Report On

Social Media Optimization: Use of cultural cartographic contents in social media marketing and it impacts on brand image.

By

MD. ABDUL AHAD
16204103

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

Bachelor in Business Administration

Brac Business School
Brac University
January 2021

Declaration

It is hereby declared that.

1. This internship report is my own original work while completing degree at BRAC University.

2. The report does not contain any materials that are previously published or written by third party and secondary data, facts, finding were citied through appropriate referencing.

3. This report does not contain any content that were previously accepted or submitted for any other degree at a university or other institution.

4. I have acknowledged all main sources of assistance.

Student's Full Name& Signature:

MD.Abdul Ahad

16204103

Supervisor's Full Name & Signature:

Ms. Mahreen Mamoon

Assistant Professor

Letter of Testimonial

January 10th, 2021

Ms. Mahreen Mamoon

Assistant Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka 1212

Subject: Submission of Internship Report

Dear Ma'am,

I am submitting my Internship Report titled "Social Media Optimization: Use of cultural cartographic contents in social media marketing and it impacts on brand image.", which is a requirement to complete my BUS400 course. During the working period of my internship, I have worked with the Marketing and communication team of Catch Mart. While working in there, I need to work on the social media marketing where I need to use my limited resources to reach to the social media user as much as possible. For this reason, I have tried to do a research analysis through SPSS to provide a statistical analysis and understanding of the factors help to reach more social media user though process of viral marketing without losing the brand image.

In order to prepare this research study, I have tried my best and tried to make it as precise as possible. Yet, I will be happy to answer them if any clarification is needed.
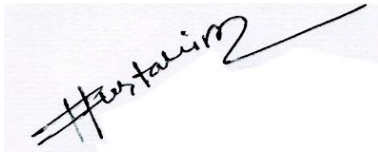
Sincerely

MD. Abdul Ahad

ID -16204103

BRAC Business School

Non-Disclaimer Agreement

Confidentiality Agreement

1. The three parties agree that the internship report, in draft or final form, is not considered to be a confidential document, and students, employers or faculty members may share the internship report with other parties. A copy of the internship report will be maintained by the faculty supervisor for at least one year (in the case of grade review), at which time the supervisor may choose to destroy the file copy.

   2. The Three Parties agree that all the materials and information given by the employer to the student in this internship course remain the employer's property, except where expressly demanded by the employer. However. The faculty supervisor and the student will not regard this as sensitive information.

2. The three parties shall not be prohibited from disclosing any information obtain during the internship (if such information was in the public domain)

Mustakim Hassan	**MD. Abdul Ahad**	**Ms. Mahreen Mamoon**
		Assistant Professor
Chief Executive Officer	Student	BRAC Business School
Catch Bangladesh	BRAC University	BRAC University

Acknowledgement

Firstly, I want to be grateful to the Almighty, who has given me the opportunity to complete my report within the deadline. I would also like to thank my advisor, Ms. Mahreen Mamoon, as she has It helped me to make the report and analysis in a correct way throughout. She was keeping track of my progress and encouraged me to come up with different modification from survey process to analysis that are successful.

Moreover, I want to thank Mr. Mustakim Hassan (Chief Executive Officer, Catch Bangladesh) for his assistance. I am also grateful to the Marketing team of Catch Mart for sharing their valuable information and market insights that help to conduct this research.

Executive Summary

Catch mart is s startup that start's it is journey in middle of the pandemic and created a business automation service for the F-commerce based online business owner. This includes service like order management, financial management, inventory and delivery management. I have worked as intern at Marketing and communication department of Catch Mart. Since Catch Mart does have a limited financial resource, we need to work on the digital marketing strategy initially where social media were consider as most affordable way to reach more people. In order to do so, we need to create strategy related viral marketing without compromising the brand image. Along with that we need to work on the UI and UX of the web-app of Catch Mart so that we can create a smooth and comfortable experience for the users. Catch Mart does not have large amount of investment in it. However, because of continuous innovation, Catch Mart can grab a larger portion of the market within a short period of time. Porter's five factor suggests that this industry is an attractive industry for doing business with a high possibility of new entry which is going to be hard for the market players. Dependency on third party and small-scale investment may works as a back draw for Catch Mart. However, fast adaptation, smooth system and UI can help Catch Mart to grab the opportunity in the market. While working on social media marketing, it's been found that social media users' can be transformed as brand promoter through new types of content. As social media user's like to communicate with one another through direct messages or by mentioning and sharing, they are more engaged with the brand whose contents helps user to share their thought with the community. To find out the factors that are responsible for viral marketing and how they can be use in a content without compromising the brand image, a survey was conducted, and some popular pages and campaign were closely observed. It's been found that People feels more connected to a content while it being connected with a certain days or trends with proper appeals on it. Marketer can successfully engage with increased amount of the user through their social media content that is more connected to their day-to-day life and become a part of the communication process of social media user to get more attention from them. However, while doing viral marketing with social media content, marketer must need to combine the focus point with the appeals and align them with brand philosophy to create a strong, reliable and sustainable brand presences.

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1.1   Student Information:

Name: MD. ABDUL AHAD

ID: 16204103

Program: Bachelor in Business Administration (B.B.A)

Major: Marketing and E-Business

1.2 Internship Information:

1.2.1

Period: Started at 25th October 2020, Ends in 25th January 2020

Company Name: Catch Mart

Department: Marketing and Communications

Address: House 03, Road 16, Sector 11 Uttara, Dhaka - 1230

1.2.2 Internship Company Supervisor's Information

Name: Mustakim Hassan

Designation: Chief Executive Officer (CEO)

1.2.3 Job Responsibilities:

- Supporting the planning and implementation of marketing strategies: As Catch Mart is a start-up business; I need to participate in the process of planning and implementation of marketing strategies and need to come up with feasible idea and work on them at first hand.

- Assist marketing team to develop brand guidelines: Like any other new brand, Catch Mart does have a brand guideline where I assisted them by sharing by previous experience on brand guideline.

- Help to create social media content plans and ideas based on the developed strategies: In Catch Mart, I need to create the month content plan and ideas with the help of the marketing team and their strategy.

- Participate in brainstorming sessions for idea creation: In order to create the system much smooth and user friendly to the end user and for the content ideas, I need to participate in the brainstorming session where team jointly come up with the solution of those issues.

- Take part in educational opportunities that are formal and informal: As Catch Mart is a sister concern of Catch Bangladesh, it does offer opportunity of knowledge sharing among it's different concern like Catch digital, Catch Platform. As a intern, I need to take part of those session to get the knowledge form different fields and their challenges.

1.3 Internship Outcomes:

1.3.1 Contribution to the company:

- **Brand guideline**: To maintain brand consistency in every aspect of communication and promotion, brand guidelines show the do's and don'ts. As an intern, previous experience on branding and communication helped to assist the marketing team while working on this guideline and this will help the organization to maintain its brand consistency in future communication.
- **Social media content plans and ideas**: In Bangladesh context, social media is one of the most used mediums that helps businesses to create brand awareness, boost up sales and engage with customers through content. Assisting the social media marketing team to create content ideas and plans helped organization to create brand image over the social media.
- **Data Analysis**: As an intern, I needed to analyze the data from social media promotion, online survey and third-party engagement which helped organizations to make some important decisions.

1.3.2 Benefits to the student:

- **Completion of Degree**: This internship will help me to fulfill the requirement of degree completion successfully.
- **A detailed experience from the field:** Since Catch Mart was a start up, I have experienced the details activities of marketing from its root, from customer profiling to promotions and result analysis. As a business graduate in Marketing and E-business, this internship opportunity helped me to learn about branding, promotion, data analysis which is the perfect stepping stone for my upcoming professional life.
- **Research experience and assisting factor for higher studies:** In this internship, I am not only doing it to get the field experience but also try to address and analyze an influential social media promotional strategy which is "Social Cartography". Researching on this, can help me to get research experience and could be helpful for my higher studies.

1.3.3 Problems/Difficulties

- **Started late due to covid-19 infection**: As we are experiencing a pandemic situation, business faced many challenges and were not recruiting interns and on the other hand, I was infected in Covid-19 which is why I have started late.

- **Taking risk of infection**: As an intern, I needed to attend some in-person meetings with the stakeholders that put me in a risky position of getting infected.

- **Lack of Data:** As a startup, Catch mart does not possess sufficient amounts of primary data from their operation which they are trying to solve through online surveys and secondary data sources.

1.3.4 Recommendations

- **Integrate internal project management tool:** This kind of tool will help the supervisor to trace activities and assign persons for that real time which will help them to solve the overlapping of orders.

- **Separate management team:** As a sister concern of Catch Bangladesh and being a small organization, Catch mart does not have a separate management team. A separate management team can pull this business without being engaged to other concerns.

Chapter 2

2.1 Overview of the Company

Catch Mart is a virtual marketplace that began its journey in 2020. It provides online business owners with full business automation support and also offers a convenient marketplace for the end consumer. Catch Mart supports young entrepreneurs and facilitates women's empowerment by providing an easy and convenient business environment that seeking to create a viable platform that would make online business trouble-free. It currently provides services such as order management, financial management, management of distribution, etc. Some additional support, such as packaging, warehouse installation, marketing support and product procurement, is also offered.

As young people of Bangladesh are now fan of starting new businesses and most of them choose online store through Facebook page, as they find it hustle to be registered at E-commerce site due to some complex process and higher amount of charged commission. However, absence of small-scale automated system for order to delivery management made it a nightmare for those young business owners. In order to solve this problem, Catch Mart introduced its fast, simple and reliable business management system for small business owner who are much depended on F-commerce.

Mission:

Catch Mart's mission is to create a user-friendly platform for both business owners and consumers and providing the best experience by optimizing resources, integrated supply chain and continuous innovation.

Vision:

Catch Mart's vision is to become the world most empowering platform for small initiatives and variety seeking consumers.

2.2 Management Practices

Since Catch mart is a new venture of its mother organization Catch Bangladesh, it got a small team of management body. Here, Chief executive officer holds the top position in the organizational hierarchy. Catch Mart has 4 Managers who are the head of 4 departments of the organizations. They meet more than once a week to make crucial business decisions. The control system is structured to handle the organization's risks.

```
                              ┌─── Brand and Communication ───
            Head of Marketing ─┤
                              └─── Sales & acquisition ───

                              ┌─── Internal Finance ───
            Head of Finance ──┤
                              └─── External Finance ───
   CEO ─┤
                              ┌─── Affliation ───
       Head of Supply Chain ──┤
                              └─── Internal SCM ───

                              ┌─── UI & UX ───
            Head of IT ───────┤
                              └─── System ───
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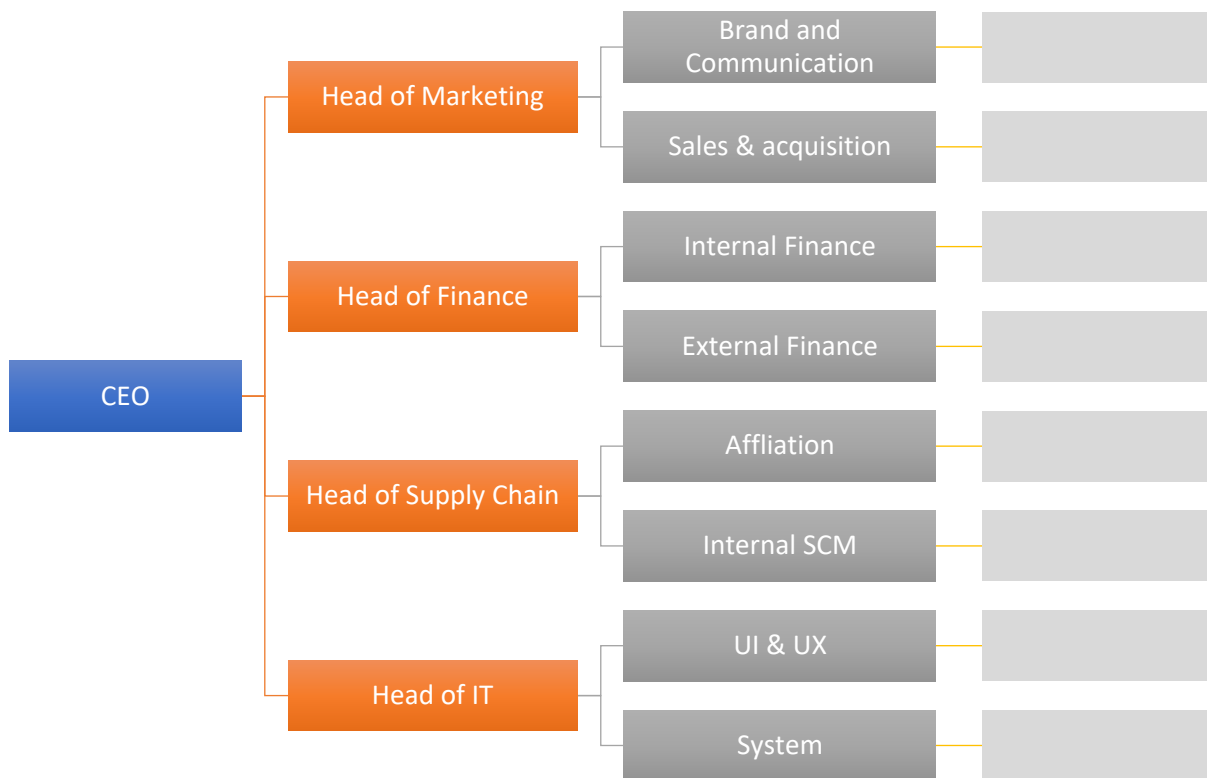
Fig:2.2.1 Organogram

Each of Head of the department have 2 team under them which is focused on specific task which help to increase the efficiency and effectiveness of the work.

2.3 Marketing Practices:

In Catch Mart, it got 2 separate team under the marketing department. One is Brand & Communication which is responsible for increasing brand presence in online and offline. Another one is sales and acquisition which is responsible for increased for sale and acquisition.
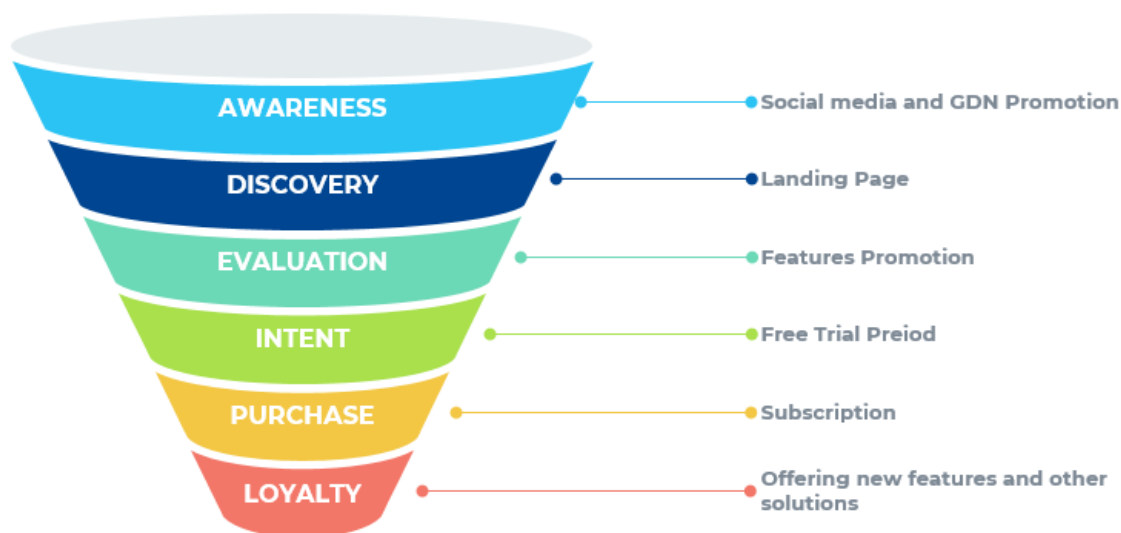

Fig:2.3.1 Sales Funnel of Catch Mart

As most of the target market have heavy presence in social media and most of the time, they spent their time on online medium, Catch Mart is considering online medium as their primary field of marketing. For the social media marketing, Catch Mart is started to implement the concept of culture cartographic content. In addition, affiliation or advertising activities for any service organization are very important. Marketing mix of Catch Mart are at following:

Product: For Catch Mart, the web app considers as the primary product for the business owners and the end consumers. For the end users, Catch Mart is planning to launch a mobile app that will be more convenient for them.

Price: Catch Mart is offering less rate of sales commission compare to its competitor and substitute. Moreover, it got different supplement support like packaging, branding materials etc. which can be used by the business owner at a lower cost.

Place: As Catch Mart is a web based app which is available catchmart.shop currently and can be accessed from any browser. Moreover, catch mart is planning to launch its mobile app for the end use for both Android and IOS.

Promotion: As an online based service, Catch Mart is considering online medium as their way of promotion. Considering the situation, they are mainly focused on these:

- Social media content
- Explainer video
- Influencer marketing
- Affiliated Marketing
- Google display network

As it's a new service, it is currently using 85% of its content for creating brand awareness.

2.4 Financial Performance

As Catch Mart is a new venture and started its operation few months back, it got a little history of financial records. The initial Cash capital of Catch Mart is 20 lacs and it got 5 lacs worth office set up currently. In last few months, they are spending mostly on developing the apps, marketing and affiliation. Moreover, Mother organization Catch Bangladesh, is providing the operation support and Catch digital is providing digital marketing support to them. That is why they can operate easily with this small amount of financial support.

2.5 Operations Management and Information System Practices

Marketing: For the marketing department, Catch Mart uses internal management system through which they manage the content creation for online medium. On the other hand, marketing team works on the day to day social media, GDN (Google Display Network) and analytics insight to set the next strategy with updated customer profiling.

Finance: Most of the financial data is auto generated in the system which makes it easy to manage and track day to day report. Its internal financial dashboard tracks the financial data of every action instantly.

Supply Chain: Every parties involved in the supply chain are connected through an integrated system from where they can understand and report their day-to-day activity easily.

IT: User data is considered as most confidential information of the whole business. Only a few people have access on this database. On the other hand, IT team always ensure the security and integrity of user data.

2.6 Industry and Competitive Analysis

Porter's Five Factor Analysis: (Industry Attractiveness Analysis)

Fig:2.6.1 Porter's Five Forces Model

Threat of New Entrants: Threat of new entrants in high in this industry. Since Bangladesh is country which consider as an open economy where new business can be emerged easily and technology-based business can be easily replicate, new businesses similar to Catch Mart can be easily emerged in the market.

Threat of Substitutes: Considering the services and its efficiency, Threat of substitute is Low in this industry. E-commerce sites like Daraz, Evaly are much popular in Bangladesh. However, they only provide few services, charges high rate of sales commission and have a complex system of getting registered which is a major drawbacks of e-commerce site as substitute of Catch Mart.

Bargaining Power of Suppliers: Bargaining power of the suppliers is low in here, since Catch Mart is considering riders, delivery agencies and other partners as their supplier and there are a large number of them are available in the market.

Bargaining Power of Customer: Bargaining power of customer in this industry is low. As catch mart have integrated an efficient supply chain management system with customized business support services in exchange of a lower rate of sales commission. On the other hand, there are few competitors are providing this type of service which implies that customer have less power of bargaining.

2.7 Generic Strategy

Fig:2.7.1 Generic Strategy

Catch Mart is following the integration of cost leadership and differentiation strategy where their targeting the broader portion of the industry with less rate of sales commission and specialized services that are more focus of smooth business automation.

Initially it charges 3% commission on every sales order which is less than its close competitors like Shopup or any other e-commerce site.
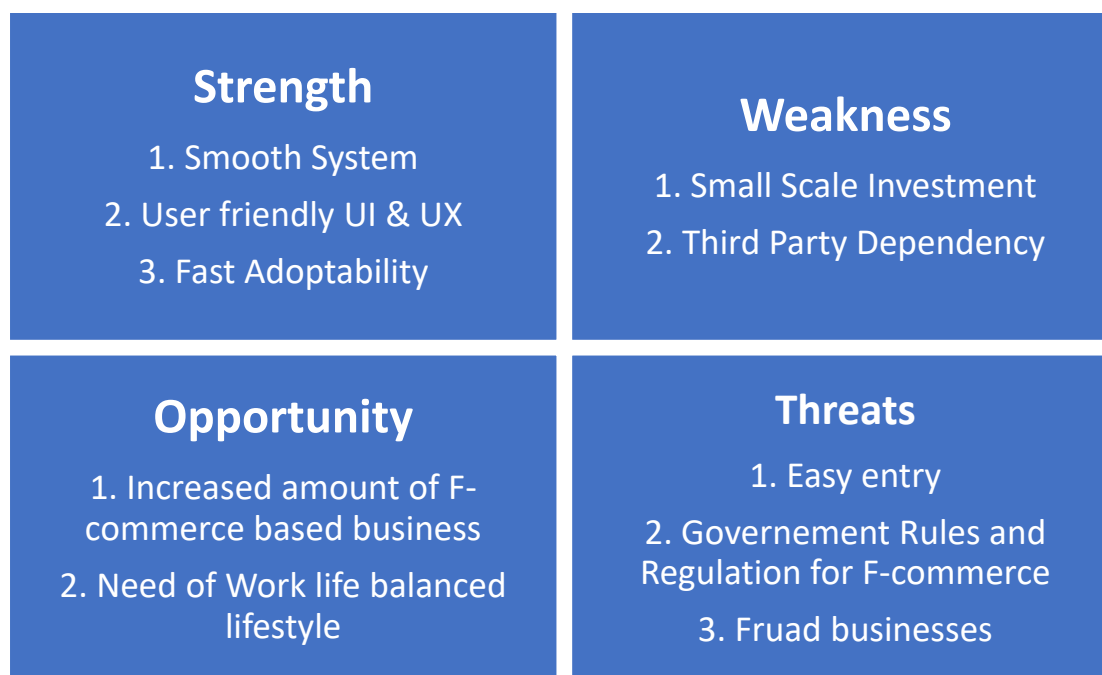
2.8 SWOT Analysis

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<tr>
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Strength

1. Smooth System

2. User friendly UI & UX

3. Fast Adoptability

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Weakness

1. Small Scale Investment

2. Third Party Dependency

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Opportunity

1. Increased amount of F-commerce based business

2. Need of Work life balanced lifestyle

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<td>

Threats

1. Easy entry

2. Governement Rules and Regulation for F-commerce

3. Fruad businesses

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Fig:2.8.1 SWOT Analysis

Strengths:

1. **Smooth system**: Catch Mart were designed by an experience team of developer who does have experience of pull of product like Catch Food, Catch platform and different ERP system. Because of these in field experience, Catch Mart have been created to function in a smooth, consistence and reliable manner.

2. **User friendly UI and UX**: As people loves to use simple and effective tools to manage their business, Catch Mart offers a customer friendly web app that will help business owner to complete their order processing to deliver the product within minimal effort.

3. **Fast Adoptability**: As catch mart does have a customer friendly web-app and business owner can be easily adopted with the app and its processes.

Weaknesses:

1. **Small Scale investment**: Catch mart does to have a large capital to operate. However, it does have a rich human capital at its side. Due to small scale investment, catch mart may not avail to gain resources like its large competitors.

2. **Third Party dependency**: Catch Mart is an e-commerce platform that integrate different third parties that help to add values throughout the supply chain of Facebook based online business owners. Due to the dependency on third party service provider, Catch Mart does not have direct control over those service.

Opportunities:

1. **Increase amount of F-commerce based business**: Due to this recent COVID-19 pandemic, number of F-commerce based businesses is increasing now a days. Moreover, those businesses are less interest to create or maintain online store related website. Since Catch Mart is providing this automation service with a minimum cost, business owner can utilize this service easily.

2. **Need of Work-Life balanced lifestyle**: Nowadays people consider online business as secondary sources of income. Job-holder, student, housewife and other people are doing online business after their regular job but this becomes a hustle that hamper work life balance and those people are trying to find out the way to make this comfortable for them.

Challenges:

1. **Easy Entry**: Since Bangladesh is a country which is following open market economy and any business can be set up here. For this reason, new business can emerge or enter in this industry anytime and this is a challenge for Catch Mart to offer it unique selling proposition in a sustainable manner.

2. **Government's rules and regulation for F-commerce**: F-Commerce is a new type of business in Bangladesh which does not have clear rules and regulation to follow. Government of Bangladesh is thinking about some law of F-commerce based business that may impact directly to this industry. Converting the negative impact of industry as an opportunity can be a challenge for Catch Mart in upcoming days.

3. **Fraud Businesses**: Due to the less restriction on F-commerce, many fraud businesses is emerging in this area. Creating counter measures against those business and providing a safe experience to consumers in upcoming days would be a challenge for Catch Mart.

2.9 Summary and Conclusions

Catch Mart is startup in a new part of the industry that are not fully discovered yet. To overcome, the possible challenges, Catch Mart is considering every possible solution and implementing the best one. Since the whole business process of Catch Mart is automated, it does not need to much of its human resources in day-to-day reporting, rather than it involve them to creating new strategy. As it is a small organization, employee from the lower level of hierarchy can give their opinion and can have their freedom of work.

2.10 Recommendations

Although the company performs very well there are ways to improve it. Such as:

1. **Increased amount of capital**: Catch Mart need to increase the amount of capital to survive in the market. Since innovation needs research and research needs money, without a flow of capital, innovation cannot take place and without innovation business like Catch Mart cannot sustain in the market.
2. **Integration of new technology**: Technology like high end image processing, augmented reality can be an innovative integration for app like Catch Mart that can give an edge over the competitors.
3. **Educate and inspire the 3rd party**: The third party of the Catch Mart supply chain, need to be much more educated about this system to increase the efficiency of supply chain.
4. **Internal task automation**: Catch Mart does not have a large-scale investment. However, it does have an expert team of developers. In order to reduce that human based job to save the cost, Catch Mart can install internal task automation facility. Through which they can automate task like internal financial management, query management etc.

Chapter 3: Project Part: Social Media Optimization: Use of cultural cartographic contents in social media marketing and it impacts on brand image

3.1 Introduction

3.1.1 Research Question:

The research question that is driving the following study is- "How cultural cartographic elements are affecting the engagement of end users with a brand on Social Medias and what are the impacts of these elements on brand image? "

3.1.2 Objective of the research:

For the last few years, Social media like Facebook, Instagram, Youtube etc have been considered one of the most preferred virtual spaces of promotional activities for brands and as the number of these activities are increasing, ignoring these are becoming the habit of social media users. However, some contents over social media are getting more engagement than most of the contents of social media. In this paper the main objective is to find out how some independent elements from a user's real life and virtual experiences are affecting the content engagement in social media. This will help to figure out if there are any such factors that increase the content engagement and how these affect the brand image.

3.1.3 Significance of the study:

The significance of the study is to understand the impact of cultural cartographic elements over the content engagement and impact of these over brand image. However, an organization's social media marketing team can have ideas regarding their area of improvement in social media content. Furthermore, this research finding can also help to continue further research on this new topic.

3.1.4 Literature Review:

As the number of brands promotional activities over social media are increasing with the time being, the habit of ignoring those campaigns is rising among the social media users who are the target audiences of those camping. Research shows that most of these branded contents are often ignored, as long as those are specifically tailored for the users (Hadija et al., 2012). By analyzing the activities of the users in both virtual and real life along with empowering and encouraging them to participate in the communication process, brands can develop effective communication strategies (Portas,2015; Gümüş, 2017). For this reason, marketers need to rethink their content strategy of digital storytelling and find the way of increasing engagement of users. (Bob, 2011; Odden, 2012). Cultural Cartography is a concept that formalizes a long practiced informal practice where it connects the users with the contents based on the elements of real and virtual life (can consist of social, cultural and emotional aspects also trendy topics) that help them to communicate with others or expressing himself/ herself through sharing or creating a part of a shared anticipation (Buzzfeed, 2017). Furthermore, a brand can become successful if they can be a part of the user-to-user communication (Dao, 2017). Since practitioners prefer to use social media marketing to increase customer awareness of their products, high amount engagement is their primary target (Ahmad et al., 2016). However, contents need to be tailored and published targeting the specific group of users related to industry. Social media has given us the opportunity to treat different people differently for the first time in history, not come up with a clever way to sell the same product to 50 million people (Seth, 2019).

3.2 Research Methodology:

In order to conduct this research, both primary and secondary research activities were executed to get the necessary knowledge to understand the different elements. Much of this research was based on observation where action of users in real life scenarios were being analyzed. In this part, contents individual brands were analyzed to find dominant appeals and focus points and these factors were being crosschecked within the popular content of different popular brands from same industry. Furthermore, as part of the primary study, a survey was conducted among social media users of various backgrounds and data analysis was conducted on SPSS and Microsoft Excel.
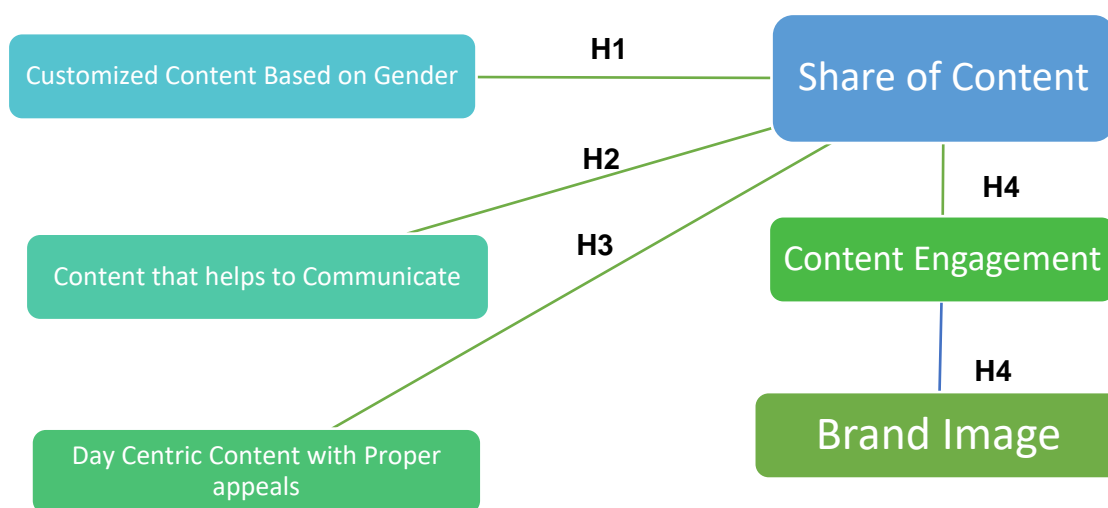
3.2.1 Model Development

Fig 3.2.1.1 Model: Factors that are responsible for increased content engagement and positive brand image

This model was formulated for the research where there are 3 independent (Gender based Customized content, Content that help to communicate, Current trend effect) and 3 dependent variables (Share of Content, Content Engagement, Brand Image) exist. Here, the relationship between these independent and dependent variables are being defined as Hypothesis (H1, H2, H3…). After the survey, we will be analyzed the retrieve data and check if the independent variables are related with dependent variables or not.

3.2.3 Hypothesis Formulation:

Customized Content Based on Gender

Since the behavior and preferences of different gender are different in real life, it is predicted that they will behave differently while exposed to same content in social media. As a result, while going for the customized contents, marketer should consider gender as a dominant factor.

H1: Gender based customized content have higher chance to be shared

Contents that help to communicate

From the previous research's, it has been clear that content that helps end user to communicate or express their thoughts does leads to higher rate of share content.

H2: Contents that help to communicate the end users leads to increase share of the content.

Day Centric Content with Proper appeals

People do not like to share branded contents frequently. However, content related to significant day with proper appeal in it are always led to high rate of engagement, as people like to be part of the buzz.

H3: Day centric content with proper appeal leads to higher rate of share.

Share of content

Sharing of content is the primary condition of viral marketing and this leads to the increase rate of engagement. This is not only helping to reach more people but also help to utilize the end users as a brand promoter.

H4: Number of shares from normal users are positively co-related with more engagement.

Brand Image

Through viral marketing marketer wants to reach more audience within a short time and this leads to higher degree of brand awareness. This increased amount of brand awareness may result into higher degree of brand image among the consumers.

H5: The higher content engagement offered the better the brand image.
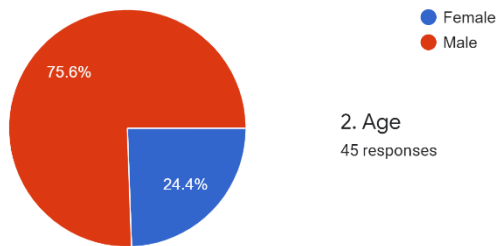
3.2.4 Data Analysis:

- **Co-relation analysis**: (significance level : 5%)

  To find out the relation between the gender and preference of different types of content, Kindal's tau_b and spareman co-relation method were used. Here the Null hypothesis: Gender based customized content have higher chance to be shared (sig:.215 - .960) have been rejected.

- **Crosstab analysis**: (significance level : 5%)

  To find out the tagging and sharing behavior across the gender, crosstab analysis based on Phi and creamer's V method were used where it is been clear that male and female behave differently when it comes to the question of sharing and tagging. (Sig: .036 & .004)

- **One Way Annova**: (significance level : 5%)

  In order to find the mean variance of the total engagement based on the appeals and focus point, one-way annova were in use. Due to higher mean of two appeals and one focus point, the variance between variables were statistically significant. (Sig: .007 & .011)

- **Independent T-Test**: (significance level : 5%)

  To find out the relation of Engaging content (that connects with more end user) and total engagement, variables retrieved from observing a popular page, were analyzed through this test where it's been find out that this type of engaging content leads to more interaction among the users and content.

- **Spearman's Correlation**: (significance level : 5%)

  To find the relation of share and the total engagement that considers as the result of a marketing campaign, spareman's correlation test were being conducted on variables retrieved from observing a popular page. It's been found that content that have more share , leads to more engagement.

- **Crosstabs:** (significance level : 5%)

  To find out the relation between preference of content and its influence on ultimate buying decision, crosstabulation with phi and creamer's V were took place. In most of the cases, user prefer the brand which is more attractive to consumer in term of content.

3.3 Findings and Research:

3.3.A. Age range and Gender:

For this research, participant was selected at a random way where most of the participant were male and all were 18-30 years old.

1. Gender
45 responses

75.6%

24.4%

● Female
● Male

2. Age
45 responses

57.8%

42.2%

● 18-23 yrs
● 24-30 yrs
● 30-35 yrs
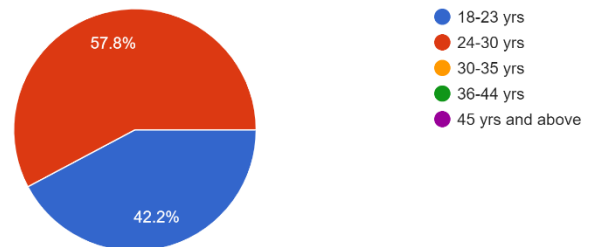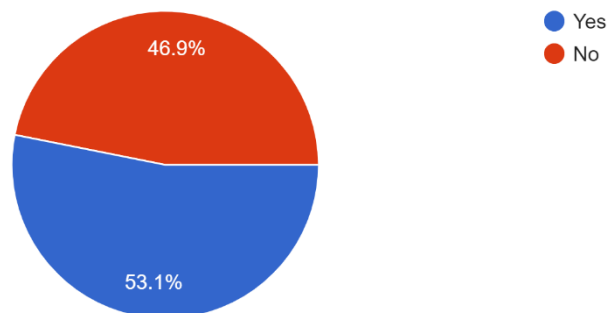● 36-44 yrs
● 45 yrs and above

Fig: Age and Gender

3.3.B. Tagging Habit:

Among the participants, it is being seen that almost 53% social media user's does tag their friends to the post they feel connected to and rest 47% does not.

3. Do you often tag your friends to the posts they are related to ?
32 responses

46.9%

53.1%

● Yes
● No

3.3.C. Post Sharing:

As the survey suggest that almost 63% of the social media user from those group does share the content of different business page if they feel attracted to.

4. Do you often share posts of any business page on Facebook ?
32 responses
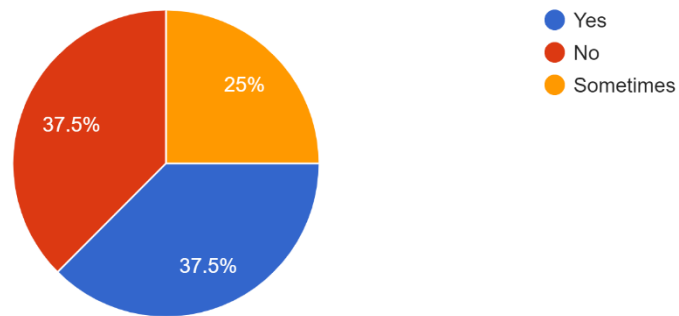
3.3.D. Type of posts user are attracted to:

People loves to engage more with the content that is Creative, funny in nature or does share interesting facts with user.

5. What type of social media post attracts you more ?
32 responses

3.3.E. Type of engagement in Social media:
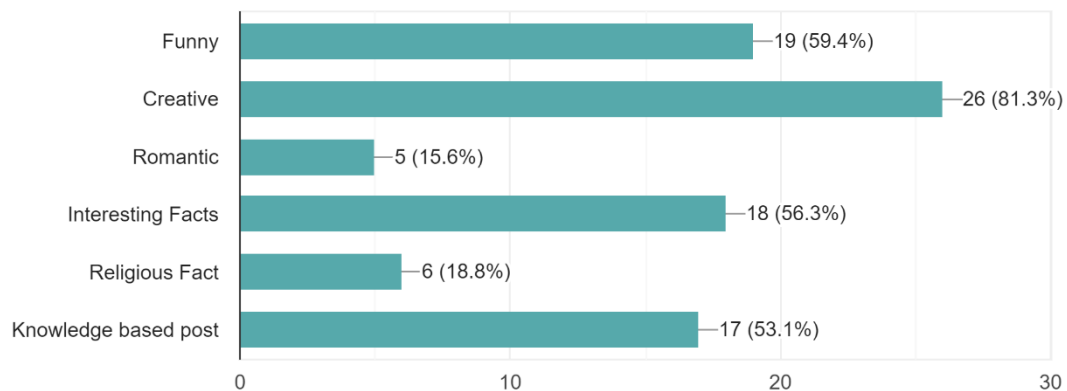
Throughout the survey it's been found that social media user mostly engaged with the content through reactions and share.

6. Which action do you often take when you find an interesting post on social media ?
32 responses
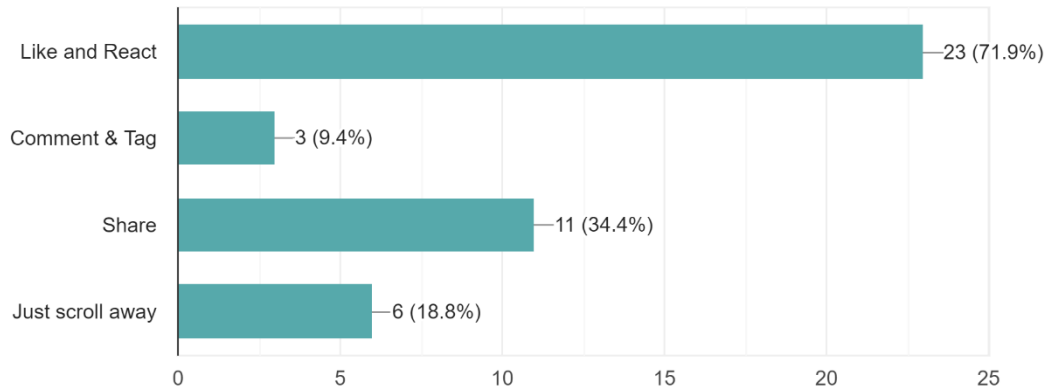
3.3.F. Reaction about contents 1:

Participant were exposed to 3 different social media promotional contents related to same message and were asked that which one attracted them more and if those content are for 3 food brand which one they going to prefer. However, even if 55.6% participants were attracted to Content C, but only 25% prefer the brand with content A.

7. Which one of these post can connect with you/ attracted you at a first glance?
45 responses
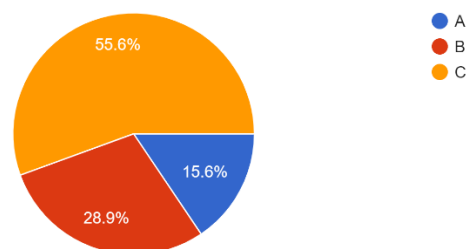
8. If these were 3 advertisement is for different Food related brand, which brand you would prefer ?
32 responses
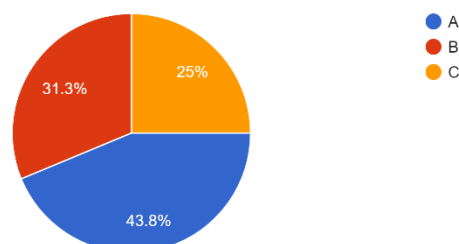
3.3.G. Reaction about contents 2:

This time participants were exposed to two contents for one brand that convey same call to action in different way. Content A were conveying the message in a funny way and Content B did it in a conventional way. 60% Participants says that Content B influence them more if they take purchase decision.

9. Which of the following content will influence you more to purchase the service (for the educational platform in Bangladesh)

45 responses
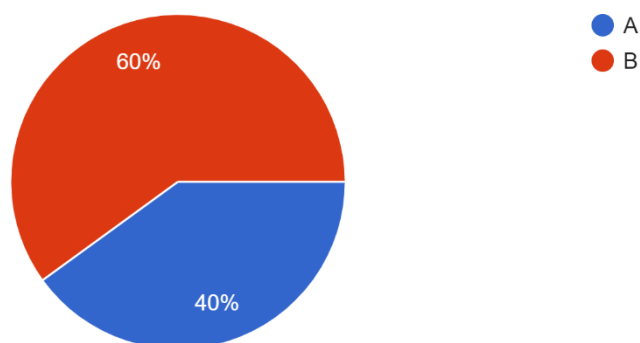
On the other hand, they were exposed to another two content, Content A with word game and another with a meme related engagement content. Almost 58% Participants were said that content with word game does influence them more.

10. Which one of these Facebook posts made you interested to comment on?

45 responses
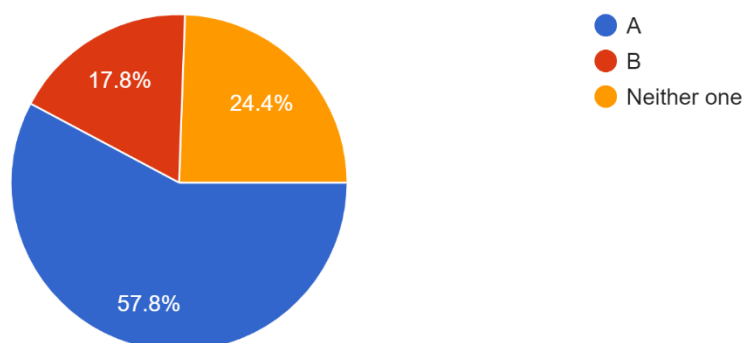
3.3.I. Observations:

Throughout this research, content from different popular and new page were being observed to find out the reaction of user in real life scenario. People feels more connected to a content while it being connected with a certain days or trends with proper appeals on it. From the observations, it has been clear that day's like Friendship day, Mother's Day, victory day does hold a unique feeling within the user's mind. Moreover, social media users always can connect and engage with the content that does have appeals like slice of life, Romance and humor with it. Combining the
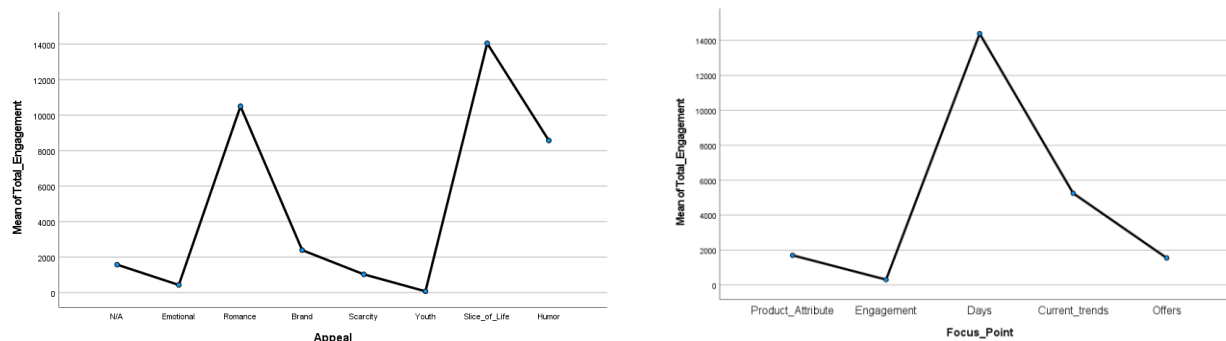

focus point with right appeal, brand can make their content marketing successful. While observing the social media post of Nescafe Bangladesh which is one of the most popular Facebook page among the Bangladeshi user, it's been found that people are more connected to slice of life appeal when it's comes to the question of engagement with the content. However, By analyzing contents from the Telecommunication industry, it is been found out that when this same appeal are used in content like victory day or liberation war, user does not get attracted where the content with emotional appeal with get more attracted.

Operatiors	Focus Point	Reaction (Thousand)	Comment	Share	Total Engagemen
Grammenphone	emotional aspects of Libaration war	241	6	7500	7747
Robi	Internet Package	14	5.1	114	133.1
Banglalink digital	Recent covid situation	3.9	2.1	60	66
Airtel	Wishing friends	0.94	0.651	57	58.591
Teletalk	development of country	1.6	0.258	37	38.858

Fig:3.3.I.2 Observation from TELCO Industry

In order to cross check the findings, content from soft drinks industry were closely observed. In this case, first 3 contents from each brand that were posted while the lockdown took place were being analyzed and it's been found out that Clemon is the brand which created content that

showed how to create hand sanitizer at the time of crisis got the highest reach. However, Content from Coca-cola that mainly focused on Social distance and motivational post got the highest share.

Brand	Focus Point	Reaction	Comment	Share	Total Engagement
Clemon	How to make hand sanitizer at home and awarness	39034	333	219	39586
Mojo	Family bonding and Immunity boosting suggestion	16230	23	21	16274
Coca Cola	Social Distance and motivation	2418	145	282	2845
7up	CSR initaitives & Online order	621	72	39	732
Pepsi	CSR initaitives & Online order	466	56	52	574
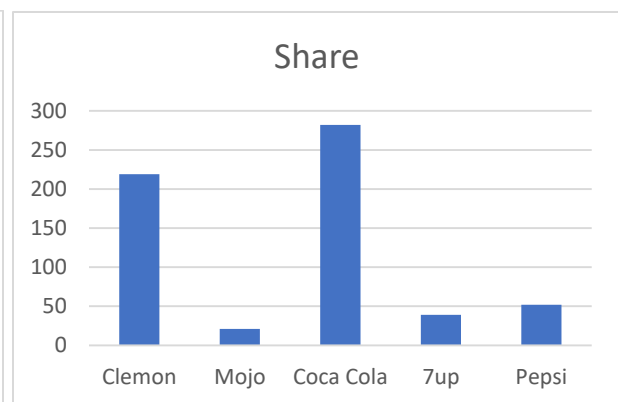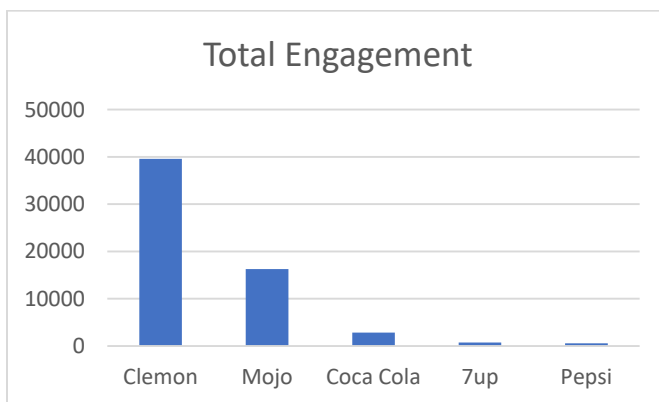
On the other hand, people do like content that help them to express who they are, what they are thinking or feeling, what their job is etc. When marketer can give them a chance to express those through contents that content become popular among those users. This content of Catch Mart was published to connect with the users through sharing the pain point. At that time, the total page like were only 284 but the content reached to 3510+ user organically. By commenting and sharing this content, people liked to show their friend who they are and what they are going through every day.

3.3.J. Key Findings:

Through this research this is been clear that attraction toward content does not depends on the gender of the end user. However, male is more comfortable to tag friends in different posts and share contents and female are much comfortable to only sharing the contents. Moreover, Contents that more focused on current events and trends with proper appeal, have a significant chance of being engaged with more users. On the other hands, marketer can successfully engage with increased amount of the user through their social media contents that are more connected to their day-to-day life and become a part of the communication process of social media user to get more attention from them. All these action does leads to high degree of content sharing by the social media users and by doing that, users can be transformed into brand promoter. Finally, in most of the cases, viral marketing strategy helps brand to increase its brand presence in the social media space which leads to increased brand image. However, while doing viral marketing with social media content, marketer must need to combine the focus point with the appeals and align them with brand philosophy to create a strong, reliable and sustainable brand presences.

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Appendix:

SPSS Data Analysis:

Co-relation analysis

Correlations

			Gender	Attractive_Content_Funny	Attractive_Content_Creative	Attractive_Content_Romantic	Attractive_Content_Intersting_fact	Attractive_Content_Religious	Attractive_Content_Knowladgable
Kendall's tau_b	Gender	Correlation Coefficient	1.000	-.075	-.226	-.087	.009	.046	-.050
		Sig. (2-tailed)	.	.680	.215	.633	.960	.799	.782
		N	31	31	31	31	31	31	31

Crosstab analysis

Crosstab

			Do you often tag your friends to the posts they are related to ?		Total
			No	Yes	
Gender	Male	Count	8	14	22
		Expected Count	10.6	11.4	22.0
		% within Gender	36.4%	63.6%	100.0%
		% within Do you often tag your friends to the posts they are related to ?	53.3%	87.5%	71.0%
		% of Total	25.8%	45.2%	71.0%
		Residual	-2.6	2.6	
		Standardized Residual	-.8	.8	
	Female	Count	7	2	9
		Expected Count	4.4	4.6	9.0
		% within Gender	77.8%	22.2%	100.0%
		% within Do you often tag your friends to the posts they are related to ?	46.7%	12.5%	29.0%
		% of Total	22.6%	6.5%	29.0%
		Residual	2.6	-2.6	
		Standardized Residual	1.3	-1.2	
Total		Count	15	16	31
		Expected Count	15.0	16.0	31.0
		% within Gender	48.4%	51.6%	100.0%
		% within Do you often tag your friends to the posts they are related to ?	100.0%	100.0%	100.0%
		% of Total	48.4%	51.6%	100.0%

Crosstab

			Do you often share posts of any business page on Facebook ?			Total
			Yes	No	Sometimes	
Gender	Male	Count	12	8	2	22
		Expected Count	8.5	8.5	5.0	22.0
		% within Gender	54.5%	36.4%	9.1%	100.0%
		% within Do you often share posts of any business page on Facebook ?	100.0%	66.7%	28.6%	71.0%
		% of Total	38.7%	25.8%	6.5%	71.0%
		Residual	3.5	-.5	-3.0	
		Standardized Residual	1.2	-.2	-1.3	
	Female	Count	0	4	5	9
		Expected Count	3.5	3.5	2.0	9.0
		% within Gender	0.0%	44.4%	55.6%	100.0%
		% within Do you often share posts of any business page on Facebook ?	0.0%	33.3%	71.4%	29.0%
		% of Total	0.0%	12.9%	16.1%	29.0%
		Residual	-3.5	.5	3.0	
		Standardized Residual	-1.9	.3	2.1	

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.599	.004
	Cramer's V	.599	.004
N of Valid Cases		31	

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	-.376	.036
	Cramer's V	.376	.036
N of Valid Cases		31	

One Way Annova

Descriptives

Total_Engagement

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
N/A	9	1576.56	3322.535	1107.512	-977.37	4130.48	45	10269
Emotional	10	432.40	285.091	90.154	228.46	636.34	82	907
Romance	8	10499.88	27296.693	9650.838	-12320.73	33320.48	69	77995
Brand	14	2395.71	3334.063	891.066	470.68	4320.74	657	13603
Scarcity	8	1030.63	1575.570	557.048	-286.58	2347.83	259	4916
Youth	2	74.50	17.678	12.500	-84.33	233.33	62	87
Slice_of_Life	10	14050.00	40928.080	12942.595	-15228.18	43328.18	119	130404
Humor	6	8572.50	18619.425	7601.349	-10967.39	28112.39	91	46505
Total	67	5020.61	19068.168	2329.548	369.52	9671.70	45	130404

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Total_Engagement	Based on Mean	3.141	7	59	.007
	Based on Median	.682	7	59	.687
	Based on Median and with adjusted df	.682	7	16.614	.686
	Based on trimmed mean	1.734	7	59	.119

Descriptives

Total_Engagement

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Product_Attribute	19	1700.84	2977.607	683.110	265.68	3136.00	45	13603
Engagement	5	310.20	351.135	157.032	-125.79	746.19	69	892
Days	10	14392.60	40880.267	12927.476	-14851.38	43636.58	136	130404
Current_trends	29	5254.86	16402.049	3045.784	-984.14	11493.87	62	77995
Offers	4	1549.25	2250.224	1125.112	-2031.36	5129.86	259	4916
Total	67	5020.61	19068.168	2329.548	369.52	9671.70	45	130404

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Total_Engagement	Based on Mean	3.569	4	62	.011
	Based on Median	.870	4	62	.487
	Based on Median and with adjusted df	.870	4	18.999	.500
	Based on trimmed mean	1.945	4	62	.114

Independent T-Test

T-Test

[DataSet4] C:\Users\cits\Desktop\observation.sav

Group Statistics

	Engagement	N	Mean	Std. Deviation	Std. Error Mean
Total_Engagement	No	48	3015.65	11344.337	1637.414
	Yes	19	10085.79	30973.319	7105.767

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Total_Engagement	Equal variances assumed	7.843	.007	-1.377	65	.173	-7070.144	5133.556	-17322.562	3182.275
	Equal variances not assumed			-.970	19.941	.344	-7070.144	7291.985	-22283.852	8143.565

Spearman's Correlation

Correlations

			Share	Total_Engagement
Kendall's tau_b	Share	Correlation Coefficient	1.000	.750**
		Sig. (2-tailed)	.	<.001
		N	67	67
	Total_Engagement	Correlation Coefficient	.750**	1.000
		Sig. (2-tailed)	<.001	.
		N	67	67
Spearman's rho	Share	Correlation Coefficient	1.000	.900**
		Sig. (2-tailed)	.	<.001
		N	67	67
	Total_Engagement	Correlation Coefficient	.900**	1.000
		Sig. (2-tailed)	<.001	.
		N	67	67

**. Correlation is significant at the 0.01 level (2-tailed).

Crosstabs

Which one of these post can connect with you/ attracted you at a first glance? * If these were 3 advertisement is for different Food related brand, which brand you would prefer ? Crosstabulation

			If these were 3 advertisement is for different Food related brand, which brand you would prefer ?			Total
			A	B	C	
Which one of these post can connect with you/ attracted you at a first glance?	A	Count	6	0	0	6
		Expected Count	2.7	1.7	1.5	6.0
		% within Which one of these post can connect with you/ attracted you at a first glance?	100.0%	0.0%	0.0%	100.0%
		% within If these were 3 advertisement is for different Food related brand, which brand you would prefer ?	42.9%	0.0%	0.0%	19.4%
		% of Total	19.4%	0.0%	0.0%	19.4%
		Residual	3.3	-1.7	-1.5	
		Standardized Residual	2.0	-1.3	-1.2	
	B	Count	1	7	2	10
		Expected Count	4.5	2.9	2.6	10.0
		% within Which one of these post can connect with you/ attracted you at a first glance?	10.0%	70.0%	20.0%	100.0%
		% within If these were 3 advertisement is for different Food related brand, which brand you would prefer ?	7.1%	77.8%	25.0%	32.3%
		% of Total	3.2%	22.6%	6.5%	32.3%
		Residual	-3.5	4.1	-.6	
		Standardized Residual	-1.7	2.4	-.4	
	C	Count	7	2	6	15
		Expected Count	6.8	4.4	3.9	15.0
		% within Which one of these post can connect with you/ attracted you at a first glance?	46.7%	13.3%	40.0%	100.0%
		% within If these were 3 advertisement is for different Food related brand, which brand you would prefer ?	50.0%	22.2%	75.0%	48.4%
		% of Total	22.6%	6.5%	19.4%	48.4%
		Residual	.2	-2.4	2.1	
		Standardized Residual	.1	-1.1	1.1	
Total		Count	14	9	8	31
		Expected Count	14.0	9.0	8.0	31.0
		% within Which one of these post can connect with you/ attracted you at a first glance?	45.2%	29.0%	25.8%	100.0%
		% within If these were 3 advertisement is for different Food related brand, which brand you would prefer ?	100.0%	100.0%	100.0%	100.0%
		% of Total	45.2%	29.0%	25.8%	100.0%

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.770	.001
	Cramer's V	.545	.001
N of Valid Cases		31	

Content Analysis of Catch Mart:

Date	Post	Type	Reach	Likes	Shares
12/10/2020 10:19 PM	ব্যবসা অনলাইন হোক কিংবা অফলাইন।ব্যবসায়ী মাত্রেই জানেন	🎥	7.7K	56 / 56	
12/04/2020 9:42 PM	Staying awake all night? That's too mainstream when you can do it all	▱	770	20 / 52	
11/30/2020 9:13 PM	Now your business will be greater. We are launching a service that	▱	857	29 / 54	
11/27/2020 8:43 PM	মনে মনে কি বলেন? জানিয়ে দিন কমেন্ট সেকশন এ ! 👀 😐	▱	608	35 / 62	
11/23/2020 3:00 PM	Your idea can be brought to light by channeling It into a proper system.	🎥	828	32 / 55	
11/20/2020 9:21 PM	পার্সোনাল লাইফ আর ব্যবসা....দুটোর চাপ একসাথে? আর নয়্য ব্যবসার	▱	1.8K	55 / 69	
11/19/2020 8:00 PM	ব্যবসা আর চিন্তার বোঝা এতদিন ছিল একে অন্যের পরিপূরক। বিজনেসের	▱	2K	43 / 55	
11/16/2020 9:12 PM	অনলাইন ব্যবসায়ে ভিন্ন কাজের জন্য ভিন্ন অ্যাপসের ব্যবহার বাড়িয়ে দিচ্ছে	▱	1.8K	44 / 91	
11/15/2020 9:15 PM	না মিললে টাকার অঙ্ক, ভেঙে যায় ব্যবসায়ের সঙ্গ	#CatchMart	▱	1.3K	55 / 62	
11/14/2020 10:25 PM	সাফল্যের আড়ালের ব্যথা ও ভয়গুলোকে জারবন্দি করুন ।	▱	3.5K	79 / 90	

Content Analysis of Nescafe:

Description	Focus point	Engagement	type	Appeals	Like And React	Comments	Shares	Total Engagement
Friendship day video	Days	Yes	Video	Slice_of_Life	128000	1600	804	130404
1st phase Romance	Current_trends	No	Video	Romance	75000	2100	895	77995
Amoung us (Engagement)	Current_trends	Yes	Static	Humor	45000	1200	305	46505
Nescafe gold intro	Product_Attribute	No	Short_Motion	Brand	13000	363	240	13603
Coffee day	Days	No	Static	N/A	10000	187	82	10269
wake up call	Current_trends	No	Video	Slice_of_Life	6300	95	68	6463
Free sipper	Offers	No	Static	Scarcity	4100	775	41	4916
Ice cube coffee recipe	Current_trends	Yes	Video	Brand	3100	68	157	3325
Recipe by Barista	Product_Attribute	No	Video	Brand	3000	128	165	3293
Care React	Current_trends	Yes	Static	Humor	3100	81	40	3221
KITKAT COFFEE MILKSHAKE	Current_trends	Yes	Video	Romance	2700	42	143	2885
Valentine-4	Current_trends	No	Video	Romance	2300	106	58	2464
Ramadan Bazar	Current_trends	No	Short_Motion	N/A	1900	124	25	2049
Recipe by Barista	Product_Attribute	No	Video	Brand	1700	55	61	1816
BARISTA COLD LATTE COFFEE Recipe	Product_Attribute	No	Short_Motion	Brand	1700	10	70	1780
Gold coming soon	Product_Attribute	No	Short_Motion	Brand	1600	61	62	1723
wake up call (Confidence)	Current_trends	No	Video	Slice_of_Life	1400	42	27	1469
celebreties shares story (Golden Moments)- Iresh	Product_Attribute	No	Video	Brand	1300	33	118	1451
Recipe by Barista	Product_Attribute	No	Video	Brand	1200	44	58	1302

Survey Questions:

1. Gender *

- Female
- Male
- Other:
- ☐

2. Age *

- 18-23 yrs
- 24-30 yrs
- 30-35 yrs
- 36-44 yrs
- 45 yrs and above

3. Do you often tag your friends to the posts they are related to ?

- Yes
- No

4. Do you often share posts of any business page on Facebook ?

- Yes
- No
- Sometimes

5. What type of social media post attracts you more ?

- Funny
- Creative
- Romantic

- Interesting Facts
- Religious Fact
- Knowledge based post

6. Which action do you often take when you find an interesting post on social media ?

- Like and React
- Comment & Tag
- Share
- Just scroll away

7. Which one of these post can connect with you/ attracted you at a first glance?

- A
- B
- C

8. If these were 3 advertisement is for different Food related brand, which brand you would prefer ?

- A
- B
- C

9. Which of the following content will influence you more to purchase the service (for the educational platform in Bangladesh)

- A
- B

10. Which one of these Facebook posts made you interested to comment on?

- A

- B

- Neither one

Internship Evaluation:

INTERNSHIP EVALUATION FORM

Career Services Department, Student Life, BRAC University,
Siddique Tower, 49 Mohakhali C/A; Telephone: 09617445079 Ext- 5079;
Email: csoadmin@bracu.ac.bd

BRAC UNIVERSITY
Inspiring Excellence

Organizational Details

Intern Name: MD. ABDUL AHAD   BRACU ID: 16204103

Internship starting and concluding date: 25th Oct 2020 – 25th January 2021

Organization (internship site): Catch Mart

Name & Designation of Intern Supervisor: Mustakim Hassan, CEO

Office Address: HOUSE #3, Road#16, Sec.11, Uttara, Dhaka-1230

*Please circle the number that best describes the intern's performance.
**If a category does not apply, please cross it out.

Sl.	Category	Poor	Fair	Good	Very Good	Excellent
1	Followed directions	1	2	3	4	✓5
2	Was punctual	1	2	3	✓4	5
3	Attitude towards work	1	2	3	4	✓5
4	Was self-motivated and initiated follow-ups	1	2	3	4	✓5
5	Dressed appropriately	1	2	3	4	✓5
6	Had good writing skills	1	2	3	4	✓5
7	English communication skills	1	2	3	✓4	5
8	Work was accurate and error-free	1	2	3	✓4	5
9	Was flexible in the ability to work on several levels of job assignments	1	2	3	✓4	5
10	Had the ability to confront problems	1	2	3	4	✓5
11	Had good interpersonal skills (Rapport with clients and company personnel)	1	2	3	4	✓5
12	Had the ability to interact positively with other individuals	1	2	3	4	✓5
13	Achieved internship objectives	1	2	3	4	✓5
14	Understanding of the business practices	1	2	3	4	✓5
15	Overall Rating of Intern	1	2	3	4	✓5

CATCH
BANGLADESH
On-Site Supervisor's Signature, Seal & Date

For official use only:

Date: _____

Approved by: _____

Career Services Department, Student Life

Total points: _____ /75   /20

One Page CV:

MD.ABDUL AHAD

NHB-02 (B-4), Block-G, Section-2, Mirpur, Dhaka-1216
Phone: +880 175 295 1221, E-mail: md.abdul.ahad@g.bracu.ac.bd
LinkedIn: www.linkedin.com/in/md-abdul-ahad-bb9a22136

CAREER OBJECTIVE

An Excellence seeking, Goal Oriented business graduate of Marketing and E-business with additional knowledge on Graphics Designing, Agile Project Management, Data Analytics, UX/UI and different fields of Digital Marketing. Ready to build my career with an organization that will prepare me for the coming day's challenges and lead me for a better career in every step.

EDUCATION

Brac University, *Bachelor in Business Administration* Major in **Marketing and E-Business** , CGPA: 3.51	2016- 2020
B.A.F. Shaheen College Dhaka, *Higher Secondary Certificate* Business Studies , GPA: 4.75	2015
Shaheed Police Smrity School & College, *Secondary School Certificate* Business Studies , GPA: 5.00	2013

PROFESSIONAL EXPERIENCES

Catch Mart *Intern, Marketing and communications*	2020
Catch Bangladesh *Manager (Part-Time), Creative and Marketing*	2017- Current
ActionAid Bangladesh *Content Consultant, 16 days of Activism 2020*	2020
Studio Green *Executive (Part-Time), Branding and visuals*	2017- 2020

COMPUTER BASED SKILLS & EXPERTIZE

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premier Pro

- Microsoft Office
- SPSS
- Tableau

- HTML
- CSS
- MySQL

- Content Marketing
- Social Media Marketing
- Data Analytics

CO-CURRICULAR ACTIVITIES

Brac University Business Club (BIZ BEE), Co-Director, BIZ BEE IT	2017- 2020
Vision: Then and Now (BIZ BEE Publication) *Head of Design*	2019