Finance Corporation (IFC) became an equity partner while in March 2014 Bill and Melinda Gates Foundation became an investor of the company. In April 2018, Ant Financial (Ali Pay), an affiliate of worldwide renowned Alibaba Group, became an investor in bKash. Since its inception, bKash Limited has revolutionized financial services by providing safe and convenient ways of monetary payments in reaching out to a massive audience. Its main objective is to extend its financial services in order to cater to the people of Bangladesh.

Presently, bKash is operating a network of over 180,000 agents across rural and urban areas of Bangladesh with more than 30 million registered customers. It has a market share of over 60% which means that it is the leading MFS provider in the country. Any user can gain access to bKash through all the mobile networks operating in Bangladesh.

In the year 2017, bKash secured a place as the 23<sup>rd</sup> company in the annual list of Fortune Magazine's "Change the World in 2017" out of the top 50 companies to bring developments based on social issues.

### 2.2.1 Company Mission

The key objective of bKash is to ensure wider availability of financial services for the people of Bangladesh. It has a special objective which is to serve the lower income people around the country by providing services which are reliable, convenient and affordable.

### 2.2.2 Products and Services

bKash Limited currently provides these products and services:

- Cash-in: By going to a bKash agent, one can recharge their bKash account by providing required amount to the agent.
- Cash-out: By paying a slight cash-out charge, one can withdraw cash from bKash agent or BRAC Bank ATM.
- Send Money: User can transfer money from one bKash account to another bKash account by bearing a low charge.
- Make payment: User can make payments to more than 47000 merchants registered around the nation.
- Add money: User can easily add money to personal bKash account from personal card or bank account.
- Mobile recharge: User can recharge own mobile phone or any other person's mobile phone of the required amount.
- Buy tickets: User is able to buy air, bus, launch, train and movie tickets right from the app.

- Pay Bill: User can pay bill of different types such as credit card, education, electricity, gas, internet etc.
- Transfer Money: User can instantly transfer money from bKash account to bank account.
- Insurance: User can buy health and life insurance plans to secure the future of their loved ones from bKash app.
- Travel: User can book their stay at hotels across the country from bKash app.
- Remittance: People living abroad can send money to bKash account in Bangladesh through authorized and enlisted foreign banks, Money Transfer Organization (MTO) and Money Exchange Houses.
- Donation: User can also donate to some organizations directly from the bKash app.
- Shopping: User can shop online directly from the bKash app.

### **2.2.3 Organizational Structure of bKash limited**

The structure of bKash Limited is divided into several divisions and each of the divisions has different departments. Descriptions are given below:

#### **2.3 Management Practices**

This department is responsible for recruitment and selection, training and development, performance appraisal and job evaluation which focuses on wage and salary decisions.

#### **2.4 Marketing Practices**

The activities of marketing department is based on maintaining relations with the public, branding directly, product and service marketing, lead and demand generation, social media and digital promotion, content making, managing customer relationships, managing the database etc. The marketing department is divided into four divisions: digital marketing, brand, creative and btl.

#### **2.5 Financial Performance and Accounting Practices**

This department holds the responsibility for all the accounts and the financial transactions of the company. Activities include: such as tracking of accounts receivable and accounts payable, monthly and yearly revenue tracking, payroll management, reporting and keeping record of the financial transactions etc.

#### **2.6 Operations Management and Information System Practices**

This department is responsible for managing all the logistics in relation to the supply chain such as identifying strategies, source managing, supporting the logistics, security management and return system etc.

#### **2.7 Industry and Competitive Analysis**

Even though bKash Limited is the market leader right now in the MFS industry, there are actually quite a few competitors in the industry trying to make their mark with the pace of time. One of the

most basic techniques of analyzing a firm’s industry and competitive environment can be done by conducting a SWOT Analysis. The following table aims to give an industry and competitive analysis:

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Fast and convenient services.</li> <li>• Services are affordable.</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Total monthly transaction amount for many services is limited.</li> <li>• Till now, bKash Limited does not have a strong solution for the fraud cases occurring.</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• bKash Limited can expand into other countries since it has an international standard.</li> <li>• Since market is growing gradually, bKash Limited has the opportunity of reaching out to a wider audience.</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• High competitive rivalry from competitors such as Nagad, Rocket etc.</li> <li>• If fraud activities keep rising and customers are harassed, then bKash will lose a lot of its customers.</li> </ul>

## 2.8 Summary and Conclusion

bKash Limited has totally transformed the financial services in the country and has made it more convenient, easy and affordable for everyone. The unique approaches taken by the company and its amazing dynamics have made it to be the leading company in the MFS industry. By conducting both primary and secondary research, it was possible to have a thorough understanding of the company’s core values, current services available and functionality of the essential departments. Besides that, from the SWOT Analysis, it can be understood on which areas bKash Limited has expertise on and the areas where further improvement should be made. bKash Limited has a lot of potential to branch out into other countries and become renowned in the international market because of its high standards maintained.

## 2.9 Recommendations

Though bKash Limited might be the company with the highest market share in the MFS industry, it is still facing competition from its rivals and has a few weaknesses which need to be taken care of:

- bKash Limited should find out a strong and reliable solution to the fraudulent cases happening regularly. Trust and awareness should be built among its customers so as to ensure these cases occur on a seldom basis.
- bKash Limited should always observe and scrutinize the actions taken by its competitors to be ahead in the competition. Since today’s market is unpredictable, it is better to keep a



## Analysis on the Passion Points of Digital Audience

watch on the competitors' activities and keep backup plans ready in advance so as to tackle the situation properly.



## **Chapter 3: Analysis on the Passion Points of Digital Audience**

### **3.1 Introduction**

#### **Background**

Digital media has brought about a vast change in the overall communication process between brands and consumers. Consumers find great ease in connecting to brands on the digital platform. They are always on the lookout for convenient products and services which interests them personally. Moreover, brands are continuously striving to create appealing content to attract the consumers. They are constantly on the process of retaining consumers and gaining new ones to

hold an admirable position in the market. In case of that, they are bringing in improvements to their digital marketing content in order to cater to the audience. Furthermore, to grab more consumers, it is very important to focus on the passion points of the digital audience. Passion points refer to issues that consumers are excited about, personally care and give importance to in life. Many brands nowadays are promoting their products or services based on people's passion points for better engagement and interaction on social media. If the content on digital platform is relevant to a consumer's passion, then this increases the tendency of consumer to be more attracted to the brand and remember the brand more in future. Eventually, brands can remain in the minds of consumers through impressive digital marketing content.

Through digital media, three types of audience are basically targeted for bKash Limited which are: university students, full-time employees and homemakers. Firstly, university students who are mainly in the age range of 18-24 years old and of a public/private institution have been analyzed here through the responses of the questionnaire. University students are hugely connected to different platforms of social media for many kinds of academic work and family connections as well. Secondly, young professionals who are working full time and in the age range of 25-34 years old have been studied here along with employees falling in the 35- 45 years age range. Full-time employees make use of digital media platforms for their official purpose and also keeping connections with family and friends. Finally homemakers from the age range 25-45 years and above 45 years have also been analyzed through this report's questionnaire. Homemakers spend a lot of time on digital platforms communicating with their friends/relatives and also browsing content based on their interest. Digital media content of bKash Limited is catered to the likes of the three different types of audiences mentioned above.

### **Objectives**

In order to analyze the passion points of the targeted digital audiences, some objectives have been set. Once the objectives are met, the results will be used to provide suggestions on how bKash Limited can customize their digital media content to attract their target audience. Three objectives have been set for this study:

- 1 Discovering the passion points of digital audience
- 2 Analyzing the digital interaction on media platforms
- 3 Grasping the content preference of the digital audience

### **Significance**

As mentioned earlier in the report, this study is focused on finding out the passion points of digital audience. In total, three different types of audience will be analyzed over here and regarding the analysis some recommendations will be given.

This study will be useful to bKash Limited as they can understand what people's passions are and can construct their content accordingly. It will be easier for them to attract people's attention and

understand people's likes and dislikes. Based on this report, if they consider the recommendations and make content based on people's passion points, it can be expected to give good results.

This study will also be useful in providing insights to the faculties of different universities and also students seeking internships further. As all of them can gain insights on the behavior of audience on digital media and can apply that knowledge when needed in near future.

### 3.2 Methodology

This report has been made by using primary and secondary research. Mostly primary data has been collected for analyzing the topic of the report, few details have been taken from the secondary sources as well.

- a) **Primary Research:** A set of demographic, close ended and open ended questions were prepared for a questionnaire and sent to the target audience online. Nominal scale, multiple choice questions and a 5 point likert scale was used in constructing 23 questions for the questionnaire. A sample size of 130 has been used here and the respondents are based on three categories: university students, full-time employees and homemakers.
- b) **Secondary Research:** Official website of bKash Limited, online reports and web articles have been read to gain insights in constructing this report. bKash Limited maintains confidentiality in protecting their information, for which only a few authentic and relevant articles/reports were studied along with the company website.

### 3.3 Findings and Analysis

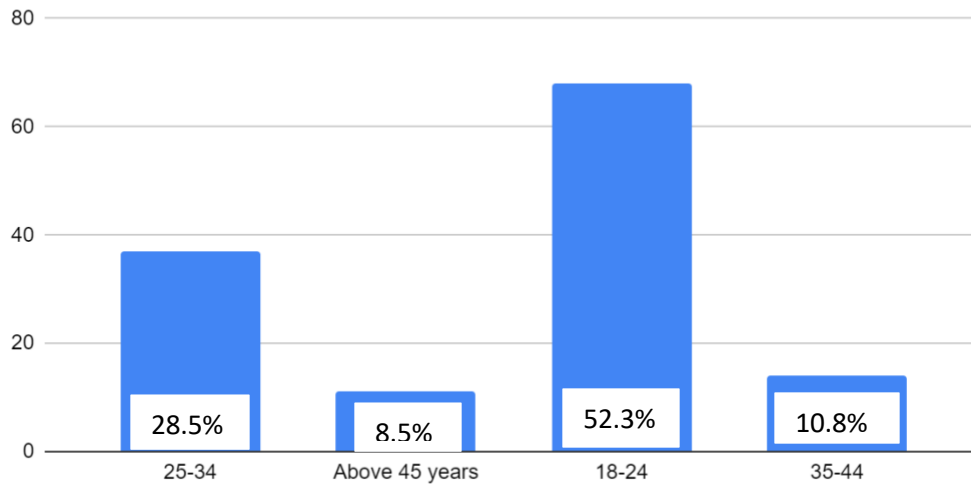
All of the responses gathered online have been analyzed here with charts and brief descriptions below in order to show the findings of this study. The overall analysis has been broken down into four parts and explained:

- Demographic Analysis
- Passion Point Analysis
- Digital Interaction
- Content Preference

#### 3.3.1 Demographic Analysis:

These questions were mainly based on age range, gender and employment status.

Specify your age range:

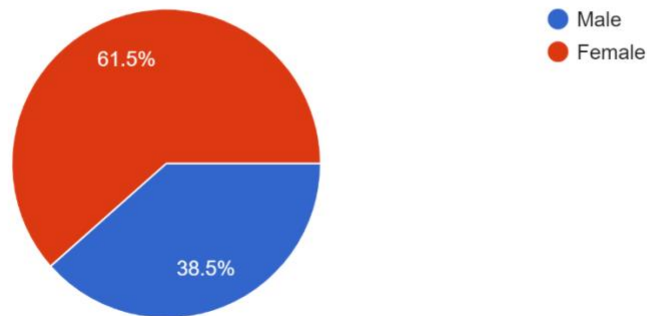


**Figure 1: Specify your age range:**

From the above question, it can be understood that 52.3% people fall between 18-24 years, 28.5% people fall between 25-34 years, 10.8% people fall between 35-44 years and 8.5% people who answered are above 45 years. Majority of the responses recorded were in the age 18-24 as specified in the chart above.

Specify your gender:

130 responses

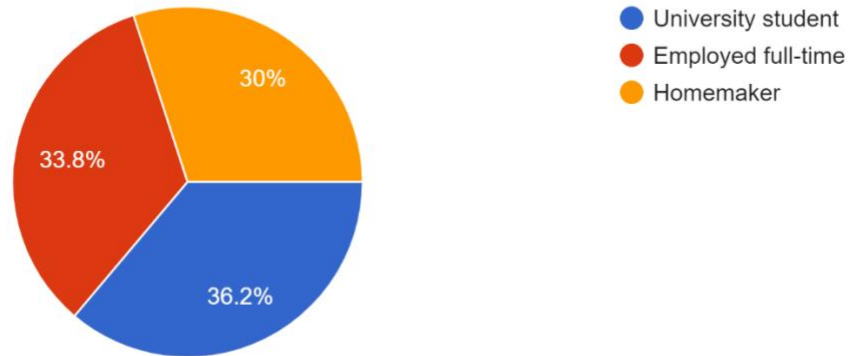


**Figure 2: Specify your gender:**

By analyzing the figure it can be pointed out 61.5% people who answered the questionnaire are females while 38.5% people who responded are males. Majority of the responses recorded were from the females as specified in the chart.

Specify your current employment status:

130 responses



**Figure 3: Specify your current employment status:**

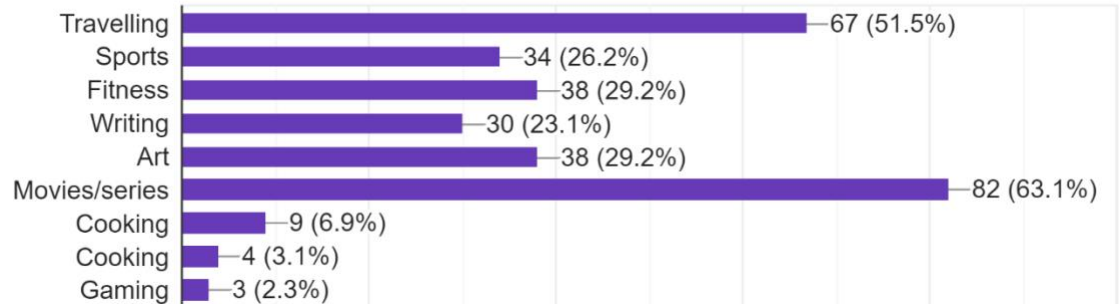
It is shown in the above figure, that 36.2% people who replied are university students, 33.8% are employed full-time while the rest 30% of people are homemakers. Thus, it can be understood that a certain level of consistency was maintained in gathering responses from the above mentioned target audiences.

### 3.3.2 Passion Point Analysis

Multiple choice questions, open ended and close ended questions have been asked in this part of the report. This part is totally focused on finding out the passions of people, how dedicated they are to their passions and the influence of social media on their passion.

What are you passionate about?

130 responses

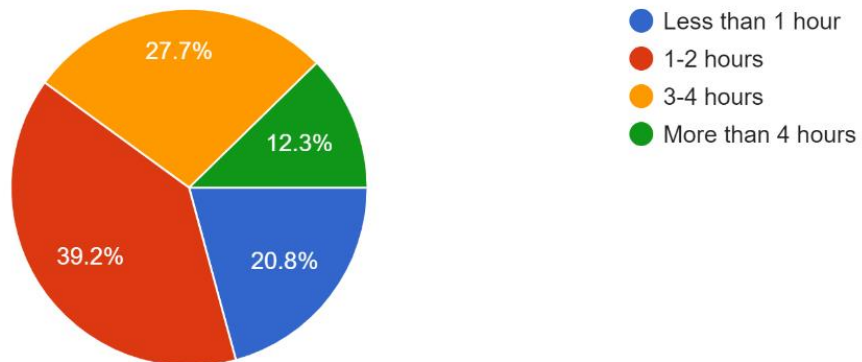


**Figure 4: What are you passionate about?**

From the above figure, it can be understood that 63.1% people responded that they are passionate regarding movies/series, 51.5% people responded that they are passionate about travelling, 26.2% people responded that they are passionate about sports while an equal 29.2% response was in favor of fitness and art. Since this was a multiple choice question, people also provided their own interests out of which 23.1% people mentioned writing, 10% people responded that they are passionate about cooking and 2.3% people responded that they are passionate about gaming. Overall, it can be said that majority of the people are passionate about watching movies/series and travelling. Apart from these two passions, art and fitness have also gathered a good amount of responses.

How much time do you spend behind your passion per day?

130 responses



**Figure 5: How much time do you spend behind your passion per day?**

By analyzing the above figure, it can be understood that 39.2% people spend 1-2 hours, 27.7% people spend 3-4 hours, 20.8% people spend less than an hour and only 12.3% spend more than 4 hours behind their passion every day. Overall, it can be said that majority of the people spend 1-2 hours behind their passion every day.

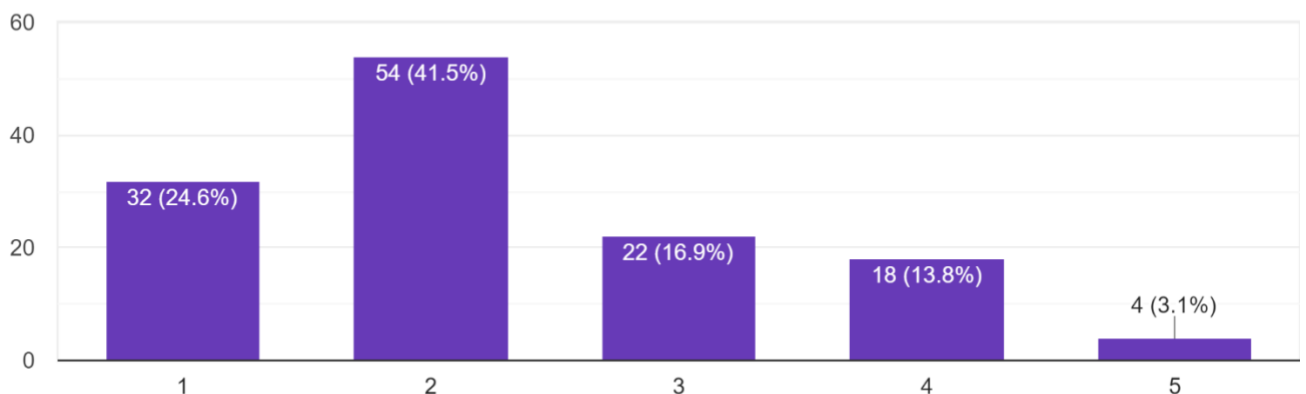


**Figure 6: How long have you been nurturing your passion?**

In above figure, it can be understood that 75.4% people have spent more than 1 year, 10% people spent 8 months-1 year, 6.9% people spent less than a month and an equal amount of 3.8% people spent 4-8 months and 1-4 months in nurturing their passion. Overall it can be said majority of the respondents have been nurturing their passion for over a year.

The content that I follow on social media is based on my passion

130 responses



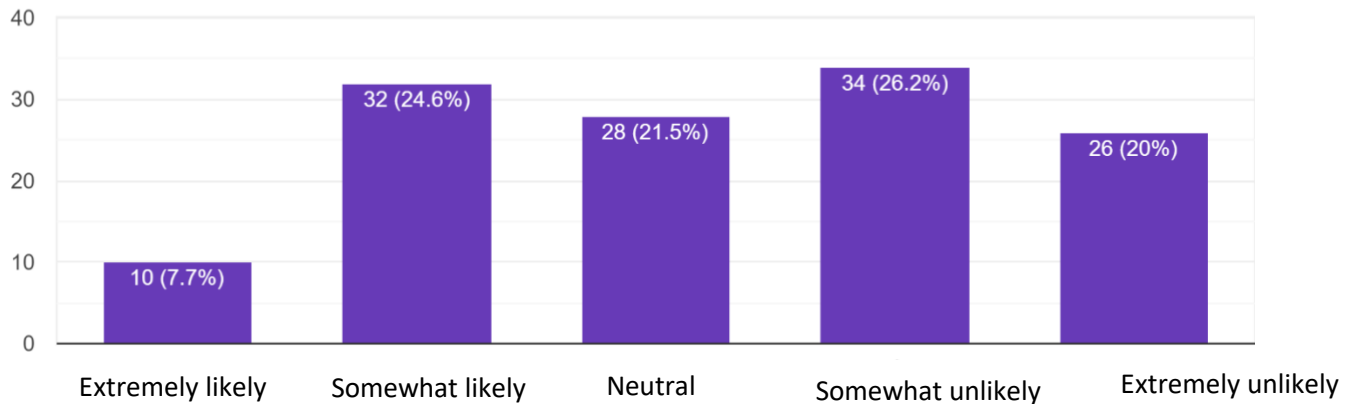
Highly agree      Somewhat Agree      Neutral      Somewhat disagree      Highly disagree

**Figure 7 :The content that I follow on social media is based on my passion**

The above responses show that 41.5% somewhat agreed with the statement, while 24.6% highly agreed with the statement, 16.9% people remained neutral, 13.8% somewhat disagreed and 3.1% people highly disagreed with the statement. By analysing the responses of the people who highly agreed and somewhat agreed, it can be understood that a total of 66.1% people do follow content based on their passion on social media.

How much are you likely to turn your passion into your profession?

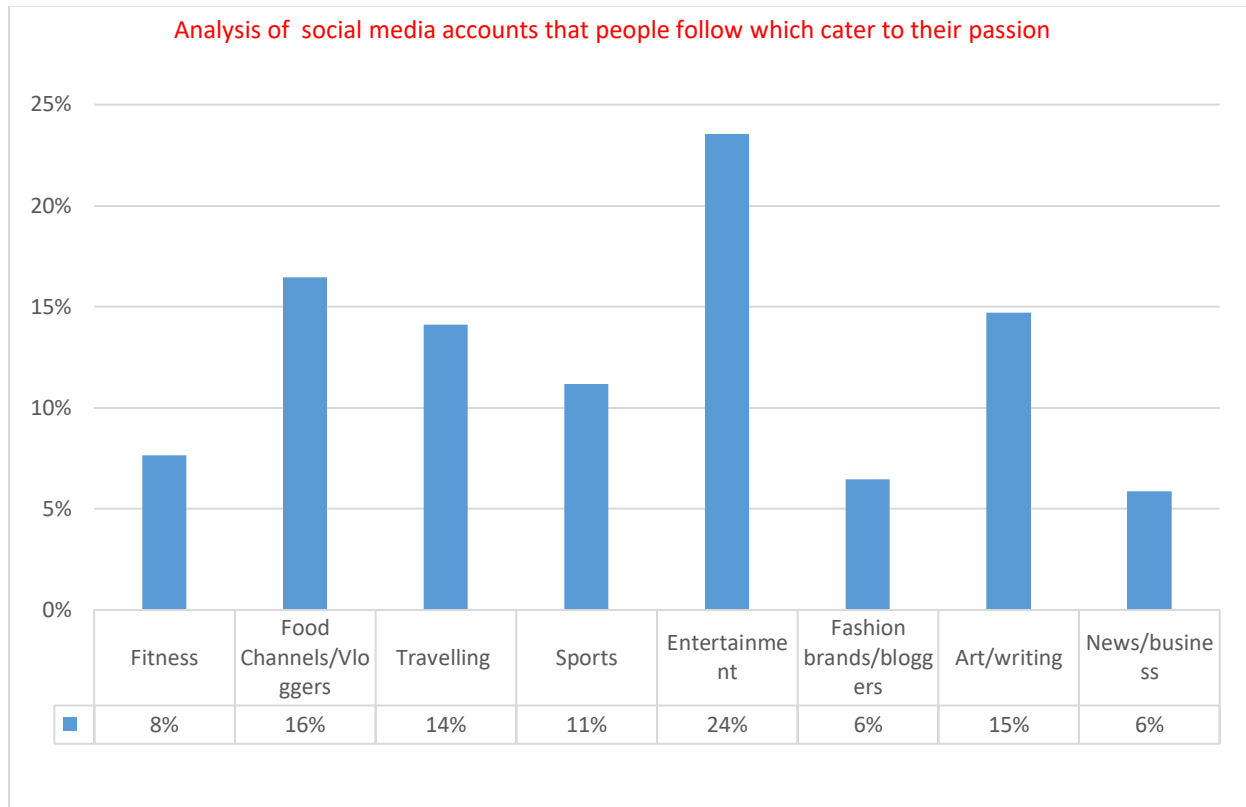
130 responses



**Figure 8: How much are you likely to turn your passion into your profession?**

The figure above shows that 26.2% people replied somewhat unlikely, 24.6% people replied somewhat likely, 21.5% people were neutral, 20% people replied extremely unlikely while 7.7% replied extremely likely. By analyzing the responses of the people who replied somewhat unlikely and extremely unlikely, it can be understood that majority of the people are not likely to turn their passion into their profession.

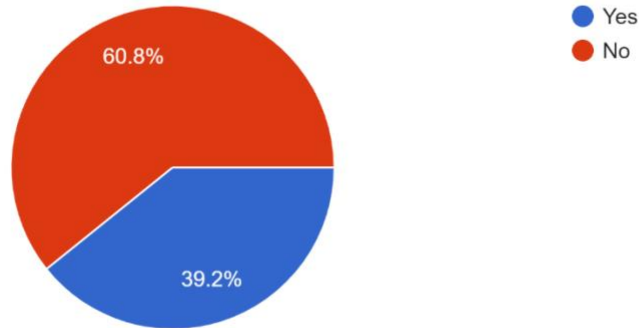




**Figure 9: Name two accounts you follow that cater to your passion:**

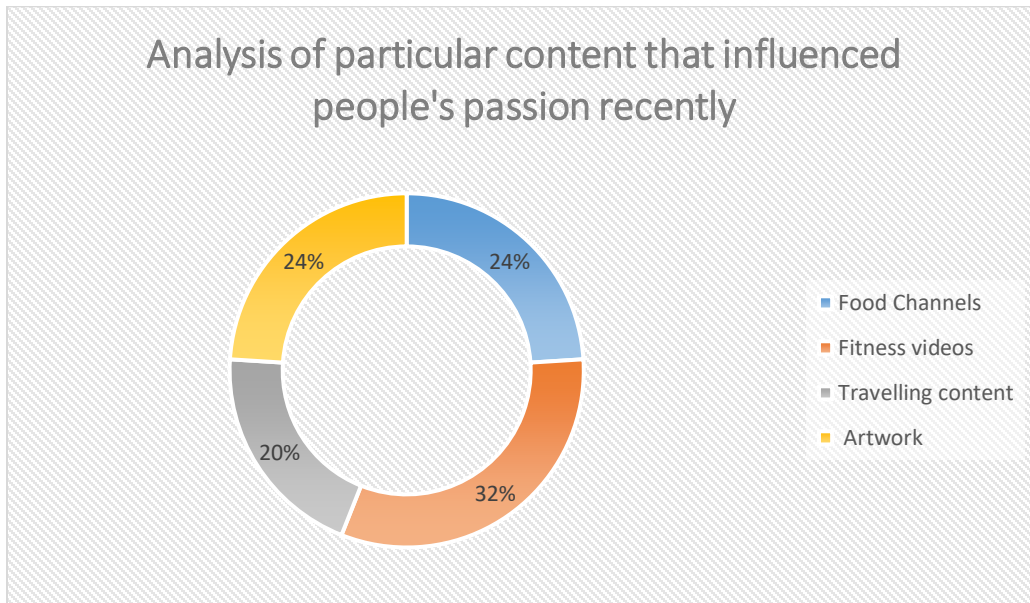
This was an open ended question for which many answers were received that has been divided into 8 different categories. Out of which 24% people mentioned entertainment which included celebrities from Hollywood and Bollywood, tv series and musical bands. 16% people mentioned food channels/ vloggers of local and global origin while 15% people mentioned art /writing accounts. 14% people mentioned travelling accounts, 11% people mentioned sports figures or football clubs while 8% people mentioned fitness pages/ trainers. For news/business accounts and fashion brands/ bloggers, 6% people from each category have responded. Thus, from here it can be comprehended that people mostly follow accounts related to entertainment on social media.

Has any social media content influenced your passion recently?  
130 responses



**Figure 10: Has any social media content influenced your passion recently?**

By analyzing the above figure, it can be understood that majority of the respondents which is 60.8% have responded that no social media content has influenced their passion recently, while 39.2% have responded that social media content has influenced their passion recently.



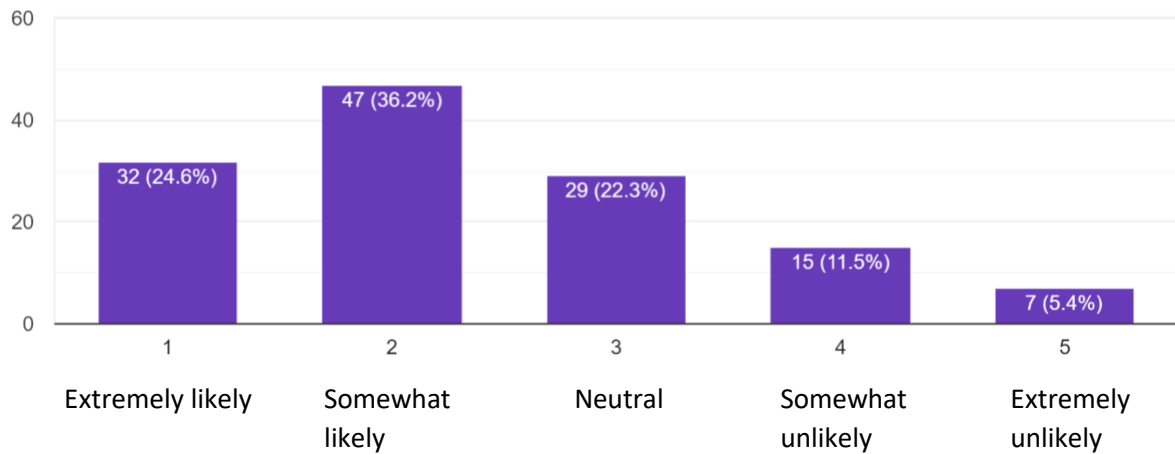
**Figure 11: If yes, can you mention that particular content which has influenced you?**

People who responded yes to the previous question were asked to mention what type of content particularly influenced their passion. From the data received, a chart has been made which shows that 32% people mentioned about fitness videos, 24% people mentioned about food channels and artwork both while the rest 20% mentioned about travelling content. Hence, it can be said that

fitness videos influenced people’s passion the most, artwork and food channels can also be regarded to be important here by holding 24% responses each.

How likely are you to share content based on your passion on social media?

130 responses



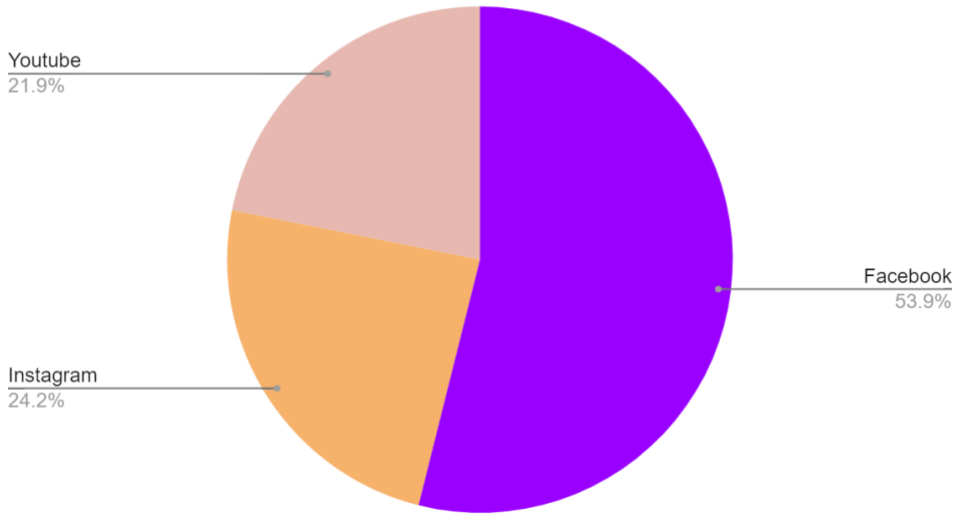
**Figure 12: How likely are you to share content based on your passion on social media?**

The figure above shows that 36.2% people replied somewhat likely, 24.6% people replied extremely likely, 22.3% people were neutral, 11.5% people replied somewhat unlikely while 5.4% replied extremely likely. By analyzing the responses of the people who replied somewhat likely and extremely likely, it can be understood that majority of the people are likely to share content based on their passion on social media.

### 3.3.3: Digital Interaction

These questions were asked in order to know how much active people were on different platforms of social media. Since, this report is based on the digital audience, these questions were structured in such a way so as to understand the interaction level of people on digital media platforms.

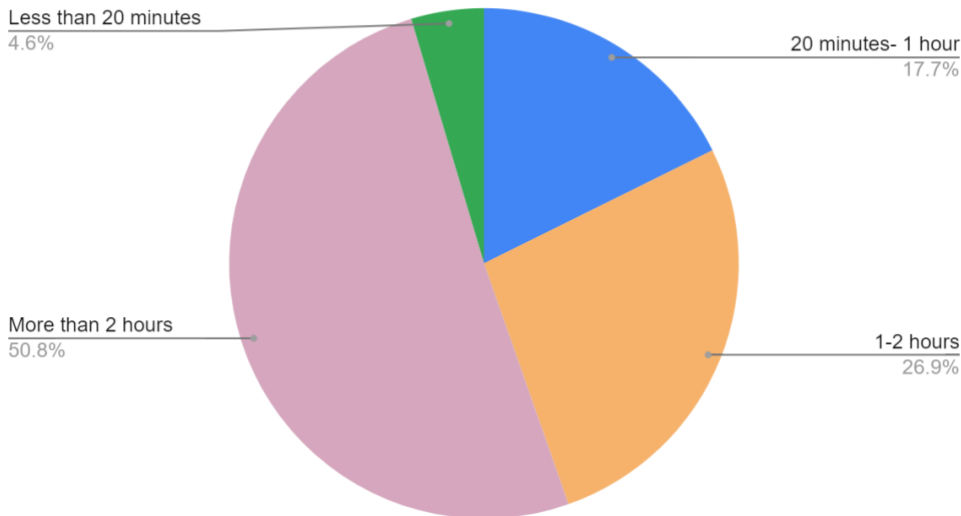
Which social media platform do you use the most?



**Figure 13: Which social media platform do you use the most?**

From the above figure, it can be understood that 53.9% people used Facebook the most, 24.2% people used Instagram while 21.9% used Youtube.

How much time do you spend on social media platform?

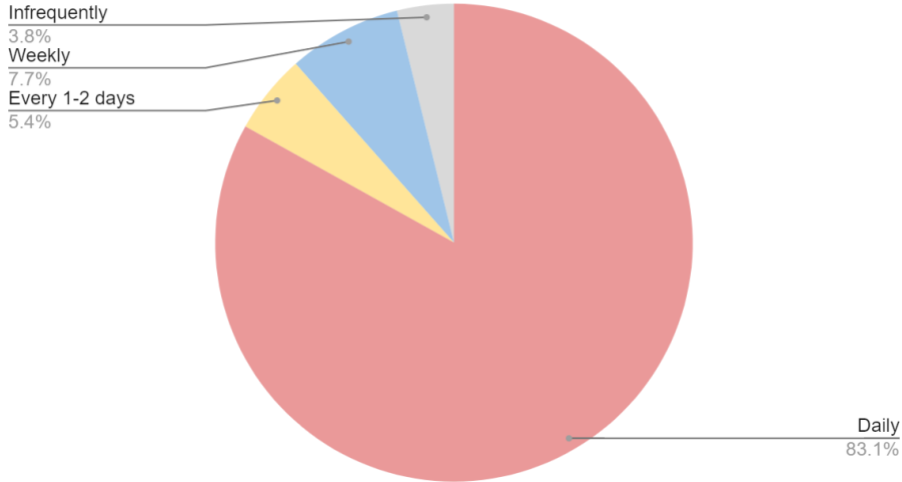


**Figure 14: How much time do you spend on social media platform?**

It can be understood from the above figure, that 50.8% people spent more than 2 hours, 26.9% people spent 1-2 hours, 17.7% people spent 20 minutes- 1 hour while only 4.6% people spent less

than 20 minutes on social media. Overall it can be said, majority of the respondents spent more than 2 hours on social media.

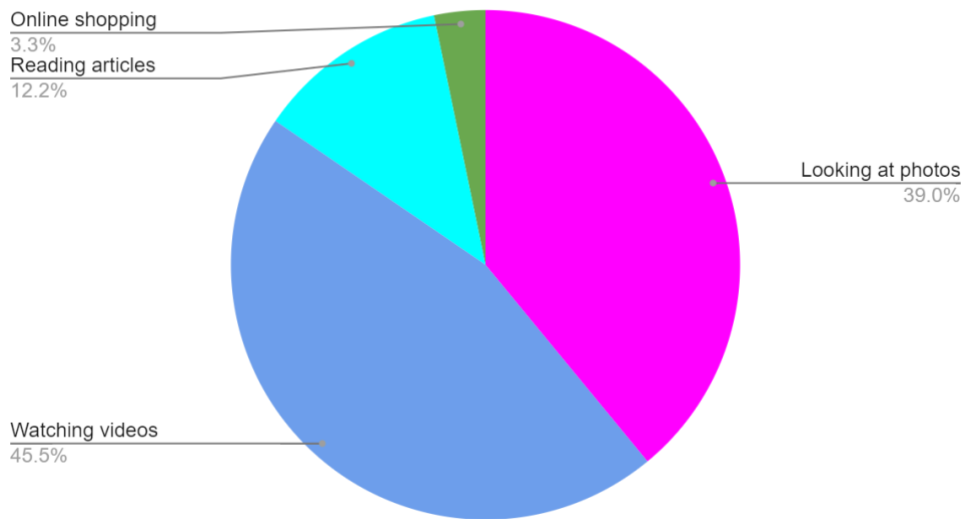
How often do you use social media?



**Figure 15: How often do you use social media?**

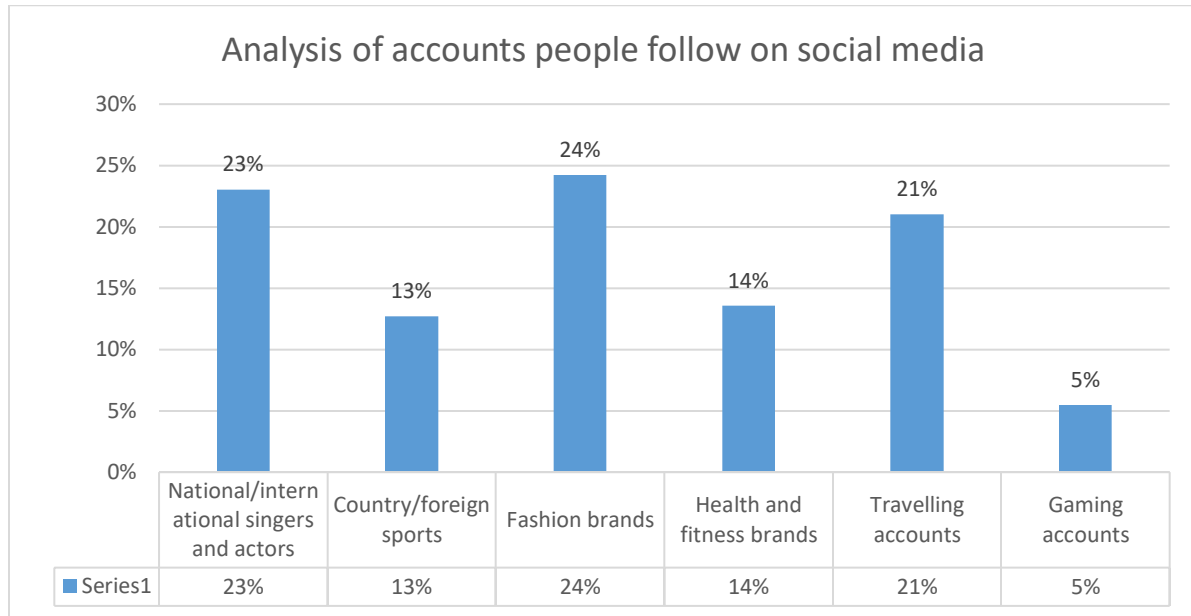
It can be analysed from the figure above that 83.1% people used social media daily, 7.7% used social media weekly, 5.4% people used social media every 1-2 days and 3.8% people used social media infrequently. Overall, it can be said that majority of the respondents used social media daily.

How do you usually spend your time on social media?



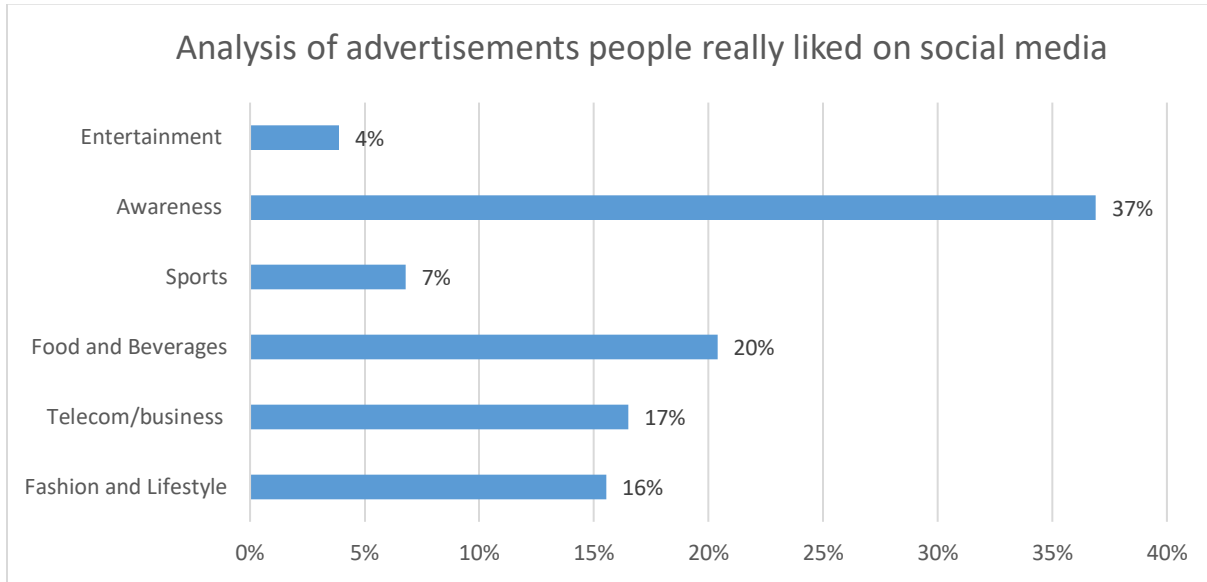
**Figure 16: How do you usually spend your time on social media?**

Here, from the figure it can be understood that 45.5% people spend their time on social media by watching videos, 39% people looked at photos, 12.2% people read articles while only 3.3% shopped online. Overall, it can be said that watching videos and looking at images are the primary activities done by people on social media.



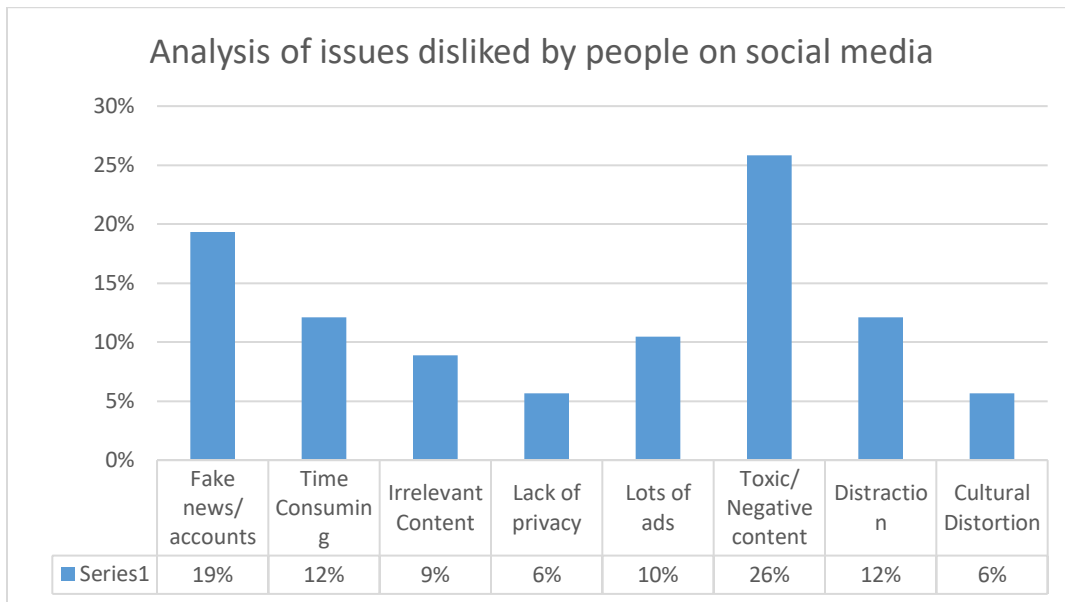
**Figure 17: What type of accounts do you follow on social media?**

This chart shows that 24% people followed fashion brands, 23% people followed national/international singers and actors, 21% people followed travelling accounts, 14% people followed health and fitness brands, 13% people followed country/foreign sports while only 5% people followed gaming accounts.



**Figure 18: What is the last advertisement/video that you really liked on social media?**

The figure above points out that 37% people have liked advertisements which raised awareness, 20% people mentioned food and beverages, 17% people mentioned telecom/company, 16% people mentioned fashion and lifestyle while only 4% people mentioned entertainment. Awareness videos were centered on the recent outbreak of corona virus in Dhaka, food and beverages videos were mostly of global and local beverage brands and restaurants, telecom company advertisements were related to their offers, fashion and lifestyle advertisements were based on regular lifestyle of people while entertainment videos were based on humorous content.



**Figure 19: What do you dislike about social media?**

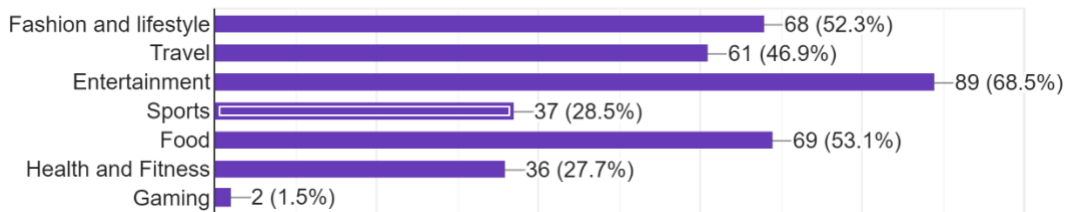
The figure above shows that 26% people mentioned toxic/negative content, 19% mentioned fake news/ accounts, 12% equally mentioned distraction and time consuming, 10% mentioned lots of ads, 9% mentioned irrelevant content while few mentions of 6% were for lack of privacy and cultural distortion.

**3.3.4: Content Preference**

These questions are structured in such a manner so as to know what kind of content people prefer and the psychology behind sharing such content online. Open ended and close ended questions have been prepared for this part of the report.

What type of content do you find interesting?

130 responses



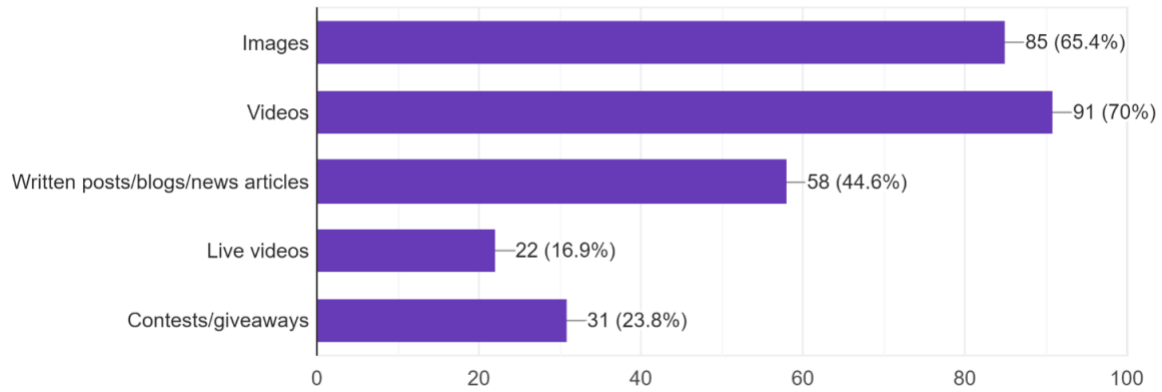
**Figure 20: What type of content do you find interesting?**

This question was structured in an open ended manner from which the highest mentions were for entertainment that is 68.5%. 53.1% people mentioned food, 52.3% people mentioned fashion and lifestyle, 46.9% people mentioned travel, 28.5% people mentioned sports, 27.7% people mentioned health and fitness while only 1.5% people mentioned gaming. It can be understood from the chart that people mostly found entertainment and fashion and lifestyle interesting.



What type of content do you want to see from brands?

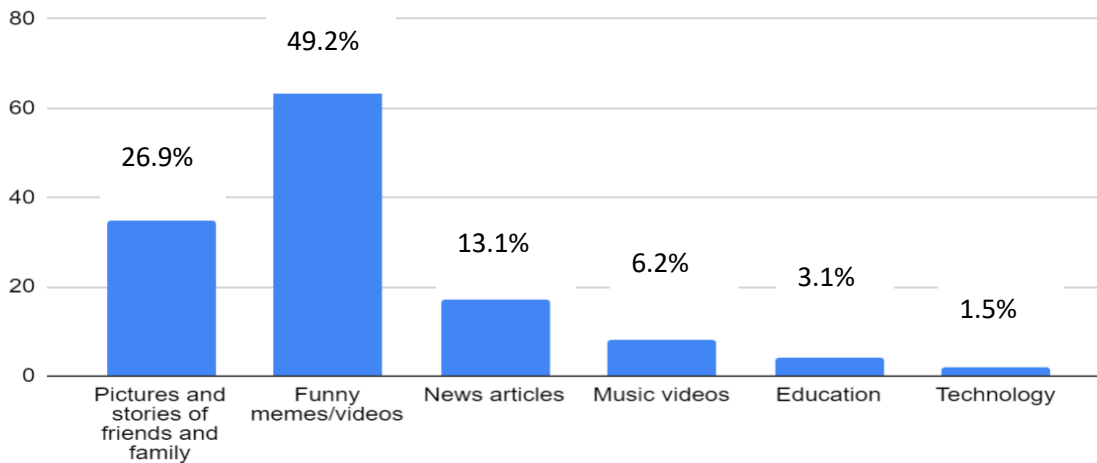
130 responses



**Figure 21: What type of content do you want to see from brands?**

The figure above shows that 70% people mentioned videos, 65.4% people mentioned images, 44.6% people mentioned written posts/blogs/articles, 16.9% people mentioned live videos and 23.8% people mentioned contests/giveaways. It can be clearly understood that people mostly want to see videos and images from brands.

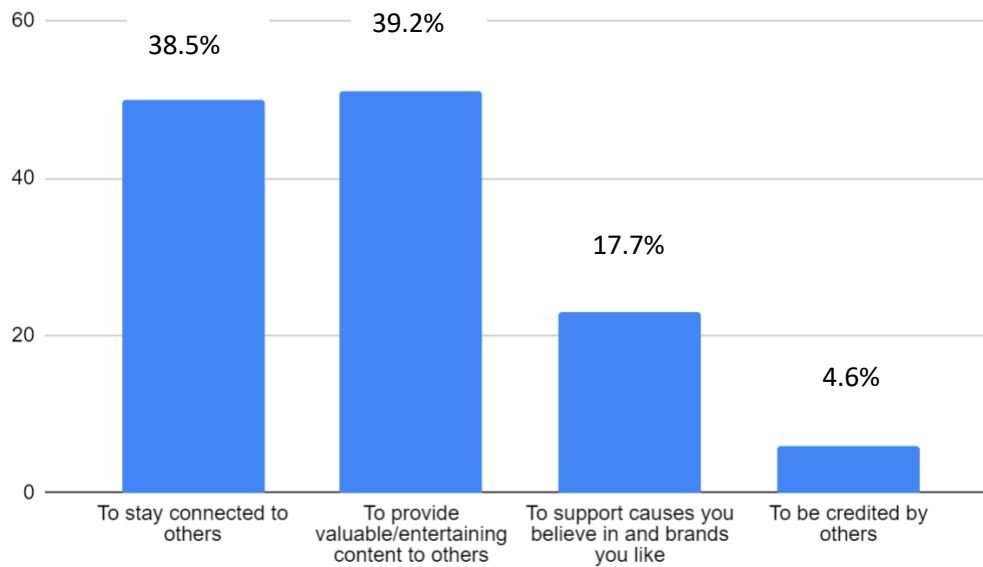
What type of content do you usually share with friends/family on digital platform?



**Figure 22: What type of content do you usually share with friends/family on digital platform?**

The figure above shows that 49.2% people mentioned funny memes/videos, 26.9% people mentioned pictures and stories of friends and family, 13.1% people mentioned news articles, 6.2% people mentioned music videos, 3.1% people mentioned education and 1.5% people mentioned technology. Overall it can be said that majority of the people share funny videos/memes and pictures of family and friends on digital platform.

### Why do you want to share content on social media?



**Figure 23: Why do you want to share content on social media?**

The figure above shows that 39.2% people mentioned that they want to provide entertaining/valuable content to others, 38.5% people mentioned that they want to stay connected to others, 17.7% people mentioned that they supported causes they believed in and brands they liked while only 4.6% people mentioned that they want to be credited by others. Overall it can be understood that people mainly share content on social media because they want to provide valuable content to others and stay connected to their known people.

### 3.4 Summary

The analysis of the study has provided some interesting insights regarding different aspects of digital audience. The following paragraphs are based on the three objectives of the research explained in a precise manner.

Firstly, for passion point analysis the responses were sorted out in an orderly manner and presented in that way. Majority of the people responded that they were passionate about movies/series firstly, secondly fashion and lifestyle and thirdly travelling. Most of the people spent 1-2 hours behind their passion every day. Furthermore, maximum number of people spent more than 1 year nurturing their passion which shows they were quite serious about their passion. Majority of the people followed entertainment accounts on social media as it catered to their passion. However, majority of the respondents said that recently no social media has influenced their passion, while the minority said fitness videos influenced their passion. Most of the responses showed that people are likely to share content based on their passion on social media. Majority of the people followed content on social media based on their passion. However, majority of the people were not interested in turning their passion into their profession.

Secondly for digital interaction, the responses were organized in an orderly manner and presented accordingly. Majority of the people used Facebook the most. Maximum number of people responded that they spent over 2 hours on social media platform. Furthermore, most of the people replied that they use social media daily. While spending time usually on social media, majority of the people watched videos and looked at photos. Almost an equal amount of people followed fashion brands and entertainment on social media. Majority of people really liked awareness advertisements on social media that were shown recently. Regarding social media, maximum number of people replied that they dislike the toxic/ negative content.

Thirdly for content preference, the responses were organized in an orderly manner and presented accordingly. Majority of the people responded that they found content related to entertainment interesting. Most of the people want to see videos and images from brands. Maximum number of people share funny videos with family/ friends on digital media platform. Majority of the people replied that they shared content on social media because they wanted to stay connected to others and provide valuable content to others.

Overall from the responses gathered, it can be said that people did take their passion seriously as they spent 1-2 hours behind their passion daily, have been nurturing their passion for over a year, shared content based on their passion on social media and have been following accounts based on their passion for a while now.

## **Conclusion**

bKash Limited is the leading mobile financial service provider in the country with over 24 million registered customers. Since it has a market share of over 60% it indicates that it is the leading MFS provider in the country. It has a special objective which is to focus on lower income people around the country by providing services which are reliable, convenient and affordable. People are increasingly using bKash for mobile recharge, online merchant payment, paying different types of utility bills and many other types of services. Since its inception, it has revolutionized financial services by providing safe and convenient ways of monetary payments in reaching out to a massive audience.

This whole period of internship which has been 4 months long has been a great experience for me. I have gained a lot of knowledge on how a leading MFS provider is functioning in the country with its unique strategies. The company culture and organizational policies of bKash Limited are definitely to be appreciated. Surely, it has been a worthwhile time here as I have gained a lot of insights regarding the Digital Marketing Department and also the other departments as well. Moreover, this internship experience has developed my technical skills, managerial skills and has made this transition from university life to corporate life a memorable one.

## **Future Scope and Application of study in Bangladesh**

The study that I have completed has provided me insights on the passion points of digital audience. In future, readers who would go through the report would get to know about the demographic factors, passion points of the digital audience in details, overall digital interaction and the content preference of the target audience that I have studied on. Students and academic educators going through this study will be able to comprehend the issues that the digital audience is fond of and their overall social media interaction based on their passion points. Furthermore, this will help them to have a better grasp on the concepts of marketing which they can apply in their academics. By going through the analysis of the main topic of this report and recommendations provided, bKash Limited can make changes to their content creation, promotional strategy, media channels and endorsements in order to cater to the target market. Besides that, it can also be expected that companies operating in the telecom and financial services industry of Bangladesh will find this report to be beneficial as it will help them in understanding the digital audience more. They can then focus on the issues which attract the digital audience, use techniques to engage with them more on social media and build an effective communication to be in touch with the target market on a regular basis.

### 3.5 Recommendations for bKash Limited

#### Content should be specified on:

- **Entertainment:** Results of the study has shown that people were attracted to latest movies released worldwide of Hollywood and Bollywood genre. Besides that people followed a lot of celebrities on social media related to music, films and other different forms of entertainment based in Bangladesh and other foreign countries. Adding to that, people also kept updates of latest series released on Netflix and Youtube celebrities as well. If bKash limited can incorporate the concept of movies/series in their posts and promote accordingly on digital media platforms it will reach out to a lot of people who are passionate about entertainment. Additionally endorsing popular Bangladeshi celebrities related to music and television could also result in great engagement as well.
- **Fashion and Lifestyle:** Results of the study has shown that people followed a lot of international and national fashion brands on social media and found their content interesting. People also followed vloggers and bloggers reviewing different aspects of lifestyle such as food and fitness mainly. bKash Limited can focus their content on this issue by endorsing popular Bangladeshi vloggers and bloggers in their posts. By doing so, it can be expected that people will be interested to pay attention to the content and remember the brand more because of such content.
- **Travelling:** Results of the study has shown that people followed accounts related to travelling on social media and found their content interesting. Travel vloggers or accounts featuring different travel destinations around the world had a huge number of followers. bKash Limited can emphasize their content relating to different travel destinations around Bangladesh and can promote their services accordingly to attract more consumers.

#### Content should be promoted on:

**Facebook:** Results of the study has shown that majority of the people used Facebook the most among the other popular social media platforms. People used Facebook on a daily basis and spent their time for over 2 hours on social media. It can be understood from here that Facebook is regularly used by people daily which is a very useful information for bKash Limited to gather a higher response rate from the people. Content should be regularly posted from the official Facebook page of bKash Limited to establish a strong communication with the digital audience. In that way people will be more likely to remember content of bKash Limited and emphasize them regularly.

### References

1. bKash Limited. (2020). Retrieved from <https://www.bkash.com/>
2. Azad, R. (2019, 31<sup>st</sup> January), Bangladesh MFS market to gain momentum in 2019 experts say. Retrieved from <http://www.theindependentbd.com/post/185535>
3. Ellis,E. (2018, 27<sup>th</sup> March), BKash builds a payments system for the future, Asia Money. Retrieved from <https://www.euromoney.com/article/b17dwmpny7nzdwbkash-builds-a-payments-system-for-the-future>

### **Analysis on the passion points of digital audience**

The purpose of this survey is to identify the demographics and behavior of Bangladeshi people regarding the factors that they are passionate about and how much they have the drive to follow their passion. This questionnaire has been prepared for research purpose for an internship project at bKash Limited. The results of this survey will be used to prepare a report on this topic.

1. Specify your age range:

- 18-24
- 25-34
- 35-44
- Above 45 years

2. Specify your gender:

- Male
- Female

3. Specify your current employment status:

- University student
- Employed full-time
- Homemaker

4. What are you passionate about?

- Travelling
- Sports
- Fitness
- Writing
- Art
- Movies/series
- Other:\_\_\_

5. How much time do you spend behind your passion per day?

- Less than 1 hour
- 1-2 hours
- 3-4 hours
- More than 4 hours

6. How long have you been nurturing your passion?

- Less than 1 month
- 1-4 months
- 4-8 months

- 8 months - 1 year
- More than 1 year

7. What type of content do you find interesting?

- Fashion and lifestyle
- Travel
- Entertainment
- Sports
- Food
- Health and Fitness
- Other:\_\_\_

8. Which social media platform do you use the most?

- Facebook
- Instagram
- Youtube
- Twitter

9. The content that I follow on social media is based on my passion:

1	2	3	4	5
Highly agree	Somewhat agree	Neutral	Somewhat disagree	Highly disagree

10. How much are you likely to turn your passion into your profession?

1	2	3	4	5
Extremely likely	Somewhat likely	Neutral	Somewhat unlikely	Highly unlikely

11. How much time do you spend on social media platform?

- Less than 20 minutes
- 20 minutes- 1 hour
- 1-2 hours
- More than 2 hours

12. How often do you use social media?

- Daily
- Every 1-2 days
- Weekly
- Infrequently

13. What type of content do you want to see from brands?



- Images
- Videos
- Written posts/blogs/news articles
- Live videos
- Contests/giveaways

14. What type of accounts do you follow on social media?

- National/international singers and actors
- Country/foreign sports
- Fashion brands
- Health and fitness brands
- Travelling accounts
- Gaming accounts

15. Name two accounts you follow on social media which cater to your passion: \_\_\_\_

16. What is the last advertisement/video that you really liked on social media?

17. Has any social media content influenced your passion recently?

- Yes
- No

18. If yes, can you mention that particular content which has influenced you?

19. What do you dislike about social media?

20. How do you usually spend your time on social media?

- Looking at photos
- Watching videos
- Reading articles
- Online shopping

21. What type of content do you usually share with friends/family on digital platform?

- Pictures and stories of friends and family
- News articles
- Technology
- Education
- Music videos
- Funny memes/videos

22. Why do you want to share content on social media?

- To provide valuable/entertaining content to others
- To stay connected to others
- To be credited by others

- To support causes you believe in and brands you like

23. How likely are you to share content based on your passion on social media?

1	2	3	4	5
Extremely likely	Somewhat likely	Neutral	Somewhat unlikely	Extremely unlikely