

Report On
**Role of Community management services at Greenovent Ltd.: A study
on
How brands utilize social media engagement to enhance customer
Relationship.**

By

Farid-Uz-Zaman Kaushik
ID: 15204068

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

BRAC Business School
BRAC University
September, 2020

© 2020. BRAC University
All rights reserved.

Declaration

It is hereby declared that

1. The internship report submitted is my/our 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.

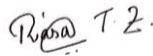
Student's Full Name & Signature:



Farid-Uz-Zaman Kaushik

Student ID- 15204068

Supervisor's Full Name & Signature:



Ms. Raisa Tasneem Zaman

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Ms. Raisa Tasneem Zaman
Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report


Dear Madam,

This is a great pleasure for me to present my internship report titled “*Role of Community Management services at Greenovent limited: A Study on How Brands utilize Social Media Engagement to enhance Customer Relationship*”, authorized under your supervision, as a part of the requirements for the completion of BUS400 (Internship).

I have attempted my best to complete this report with necessary data and recommendations in a significant comprehensive manner as possible which I have gained from the study as well as my learnings from my internship experience.

I sincerely hope that I will stay up to your expectations concerning the quality of my work.


Sincerely yours,



Farid-Uz-Zaman Kaushik
ID-15204068
BRAC Business School
BRAC University
Date: September 26th, 2020.

Non-Disclosure Agreement

This agreement is made and entered into by and between Greenovent Limited and the undersigned student at BRAC University



.....

Acknowledgement

At the very beginning, I am very grateful to Almighty Allah for giving me the strength, confidence and ability to successfully accomplish the internship program as well as the internship report within a scheduled time in spite of several complexities.

It would like to thank a huge number of people for their courteous support and motivation, which directly or indirectly collaborated to the preparation of this study. First of all, I would like to convey my gratefulness to my internship supervisor Ms. Raisa Tasneem Zaman for her support and guidance, which made it quite clear to me to complete this report. She kept me on track to complete this report and her suggestions and feedback were very helpful in making this report as effective as possible.

I would also like to express my heartfelt appreciation to the Greenovent Advertisement Agency for providing the opportunity to complete my internship program at their Community Management Department and for helping me to accumulate knowledge and help me plan every possible way for my internship study. My countless thanks go to Md. Tanjir Ahmed Rabby Sir, Executive Director of Greenovent, and also my supervisor at Greenovent, Deputy General Manager, Mr. Jakaria Ahmed Omi Sir, for being supportive and helping me during my internship project. I would also like to give my heartfelt thanks to community management officer, Ms Shila Roy for being extremely supportive throughout the internship period and making my internship period more enjoyable and memorable one.

Executive Summary

This report is mainly emphasized on how brands utilize social media strategies to retain consumer relationships through interaction with consumers via community management activities which resembles my role in “Greenovent”-a 360-degree marketing agency where I worked for 3 months as a community management intern. I have elaborated on how social networking sites influence on both brands and consumers, how brands are using it for marketing which helps to reach a large base of consumers, developing relationships, aware about their needs and ultimately stimulating consumers to engage with the brands by satisfying them with products and services. This study also consists a survey, conducted to analyze how customers are influenced through the social media strategy of brands and how relationships are built. The findings and recommendations from the study explains the expectations of customers and how brands can change their way of communication to build a better relationship with consumers.

Keywords: Greenovent; Social Media; Social Networking Sites; Customer engagement; Communication; Brands.

Table of Contents

Declaration	ii
Letter of Transmittal	iii
Non-Disclosure Agreement	iv
Acknowledgement	v
Executive Summary	vi
Table of Figures	ix
List of Acronyms	xi
Chapter 1 (Introduction)	1
1.1 Company Overview	2
1.2 Clients of Greenovent	3
1.3 Vision, Mission and Objective	4
1.4 Services of Greenovent Ltd:	5
1.5 The role of Community Management at Greenovent:	7
Chapter 2 (The Report)	12
2.1 Objectives of the report:	12
2.1.1 Broad objective:	12
2.1.2 Specific objectives:	12
2.2 Literature review:	12
2.2.1 Customer Engagement:	13

2.2.2	Marketing in social media	14
2.2.3	Relation between Customer engagement and Social Media marketing:	15
2.2.4	How Facebook marketing affects brands and their customers	17
2.2.5	How social media has transformed interaction with brands	18
2.3	Scope of the study:	19
2.4	Research Methodology:	20
2.4.1	Type of study:	20
2.4.2	Source of data:	20
2.4.3	Sample size and sampling technique:	20
2.4.4	Data Collection method:	21
2.4.5	Data Analysis tool:	21
Chapter 3 (Data analysis and Findings)		22
3.1	Data Analysis	22
3.2	Major findings from the study:	37
Chapter 4 (Recommendations and Conclusion)		41
4.1	Recommendations:	41
4.2	Conclusion:	44
References		45
Appendix:		48

Table of Figures

Figure 1: Company Logo.....	2
Figure 2: Corporate Clients	3
Figure 3: Digital Clients	3
Figure 4: Managing Queries of TVS Bangladesh through comments	9
Figure 5: Managing Queries of TVS Bangladesh through Inbox.....	9
Figure 6: Managing Queries of Club RTR through Inbox	9
Figure 7: Managing Queries of Club RTR through comments.....	9
Figure 8: Managing Queries of Navana Petroleum Limited through comments	10
Figure 9: Managing Queries of Navana Petroleum limited through Inbox	10
Figure 10: Please choose your gender	22
Figure 11: Please choose your age group.....	23
Figure 12: Please choose your occupation	23
Figure 13: Which social media do you mostly use?	24
Figure 14: What are your main purposes of using social media?	25
Figure 15: What is the more preferable option for you to know about any product or service of a brand?	25
Figure 16: How often do you purchase products from social media?.....	26
Figure 17: How often do you interact with different brands or online shopping pages on social media?.....	27
Figure 18: You get persuaded towards a product or service through the information you get to see from User-generated contents (UGCs) like user-reviewed pictures or videos etc. on social media or YouTube	27

Figure 19: When you ask any query, how the brands responded?	28
Figure 20: The communication approach of brands on social media affects your purchase decision.	29
Figure 21: You are satisfied to establish a relationship with your interested e-commerce brands through social media	29
Figure 22: The reviews and ratings on brands' social media pages influence your purchase decision from them.	30
Figure 23: Social media is the most effective way to provide feedback on products or services of a brand	31
Figure 24: You recommend a brand or an online business from social media to others if you are satisfied with their product or service.....	31
Figure 25: How often do you provide reviews on social media pages after purchasing products or services from them?	32
Figure 26: How often do you react or comment on the posts of your preferred social media pages?.....	33
Figure 27: Social Media is trustworthy for buying or selling products or services.....	34
Figure 28: E-commerce brands that are well known in social media are reliable.....	35
Figure 29: How is your overall experience in communication with brands on social media?	36

List of Acronyms

WOM:	Word-of-Mouth
SNS:	Social Networking Sites
UGC:	User-Generated Contents
KPI:	Key performance Indicator

Chapter 1

Introduction:

It is really a good practice of doing Internship in a particular organization at the last stage of undergraduate life. It gives the slight taste of practical work life experience before stepping into the practical work life. As a Bachelor of Business Administration (BBA) student having double majors in Marketing and E-commerce, I had a chance of doing 3-months long period Internship in a marketing agency. The name of the organization where I worked is “Greenovent”, which is a 360-degree marketing agency. The practical experience which I acquired within my internship period through my job was totally different from the theoretical knowledge. I had to interact with a lot of people every day on behalf of some brands through their official social media pages.

As my primary job there was interacting with customers, answering their queries and providing files to clients consisting interested customers list and complaints list. Basically, as an intern of community management department at Greenovent, I was working for its clients to manage queries and maintain relationship with customers. That is why, I decided to go for an internship report on how brands enhance relationship with customers through social media. Therefore, I chose the topic “Role of Community Management services at Greenovent limited: A study on how brands utilize social media engagement to enhance customer relationship”.

1.1 Company Overview

Greenovent is one of the successful advertising agencies based in Dhaka. They are basically an innovative 360 advertising agency with a devoted and fiercely ambitious team, trying to



Figure 1: Company Logo

bring a revolution in the industry. Their operations consist of a large number of services which they provide using different medium such as 360-degree advertising campaign, digital marketing, Media Buying and Planning, Event Planning and execution and many more. Greenovent began its journey initially in 2017 to design top of the line Audio & Visual contents for many companies. But later in 2018, the company stepped on their venture into Digital Marketing agency having the motto of becoming one of the best choices for online promotions and digital marketing for brands by providing the best service and cultivating best outcome out of it.

Greenovent is currently now working along with a number of top brands of the country by defining an objective to stand out themselves as an outstanding example by utilizing new innovation to the traditional advertising industry. They have already marked their successful steps in the market as a creative, efficient and result driven advertising agency that provided profoundly viable and brand image oriented creative packages to their respected clients which later resulted in establishment of their image as well as gaining revenues. At Greenovent, they cater brands with efficient and quality service, and they accept that every brand has its own story. Greenovent doesn't just let companies establish a solid brand that is an absolute necessity for today's fiercely competitive market, yet in addition improves a Brand Vision, subsequently assisting companies to compose a brand story that can be told through ages.

1.2 Clients of Greenovent

When it comes about maintaining relationship with clients, Greenovent has its own philosophy. That is functioning as a business partner with their customers and cater not only the best level of quality assurance service in each aspect at a competitive and reasonable price, but also providing diverse levels of proactive thoughts, procedures. They have mostly two distinct sorts of customers.



Figure 2: Corporate Clients



Figure 3: Digital Clients

1.3 Vision, Mission and Objective

Vision:

To become the country's leading advertising agency by becoming the most successful and creative organization to offer extraordinarily complex online & offline marketing strategies with focused passion and unwavering commitment to our customers.

Mission:

To offer our clients a full 360 marketing strategy that assists our clients develop their businesses and achieve their marketing objectives.

Objectives:

The digital marketing team of Greenovent is a fusion of visual and audio production teams; a one-stop solution for every type of online advertisement. It's going to represent everything under one umbrella. This will allow us to set up a strong contact channel, and our interaction positions will also benefit our company in a meaningful way. These will all set the label of their company.

- To resolve the inconsistency, we intend to make the official page more involved and to advertise the website to the target audience.
- In order to provide it, we will produce the requisite content (static post & AV) with our practitioners.
- Our team would also be expected to handle the page frequently.
- We will design clients' video content and operate their YouTube channel for them.
- The same videos will be released on Facebook in order to keep the correspondence of the company with the same shoe.

1.4 Services of Greenovent Ltd:

Greenovent as a marketing agency not also provides advertising and marketing solutions for brands, it has served brands in various aspects which are somehow related to marketing for brands.

The services which are provided by Greenovent to its various clients are:

1. **Personality Development for Brands:** Every organization needs its very own personality and Greenovent is assimilating this personality by building brands that use creative solutions to explain business challenges and imagine the future of its customers. They seek to serve organizations by analyzing the market and drive long-term development.
2. **Creative planning:** One of the key appendices of any successful advertising agency is definitely the Graphics Designs genre. The group of imaginative visualizers of Greenovent focuses primarily on creating an image with a comprehensive view of ever-moving and truly artistic designs using top-of-the-line software packages.
3. **Strategy & Planning:** From engagement planning, performance planning to e-commerce consultancy, the strategy and planning team of Greenovent are motivated by data-driven knowledge but anchored in human psychology.
4. **Event Management:** With amazing expertise in team activities, Greenovent works with a tedious and uncompromising focus on delivering the kind of event that people will recall and treasure. From creation to completion, they're here to guarantee that the event runs seamlessly without any miscues. They're big on the screen, but they never lose focus of the specifics.
5. **Activations:** Greenovent surpass ambitions to breathe life into creative thinking with the ultimate objective of maximizing brand knowledge for your company. Their mode of thinking with regard to activation remains to generate realistic and compelling leads to

your identity and to embed the name of a company in the mind of an impartial market through innovative and creative ideas.

6. **Production Items:** Any event or genre for clients, Greenovent has the capability for designing products such as gift items or stationaries to turn the occasion more fruitful to their clients. They strive to make the caring gesture for their clients by offering eloquently made gift boxes loaded with beautiful and eventful pieces as per client's choice. They have made unwavering attempts to select the freshest product of excellent consistency.
7. **AV & Documentation:** Greenovent proudly offers Audio Visual and Evidence related support to make it the same. Their multi-gifted squad of creative individuals and video editing offers state-of-the-art technology and back-end engineering to generate spectacular audio visuals alongside computer graphics (CG) based data animations and gestures.
8. **Digital Marketing and Strategy:** The world has moved towards digital, with the nation turning into digital Bangladesh and actively communicating more digitally, Greenovent is creating digital content, using creativity, analytics and pure imagination. Their amazing strength and established performance in digital marketing turns them to one of a kind. Greenovent develops not only the social media sites, but also, they assimilate them with blogs, applications and fashion trends to deliver innovative digital marketing strategies. By gaining insight, developing suggestions, drawing up suitable strategies and checking the viability of executing them, the team guarantees that the clients have the best strategy opportunity to achieve the KPI. Their team of highly experienced individuals is able to organize the digital strategies of various brands in order to determine a consistent presence in all mediums, thereby maintaining a deep relationship with their clients or prospective clients.

9. **Media Buying and planning:** Greenovent 's team of master media buyers ensure that a spot-on media acquisition procedure is carried out, and that the final expense simplification for improved campaign execution and ROI for the products is carried out on every online channels.
10. **Community Management:** In a technologically advanced modern environment, it is important to answer the consumer's query and respond fast. The community management team of Greenovent works nonstop to respond to the queries of the consumer for their clients' brand awareness and to relay important knowledge that will assist brands in better understanding about their audience. The team mostly operates its activities through managing the social media pages in Facebook.
11. **Public Relation (PR):** At this phase of PR control, Green vent's PR advisers are trying to ensure that all information sources – print, electronic and online – converge on the vision in which they are capable to demonstrate. Today is the age, where only one medium is not enough to reach the information to the nation.

1.5 The role of Community Management at Greenovent:

In almost every organization, there is a department which exists only to maintain regular communication with their customers, develop relationship with new consumers and provide customer service on behalf of the organization. Basically, the department of community management works as a medium who conveys the thoughts of customers to the management of the organization. At Greenovent, community management department plays a vital role for the organization. The community management team manages the social media pages of its clients and interact regularly with customers. Moreover, they respond to customers problems and provide

appropriate solution to customers. This department also directly interacts with the potential customers and develops relationship with customers on behalf of the clients.

I was appointed at the position of “Community Management Intern” under the community management department of Greenovent. The basic job responsibilities of community management team are to maintain the activities of the social media pages on behalf the clients, responding to the queries of customers and users through comments and messages to help them in availing proper services from the brands. Being a Query Management Intern, my job was to maintain social media pages on behalf of two of the most important clients of Greenovent and answering to the queries of consumers at a regular basis. Along with managing queries, I had to undertake other job responsibilities included in my job descriptions that are related to maintaining social media pages of the clients. The brief descriptions of these job responsibilities are given below:

1. **Managing social media pages of clients:** As a query management intern, my primarily assigned task was to manage some Facebook pages such as TVS Bangladesh, Club RTR, Navana Petroleum Bangladesh. TVS Bangladesh and Club RTR are the official Facebook accounts of TVS Bangladesh, a collaboration of the Indian Bike Company, TVS & Sons and Rian Motors Bangladesh. On the other hand, Navana Petroleum Limited is the official Facebook page of Navana Petroleum who are the authorized distributor of Chevron Lubricants in Bangladesh. I had to manage the queries of their customers of these two brands through their pages regarding the price of products, availability of products, locations of sales points, listening to their problems and provide solutions to them. For some products, I also had to convince the customers for buying products. In some cases, we also had to interact with customers by calling them I used to communicate with customers by answering to their queries in both messages and comments of posts.

1. TVS Bangladesh:

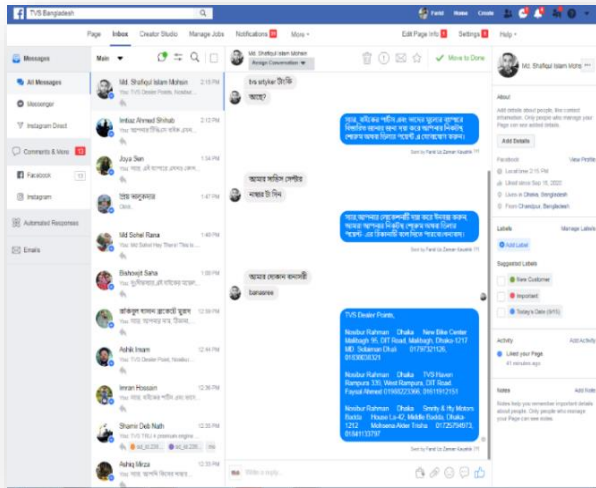


Figure 5: Managing Queries of TVS Bangladesh through Inbox



Figure 4: Managing Queries of TVS Bangladesh through comments

2. Club RTR:

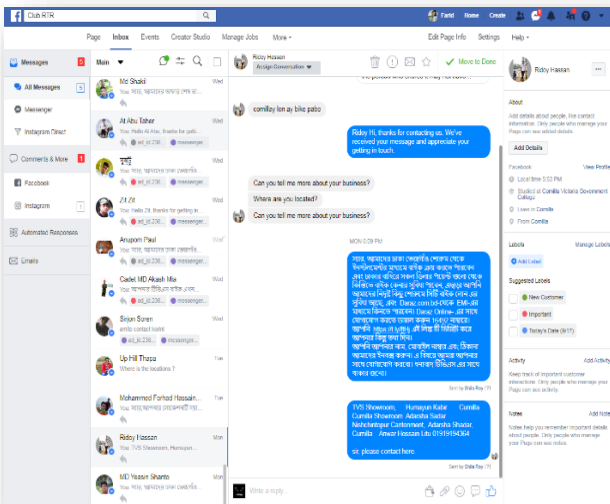


Figure 6: Managing Queries of Club RTR through Inbox

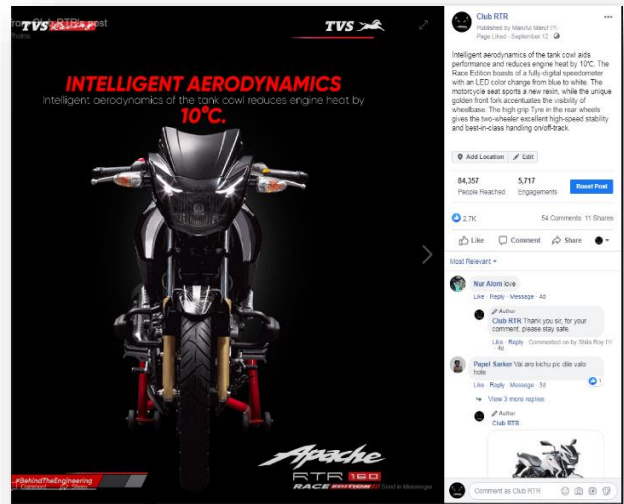


Figure 7: Managing Queries of Club RTR through comments

3. Navana Petroleum Limited:

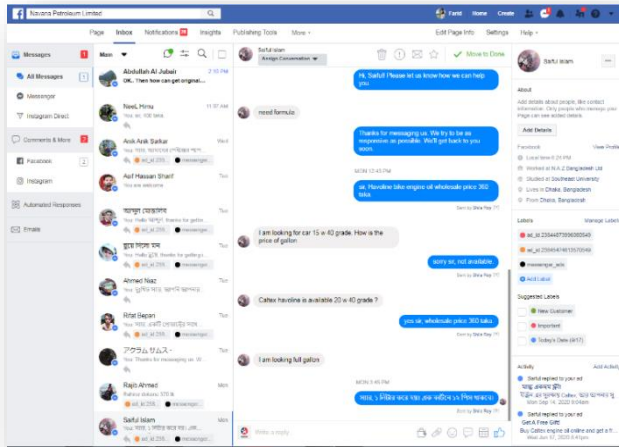


Figure 9: Managing Queries of Navana Petroleum limited through Inbox



Figure 8: Managing Queries of Navana Petroleum Limited through comments

2. Storing and delivering information of various types of customers: Another important task of community management department is to store various types of data of customers and deliver the information to respective clients. While doing queries, we face various types of customers who show their interests to buy products, become dealers, file complaints regarding products and services and provide their feedbacks about particular products and services. We carefully store all of the information through MS Excel at a regular basis and mail them to clients.

3. Conducting survey and creating reports: Sometimes the community management team also has to do survey on consumers also on behalf of the clients. Before conducting a survey, several lists of leads are handed over to us. Then, we are instructed to do survey about a certain product by calling the leads from those lists. In the survey, we ask them a number of questions about the performance of products, their feedback on the products, whether they will purchase the product again or not etc. After that, we collect the extracted

information from the survey. Through this survey, we are also instructed to generate sales or to convert the leads. After that, we prepare a report based on the collected data from the survey and then provide it to the management team. The management then analyze the reports and makes further decisions on the basis of the reports.

Chapter 2

The Report

2.1 Objectives of the report:

A Number of objectives were determined for this study. I have distributed some objectives into broad objectives and other objectives into specific objectives. These are mentioned below:

2.1.1 Broad objective:

The primary purpose of this research is to understand the responsibilities and functions of the Community management section within a particular venture and in which ways it relates social networking interaction with the connection between a company and its users.

2.1.2 Specific objectives:

- 2 To investigate the connection between the promotion of social media and consumer participation.
- 3 To explain the effects of Facebook marketing on different brands and its customers.
- 4 To clarify how social media has transformed the way of brands interacting with customers
- 5 To focus on the benefits of having a Facebook page over the traditional marketing strategies from the customers perspective to find out how digital marketing communication have been working to fulfill their needs.

2.2 Literature review:

People are now totally dependent on technologies for every aspect in their daily life. The impact of technologies in the modern business world are evidently noticeable in the recent years. Many consumers now-a-days don't even want to interact and visit business places physically. They now desire to interact with a huge number of businesses for their regular needs without even leaving their homes. Along

with this challenge, business organizations have come up with different smart solutions for various challenges. Now, many businesses are conducted in social Medias as well as most of the business organizations are now providing customer service through the social media. Business are also utilizing the concept of CRM through social media to gain customer and customer retention by interacting with a huge number of customers and followers across the world. Besides of attaining tangible profits, businesses are also achieving with various sort of intangible advantages such as customer loyalty, trust and quality of service. The goal of this research is to explore different topics that are highly linked and used in this study to integrate digital marketing and consumer relationships. The report specially focused on how businesses utilize social media platforms to enhance their relationship with consumers and increase customer engagement on social media.

2.2.1 Customer Engagement:

Talking about customer engagement, scholars like (Hollebeek, 2011) shares that a variety of distinct names have described customer engagement, such as customer loyalty, customer interaction habits," "customer - company commitment," and a far more general "active participation" only. This research from the same author focuses on several primary customer involvement concepts, such as commitment, enthusiasm and conversion, which represent the consumer is ready to deliver intellectual, psychological as well as conductive behaviors when he or she gets to connect with the specific brand that he or she is interested in. Moreover, according to the opinion of Cheung et al. (2011), customer interaction is a state of action where consumers plan to put cognitive, emotional and behavioral activities on an online site and also cultivate an interest in involving into WOM actions and speak further about the company. According to (Lau, 2017), customer engagement is a technique in which companies typically establish partnerships with consumers and corporate stakeholders in order to increase brand value and improve brand loyalty. As social media is very collaborative and co-creative in nature, user interaction can be regarded on the basis of a variety

of digital use indicators, which including commitment disclosures, scores, views, feedback and shares (Barger & Labrecque, 2013). Scholars like (Barger, Peltier, & Schultz , 2016) conceptualized consumer engagement in their analysis as a range of observable actions of users on SNSs to provide their views on brand-related content and to react to such content as providing likes, hearts, ratings, commenting on posts such as Facebook comments, producing content for others including UGCs regarding reviewing products and services, providing their opinion on that particular brand. UGCs can be considered as a crucial engagement from consumers and it assists other consumers to express their opinion about a particular product or service, to persuade or prevent consumers from purchasing the product, to change perceptions on a product and through these communications, they might build a community among themselves.

2.2.2 Marketing in social media

Digital marketing has become an unavoidable aspect of the everyday lives of people. Social networking sites including Facebook, Instagram, LinkedIn, etc. are available today. has grown up so popular that they created a demand for themselves in personal and business life and people are now fully depend on these sites for their personal and professional lives. Scholars like (Menezes, 2013) shared that the evolution of social media has motivated many efforts to impose a smarter-framed definition in the researches that could describe the realm of social media. The author also includes that social media is like a broad medium through which people maintain two-way communication process in the type of discussion and also make up groups within similar goals. Moreover, the author thinks that virtual communities and social networks play a vital role in influencing customers into their buying behavior and making decisions. Digital advertising is typically the utilization of social networking sites like Facebook, which helps brands to connect

with their customers and audience to raise brand awareness, increase sales, monitor website traffic and strengthen relation by interacting with their customers. This process also consists of posting effective content materials on their social media pages, listening to and engaging your followers, exploring the outcomes, and operating social media advertisements. However, (Keller, 2009), explained that the digital media has a far more precise selection of consumer targeting for markets that are actually crucially important to access, assists brands in building a powerful brand awareness for market segments which are present in online Medias. Moreover, (Jansen et al. 2009) claimed that the goals of online marketers are directly related to the marketing of their goods and services by making them attainable digitally or in the real world. On the basis of the research of (Taylor, Lewin, & Strutton, 2011), the marketing efficacy of social networking sites can be focused on the material of the advertising communications. The researchers also highlighted that while advertisement contents which consisted with informative, entertaining or social attributes were delivered through social media platforms, these advertisements appeared to get more positive reactions from customers.

2.2.3 Relation between Customer engagement and Social Media marketing:

Social Medias are now one of the most effective platforms to assist brands to enhance their customer satisfaction levels and engagement in several ways. The high level of availability, extremely easy user friendliness and better user experience of social medias have made them superbly popular among businesses and consumers across the world. Besides effective engagement and interaction facilities, social media has opened a door for promoting and marketing a brand effortlessly, even if that company confined themselves within a tight budget. Moreover, social media enables a brand to build rapport with a large base of customer through online advertising

and creating communication with customers on a personal level which is not possible in traditional marketing way. If it succeeds to build rapport with a large base of consumers through social media, this might lead to a greater customer engagement in the brand's social media page. Discussing about improving relationship through social media (Farook & Abeysekara, 2016) provided some thoughts in their study. According to the authors, when it comes about customer engagement in Social Networking Sites, the customers somehow get committed to the brand's page on Social media which later results to the development of relations. They also explained in their study that online stakeholders conduct immediate commitments with the company and other customers by partaking in different type of conversations such as commenting on the posts about the company and its products, providing support and criticism as well as distributing facts with connections in social media. Moreover, according to the same authors, in spite of establishing relations between the buyers and sellers, customer engagement also incorporates other relations between potential and actual customers, non-customers and society, in other words, the stakeholders in the area of relationship marketing. After purchasing products or services from a brand, customers might feel to express their satisfaction and opinion through rating their Facebook page or provide their reviews on the products or services of the brands. In these cases, brands can react and response accordingly to the reviews of consumers and can ensure them to provide better service in future. This will create an amazing impression on consumers about the brand. Moreover, brands can also share user-generated contents in their social media pages and participate in communication with consumers through comments in UGC posts. These will surely help to develop an impressive perception about brands in consumers' mind.

2.2.4 How Facebook marketing affects brands and their customers

Now-a-days, Facebook has become extremely available and any business regardless of their popularity, size, reputation and profits can open a Facebook account for their organization or business. Through this, they make themselves easily available to their target customers and also able to raise their brand awareness to their potential customers to whom they would not be able to reach through traditional marketing strategy. As a Social media platform Facebook possesses an amazing advantage that is it automatically finds and selects key words or details of targeted segment of consumers such as relationship status, places, interests, employment status, favorite books & movies and including which page or website consumers usually visit. After done with choosing the segments, Facebook places the advertisements based on these grounds. That is why, through utilizing Facebook, brands now can easily reach to overseas customers with minimum cost whereas it could cost a huge amount of resources to reach overseas customers if they would go through traditional way. As per the argument of (Treadaway & Smith, 2012), Facebook marketing is more like a slow process as it takes an ample amount of time to increase followers for a brand, persuading fans, followers and allies to transform into consumers and ambassadors for brands. The e-commerce industry of Bangladesh is currently mostly dependent on Facebook for raising brand awareness, attracting potential clients and customers as well as increase their customer retention. Recently, a large number of small startups and business of different kind are totally dependent on F-commerce, starting from attracting consumers to selling their products all of their business activities are fully conducted on Facebook. However, it might not take long time for established and globally renowned brands or organization to increase their fan base and followers, attracting new consumers through their products and services, but it takes a huge period of time for small brands and startups who are local and their target segment is way smaller. To

survive in this fiercely competitive market, their fundamental strengths can be their posts (e.g. photos, videos, statuses etc.) in their pages or groups regarding their products or services, way of interaction with their customers (e.g. replying to comments, messages) and the quality of their products or services. By providing quality service, brands able to develop relationship with customers, get reviews and ratings to increase their brand value and sometimes even get recommended by their happy consumers. (Uddin & Razu, 2019) discloses in their study that based on consumers' purchase intentions, consumers usually acquire information about a certain product or service both from primary and secondary sources, organizing method of facts also turns out to be easier as the sources are vastly available on Facebook, also it becomes easier for consumers to assimilate and choose between two products within similar categories. According to the same authors' opinion, a Facebook ad is weighed as one of the simplest ways for advertising online for brands and previous expertise of marketing are not necessary to provide advertisements on Facebook. Moreover, they also added that, costly budgets are not obligatory for marketers to settle their ads on Facebook as the rate of placing ads on Facebook is quite cheap like five dollars. That is why, for these smaller businesses, Facebook is likely the best and cost-efficient option for attracting their target market, communicating with them and convince the customers through their quality of service and products.

2.2.5 How social media has transformed interaction with brands

With the span of time. Social media has been thoroughly revolved and changed into a medium that connects people more than ever. It also has become an inevitable tool for brands in marketing and interacting with consumers. Consumer behavior also has changed along with time and they expect better service from brands than before. Discussing about enhancing customer service on social

media, (Williams, 2018) expressed that brands today can directly communicate with their target market through responding publicly or one-to-one interaction on inbox. These provide brands the advantage to exhibit their image and showcase the human side of that brand which is inevitable for any business. According to the author, along with engagement, brands have turned social media into a customer service helpline for their consumers and by utilizing SNS like Facebook, a contact has been developed from both ways. (Williams, 2018), also added that, today, consumers who are social media users can easily knock different brands on their social media pages about queries related to their products or service, price of the products, placement of orders, store location, offers, home delivery etc. or report them about services whereas sending questions or reports through email, form submission and calling to customer helplines seem to be a very lengthy and baffling process for consumers. Therefore, social media interaction is a more efficient option for getting quick responses from brands and resolving customer queries.

2.3 Scope of the study:

The scope of this report is confined within the customers residing in main cities of Bangladesh, who are heavily active in social media and makes online purchase from social media. This report primarily focuses on the influence of effective communication on the connection between companies and their customers on social networking platforms. This report may assist the brands to realize the importance of social media communication now-a-days. Brands as well as online businesses in social media may also able to understand the importance of effective communication with customers in social media according to customers point of view from this report and may redesign their community management in order to provide better service to consumers.

2.4 Research Methodology:

2.4.1 Type of study:

In order to complete this study, the quantitative data analysis method has been utilized. A set of survey questionnaire was created and a sample of a wide range of people was asked to perform. The respondents were instructed to answer the questions based on their experience.

2.4.2 Source of data:

For this overall report, both primary and secondary sources were used to find the outcomes. So, the research is focused on primary and secondary information.

1. **Primary source:** A questionnaire of 21 questions was composed to conduct the survey. This questionnaire was distributed among 100 respondents and the research focuses on the analysis of data which were accumulated from the respondents' personal experiences.
2. **Secondary source:** The research is also based on secondary sources for some major information of this study. The secondary sources were used for this report are:
 1. Website of Greenovent
 2. Google
 3. Journals, articles and research papers of different scholars etc.

2.4.3 Sample size and sampling technique:

The survey questionnaire was distributed to 100 respondents who are residents of two major cities of Bangladesh such as Dhaka and Chattogram. All of the respondents are heavily active in different social Medias, from different occupational background and purchase products and services from online especially from social media. That is why, the questionnaire was sent to them. In this survey,

non-probability sampling technique was adopted for selecting the sample for the study. From the non-probability sampling, convenience sampling was used as the survey questionnaire was sent to different social media groups which are convenient for me to reach.

2.4.4 Data Collection method:

As the sample size was quite big and according to the characteristics of the sample, I had to conduct the survey through online to reach the sample population easily. The survey questionnaire was developed in Google forms and the weblink of the survey was sent to different groups and persons of different demographics in order to fill up the questionnaire with their personal experiences and views.

2.4.5 Data Analysis tool:

Data analysis is one of most important elements for my research. This is a system to perfectly use different measuring tools to analyze data and showcase the outcomes in whichever way is preferred. I chose “Google Forms” for analyzation of data as Google forms itself is a powerful tool which has a very effective database management system and can develop different charts automatically from the data whenever it gets inputted. Hence, the transferring of data to another tool is not needed at all. That is why, it is considered to be a very effective tool for conducting survey and it eases the analyzation task of collected data so that the outcomes can easily be used for research purposes.

Chapter 3

Data analysis and Findings:

3.1 Data Analysis

Here in this part, the analysis of data has been done which were extracted from the primary data of the survey and the findings will be discussed on the basis of the outcomes. The survey was on the influence of Social media on building customer relationship with brands. For doing the analysis, the data charts such as pie charts, bar charts and histograms have been drawn directly from the Google form survey. Now the analysis of those extracted data is discussed below:

1. Please choose your gender.

100 responses

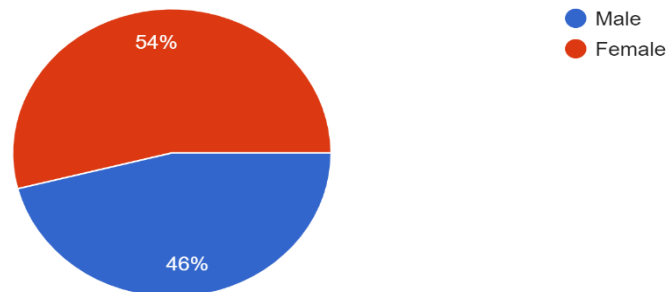


Figure 10: Please choose your gender

The first question of the survey was about their gender. From this question, it has been depicted that which gender is more active on social medias. The pie chart resembles that, from the sample size of 100, 54 respondents were female and 46 respondents were male. These numbers represent that, females are comparatively more active users of social medias than male users.

2. Please choose your age group?
100 responses

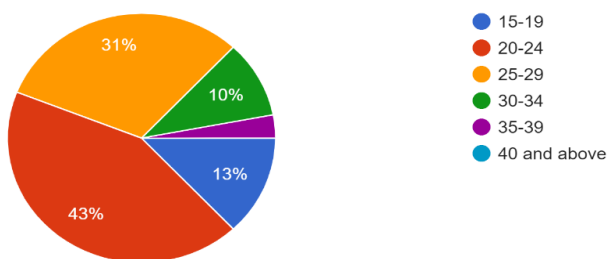


Figure 11: Please choose your age group

The second question was about their age group. From this question, it has been discovered that which age group uses social media the most. This chart depicts that, out of 100 respondents, 13 respondents were from 15-19 age group, 43 respondents were from 20-24, 31 were from 25-29, 10 respondents showed their age is between 30-34 and the rest chose their age group 35-39. These numbers represent that, users between 20-24 age, are the most active users of social networking sites, then comes the age group of 15-19, who are the second most active users and then comes the respondents who are from 25-29 age group. The moderate user group were between 30 to 34 and less active users are from 35 to 39 age group. This clearly signifies that; young users are the most active users of social media.

3. Please choose your occupation?
100 responses

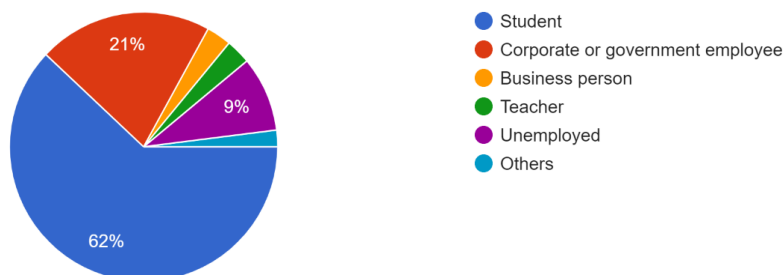


Figure 12: Please choose your occupation

The third question was asked about their occupation. The respondents were given several options. Among them, 62 respondents chose their occupation as student, 21 respondents showed their

occupation as corporate or government employee and 9 respondents showed their current situation as unemployed. 3 of the respondents were business person and 3 respondents chose teacher as their occupation. The rest of the respondents chose others. From this chart, it is clearly understood that, students are the largest user base of social media.

4. Which social media do you mostly use?
100 responses

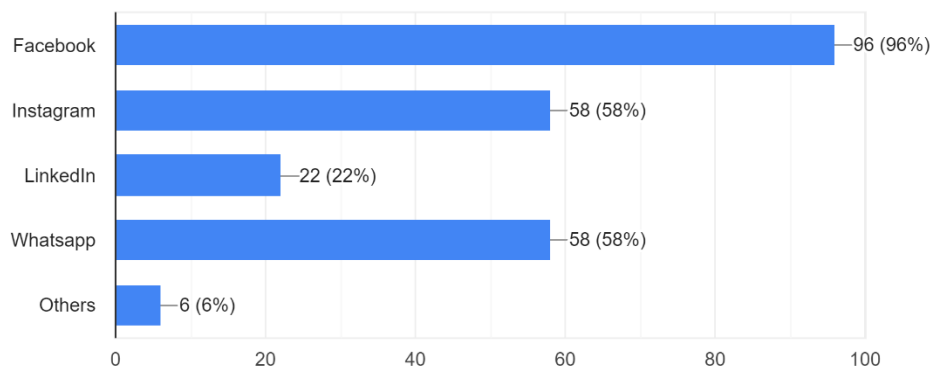


Figure 13: Which social media do you mostly use?

In the 4th question, respondents were given options of several most used social media platforms to choose their most preferred platforms. They were allowed to choose more than one option. According to the bar chart, 96 out of 100 respondents chose Facebook as their most preferred social media platform, which was quite expected in for the users in Bangladesh. The second most used social medias are Instagram and WhatsApp as both of these received 58 votes from the respondents. LinkedIn was chosen by 22 respondents as a significant portion of respondents were from corporate and educational background. 6 respondents chose others social media platforms which consists rest of the social media platforms excluding the mentioned ones. Marketers can easily understand on which social media they should promote products.

5. What are your main purposes of using social media?

100 responses

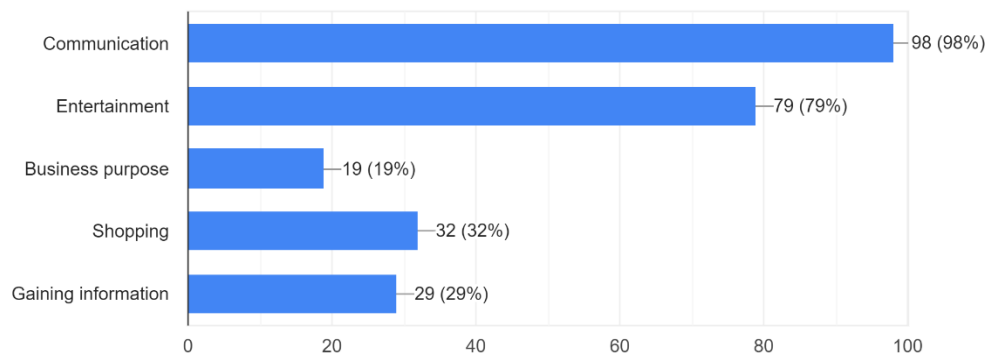


Figure 15: What are your main purposes of using social media?

The 5th question in the survey was about the primary intentions of using social media. The question was provided with some vital reasons of using social media and respondents were asked to choose more than one option. In this chart, it shows that 98 respondents chose communication and 79 respondents chose entertainment as their primary purposes of using social media. In addition to that, 32 respondents chose shopping, 29 respondents chose gaining information and 19 respondents chose business to show their other important purposes of using social media.

6. What is the more preferable option for you to know about any product or service of a brand?

100 responses

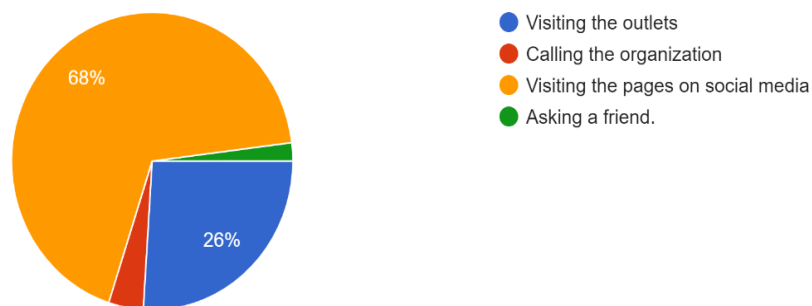


Figure 14: What is the more preferable option for you to know about any product or service of a brand?

In the 6th question, respondents were asked to choose their most preferred option when they want to inquiry about any particular product or service. The pie chart above shows that from the 4 options, 68 respondents chose their most preferred option as visiting their social media pages as.

much of respondents were frequent users of social media. The second most preferred option was visiting the outlets as 26 respondents chose this option. The other options such as calling the organization and asking a friend are showed as the least preferred options for the respondents. These data represent that checking for any product or service in social medias are most comfortable and comparatively time saving way for most of the social media users.

7. How often do you purchase products or services from social media?

100 responses

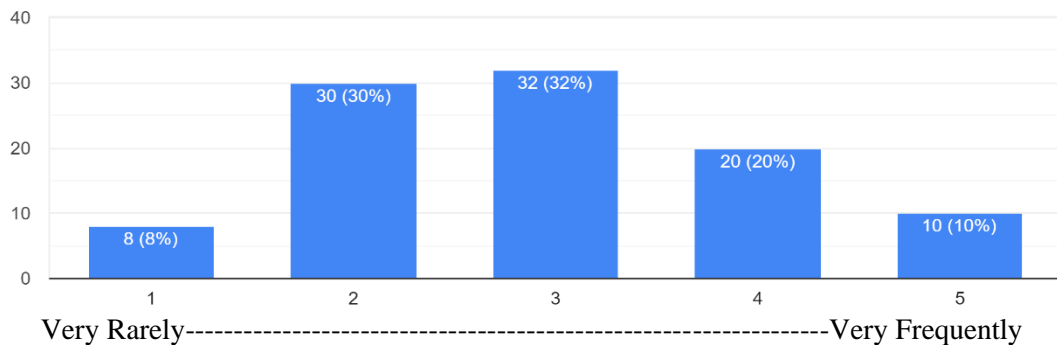


Figure 16: How often do you purchase products from social media?

In the 7th question, the question was about how often the respondents makes online purchase from social media. A scale of 1 to 5 was used which was structured in Very Rarely to Very Frequently. 10% of respondents very frequent purchasers from online and 8% of total respondents very rarely makes online purchase. Besides them, 30% respondents are rare purchasers, 32% are the occasionally purchasers and 20% of the respondents frequently purchase products or services from social media. So, the outcome of this analysis is the percentage of rare purchasers is more than frequent purchasers and digital marketers need to focus on increasing sales through online.

8. You get persuaded towards a product or service through the information you get to see from User-generated contents (UGC)s like user-reviewed...tures or videos etc. on social media or YouTube.
100 responses

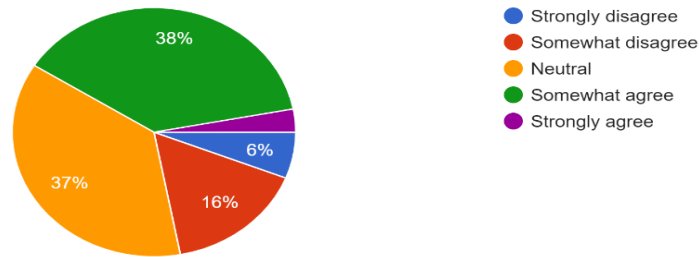


Figure 18: You get persuaded towards a product or service through the information you get to see from User-generated contents (UGC)s like user-reviewed pictures or videos etc. on social media or YouTube

In the 8th question, the respondents were asked if they get persuaded towards any product or service if they get to see UGCs such as pictures and videos of reviewing by the users on social media as well as product review videos on YouTube. The pie chart above depicts that out of 100 respondents, 38% somewhat agrees, 37% of the respondents chose to be neutral, 16% somewhat disagrees and 6% of the respondents strongly disagrees with the statement. Only a less percentage of respondents strongly agrees with the statement. This represents that, customers are still not convinced for purchasing products by online reviews

9. How often do you interact with different brands or online shopping pages on social media?
100 responses

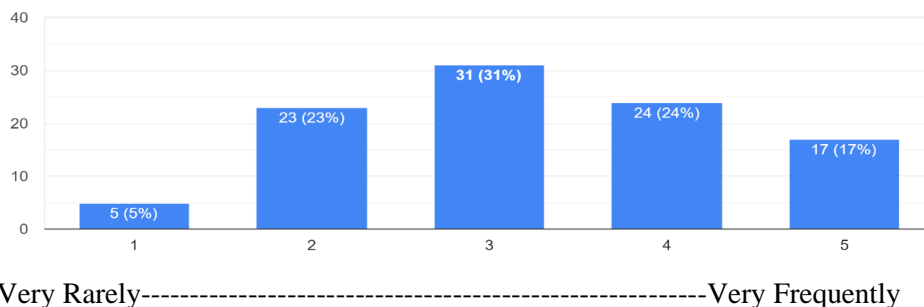


Figure 17: How often do you interact with different brands or online shopping pages on social media?

The 9th question in the survey questionnaire was about how frequently respondents interact with brands or online shopping pages on social media. A scale of 1 to 5 was also used in this question which was structured in Very Rarely to Very Frequently. The chart above shows that 31% of the

respondents sometimes interact with brands or shopping pages on social media, 24% of the respondents frequently interacts, 23% of respondents rarely interacts with brands on social media. Moreover, 17% of respondents interacts with brands on social media very frequently and 5% respondents very rarely interacts with brands on social media. This analysis somewhat represents that, customers interact with brands or online shopping pages when they feel interest in a product or want to know about particular products or services.

10. When you ask any query, how the brands responded?

100 responses

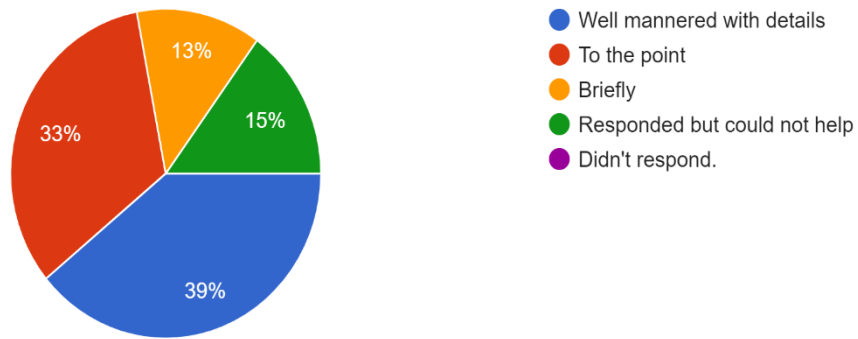


Figure 19: When you ask any query, how the brands responded?

In the 10th question, the respondents were requested to share how the brands responded when they ask any query. Answering to the question, the pie chart above clearly shows that, among the given options, 39% of the respondents thought the way of response was well mannered with details, 33% respondents thought the brands answered to the point, 13% respondents thought the answers were brief and 15% respondents were dissatisfied as the answers could not help to resolve their queries.

11. The communication approach of brands on social media affects your purchase decision.
100 responses

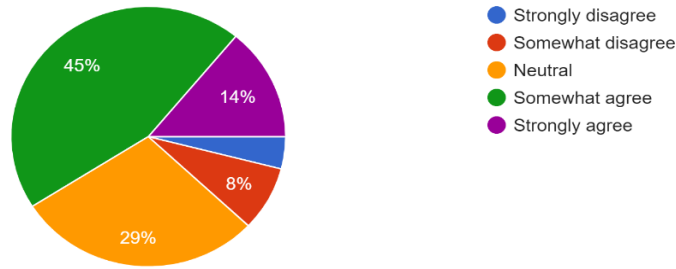


Figure 21: The communication approach of brands on social media affects your purchase decision.

The 11th question from the survey was about if the communication approach of brands or online shopping pages affects the purchase decision of respondents. For this topic, a five-point Likert scale had been used. The pie chart above clearly shows that, 45% respondents somewhat agree, 29% respondents chose to be neutral, 14% respondents strongly agree with the statement and only 8% of the respondents somewhat disagree with the statement. A very less percentage of respondents strongly disagrees with the statement. This analysis resembles that the way of interaction of brands has a great influence of customers purchase decision from them.

12. You are satisfied to establish a relationship with your interested e-commerce brands through social media
100 responses

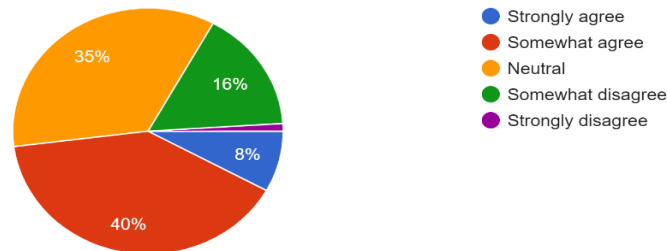


Figure 20: You are satisfied to establish a relationship with your interested e-commerce brands through social media

In the 12th question, a statement was given to respondents whether they are satisfied to establish relationships with their interested e-commerce brands through social media. As the chart is showing that 40% respondents are somewhat agreeing, 35% of the respondents chose neutral, 16% respondents somewhat disagree and 8% of the respondents strongly agree with the statement. This

data represents that, a large number of customers are somehow trying to maintain relationship with their interested brands.

13. The reviews and ratings on brands' social media pages influence your purchase decision from them.

100 responses

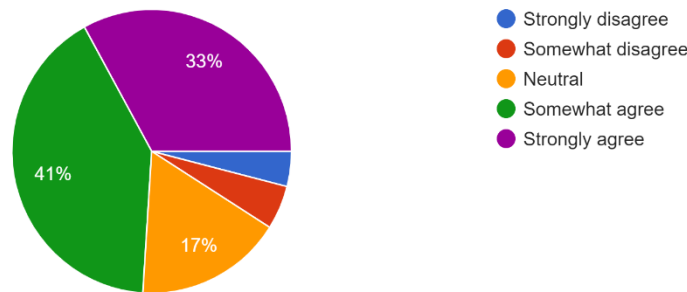


Figure 22: The reviews and ratings on brands' social media pages influence your purchase decision from them.

The 13th question of the survey speaks about a statement whether the reviews and ratings on brands' social media pages influence customers purchase decision from them. On this statement, respondents gave their opinion based on their personal experiences. This pie chart shows that, 41% of the respondents somewhat agree, 33% respondents strongly agree that reviews and ratings always influence their buying decisions and 17% of the respondents chose the neutral side about this statement. It can be seen that only few percentages of respondents disagree with the statement. So, this can be clearly understood that, customers get strongly influenced by seeing the reviews and ratings of a brand's social media pages.

14. Social media is the most effective way to provide feedback on products or services of a brand.

100 responses

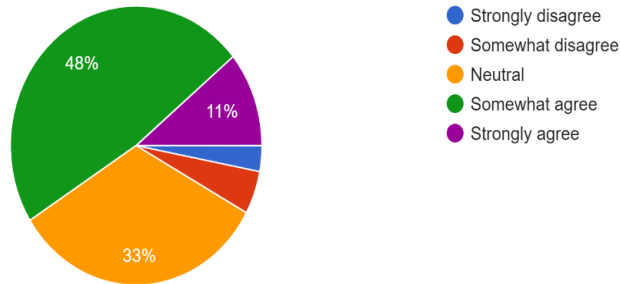


Figure 23: Social media is the most effective way to provide feedback on products or services of a brand

In the 14th question of the survey questionnaire, respondents were given a statement about social media being the most effective way to provide feedback on products or services of a brand. As the pie chart is showing, 48% respondents somewhat agree, 33% respondents decided to be neutral on this statement and 11% of respondents strongly agree on this statement. So, it interprets that customers believe it would be effective if any feedback or review regarding a product of a brand in social media.

15. You recommend a brand or an online business from social media to others if you are satisfied with their product or service.

100 responses

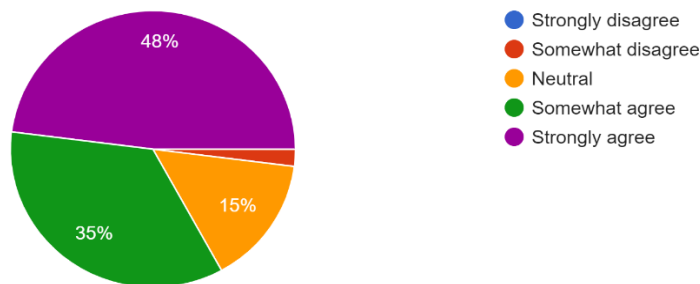


Figure 24: You recommend a brand or an online business from social media to others if you are satisfied with their product or service.

The 15th question from the survey shows a statement to the respondents whether they would recommend a brand or an online business from social media to others if they are satisfied with

their product or service. The pie chart above shows that 48% of respondents strongly agree with the statement as they would strongly recommend that product or service, 35% respondents also agree to recommend the brand to others and 15% respondents chose to be neutral at this statement as they are not sure. So, it is clearly understood that if a brand’s product or service has quality and satisfies customers, then customers would definitely suggest that product to others also.

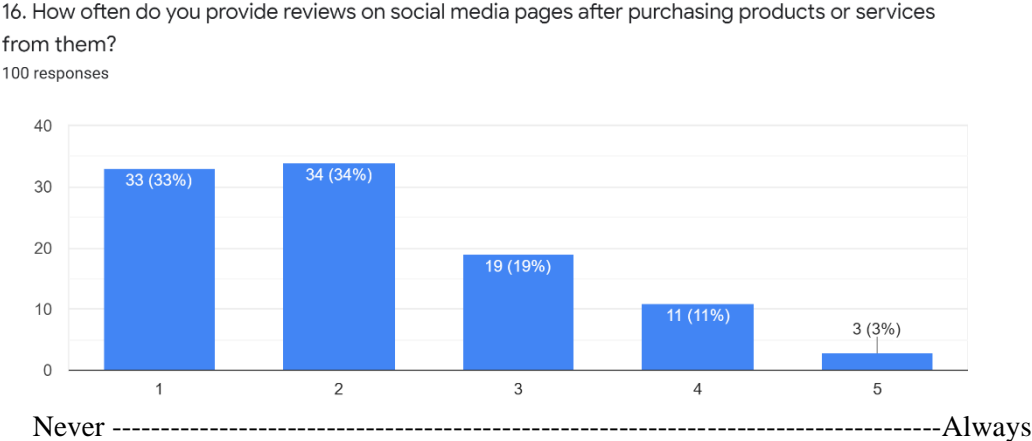


Figure 25: How often do you provide reviews on social media pages after purchasing products or services from them?

The 16th question in the survey questionnaire was about how often respondents provide reviews on brands’ social media pages after purchasing products or services from them. A scale of 1 to 5 was again utilized in this question which was structured in Never to Always. We can see respondents’ answers through the chart. 34% respondents said that they rarely provide reviews, 33% of respondents shared that they never give reviews in social media pages. On the other hand, 19% of respondents told that they sometimes provide reviews after purchasing, 11% respondents said they provide reviews of products very often and only 3% respondents shared that they always provide reviews on the brands’ social media pages after purchasing any products from them.

17. How often do you react or comment on the posts of your preferred social media pages?

100 responses

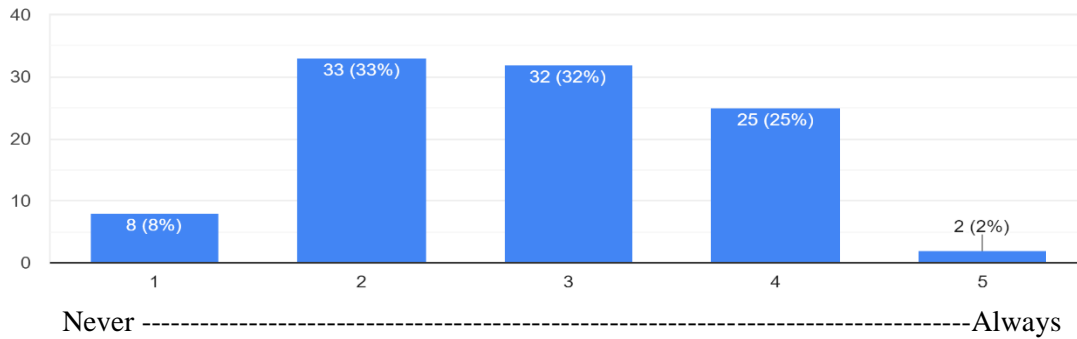


Figure 26: How often do you react or comment on the posts of your preferred social media pages?

In the 17th question of the survey questionnaire, respondents were asked how often they provide reacts or comments on the posts of their interested social media pages. A scale of 1 to 5 which interprets in Never to Always again used in this question. The answers of respondents are reflected in the histogram above. 33% of respondents said that they rarely react or comment on the posts, 32% respondents shared that they sometimes react or comment and 25% respondents expressed that they very often give reacts or comments on the posts of their interested social media pages. But, 8% respondents said that they never react or comment and only 2% respondents always give reacts and comments on the posts of their interested social media pages. This data shows that, a large percentage of customers do not engage themselves with their interested brands by reacting or commenting on the posts.

18. Social Media is trustworthy for buying or selling products or services.
100 responses

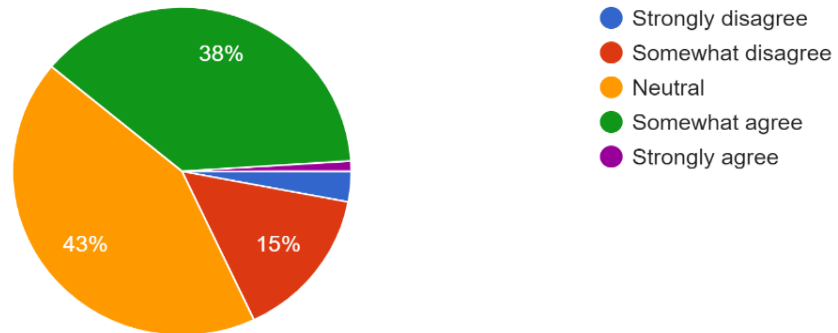


Figure 27: Social Media is trustworthy for buying or selling products or services.

The 18th question from the questionnaire also shows a statement to the respondents which says social media is trustworthy for buying or selling products or services. Respondents gave their opinions and the pie chart is showing the result. It is showing that, 43% of respondents chose to be in neutral side as they weren't sure, 38% respondents somewhat agree as they believe social media is trustworthy to some extent and 15% of respondents do not agree with the statement as they do not consider buying or selling products on social media. This data represents that customers still do not fully trust social media for purchasing or selling products.

19. E-commerce brands that are well known in social media are reliable.

100 responses

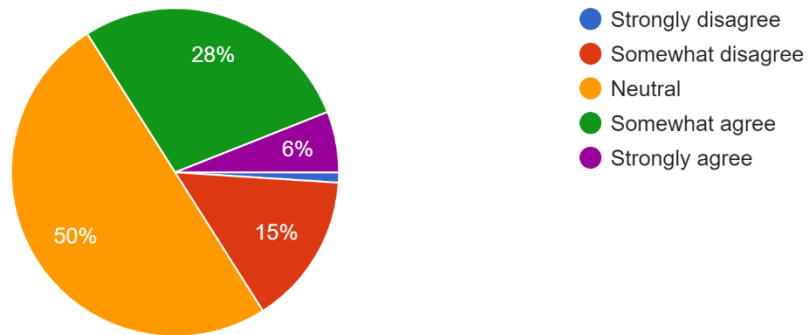


Figure 28: E-commerce brands that are well known in social media are reliable.

The 19th question of the survey also puts a statement in front of the respondents if they think whether well-known E-commerce brands in social media are reliable or not. The chart shows the reflection of respondents' thoughts on this statement. Here we can see that 50% of respondents showed they chose neutral as they are not totally sure about the statement, 28% respondents somewhat agree and only 6% respondents strongly agree with the statement as they believe the e-commerce brands which have become famous are reliable. On the other hand, 15% respondents do not agree with the statement which interprets that this percentage of respondents do not believe on well-known e-commerce brands in social media. This represents that, customers in Bangladesh still cannot fully trust online brands even if they become well-known brands in social media.

20. How is your overall experience in communication with brands on social media?

100 responses

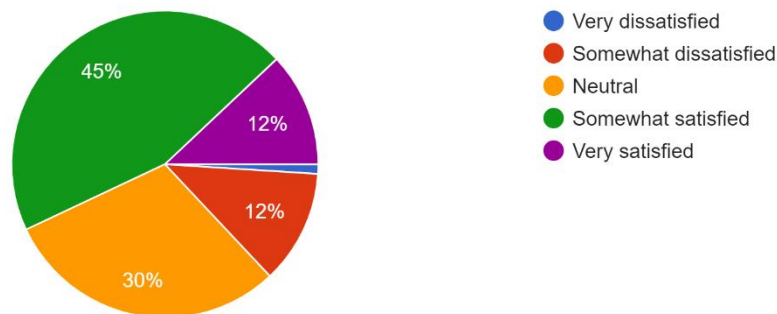


Figure 29: How is your overall experience in communication with brands on social media?

The 20th question of the survey asked the respondents about their overall experience in communication with brands on social media. Respondents gave the answers according to their own experiences and this chart above shows the results. 45% of the respondents told that they are somewhat satisfied and 12% respondents expressed that they are very satisfied in communicating with the brands on social media, which means in total 57% of respondents showed that they are satisfied. At the same time, 30% of the respondents chose to be neutral as they can't decide whether they are satisfied or not and 12% of the respondents expressed their dissatisfaction about their communication with the brands in social media. This analysis explains that though many customers are satisfied with the brands' way of communication, still brands need to improve their communication approach so that most customers feel satisfied while communicating with them on social media.

3.2 Major findings from the study:

Digital marketing industry in Bangladesh has improved a lot in the current times than before. Today, customers as well as marketers heavily depend on digital media for information about goods and services. For this report, a survey was conducted to know about how brands utilize social media to improve customer relationship. In the survey, there were 21 questions and the data analysis of 20 questions has been done in the data analysis part. From the analysis, we have come to about customers' different opinions about online shopping and communication with brands and based on the opinions some major findings have been discovered. These major findings from this study are:

1. In the recent time, the main users of different social media platforms are the young users, age between 15 and 29, mostly female. Female customers considerably make more online purchases than male customers as female centric online businesses are increasing day by day. Besides that, customers who are student and corporate or government job holders are the main target customer for online businesses. So, keeping these findings on focus, online marketers, online businesses and brands who have social media pages should generate digital contents and bring products which can attract these segments of customers so that they get more engaged with brands on social media.
2. The most used social media platforms in Bangladesh according to our survey are Facebook, Instagram, LinkedIn, WhatsApp etc. and customers use these platforms mostly for communication, entertainment and shopping. Customers use these platforms for other purposes as well such as business and collecting information.

3. When customers need to know about particular products or particular brands for some reasons, the most preferable and comfortable way for them is to search about that product or brand on social media. As along with the development of technologies, social media has also developed a lot. Now, almost every brand has their own social media pages and post contents about their products. So, the first choice for them is to search about the brands on social media and inquire them about their products. But, for some products, it is essential to visit their outlets or showrooms rather than talking with them on social media. In that case, a large percentage of customers prefer to visit the outlets. Only a few numbers of people prefer to ask friends or call the brands to resolve their queries.

4. Currently there are enormous number of online business available in social media. Due to huge availability of products and online businesses, some businesses are not reliable for their products as well as their services. That is why, customers could not build their trust fully on online businesses in social media yet. That is why, when it comes about communicating with brands or online businesses in social media, a very large number of customers prefer to interact with them sometimes and even very frequently but when it comes about purchasing products from online businesses in social media, most of the customers purchase products rarely to sometimes. Few percentages of customers prefer to purchase products from online frequently.

5. Customers somehow get influenced through the UGCs from both Facebook and YouTube. Many customers provide feedbacks or user reviews of products by showing pictures or making videos. In the recent years, there are a number of YouTube channels who provide unboxing reviews, user reviews and performance reviews of products. Many customers even get influenced from those videos and make purchase decisions.
6. When customers knock on the social media pages of brands about their queries on products, the communication approach of brands impacts on the customers and their purchase decisions. The communication approach depends on the person who interact with customers on behalf of the brands. Each type of communication affects customers purchase decisions whether they communicate in a very friendly manner with details of the products or give to the point answers or even could not help customers in answering their queries.
7. When a customer purchases product from online business or brands, a relationship gets developed between them. If the relationships get improved between brands and customers and customers get satisfied with the relationship, it might create customer engagement for the brands. The customers will engage themselves with brands by giving reacts and comments on the posts time to time, give reviews and ratings to the brands social media pages and even they happily recommend the brands to others. This helps the brands to get more customers as most of customers get influenced by the reviews and ratings provided by customers in social media pages.

8. Finally, when it comes about trust and satisfaction, though a certain percentage of customers have established their trust on social media pages, but most of the customers are not still convinced about the reliability of online shopping pages for purchasing products and some customers do not even trust online shopping brands. But, when it comes about the interaction or communication with social media pages, most of the customers expressed their satisfaction in this as regardless of the quality of products, maximum shopping brands try to communicate in a very friendly manner with their customers so that they can sell their products to the customers.

Chapter 4

Recommendations and Conclusion

4.1 Recommendations:

There was an open-ended question for respondents which asked recommendations from their perspective for brands on how they can improve their interaction with customers in social media. Respondents recommended some really valuable ways through which brands can improve their way of interactions as well as build customers trust on them. After doing the analysis of the outcomes of the study and according to the findings of this study, some other recommendations also have appeared. So here are the combined recommendations which came out from both customers' perceptions and from the findings of this study:

1. According to the findings, it is recommended for online marketers, online businesses and brands who have social media pages to generate digital contents and bring products which can attract the primary segment of customers who are heavily active on social media so that they get more engaged with brands on social media. Moreover, online businesses should come with more products which would attract male customers and trigger them to make online purchases.
2. The persons who interact with consumers on behalf of the brands must have very good product knowledge with details about the products of the brands. It enables the persons to talk in details about products with customers so that customers get accurate ideas about the products. Some customers consider these with great importance.

3. The persons who will be interacting with customers on behalf of the brands, should be very friendly, empathetic and well-mannered with customers whenever they communicate with customers as well as give quick replies to customers' queries. A friendly conversation with timely response has more possibility to turning a potential customer into their regular customer.
4. Moreover, it is strongly recommended by customers to the brands, to be very honest about their products and services. It is the product which customer finally want to purchase and they associate feelings with the products. So, the products which are sold by brands must be of good quality and able to meet customers' needs. Though quality of products differs according to prices, but customers should be provided with the details of products so that customers make their purchase decisions accordingly. This would help the brands to develop customers' trust on them.
5. There are some brands who provide attractive pictures of products and do not mention the price on their posts. But after purchasing of the products, they seem different from the pictures and do not able to happy the consumers with quality. For these kinds of brands, customers strongly recommended that they should post pictures of products which closely match with the products in real. This will not disappoint the customers. Moreover, instead of giving price in inboxes, they should mention prices along with the posts. This helps to increase their credibility to customers.

6. It is also recommended by customers to encourage feedbacks from customers and sometimes share some feedback statements of customers regarding particular products. This would help the brands to increase customer engagement as well as brand loyalty.

7. In the survey, customers also strongly recommended brands to improve the after sales services. They should take customers feedbacks and complaints seriously and try to act on them as soon as possible. Customers specifically mentioned about official hotline numbers and according to them, this is a must for every brand as well as online shopping pages. This would help the customers to easily contact with the brands for their complaints or queries and the brands to provide quality and customized services to customers. If the customers really don't get the products or services as they are promised, brands should compensate them with what they deserve. All of these will lead customers to become loyal towards their interested brands, enable brands in establishing quality relationships with customers and ultimately build customers' trust on online purchases from brands.

4.2 Conclusion:

Passing my three-months long internship period in a marketing agency like Greenovent, was really an important portion of my life. Working as a community management intern and learning to communicate with different levels of people with patience at the same time was really a practical experience for me, which might help me in my future career prospects. The office environment is such flexible that it never let me feel like some sort of corporate environment with plenty of rules and regulations. Spending a significant amount of time in such comfortable workplace seemed like it was my second home. Among other departments, Community Management plays a really important role for Greenovent as it handles all the social media queries on behalf of Greenovent's precious clients. The survey was conducted to figure out how brands can improve relationship with customers through social media. After analyzing the data extracted from the survey, it has made clear that to develop and maintain relationships with consumers and generate more sales, having social media profiles is a must for both established brands as well as new online businesses. Through the study, we have come to know a little bit about consumer psychology when it comes about digital shopping and interacting with brands on social media. This study might assist marketers to design their way of communication with customers on social media, how to increase customer engagement and how to use it in building customer base on social media. There were challenges and limitations in doing the survey and overall study. In spite of that, the survey was successfully done and ultimately came out as an effective internship report. I would like to thank all of them who assisted and supported me in doing my internship report.

References

- Farook, F. S., & Abeysekara, N. (2016, December). Influence of Social Media Marketing on Customer. *International Journal of Business and Management Invention*, 5(12), 115-125.
- Barger, V. A., & Labrecque, L. (2013, May). An integrated marketing communications perspective on social media metrics. *International Journal of Integrated Marketing Communications*, 64-76.
- Barger, V. A., Peltier, J. W., & Schultz, D. E. (2016, October). Social media and consumer engagement: a review and research agenda. *Journal of Research in Interactive Marketing*, 10(4), 268-287.
- Bernard J. Jansen, M. Z. (2009). Twitter power: Tweets as electronic word of mouth. *Journal of the American Society for Information Science and Technology*, 60(11), 2169-2188.
- Christy M. K. Cheung, M. Lee, XiaoLing Jin. (2011). Customer Engagement in an Online Social Platform: A Conceptual Model and Scale Development. *ICIS 2011 Proceedings*.
- Club RTR FaceBook Page:**
- Club RTR. Retrieved September 12, 2020, <https://www.facebook.com/ClubRTR/>
- Cole, H. S., DeNardin, T., & Clow, K. E. (2017, November). Small Service Businesses: Advertising Attitudes and The Use of Digital and Social Media Marketing. *Services Marketing Quarterly*, 38(4), 203-212.
- Greenovent. (n.d.). Retrieved from Greenovent: <https://greenovent.com/>
- Hollebeek, L. (2011). Exploring customer brand engagement: definition and themes. *Journal of Strategic Marketing*, 19(7), 555-573.

Karen Nelson-Field & Jennifer Taylor. (2012). Facebook fans: A fan for life? 25-27. Retrieved from Admap.

Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*, 15(2-3), 139-155.

Lau, K. (2017). Retrieved from www.marketo.com: <https://blog.marketo.com/2017/11/1-secret-effective-customer-engagement-scale.html>

Menezes, R. C. (2013). *Advantages of strong brands on customer reach and customer engagement on social media marketing*. ROTTERDAM SCHOOL OF MANAGEMENT, ERASMUS UNIVERSITY, DEPARTMENT OF MARKETING MANAGEMENT, Rotterdam.

Navana Petroleum Limited FaceBook Page:

Navana Petroleum Limited. Retrieved September 12, 2020:

<https://www.facebook.com/Navana.Petroleum.Limited/>

Rafiq, M. (2017, July 14). *The Role of Social Media in Customer Engagement*. Retrieved from socialnomics.net: <https://socialnomics.net/2017/07/14/the-role-of-social-media-in-customer-engagement/#:~:text=A%20speedy%2C%20cost%2Deffective%20means,promote%20your%20brand%20and%20business.>

Taylor, D. G., Lewin, J. E., & Strutton, D. (2011). Friends, fans, and followers: Do ads work on social networks? How gender and age shape receptivity. *Journal of Advertising Research*, 51(1), 258–275.

Treadaway, C., & Smith, M. (2012). *Facebook Marketing: An Hour a Day* (2nd ed.). John Wiley and Sons, .

TVS Bangladesh FaceBook Page:

TVS Bangladesh. Retrieved September 1, 2020: <https://www.facebook.com/tvs.bgd/>

Uddin, M. A., & Razu, A. R. (2019). Influences of Facebook Advertisement on the Buying Behavior of Youth Groups: A Comparative Study of Bangladesh and Turkey. *International Journal of Academic Research in Business and Social Sciences*, 9(2), 433 - 448.

What is Social Media Marketing? (2019). Retrieved from Buffer: <https://buffer.com/social-media-marketing>

Williams, E. (2018, October 10). *How Social Media Has Changed Marketing*. Retrieved from PushON: <https://www.pushon.co.uk/blog/how-social-media-has-changed-marketing/#:~:text=Brand%20Engagement&text=It%20thrives%20off%20users%20interacting,social%20media%20and%20people%20listen.&text=Regular%20engagement%20with%20your%20social,build%20a%20new%20custo>

Appendix:

Survey on the influence of Social media on building customer relationship with brands.

This survey is only being conducted for my Internship Report for the course BUS 400. The objective of this survey is to figure out how brands utilizing social media to enhance their relationship with customers. You are requested to fill up the questions carefully. The responses will be strictly used for academic purposes only. No information will be shared with others.

***Required**

1. Please choose your gender. ** Mark only one oval.*

Male

Female

2. Please choose your age group? ** Mark only one oval.*

15-19

20-24

25-29

30-34

35-39

40 and above

3. Please choose your occupation? ** Mark only one oval.*

Student

Corporate or government employee

Business person

Teacher

Unemployed

Others

4. Which social media do you mostly use? **Tick all that apply.*

- Facebook
- Instagram
- LinkedIn
- WhatsApp
- Others

5. What are your main purposes of using social media? **Tick all that apply.*

- Communication
- Entertainment
- Business purpose
- Shopping
- Gaining information

6. What is the more preferable option for you to know about any product or service of a brand? ***

Mark only one oval.

- Visiting the outlets
- Calling the organization
- Visiting the pages on social media
- Asking a friend.

7. How often do you purchase products or services from social media? ***

Mark only one oval.

	1	2	3	4	5	
Very Rarely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Frequently

8. You get persuaded towards a product or service through the information you get to see from User-generated contents (UGCs) like user-reviewed pictures or videos etc. on social media or YouTube. **Mark only one oval.*

- Strongly disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Strongly agree

9. How often do you interact with different brands or online shopping pages on social media? **Mark only one oval.*

	1	2	3	4	5	
Very Rarely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Frequently

10. When you ask any query, how the brands responded? ** Mark only one oval.*

- Well-mannered with details
- To the point
- Briefly
- Responded but could not help
- Didn't respond.

11. The communication approach of brands on social media affects your purchase decision. *

Mark only one oval.

- Strongly disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Strongly agree

12. You are satisfied to establish a relationship with your interested e-commerce brands through social media **Mark only one oval.*

- Strongly agree
- Somewhat agree
- Neutral
- Somewhat disagree
- Strongly disagree

13. The reviews and ratings on brands' social media pages influence your purchase decision from them. **Mark only one oval.*

- Strongly disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Strongly agree

14. You recommend a brand or an online business from social media to others if you are satisfied with their product or service. *Mark only one oval.

- Strongly disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Strongly agree

16. How often do you provide reviews on social media pages after purchasing products or services from them? *Mark only one oval.

	1	2	3	4	5	
Never	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always

17. How often do you react or comment on the posts of your preferred social media pages? *Mark only one oval

	1	2	3	4	5	
Never	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always

18. Social Media is trustworthy for buying or selling products or services. * Mark only one oval.

- Strongly disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Strongly agree

19. E-commerce brands that are well known in social media are reliable. * *Mark only one oval.*

- Strongly disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Strongly agree

20. How is your overall experience in communication with brands on social media? **Mark only one oval.*

- Very dissatisfied
- Somewhat dissatisfied
- Neutral
- Somewhat satisfied
- Very satisfied

21. What is your recommendation for brands to improve social media interactions with customers. *

This content is neither created nor endorsed by Google.

Google Forms