

Report On  
Effectiveness of Influencer Marketing on Generation Z of  
Bangladesh

By

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An internship report submitted to the B.B.A. Department in partial fulfillment of the  
requirements for the degree of Bachelor of Business Administration

BRAC Business School (B.B.S.)  
Brac University  
2023

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## **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/We have acknowledged all main sources of help.

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

---

**Student Full Name**  
Student ID

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

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**Supervisor Full Name**  
Designation, Department  
Institution

## Letter of Transmittal

Ms. Afsana Akhtar,

Assistant Professor,

BRAC Business School

BRAC University 66 Mohakhali, Dhaka-1212

**Subject:** Internship report submission on – “Effectiveness of Influencer Marketing on Generation Z of Bangladesh”.

Dear Ma’am,

I'm honored to submit my internship report, which I established for my internship with Grey Advertising Bangladesh in accordance with the BUS400 guidelines. I was privileged enough to have 3 whole months' experience to do my internship; from 15th January 2023 to 15th April 2023. The skills as well as experience I acquired while serving on the strategic planning team are reflected in this report, which I had the pleasure to contribute on. Despite my greatest attempts to be accurate, there could still be flaws or opportunities for advancement in the report. Any constructive comments or ideas are appreciated.

I would like to take the opportunity to thank you, for your advice and assistance during this whole period of time. My professional development benefited much from your knowledge, and I am grateful for her encouragement.

Sincerely yours,

Rifa Tasfia Tasfi

19104001

BRAC Business School

BRAC University

Date: Month Day, Year

## **Non-Disclosure Agreement**

I, Rifa Tasfia Tasfi, am aware of this and so respect it. I may have access to sensitive data, records, and information during my internship at Grey Advertising Bangladesh Ltd. I thus pledge to keep such data completely confidential and not to share it with any unapproved parties.

## **Acknowledgement**

I am interested in expressing my deepest appreciation towards a number of people who contributed tremendously throughout my period of internship as well as finishing this paper.

I would like to start by expressing my gratitude to my parents for providing me with consistent affection, assistance, and inspiration during both my professional and academic lives.

Mr. Bitop Das Gupta, my organizational supervisor at Grey Advertising Bangladesh Ltd., has the most profound appreciation. I couldn't have developed a knowledge of strategic planning and the nuanced aspects of the advertising career without his direction, mentorship, and knowledge. His eagerness in sharing wisdom, offering helpful criticism, and offering insightful opinions have all helped tremendously.

Last but not least, I want to express my gratitude to Mrs. Afsana Akhter, who served as my academic supervisor, for her solid assistance sound advice, and insightful criticism during the whole period. Her unceasing support and confidence in my skills continues to serve as an endless source of inspiration for me.

Thank you

## **Executive Summary**

The internship report is a brief synopsis of my 3 month's internship journey with strategic planning team of Grey Advertising Bangladesh. The effectiveness of influencer marketing on Bangladesh's Generation Z is also covered by the report.

Strategic planning-related details and skills were acquired throughout the whole internship period. The position of intern provided chances for students to gain real-world experience and polish crucial abilities necessary to the advertising sector.

The study also investigates the effects of influencer marketing on Bangladesh's Generation Z, focusing on their involvement levels, sensitivity to influencer-generated material, and the extent to which well these promotional strategies affect their purchasing habits. According to the findings, influencer marketing has an enormous amount of promise for communicating with and influencing Bangladesh's Generation Z.

As a whole, the internship at Grey Advertising Bangladesh was a fruitful learning opportunity, and the influencer marketing research generated useful information for upcoming marketing campaigns aimed at Generation Z.

**Keywords:** Advertising, Strategic planning, Influencer, Influencer Marketing, Generation Z, Bangladesh

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## **List of Acronyms**

HRD          Human Resource Department

ATL          Above The Line

BTL          Below The Line

B2B          Business To Business

IT            Information Technology

CD            Creative Director

## **Glossary**

### **ATL**

The conventional media outlets that are utilized to reach an extensive audience are referred to as ATL (Above the Line) advertising.

### **BTL**

Advertisement that tends to be more focused and simple, focuses on certain consumers, and uses unconventional methods is referred to as BTL (Below the Line) marketing.

# Chapter 1

## Overview of Internship

### 1.1 Student Information

**Name:** Rifa Tasfia Tasfi

**ID:** 19104001

**Program:** Bachelor's in business administration (B.B.A)

**Major:** Double Major in Marketing and Computer Information Management

### 1.2 Internship Information

#### 1.2.1 Period, Company Name, Department/Division, Address

Period: Started at 15<sup>th</sup> January, 2023, Ends on 15<sup>th</sup> April, 2023.

Company Name: GREY Advertising Bangladesh

Department: Strategic Planning

Address: Road: 137, House: 6, Gulshan-1, Dhaka-1212

#### 1.2.2 Internship Company Supervisor's Information:

**Name:** Bitop Das Gupta

**Designation:** Vice President & Head of Strategy

#### 1.2.3 Job Scope- Job Description/Duties/Responsibilities:

The department where I have done my internship in, is 'Strategic Planning' at Grey Advertising Bangladesh Limited. As a Strategic Planning Intern, I had a 360 degree idea



about the whole organization. I started my internship on 1 February 2023, and it will end on 30 April 2023. The duration of the internship is 3 months.

I gained a comprehensive understanding of the whole firm as a Strategic Planning intern. This division is responsible for creating creative strategies for clients to meet their goals and objectives. And I closely worked with agencies other divisions (accounts, creatives, servicing). After receiving the clients' brief, I had to create strategies and discuss with the creatives and accounts.

The following are the key responsibilities I have at GREY Advertising Bangladesh:

- For the aim of contributing in the creation of strategic plans for clients, conduct research and analysis on consumer behaviour, market trends, and the competitive environment.
- Take part in brainstorming sessions and provide ideas to the creation of strategic client suggestions for improvement.
- Assist in creating and delivering reports and presentations on research insights and strategic recommendations.
- Work with other divisions of Grey Advertising Bangladesh, including Creative and Client Servicing, to ensure that strategic recommendations are integrated into all facets of client campaigns.
- Help with the execution of strategic strategies, which includes keeping track of and reviewing campaign performance.
- Keep up on market news and trends to recognize client opportunities and potential obstacle

The qualifications an intern for strategic planning team are:

- A business degree or other relevant experience.
- Strong interpersonal skills.
- Ability to think out-of-the-box.
- The ability to work under time restrictions.
- Must have goal and objective oriented creative mindset.
- MS Suite, Canva, Excel Proficiency
- . Reliable and self-motivated.
- Adequate business knowledge.

## **1.3 Internship Outcomes**

### **1.3.1 Student's contribution to the company**

I had the amazing opportunity to work on a variety of assignments and goals that advanced my professional development while I was an intern at Grey Advertising Bangladesh in the Strategic Planning Department. My main duties included keeping a sizable database on the FMCG sector in Bangladesh as well as organizing market research, conducting interviews for market research, developing pitch decks, and making presentations.

One of my major accomplishments during my internship was developing an extensive database on Bangladesh's FMCG market. In order to do this, we had to conduct research and accumulate data on every industry, category, subcategory, product, brand, mother brand, ATL marketing and tagline. I also looked at the functional and emotional communication techniques these brands utilized to promote what they sell.

I was also in charge of running the Brand key for Perfect Care Ltd.'s new items. In order to successfully debut their products on the market, they had to do research, analyze the brand's strengths, weaknesses, opportunities, and threats, and design a brand strategy.

I also got the chance to participate in internal and client meetings during my internship, which gave me substantial knowledge into how the advertising industry operates. I actively provided my thoughts and ideas throughout brainstorming sessions for various client projects. Last but not least, I was in charge of making presentations and pitch decks for multiple client projects. This required gathering information, interpreting it, and producing presentations with strong visual appeal to convey the client's big idea

The Brands and Campaigns I have worked with are giving below:



*Figure 1: Brands I have worked with*

1. **GP Star Literature Campaign:** I did market research for the GP Star Literature Campaign, which intended to encourage young people to read and develop a love of literature. Surveying the intended audience and examining their reading tastes and habits were part of the study project. Findings.

2. **Consumer Journey Mapping for the GP Tourist SIM:** As a member of the team working on the GP Tourist SIM project, I contributed to the creation of a consumer journey map that highlighted the touchpoints as well as pain points for visitors to Bangladesh. The map assisted us in creating targeted promotional strategies to advertise the SIM card and offer tourists an uninterrupted experience.
3. **YOYOSO “Matha Ghuray” Campaign:** I collaborated with the lifestyle company YOYOSO on their "Matha Ghuray" campaign, which aimed to draw attention to their brand. In addition to helping with the campaign's execution across a variety of media, my involvement included generating the campaign's theme and visual ideas.
4. **Guerilla Marketing Plan for ALOY:** For ALOY, a brand owned by BAY Developments Ltd., I conducted research and created a guerilla marketing plan. The plan was to use novel and inexpensive techniques to generate buzz and excitement about the goods offered by the company.
5. **U.S Bangla Airlines Re-vamp Deck:** For the re-vamp of U.S. Bangla Airlines, which required designing a new brand identity and visual language, I worked on developing a deck. Researching industry standards for airline branding, coming up with design ideas.
6. **COCACOLA "Once More" Campaign Deck:** For the COCACOLA "Once More" campaign, I was in charge of producing a deck. I also had to come up with creative ideas for the campaign.

### **1.3.2 Benefits to the student**

Practical Experience: Throughout my internship, I had the chance to acquire practical experience in a variety of fields, including market research, interviews, the creation of pitch decks and presentations, and database construction. I now have a competitive advantage on

the job market thanks to this experience, which also gave me a better understanding of real-world situations.

Professional Networking: Networking with professionals in my area was made possible via my involvement in meetings with superiors, client meetings, and brainstorming sessions. As a result, I've made connections that might help me land a job in the future or get professional references.

Communication Skills: I was able to get better at communicating because to my internship. I had to communicate clearly with coworkers, clients, and customers, which helped me improve my presentation and interpersonal abilities.

Strategic Thinking: I gained insight into how firms make decisions, spot opportunities, and formulate long-term plans thanks to my engagement in the strategic planning process. My capacity for strategic thought has improved as a result, which will be helpful in any function that calls for strategic planning.

Industry Knowledge: I have a thorough understanding of the FMCG industry in Bangladesh, including the many categories, subcategories, goods, and brands, thanks to my research. Future careers in marketing, advertising, or business development will benefit from this understanding.

Time Management: I had to balance several responsibilities and deadlines throughout my internship, which helped me, improve my time management. I will be able to use this vital talent in any future position.

Understanding Client demands: I was able to comprehend client demands and how to fulfill their expectations by participating in client meetings and working on projects on their behalf. In the future, when working with clients is a part of the job, this experience will be priceless.

Problem-solving abilities: During my internship, I had to come up with solutions for a variety of dilemmas. My critical thinking skills improved as a result, which will be helpful in any future employment.

Overall, I had a wonderful and informative internship with Grey Advertising Bangladesh that taught me a lot about the mechanisms of the advertising industry. I gained a tremendous deal of knowledge about market analysis, strategy for brands, and creative problem-solving that I am confident will be quite useful in my future profession.

### **1.3.3 Problems/Difficulties (faced during the internship period)**

I encountered a number of obstacles during my internship at Grey Advertising Bangladesh that put my capacity to adapt and learn in a work environment to the test. The huge difference between my academic understanding and practical experience was one of my biggest obstacles. Although my academic work gave me a theoretical foundation, I soon understood that the workplace was quite distinct from the concepts I had learned in university. However, I was fortunate to have a helpful superior Nakibur Rahman who encouraged me to adapt and comprehend the working world. I was able to put my academic knowledge to use in real-life circumstances under his direction and improve practical abilities that will be useful in my future profession.

I also had trouble adjusting to the strongly formal articulation and tone of client pitches throughout my internship. Because of my inexperience with the industry's formal language and interpersonal techniques, I first struggled to interact with clients in an efficient manner. But over time, by paying attention to and picking up tips from my coworkers and supervisors, I steadily adjusted and enhanced my communication abilities. ATL, BTL, KIOSK, and nemonic are just a few examples of terms and terminology that I made the time to study in order to better understand and interact with clients.

Overall, the difficulties I encountered during my internship gave me invaluable teaching opportunities and improved my capacity to adapt and communicate effectively as well as learn new things. I am appreciative of my supervisor's and my coworkers' input and guidance, which enabled me to conquer these difficulties and get the most out of my internship experience.

#### **1.3.4 Recommendations (to the company on future internships)**

I saw a couple problems while I was an intern that I think the authority of Grey Advertising Bangladesh should investigate further:

- Create an organized training program for interns that cover in-depth instruction on the organization's culture, regulations, and processes as well as instruction on equipment and abilities unique to the industry.
- Throughout their internship, provide interns regular feedback on their performance and advancement. They can use this to determine where they need to grow and make sure they are on pace to achieve their educational objectives.
- Give interns the chance to network by inviting them to organization events or other professional engagements. They will be exposed to many aspects of their field, expanding their professional connections.
- Recognize and reward exceptional interns to inspire and motivate them to succeed in their career. For interns who have displayed remarkable efficiency, this will assist foster an environment of competence and give them a sense of accomplishment.

## **Chapter 2**

### **Organizational Part**

#### **2.1 Introduction**

Grey Advertising Bangladesh Ltd. is a full-service advertising agency based in Dhaka, Bangladesh. It is a part of the Grey Group, a global advertising and marketing agency network, which is owned by WPP plc. Grey advertising Bangladesh limited is the first and the only multinational agency in Bangladesh with majority equity. It was founded in July 1996 as the country office of Grey Group. It started its journey with 8 people in 1996 and it has reached more than 150 people till now. The agency has won numerous awards for its work, including the prestigious Cannes Lions International Festival of Creativity.

Due to its international experience and "Global" business strategy, Grey Advertising Bangladesh Ltd. has been able to significantly expand its market position since its founding in 1996. Grey advertising Bangladesh Ltd. have one of the finest portfolios in the nation. Grey Advertising Bangladesh Ltd. has established itself over the past few years. In print and television media, Grey Advertising Bangladesh Ltd.'s innovation is undeniable. A worldwide trend of Grey advertising Bangladesh Ltd. is the perceptive, clever creative experts' job for selling quality work with less emphasis on quantity of work. Grey Advertising Bangladesh Ltd. is regarded as the most reputable advertising firm in Bangladesh, having established new brands like Virgin drinks or City Cell Digital and maintaining the global corporate image of BAT. One of the lowest workforces is maintained by Grey Advertising Bangladesh Ltd. to manage its multi-million-taka operations, which are managed by experts with a track record of success.



## 2.2 Overview of the Company

A renowned advertising firm in Bangladesh, Grey Advertising Bangladesh Ltd. delivers strategic and innovative marketing solutions to a wide range of clients. The company has a group of seasoned experts on staffs that are committed to providing cutting-edge advertising campaigns across a range of platforms. With multiple industry awards under its belt, Grey Advertising Bangladesh Ltd. has developed a solid reputation for its outstanding results and creative brilliance.

### 2.2.1 Logo:



*Figure 2: Logo of Grey Dhaka*

### 2.2.2 Mission:

The mission of Grey Advertising Bangladesh Ltd. Globally other offices are the same as those of Grey Advertising Bangladesh Limited. Being a part of the bigger picture enables and encourages foreign offices to behave similarly. The mission is: "It will generate leading brand ideas: concepts that resonate in people's brains and hearts and establish brand preference".

### 2.2.3 Vision:

“To be a great global company, creating and enhancing Brand value to its clients” To create and enhance Brand Value for it’s clients by being the provider of integrated communications using global learning and specialized talents.

### 2.2.4 Tagline:

“Famously Effective”

### **2.2.5 Grey’s growth is guided by two key principles:**

- It only has one global firm for each type of communication. Its business is handled by people who are accustomed to collaborating and who are well acquainted with one another, a clear channel of communication to upper management.
- Its goal is to make our clients' brands more valuable. To do this, we have accumulated a variety of communications companies and grown them into a robust global network.

### **2.2.6 Unique Value Proposition:**

**What Grey Dhaka do:** Create Famously Effective Work

**How Grey Dhaka do it:** Through a process called SHIFT

SHIFT focuses on the idea trajectory rather than positioning. It believes, it is crucial to understand where the brand/asset needs to go, along with a clear understanding of where it stands now. SHIFT is the first step in Grey’s integrated strategy approach. It is based on three simple steps:

- Defining where the brand is today.
- Create a north star for the brand tomorrow.
- In between the shift idea is how to enable the brand to gain trajectory

Crafting how the messaging will reach this north star in the present, the SHIFT proposes a compass quadrant with four objectives.



*Figure 3: 4 Objectives of SHIFT*

### **2.2.7 PEOPLE & CULTURE**

Who is the PERSON behind the audience? That’s the key question it tries to answer here. What drives that person? Intimately understanding the people, it wants to engage with – their needs, wants, and desires, their fascinations, and annoyances, both inside the category and out - is integral to crafting a top-notch strategy. It uses a variety of research techniques - in-home, qualitative ethnographies, quantitative surveys, social listening - to ensure that each strategic footstep is backed by a transformative ‘people’ insight.

### **2.2.8 INDUSTRY/CATEGORY**

Where is the category coming from? Where is it going? What are the driving forces? Who are the major players? By better understanding the relevant trends and patterns within a brand’s given operative space, it’s able to perpetually remain one step ahead of the curve.

## 2.2.9 BRAND/ASSETS

Having an intimate knowledge of a brand's personality, history, and ethos allows it to guide it seamlessly from the past into the future. A strong brand enables a company to remain dynamic without seeming erratic; it is the foundation on which brand strategy is built. Grey digs into the DNA of the brand to uncover latent strengths to leverage or potential weaknesses to be managed as we place the brand on its new trajectory.

## 2.2.10 Clients:

Grey Advertising Bangladesh Ltd. is currently managing the accounts of more than 50 companies. Some of the most renowned companies are given in the figures.



Figure 4: Clients of Grey Dhaka

### 2.2.11 Notable Awards and Accolades of Grey Dhaka:

Grey Dhaka has received numerous awards for our works. Few notable ones are:

- The only agency in Bangladesh to win Global Grand Effie awards in Global Best of the Best Effies (2022).
- Cannes Lion IPDC Child Marriage Prevention Loan (2022)
- Grand Effie, 2 Gold Effies, 1 Silver Effie in APAC Effie 2021
- Grand Prix in WARC award for Asian strategy (2021)
- The only agency in Bangladesh to win Cannes Lions awards for the 8<sup>th</sup> time.

Mentionable are:

- UCB Agro-banking powered by Shwapno (2018,2019/20)
- Cannes Lions for Eco Cooler project (2016)
- Steady success in winning the greatest number of metals in Commward.
- ADSTARS Grand Prix Award for Coca Cola "recycle happiness here" campaign.

WARC (Asian Strategic Thinking Award) APAC 2015, Gold & Market Pioneer Award for "Language Matters" campaign of ministry of Religious Affairs



*Figure 5: Awards and accolades of Grey Dhaka*



*Figure 6: Awards and accolades of Grey Dhaka*



*Figure 7: Awards and accolades of Grey Dhaka*

### 2.2.12 Services Grey Dhaka Provides:

- Advertising
- Mobile/ Digital
- Social
- Shopper marketing/ Commerce
- Content
- Design
- Partnerships
- Experiential
- PR
- Strategy



*Figure 8: Services of Grey Dhaka*

### 2.2.13 Policy of the Organization

Grey Advertising has internal policies to maintain smooth administration and lawful practice in the business industry. By following the legal rules and regulations and lawful practices of doing business, Grey holds its position in the global arena. Some of the policies that advertising agencies maintain are:

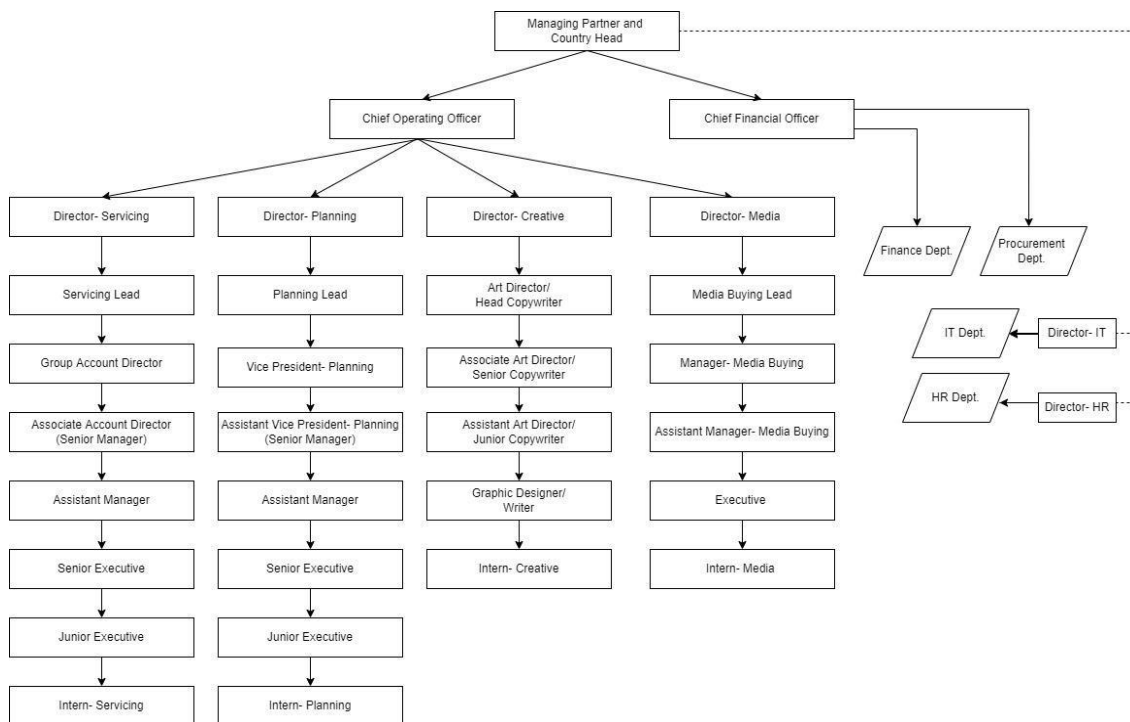
- **Client confidentiality:** Advertising agencies often work with sensitive information about their clients and their products. Therefore, agencies may have policies in place to ensure that client information is kept confidential and not disclosed to unauthorized parties.
- **Creative ownership:** Advertising agencies may have policies in place that specify who owns the creative work produced during a campaign. This can help avoid disputes over ownership rights and ensure that both the agency and the client are clear about their respective rights and responsibilities.
- **Ethical standards:** Advertising agencies may have policies that specify ethical standards for their employees and the work they produce. These policies may include guidelines on truthful advertising, avoiding deceptive or misleading messaging, and avoiding negative or offensive content.
- **Billing and payment:** Advertising agencies typically have policies in place for billing and payment, including how invoices are generated, when they are due, and any penalties for late payments.
- **Work processes:** Advertising agencies may have policies in place that govern how work is done, including processes for managing client relationships, workflow, and project management. These policies can help ensure that work is done efficiently and consistently across different projects and teams.
- **Workplace conduct:** Advertising agencies may have policies in place that govern



employee behavior in the workplace, including guidelines on harassment, discrimination, and workplace safety.

### 2.2.14 Departments and Hierarchy:

At Grey Dhaka, there are roughly 150 workers. The organogram is represented in the organizational hierarchy diagram. Grey Dhaka practically has a horizontal organogram, and it is shown below:



*Figure 9: Hierarchy of Departments*

## 2.3 Management Practices

### 2.3.1 Leadership Style:

Grey Advertising Bangladesh Ltd. follows democratic Leadership style. With a democratic leadership approach, the Human Resources Department of Grey Advertising Bangladesh Ltd discourages any sort of dictatorship behavior by allowing workers to take responsibility for their job and make decisions that are in line with the goals of the organization. The success of an advertising agency depends on encouraging teamwork, cooperation, and collaboration.

The democratic leadership style develops a culture of innovation and entrepreneurial spirit by encouraging staff members to take chances, try new things, and innovate.

By this leadership style, they are ensuring:

- An elevated sense of enthusiasm, satisfaction with work, and ambition among employees.
- The conviction that the achievement of the company is important to members and what drives them to put in extra effort to meet their goals
- Employees' feelings of being valued and respected after the efforts that employees put are acknowledged and their ideas are taken into consideration.

### **2.3.2 Recruitment and selection process:**

Grey Advertising Bangladesh Ltd is very much aware of how critical it is to find and keep the finest employees in order to boost the success of the agency. The recruitment and selection procedure executed by the Human Resources Department aims to bring in and pick the best individuals for the vacant position.

The process is given below:

- The first step in the recruiting procedure is acquiring knowledge of the opening, which is shared with the HRD by the department heads.
- Once the necessary skills, knowledge, and abilities have been identified, HRD analyzes the job.
- A description of work and individual specification are generated based on this research, including responsibilities as well as qualifications needed for the position.
- Candidates must submit their resumes and cover letters, which are then reviewed by HDR to make sure they fit the position's minimal requirements.

- HRD then invites potential candidates for an interview to determine whether they align with the principles and culture of the agency.
- The candidate's competencies, expertise, and talents, as well as how well they integrate with the company's environment, all play a role in making the final choice.

All candidates are treated with dignity and sincerity due to the fair, open, and uniform application process. The organization has established a thorough recruitment and selection procedure in order to accomplish this aim since it understands how important it is to find and keep the best individuals. All candidates are treated with respect and professionalism thanks to the impartial, open, and reliable hiring procedure.

### **2.3.3 Compensation System:**

Grey Advertising Bangladesh Ltd implemented a comprehensive system that incorporates basic pay, bonuses, perks, and retirement plans because it understands the value of a carefully thought-out compensation structure. Representative advantages, rewards, motivators, and federal retirement aide benefits are also the parts of a remuneration bundle. In order to foster confidence and loyalty throughout its employees, the organization places a high importance on fairness and openness in its compensation structure. To keep it competitive and in line with industry norms, the company periodically examines and modifies its remuneration structure.

### **2.3.4 Training and Development Initiatives:**

Grey Advertising Bangladesh Ltd realizes the value of supporting its workers' professional growth. The company's training and development programs are intended to boost workers' job performance, increase their expertise and abilities, and prepare them for new opportunities and duties.

Three different training programs are offered by Grey Advertising Bangladesh Limited: internal training, external training, and on-the-job training.

Internal Training: It covers subjects including advertising strategies, client management, project management, and leadership development. These sessions are created and delivered by the agency's own in-house trainers.

External Training: It covers a variety of subjects like social media marketing and creative design. This training is delivered by outside trainers through partnerships.

On-the-job Training: It enables the employees to pick up new knowledge and skills while working on different actual projects.

## **2.4 Marketing Practices:**

The marketing Practices Grey Advertising Bangladesh Ltd. is following are given below:

**2.4.1 Marketing Strategies:** Marketing strategies for an advertising Agency is very different than other regular organizations, as they are the one who is doing marketing strategies for other renowned brands. The strategies Grey Advertising Bangladesh Ltd. use to attract their client is given below:

Networking: Grey Advertising Bangladesh Ltd. frequently attends trade shows, meetings, and events in the industry to meet potential customers and create connections with those making decisions.

Referrals: Clients who are pleased might recommend the agency to other organizations, brands etc. which could lead to a boom of new clients through word-of-mouth advertising.

Thought leadership: Grey Advertising Bangladesh Ltd. presents itself as a market thought leader by releasing research studies, delivering speeches at industry conferences, or authoring articles on current marketing innovations.

Case studies: Grey Advertising Bangladesh Ltd. utilizes case studies or client endorsements to highlight their accomplishments and exhibits its expertise as well as previous record of achievement.

Creative Pitches: Grey Advertising Bangladesh Ltd. makes unique pitches to prospective clients in order to display their talents and illustrate how their services can support the organization toward accomplishing its marketing objectives.

Online presence: By keeping a robust and entertaining presence on the internet across social media, blogging, and email marketing, Grey Advertising Bangladesh Ltd. attracts brands and organizations.

#### **2.4.2 Target customers:**

As Grey Advertising Bangladesh Ltd. is an agency and they are in a service giving industry, their target audience is very versatile and B2B based. The target audiences are given below:

Businesses: Grey Advertising Bangladesh Ltd. focuses on enterprises, especially those in niche markets or with particular requirements, such as ATL marketing, B2B marketing, retail marketing, as well as digital marketing.

Non-profits: Grey Advertising Bangladesh Ltd. also focuses on non-profits that require assistance with fundraising, awareness-raising initiatives, or social media marketing.

Government organizations: Grey Advertising Bangladesh Ltd. also focuses on government organizations that require assistance with outreach campaigns, public relations campaigns, or advertisement pertaining to social issues.

Customers: Consumers are another group that Grey Advertising Bangladesh Ltd. specifically targets through innovative campaigns for services, notably in sectors like FMCG, food and beverage, personal hygiene and beauty, or fashion.

Specific demographics: Grey Advertising Bangladesh Ltd. targets particular demographics, such as age, gender, location, or interests, which align with the requirements of the client to develop tailored campaigns that communicate with that audience.

### **2.4.3 Services and Competitive Practices:**

Grey Advertising Bangladesh Ltd. has a variety range of services. The services that Grey is offering currently are given below:

- Advertising
- Mobile/ Digital
- Social
- Shopper marketing/ Commerce
- Content
- Design
- Partnerships
- Experiential
- PR
- Strategy

In order to create innovative services that satisfy the requirements of their target clients, Grey Advertising Bangladesh Ltd works extensively with its clientele. To find gaps in the marketplace as well as growth potential consumers, the organization does market research and studies. In order recognize new trends and risks, the team also keep an eye on and analyses the landscape of competition.

#### **2.4.4 Critical Marketing Issues and Gaps:**

Grey Advertising Bangladesh Ltd consistently tracks market and sector advancements to find crucial marketing challenges and gaps. By generating fresh, successful, and audience-relevant approaches and initiatives, the team constantly solves these problems and gaps.

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

Full-service advertising firm Grey Advertising Bangladesh Ltd. presents a variety of offerings to its clients. Particular information regarding the agency's financial performance is not accessible because the financial statements and annual reports of the company are strictly confidential.

However, it can be anticipated that Grey Advertising Bangladesh Ltd. has retained an uninterrupted rise in respect to revenue during the past three to five years considering broad industry trends as well as benchmarks. In return for the services that Grey offers, clients or companies generate the agency monetary resources.

Grey Advertising Bangladesh Ltd. expenditures money on a variety of charges, including rent, office supplies, utilities, personnel pay, and other costs essential to its operations. The costs or expenditures of the agency are given below:

- Employee salaries and benefits
- Rent and office expenses
- Technology and software
- Marketing and promotion expenses
- Travel and entertainment
- Freelance and outsourced services
- Insurance and legal expenses

- Creative development costs
- Production costs
- Media placement costs
- Research and testing costs
- Licensing and copyright costs

The business's capacity to control costs while sustaining increased revenue is a key sign of its financial stability.

With an emphasis on preserving liquidity and solvency, efficiency, profitability, and a cautious attitude to leverage, Grey Advertising Bangladesh Ltd. has undoubtedly maintained a sound financial standing throughout. It is presumed that the agency has adhered to appropriate accounting procedures and has supplied accurate and pertinent accounting information in its financial statements.

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

### **2.6.1 Operations Management:**

The operations management department at Grey Advertising Bangladesh Ltd is in charge of making sure that advertising campaigns are carried out successfully. They manage project timeframes and those who matter, distribute resources effectively to make sure that campaigns are finished on time and under budgetary constraints, and put quality control procedures into place to achieve outstanding campaigns.

Along with supervising connections with external vendors and contractors, the operations management team is also in charge of making sure excellent services are delivered on schedule while staying within budget.



### **2.6.2 IT Department:**

As a developer, one is liable for making new projects for the association. A few developers make programs that are intended for the requirements of the association, for example, an application to oversee HR, run a piece of assembling gear, track stock, process work orders or complete any assignment the association needs refined. The IT office makes and keeps up with the organization's site. The website admin and different experts in the IT office plan the design of the webpage, compose the programming code and test the website for its ease of use. An organization site can be an instructive site giving contact data to general society as well as a business site that sells items straightforwardly to buyers. One may likewise be answerable for the intranet, an inner organization and site simply accessible to organization representatives. The IT office in any association offers help to PC clients in the organization. This can incorporate putting in new programming, fixing equipment issues, putting in new equipment, investigating issues and preparing workers how to utilize new programming programs. Numerous organizations keep an IT help work area in the organization to help representatives with PC related issues. IT experts are likewise liable for introducing and setting up the PC network in an association. One would work in this ability to guarantee that the organization is working appropriately and that all representatives can impart through the web and friends intranet. Proficient data innovation workers keep the framework secure and investigate the framework in case of an issue. (*Departments of Advertising Agency – StudiosGuy, n.d.*)

### **2.7 Creative Department**

Even though every department at an advertising agency is important, the creative department is the one that defines it. It is creative work if an advertising agency has a product. And the talented folks who work (and often reside) in the creative department are responsible for this.

Everything is created here, from print ads and direct mail to broadcast ads, websites, and guerrilla campaigns. There is no agency without the creative department. In fact, many individuals regard the creative department to be the machine's engine, even if there would be no work without the other departments to support it. (*The Creative Department of an Advertising Agency* | *Sadaf Advertising Agency*, n.d.)

Creative Director- On the off chance that the inventive buck stops with anybody, it's the innovative chief (CD). They must guarantee that the work the groups are doing is on brief and of a specific quality. The innovative chief likewise concludes which groups will chip away at which projects, the time they need to tackle it, and will regularly be there to introduce the work to the client, close by the group who concocted the mission. At the point when the event emerges, the CD might need to assist with an issue, or even address it on the off chance that no other inventive individual would be able. It's therefore that the CD is frequently called the "last line of guard" in the innovative division.

Initially a publicist or a workmanship chief (and at times a creator or record leader) the imaginative chief will control the work and, assuming that effective, be instrumental in making the organization a monetary and basic achievement. Inventive chiefs like David Abbott, Bill Bernbach, Lee Clow and most as of late, Alex Bogusky, molded the organizations along these lines. A few offices will have a few degrees of inventive chief, beginning with the partner imaginative chief, innovative chief, senior imaginative chief, lastly, leader imaginative chief.

Copywriter- There are many degrees of publicity in a promotional firm, contingent upon its size, client base, and the sorts of ventures it deals with. For instance, an office that spotlights direct showcasing and web content will have a larger number of scholars on staff than an office that is centered around bundling and retail location. The publicist will typically work

related to a workmanship chief or architect, something contrived by Bill Bernbach of DDB back in the last part of the 1950s. Unfortunately, that model is turning out to be less famous nowadays, as organizations staff up or down with specialists in light of responsibility.

At the low finish of the crosspiece is the lesser marketing specialist. Following a year or somewhere in the vicinity, that position changes to publicist, then senior marketing specialist, and afterward partner imaginative chief/duplicate. Junior scholars will deal with the low-level activities and should be trained by more ranking staff until they track down their balance. Marketing specialists work on anything from the littlest web-based promotions and flags, to out and out coordinated crusades. Also, they are not only individuals who think of the words. Publicists are generally exceptionally key, innovative scholars, concocting however many visual thoughts as craftsmanship chiefs and planners.

Art Director- Very much like publicists, there are workmanship chief levels inside organizations, going from junior, to senior, lastly the ACD/AD job. A workmanship chief works closes by the marketing specialist and architect to make a mission, and is as a very remarkable inventive scholar as the essayist. It ought to be noted however that albeit a workmanship chief has “craftsmanship” in the title, it is not expected to draw abilities. This is a task of innovative critical thinking; execution can be taken care of by others.

Whenever the craftsmanship chief takes on an undertaking, the person in question will work connected at the hip with the inventive chief to lay out the look and feel of the mission. Nowadays, most workmanship chiefs have magnificent Mac abilities, yet once more, that isn't required 100% of the time. On the off chance that the office has a group of top fashioners, the workmanship chief can guide them to make their vision.

Designers- There are many kinds of planners, incorporating those capable in visual communication, website composition, and even item plan. Notwithstanding, most offices will

have visual originators on staff to help the workmanship chiefs and publicists with crusade materials, and furthermore to chip away at occupations that require unadulterated plan without the requirement for an idea group. Planners are extremely esteemed, as they can take more time to a higher level and give the completed work a clean that the imaginative group couldn't add. In more modest organizations, planners may not be on staff, yet will be employed as consultants as required, or will work at a plan studio whose administrations are mentioned occasionally.

Web Developers- Working close by the architects and workmanship chiefs are the web designers. With such a lot of accentuation being put on computerized, a job has become important to the organization throughout the last ten years. A few computerized offices will have an entire group of designers, while others will have only a few staff to help on the advanced bits of the mission. It is the web engineers' task to assist with planning the internet based insight, code it, adjust it, and now and again keep up with it. They ought to have superb UX (client experience) abilities and be capable in clear route and easy to use stages.

Production Artist- The creation craftsmen have the (frequently) unpleasant assignment of taking efforts and setting them up for print. This will incorporate setting the documents up for the print machine, making adaptations of one advertisement for a very long time, and furthermore making updates to existing efforts. In spite of the fact that not a task requires a ton of decisive reasoning, it requires an incredible tender loving care and a contemplative disposition.

Sketch/Storyboard Artists- A few offices, particularly those that do a ton of TV and outside publicizing, will have a sketch craftsman or "wrist" on staff. This is somebody that can rapidly and capably sketch storyboards for TV shoots, or for picture crusades. Before, the sketch craftsman worked with pencils and markers, however nowadays it's comparably

speedy, and more straightforward in many regards, to utilize something like a Wacom tablet. In like that, the advanced representations can be changed and colorized various times, in view of the criticism of the client.

In the promoting, advanced or advertising areas, the innovative group is liable for creating eye catching thoughts that will allure the purchaser or ideal interest group. Individuals from the collaboration together to foster calculated crusades intended to stand separated from contenders.

The innovative group as a rule comprises of a laid-out craftsmanship chief and a publicist, for certain organizations searching for people who have both ranges of abilities. In any case, different individuals included can incorporate web engineers and editors.

Individuals from this group should be sure to the point of sharing and selling their thoughts, and keen to the point of knowing when to urge others to share theirs. Colleagues ought to likewise be vital in their reasoning, so they can coordinate considerations and foster intends to suit the assumptions for the client.

Inventiveness is tied in with sustaining creative mind and transforming considerations into the thoughts that give an undertaking the edge. So, offices will anticipate that colleagues should have a positive methodology that urges their inventiveness to thrive.

#### Importance of Creative department:

- An amazing theoretical viewpoint and capacity to create unique thoughts.
- Significant level imaginative reasoning and the certainty to utilize it.
- Different disciplines embracing the different jobs expected all through a venture.
- Solid involvement with applicable fields

- The certainty to share and present thoughts inside and remotely.
- Inspiration and the longing to execute each occupation to the best quality.
- The capacity to convey crusades that create results.
- Superb composed and verbal relational abilities
- The capacity to think along the side and in a real sense.
- The inventive group in many organizations will work standard available time, however many will sometimes end up working out-of-hours. A decent imaginative colleague knows precisely how to combine their abilities with the requests of a mission, and how to rouse others to do likewise.

## **2.7 Procurement Department**

- Following the state, nearby, and government obtainment regulations
- Working with government offices for appropriations and different advantages
- Gaining merchandise at cutthroat rates
- Keeping up with long haul selective organizations with top sellers
- Putting in best offers and getting requests before business contenders.
- Sending worthwhile recommendations to secure sellers ahead of time
- Exploring merchandise and items painstakingly founded on quality, costs, and conveyance terms.
- Assessing merchants in view of their business history and providing abilities
- Evaluating the nature of products at each level of the obtainment cycle

- Making straightforwardness in conveyance and request processes
- Building convincing monetary reports to ascertain ROIs.
- Investigating new satisfaction capacities through industry meetings
- All buying division obligations and obligations should be performed successfully to guarantee the outcome of a business association.

## 2.9 Strategic Planning Team:

The strategic planning department of a creative agency is responsible for developing and implementing the agency's long-term strategic plans. Some of the activities performed by this department may include:

1. Market research: The strategic planning department conducts research to understand the market trends, consumer behavior, and competition in order to identify potential opportunities and threats.
2. Setting objectives and goals: Based on the research, the strategic planning department sets objectives and goals for the agency to achieve. These objectives and goals are usually aligned with the agency's mission and vision.
3. Developing strategies: Once the objectives and goals are set, the strategic planning department develops strategies to achieve them. These strategies may include product development, marketing, advertising, and branding.
4. Creating budgets: The strategic planning department creates budgets to support the implementation of the strategies. The budgets outline the financial resources needed for the agency to achieve its objectives and goals.

5. Monitoring progress: The strategic planning department monitors the progress of the agency's activities and adjusts strategies and budgets as needed to ensure the agency stays on track to achieve its goals.

6. Developing contingency plans: The strategic planning department also develops contingency plans in case unexpected events occur that may affect the agency's ability to achieve its goals.

#### Importance of Strategic Planning department:

The instability of the business climate makes many firms embrace receptive procedures instead of proactive ones. Be that as it may, responsive methodologies are commonly just reasonable for the present moment, even though they might require spending a lot of assets and time to execute. Vital arranging assists firms plan proactively and address issues with an all the more long-haul view. They empower an organization to start impact rather than simply answering circumstances.

Among the essential advantages got from vital arranging are the accompanying:

- Forms better methodologies utilizing a coherent, orderly methodology.

This is regularly the main advantage. A few examinations show that the essential arranging process itself makes a critical commitment to working on an organization's general execution, no matter what the outcome of a particular system.

- Improved correspondence among businesses and representatives

Correspondence is critical to the progress of the essential arranging process. It is started through investment and discourse among the chiefs and workers, which shows their obligation to accomplish hierarchical objectives.



Vital arranging additionally assists directors and representatives with showing obligation to the association's objectives. This is on the grounds that they know what the organization is doing and the explanations for it. Key arranging makes hierarchical objectives and goals genuine, and representatives can all the more promptly get the connection between their presentation, the organization's prosperity, and pay. Therefore, the two representatives and supervisors will quite often turn out to be more imaginative and innovative, which cultivates further development of the organization.

- Engages people working in the association.

The expanded exchange and correspondence across all phases of the interaction fortifies workers' feeling of viability and significance in the organization's general achievement. Consequently, organizations should decentralize the essential arranging process by including lower-level chiefs and representatives all through the association. A genuine model is that of the Walt Disney Co., which broke up its different key arranging office, for relegating the arranging jobs to individual Disney business divisions.

Overall, the strategic planning department plays a critical role in guiding the agency's activities and ensuring it remains competitive and successful in the long term.

## **2.10 Client Servicing Department:**

Companies that have a high customer retention rate understand the importance of customer service. This is the process of establishing and sustaining a positive business relationship with each customer. Understanding the wants and desires of the client and working to address those requirements in a proactive manner, is sometimes referred to as customer care.

While there are many different types of client service programs available today, there are a few key features that all successful ones have in common. One of the most crucial aspects is

providing the client with personnel who are familiar with the account and can assist them whenever necessary. This entails going beyond the information obtained throughout the sales process. Client servicing necessitates that the vendor gains a working understanding of the customer's goals, the conditions in which the client operates, and the expectations that must be satisfied in order to keep the client.

Many businesses make the error of obtaining a new customer and then never allowing the sales contact to introduce the new client to other support workers. This is known as a handoff because it helps the consumer to gradually move away from relying on the salesperson and toward developing a relationship with customer service representatives. The goal is to ensure that the new client understands that he or she has a long-term support system in place.

Maintaining continuous communication with the consumer is an important part of client service quality. Rather than considering the needs of the consumer, sellers frequently plan these contacts to fit their own interests. Simply said, it makes little difference if the vendor prefers to speak with each customer once a week; if the client finds this method intrusive and cumbersome, he or she will soon seek for a new vendor. Smart companies recognize the importance of the service aspect of the relationship and establish regular contact with customers that are compatible with the customer's culture. Depending on the customer's preferences, the contacts may take the form of phone calls, site visits, or emails.

This process should ideally revolve around listening to the customer, getting to know the customer, and sincerely wanting to help the customer in any way possible. In general, this technique establishes a solid relationship that can withstand tempting offers from competitors, allows for upselling, and generates positive word of mouth for the vendor.

Importance of Client Servicing:

In any event, when clients expect prompt reactions, they don't anticipate that one should be great. They know that behind a brand or an organization there's a group of individuals that very much like every other person commits errors. What they really do expect is that the agency fix things when they turn out badly.

The approach to getting this is by having a client care process that incorporates the right reactions, the assessed opportunity to fix the issue, and the guidelines that the clients need to observe. In any event, when clients are not seeing the client support process in a composed structure; they can see on the off chance that the organization has one or not simply by the way it answers.

- Better correspondence

In ordinary working routine things go without a hitch; yet now and then episodes might occur, and this is the point at which we want our representatives to feel more certain than any other time in recent memory. One normal disappointment is that representatives don't have any idea how to deal with unpredictable circumstances.

Having a normalized client assistance interaction will guarantee that every one of the individuals from the client care group have an unmistakable comprehension of what is generally anticipated of them at each phase of the help they are giving to my clients. They need to know how to answer what is going on properly.

From the standard and most normal inquiries to a bunch of directions and knowing how to remain composed while taking care of protests or furious clients.

- Consistency

Each time the client services agent connects with a client, he/she gets the opportunity to make it or break it. It doesn't make any difference on the off chance that the organization is going under inside changes, clients generally hope to get a compelling assistance.

Moreover, when one offers help in numerous channels the representatives should be ready for dealing with the right correspondence for each channel. Anything this is by means of email, call or even a live talk; the company needs to continuously show a steady message.

A very much organized client assistance cycle will direct the workers on the most proficient method to really deal with every one of the communications on each help channel.

- Worker strengthening

Client services representatives need every one of the instruments clients can give them to work on their work. By having a client care process, they can continuously audit it to track down the most ideal way to deal with circumstances while lessening the possibilities of mix-ups.

At the point when client services have new representative's client care processes become significantly more accommodating on the grounds that they permit to give preparing quicker and all the more really. In any event, when they don't count with the experience. They will feel sufficiently certain to manage any issues by depending on the client assistance process.

## **2.11 Industry and Competitive Analysis**

### **2.11.1 SWOT Analysis:**

#### **Strengths:**

- Strong market presence: Grey Advertising Bangladesh Ltd. is already a market leader in the advertising industry in the country; holding a strong image and success. It has an excellent market presence in Bangladesh.
- Portfolio diversification: Grey Advertising Bangladesh Ltd. provides a vast variety of services. For example: public relations, digital marketing, media planning, and creative development.
- Team with experience: Grey Advertising Bangladesh Ltd. has a group of specialists with competence who are knowledgeable about the most recent developments in the advertising sector.
- Strong network: The agency has a robust network of clients and brands, which aids in business expansion.

#### **Weaknesses:**

- Over-reliance on traditional media: The agency's reliance on conventional media may resist it from taking advantage of the expanding in new age digital market.
- Dependence on important clients: Grey Advertising Bangladesh Ltd. is unduly reliant on important clients for the majority of its income. The performance of the company's finances may be significantly impacted if the clients decided to stop using the company's services or switched to a rival.

#### **Opportunities:**

- Growing digital market: Grey Advertising Bangladesh Ltd. has the chance to diversify its offerings in this sector thanks to Bangladesh's rising digitalization.
- Social Corporate Responsibilities' rising: By making its clients aware of Grey Advertising Bangladesh Ltd.'s competence in CSR and sustainability communications, the company may take advantage of this trend. This could assist the

business in standing out from rivals and luring in new customers who value responsibility for society as well as the environment.

### **Threats:**

- **Intense Competition:** Competitiveness is fierce in Bangladesh's advertising business, where there are a number of well-established firms.

Some of the competitors are:

1. Asiatic MCL
2. Bitopi
3. Interspeed
4. Adcomm
5. Magnito
6. Webable
7. Brand Solution
8. Purplebot

- **Economic Instability:** Political upheaval and economic turbulence in the nation may have an effect the agency as the clients of the agency will also depended on these factors.

### **2.11.2 Porter's 5 Forces Analysis:**

#### **Threats of New Entrants:**

There is a low entry barrier for new comers. The lack of significant legal obstacles to penetrate in Bangladesh's advertising sector; makes it simpler for startups to break into the market. However, because reputable agencies like Grey Advertising Bangladesh Ltd.

dominate the market, newcomers might find it challenging to differentiate. Some of the new entrants are:

- Advenue Bangladesh
- Brandoo
- Creative B
- GEEKY Social Ltd
- Maverick Studios

### **Bargaining power of suppliers:**

Grey Advertising Bangladesh Ltd may find it expensive and laborious to shift suppliers and that might offer suppliers a distinct benefit in bargaining. For essential supplies or equipment, Grey Advertising Bangladesh Ltd is highly dependent on suppliers and these equipment and really important for the revenue of the company. Suppliers have more negotiation leverage in negotiating costs and conditions if they offer exceptional or uncommon commodities that are hard to find otherwise.

### **Bargaining power of Buyers:**

The bargaining power is high. In Bangladesh, there are countless organizations. This information greatly enhances the clients' negotiating position with Grey Advertising Bangladesh Ltd. Given that they account for the majority of the agency's revenues, the large clients have enormous power.

### **Threats of Substitutes:**

The threat of substitutes is moderate. Businesses are now bringing in incredible talent for their marketing departments. As they can complete all tasks independently, this can be a very significant replacement for Grey Advertising Bangladesh Ltd.

Additionally, both small and large brands are more likely to run their own campaigns using influencers. This is another excellent substitute. However, the quality and the expertise is still high when it is done by experts like marketing agencies.

### **Competitive Rivalry:**

There is fierce competition in Bangladesh's advertising business, where a number of well-known companies, including Grey Advertising Bangladesh Ltd., are battling for market dominance. The three rivals in a dead heat are Asiatic, Bitopi, and X-integrated. These competitors are already well-known. They are not only well-known, but they also work with a lot of well-known businesses as clients.

Since there are a lot of rivalries and there are major players control the market, there may be fierce rivalry.

### **2.12 Summary and Conclusions:**

Grey Advertising Bangladesh Limited is the only completely global advertising agency currently active in Bangladesh. Through their plannings, strategies, creativity, and promotional activities- they are doing an exceptional task at creating impact in mass people's minds. Most of the market leaders and top market followers of any industry in Bangladesh come to Grey Dhaka to plan and execute their projects worth millions of dollars which upon execution affect millions of households. From the toothpaste one uses in the morning to the soft drink they consume, even to the sim operator they use- Grey Dhaka builds people's lifestyle without people knowing or unknowing. To meet these people behind the scenes, the masterminds who create these celebrated ideas and take them into light has been an excellent and rewarding experience for me.



## 2.14 Recommendation:

Grey Dhaka should use data driven approach. As more and more marketing agencies appear in the scenario of Bangladesh, some SME'S are becoming bigger with the use of data. For example, ADA, FCB Bitopi are using data driven marketing strategies. Using data to predict, analyze and visualize information is something yet to be introduced to the employees at Grey.

In the agency culture in Bangladesh, employees are more laid back than in corporate and so works get done slowly. Even though the work is completed up to the clients' preference, I experienced it to be too time consuming. I recommend Grey takes the approach of setting small objectives with deadlines to finish a project, rather than setting one final deadline for each project.

## Chapter 3

# Effectiveness of Influencer Marketing on Generation Z of Bangladesh

### 3.1 Introduction

#### 3.1.1 Background:

A relatively recent phenomenon, influencer marketing has grown in prominence in recent years. To advertise a good or service, collaboration with people who have a lot of followers on social media platforms is required. In order to connect with a younger audience, influencer marketing has become a standard strategy for many businesses. Due to their extensive use of social media, Generation Z in particular is an essential target demographic for influencer marketing.

Results from studies on the efficiency of influencer marketing have been conflicting. Influencer marketing can enhance brand visibility, engagement levels, and sales, according to certain studies (Chen & Chen, 2020; Javed & Zahid, 2019). Yet, some research indicates that influencer marketing might not be as efficient as more conventional types of promotion, such as TV advertisements or billboards (Lee & Watkins, 2016; Kim et al., 2016).

The success of influencer marketing may vary depending on the sort of product or service being marketed, which is one explanation for these contradictory results. For instance, influencer marketing might work better for items that are considered as trendy or fashionable, like apparel or cosmetics, as opposed to items that are seen as more practical, like food or cleaning supplies (Khamis et al., 2017).

The degree of consumer confidence in the influencers is another element that could affect the efficacy of influencer marketing. According to studies, consumers are more inclined to believe recommendations from "micro-influencers" (i.e., persons they see as similar to

themselves) than from celebrities or other prominent influencers (Duffy & Wiese, 2020). Moreover, elements like reputation, honesty, and transparency may have an impact on how well people trust influencers (Cho & Cheon, 2020).

Impact on consumer purchase intention is one of the most important indicators of influencer marketing's performance. Exposure to influencer marketing and purchase intention has been proven to be positively correlated in several researches (Chen & Chen, 2020; Javed & Zahid, 2019). For instance, Chen and Chen's (2020) study discovered that influencer marketing had a sizable positive impact on consumers' propensity to buy fashion items. Yet, other research indicates that the influence of influencer marketing on consumers' propensity to buy may be modest (Lee & Watkins, 2016; Kim et al., 2016).

Overall, there is still a dearth of research on Bangladesh's Generation Z and influencer marketing. Influencer marketing has been demonstrated in certain research to boost brand awareness and engagement rates, but other studies suggest that its influence on purchase intention may be limited. The sort of product or service being pushed, the degree of customer trust in the influencers, and the authenticity and credibility of the influencers are just a few examples of the variables that may affect how effective influencer marketing is. To fully comprehend the impact of influencer marketing on Bangladesh's Generation Z, more research is required.

### **3.1.2 Objectives**

#### **3.1.2.1 Broad Objective**

This internship report's purpose is to assess the effectiveness of influencer marketing among Bangladesh's Gen Z customers and make suggestions for organizations looking to improve their influencer marketing strategies.

### **3.1.2.2 Specific Objectives**

- To evaluate the extent to which social media influencers in Bangladesh are influencing Gen Z customers.
- To determine the elements that drive influencer marketing success with this audience.
- To analyze the significance of transparency and authenticity in influencer marketing and how it impacts Bangladesh's Gen Z customers.
- To offer recommendations for businesses on how to enhance their influencer marketing plans in order to successfully engage and target Bangladesh's Gen Z consumers.

### **3.1.3 Significance**

This internship report on the "Effectiveness of Influencer Marketing on Generation Z of Bangladesh" is significant because it has the potential to offer insightful information on the best marketing approaches for interacting with and reaching this crucial group. By examining the effects of influencer marketing on Bangladesh's Generation Z, pinpointing the crucial variables affecting their buying habits, and evaluating the efficacy of various influencer promotions, the report will narrow the knowledge gap. The findings from the study may assist companies in Bangladesh in sharpening their promotional strategies and add to the body of knowledge on influencer marketing as well as buyer behavior. In general, this report holds the ability to offer insightful data to both enterprises and researchers with a fascination in this subject.

## 3.2 Methodology

The aim of this study is to determine whether influencer marketing is effective in Bangladesh among Generation Z. The study will use a survey-based data collection strategy and a predominately quantitative research approach. Positivism will guide the psychological approach, and a cross-sectional time horizon will be used.

**3.2.1 Data Collection:** Throughout the study, primary and secondary data will both be used. A survey questionnaire will be given to Bangladeshi Generation Z customers who have seen influencer's video to get primary data. Academic publications, social media, online databases, and reference books will be used to gather secondary data.

**3.2.2 Sampling Technique:** Convenience sampling, a non-probability sampling method, will be used to choose the sample for this research. The Generation Z customers in Bangladesh who have seen influencer's activities will be the study's target group. Those who are willing to take part in the study's data collection will provide information. The sample size was 40. They were given 13 questions to capture their reaction towards influencer marketing.

**3.2.3 Ethical Consideration:** The study will abide by the rules of research ethics. The aim of the study will be explained to respondents, and participation will be entirely optional. The data will only be used for research purposes, and the information gathered from the responders will be kept private.

## 3.3 Findings and Analysis:

### 3.3.1 Tour of the Influencer Industry of Bangladesh:

The Daily Star reported that there are currently around 10,000 influential people engaged in Bangladesh. There are so many categories of influencers in Bangladesh.

The Categories are:

- Food
- Travel
- Beauty and Lifestyle
- Singers
- Dancing
- Magic
- Vloggers
- Business personnel
- Education
- Religious
- Comedy

#### **3.3.1.1 Some of the Influencers are:**

**Food:** Food industry has so many influencers and almost every famous food ventures use these influencers to promote their products. Some of the Food Influencers are: Alonetimeeating (Ashik Ur Rahman Udoy), Provaeats (Fabiha Nowsin Prova), Khudalagse (Fahrin Zannat), Didyousatfood (Nanjiba Musa) Etc.

**Travel:** In this genre, Traveldinewithus (Mahreen Ahmed), Seemona Rahmed, Rehnumah Insan and many more influencers are grabbing the opportunity to attract audiences.

**Beauty and Lifestyle:** Now this genre has the most amount of influencers for both male and female. Some of the influencers are: Ashfi Onadi, Asmaul hossna Tisha, Afsara Tasnim, Ahmed Aniiik Mudassir etc.

**Dance:** Ridy Sheikh is the leading influencer of this genre.

**Business Personnel:** Gulham Sumdany Don is the one who is influencing so many people with his wisdom.

**Education:** Ayman Sadiq, sadman sadik, Munzareen Shahid and many influencers are preaching new techniques to absorb education in a fun way. Not only that, they are working effectively at 10 Minute School.

**Religion:** Yahia Amin, Azhari, Mahudul Shohag etc people are preaching their own religion to the followers.

**Home Decor:** Decorapaa, My Home says ( Saraf R Fareen), Rinishdiynest (Nishi) etc influencers are influencing a chunk of audiences to décor their home in a budget friendly way.

**Fitness:** Burn out Fitness (Sabriena Rahman), Stnfitness (Samina) etc, influencers are throwing amazing motivations to be fit and influencing a vast audience.

### **3.3.1.2 Brands which has followed Influencer Marketing Strategies:**

**Foodpanda:** Food Panda introduced their brand character called “PauPau” through an influencer campaign. They collaborated with Zohra, Rakin Absar, Halima Tuz Sadia, Khadija Akhter, Sanzida Afrin and many more influencers

**Bata:** Bata used influencer marketing to run their “Family Styles with Bata” campaign. They built this campaign with Nafis Rafsan and his mother, Shoumik Ahmed and his wife Zohra, Masuma Rahman Nabila and his husband and many more influencers with their loved ones.

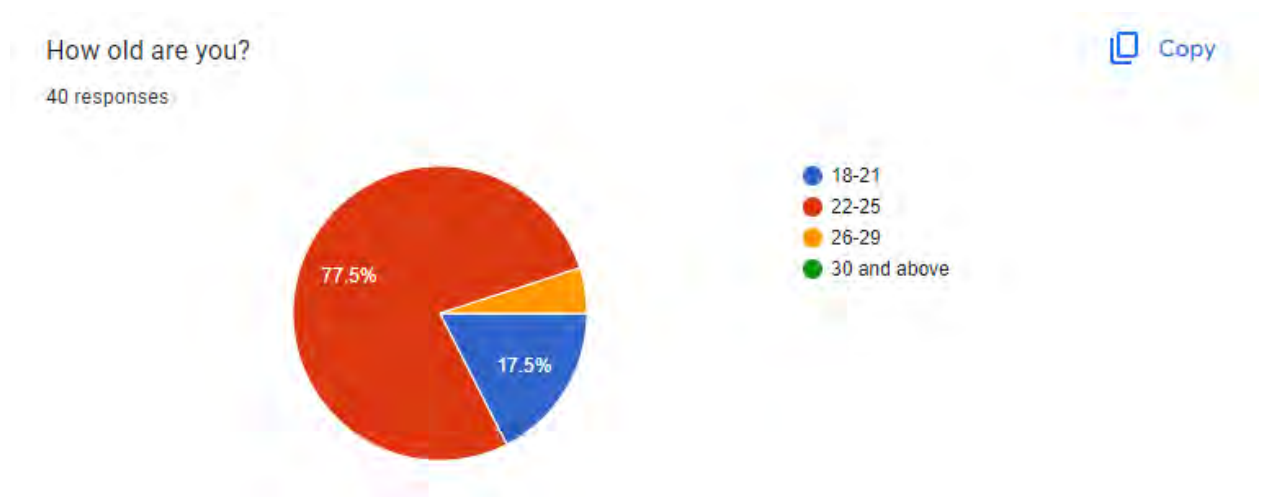
**Pond's:** Pond's has conducted their “#GetSetHydrate” Campaign via influencer marketing. Pond's made this campaign successful with an amazing bunch of beauty and lifestyle influencers and a very creative and innovative filter. Famous influencers such as Ashfi Onadi, Asmaul Hossna Tisha etc. were the part of this campaign.

Bangladeshi influencer industry is very versatile. Though it is not the biggest but it is blooming very rapidly now-a-days.

### 3.3.2 Findings from the Survey:

Based on a survey involving 40 participants, the findings and analysis section of this research assesses the impact of influencer marketing on Bangladesh's Generation Z consumers. Twelve questions made up the survey, which was created to collect information on numerous aspects of influencer marketing, such as the significance of social media influencers and the value of openness and authenticity. The survey's findings are presented in the following part, along with a thorough analysis of them.

#### **Q1: How Old are you?**



*Figure 10: Response of Question 1*

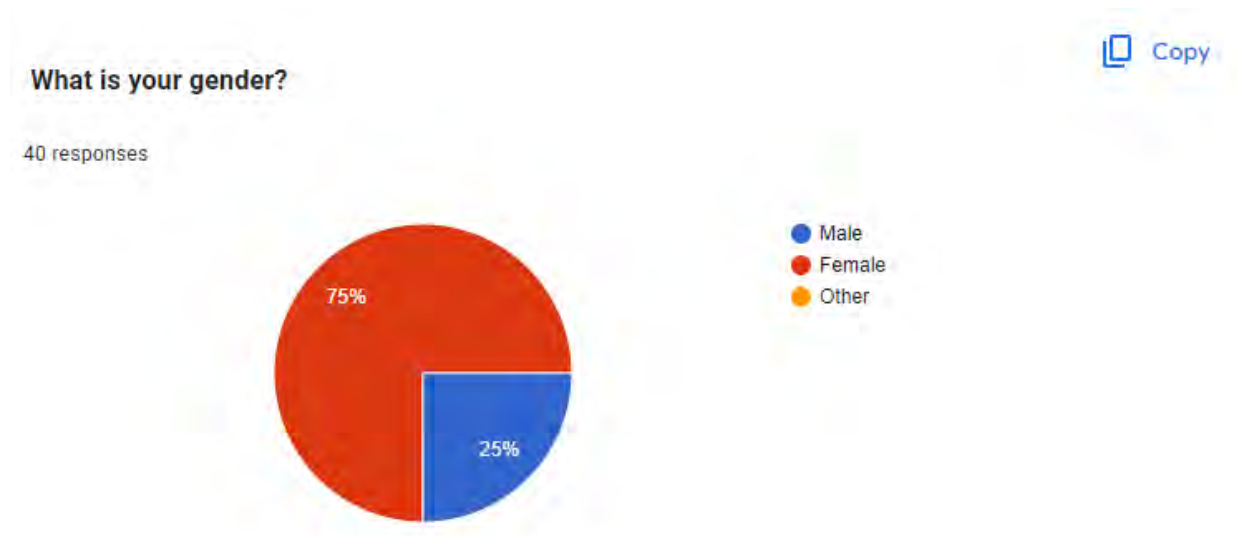
According to the results, 77.5% of those who participated are within the ages of 22 and 25, which indicate to represent the age range of the majority of respondents. The fact indicates



this age range belongs to the Generation Z group signifies that the survey's intended customer base had been effectively targeted.

Notably, none of the participants were exceeding the age of 30, whereas only 5% of the participants were between the ages of 26 and 29.

### **Q2 What is your Gender?**



*Figure 11: Response of Question 2*

According to the survey's findings, 75% of the people who participated in the survey, were women, who made up the majority of participants. This conclusion is significant because it raises the possibility that influencer marketing may be especially successful in attracting Bangladeshi women, who make up a sizable share of the survey population.

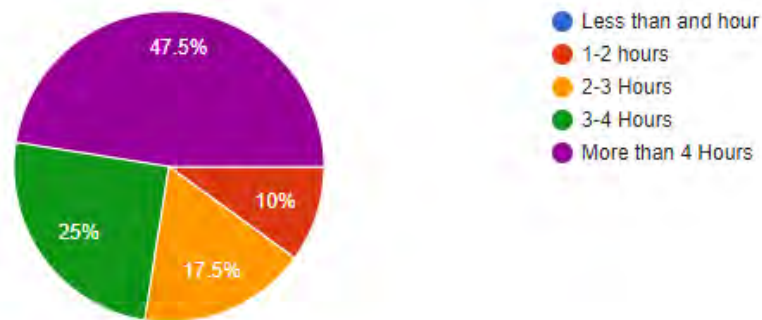
Male made up 25% of the respondents. Which, although not a substantial percentage, is also not inconsequential? The companies who make items for males can learn a lot from this research.

### **Q3 How many hours per day do you spend on social media?**

How many hours per day do you spend on social media?

Copy

40 responses



*Figure 12: Response of Question 3*

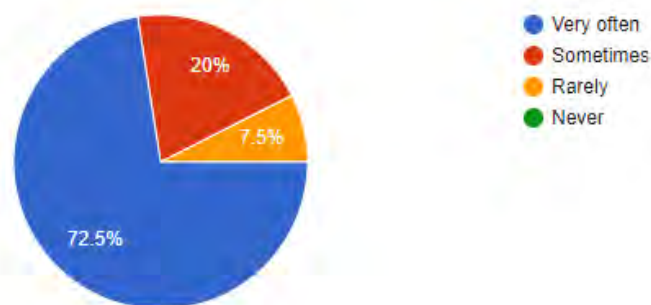
The survey's findings show that the vast majority of participants devote a lot of their time on social networking sites, with 47.5% of them indicating daily social media consumption of more than four hours. It's additionally pertinent to note that 25% of the participants, or a sizable portion of the sample, claimed to spend 3–4 hours per daily on social networking sites.

#### **Q4 How often do you come across influencer marketing on social media?**

How often do you come across influencer marketing on social media?

Copy

40 responses




*Figure 13: Response of Question 4*

According to the survey's findings, influencer marketing has become a crucial component of Bangladesh's Generation Z consumers' online interactions, with an impressive portion of respondents -- 72.5% -- saying they engage with it very often on social media. In addition,

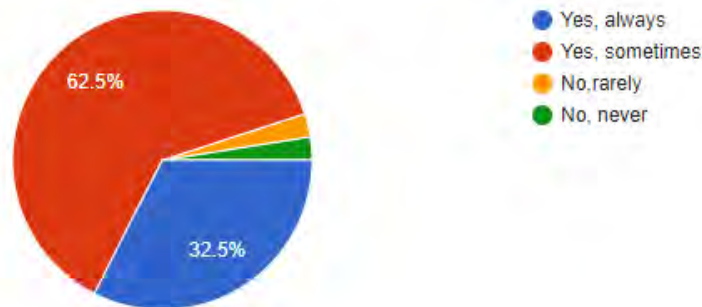
the fact that 20% of those surveyed said they sometimes saw campaigns involving influential marketers emphasizes how crucial it is to create advertisements that are in line with the preferences and values of the target market.

**Q5 Do you think influencer marketing is trustworthy form of advertising?**

Do you think influencer marketing is trustworthy form of advertising?

 Copy

40 responses



*Figure 14: Response of Question 5*

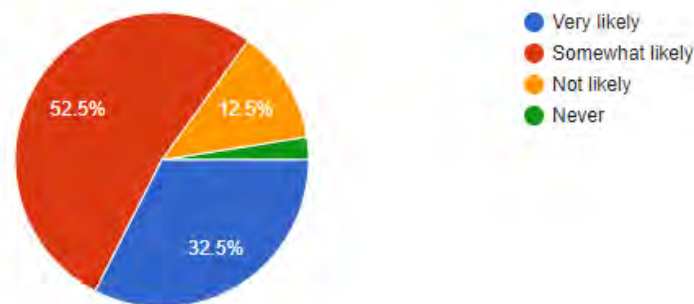
According to the results of the survey, while a vast majority of participants, 95%, think that influencer marketing is a trustworthy form of advertising. 32.5% of those respondents think it is always trustworthy.

**Q6 How likely are you to purchase a product recommended by an influencer?**

How likely are you to purchase a product recommended by an influencer?

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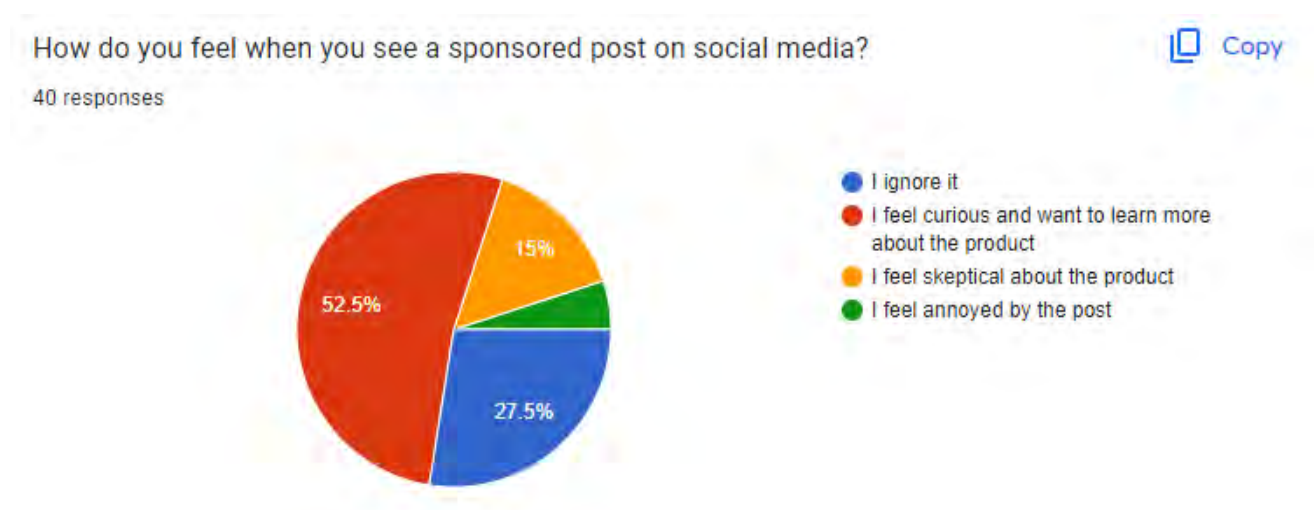
40 responses



*Figure 15: Response of Question 6*

The results demonstrate that 52.5% of the people surveyed are somewhat likely to buy things that influencers advocate, compared to 32.5% who are extremely likely to do so. This indicates that engaging Bangladesh's Gen Z buyers utilizing influencer marketing is a successful tactic. The fact that 12.5% of the people surveyed said they were not likely to buy things suggested by influencers, however, ought to be noted since this displays a level of negativity against this type of marketing. Though, the percentage is not that significant.

### **Q7 How do you feel when you see a sponsored post on social media?**



*Figure 16: Response of Question 7*

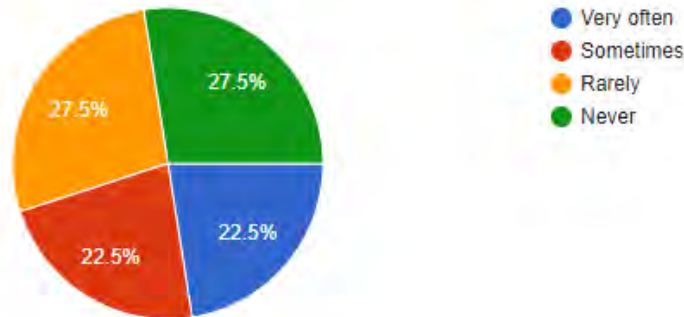
According to the results, the vast majority of Bangladeshi Generation Z customers (52.5%) who come across sponsored content on social media seem to be fascinated and interested in discovering about the a product. However, an important number of the participants claimed to ignore sponsored contents (27.5%) or have concerns about the promoted goods (15%). Notably, only 5% of the participants said that sponsored content irritated them.

**Q8 How often do you share or repost influencer marketing content on social media?**

How often do you share or repost influencer marketing content on social media?

 Copy

40 responses



*Figure 17: Response of Question 8*

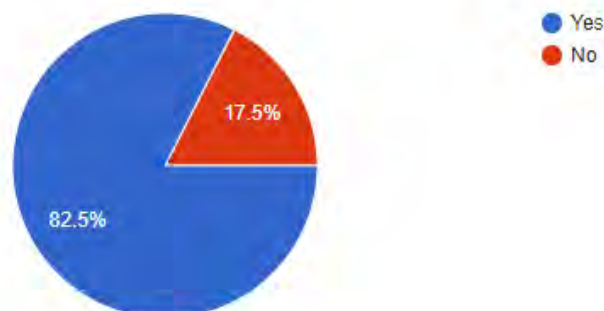
The vast majority of the participants do not seem to frequently reshare or repost influencer-generated contents, according to responses. 27.5% claimed they rarely share or republish content, while 27.5% claimed to never shared any content created by influencers or sponsored content. However, 22.5% of the participants replied they sometimes share or repost, and an equal number claimed that they accomplish it very often.

**Q9 Have you ever purchased a product or service recommended by and influencer?**

Have you ever purchased a product or service recommended by an influencer?

 Copy

40 responses



*Figure 18: Response of Question 9*

According to the survey outcomes, a large proportion of participants (82.5%) have bought an item or service that an influencer promoted. It's vital to keep in mind that 17.5% of the participants did not base their buying decisions on suggestions from influencers.

**Q10 If you have purchased a product or service recommended by an influencer, how was your experience with it?**

If you have purchased a product or service recommended by an influencer, how was your experience with it?



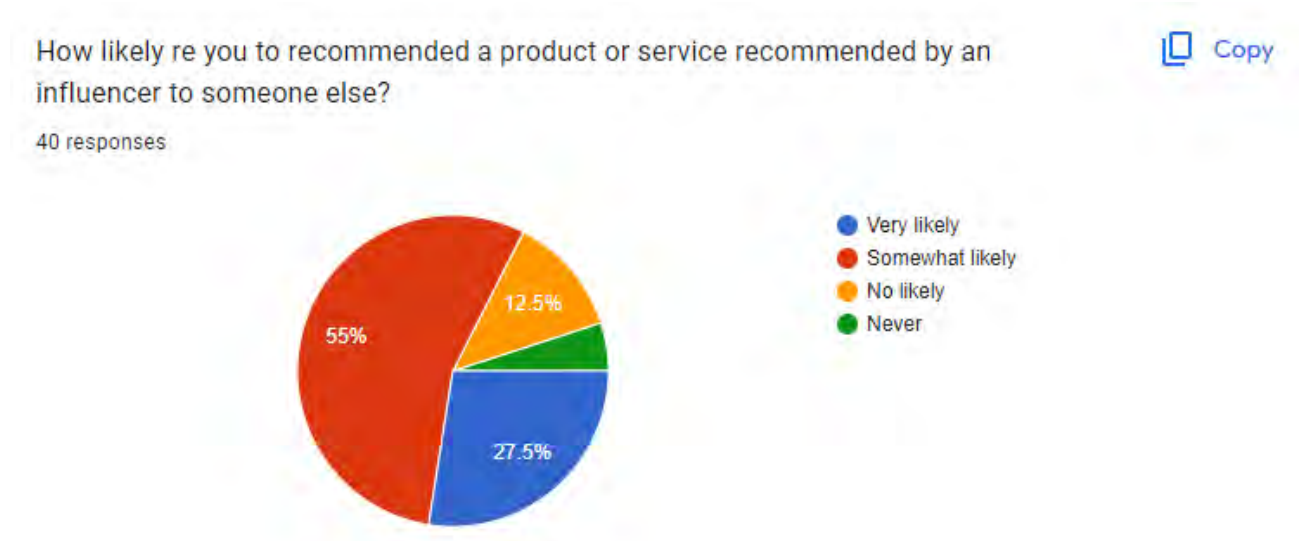
40 responses



*Figure 19: Response of Question 10*

According to our survey, 75% of the individuals who bought an item or service which an influencer advocated said it fulfilled their expectations. Nevertheless, it's significant to keep in mind that 20% of the participants are yet to utilize the product or service.

**Q11 How likely are you to recommend a product or service recommended by and influencer to someone else?**



*Figure 20: Response of Question 11*

A good like which is promoted by and influencer is very likely to be recommended by 27.5% of participants, and it is somewhat likely by 55% of participants. 12.5% voted for Not likely to recommend.

**Q12 Does influencer marketing affect your perception of brand?**

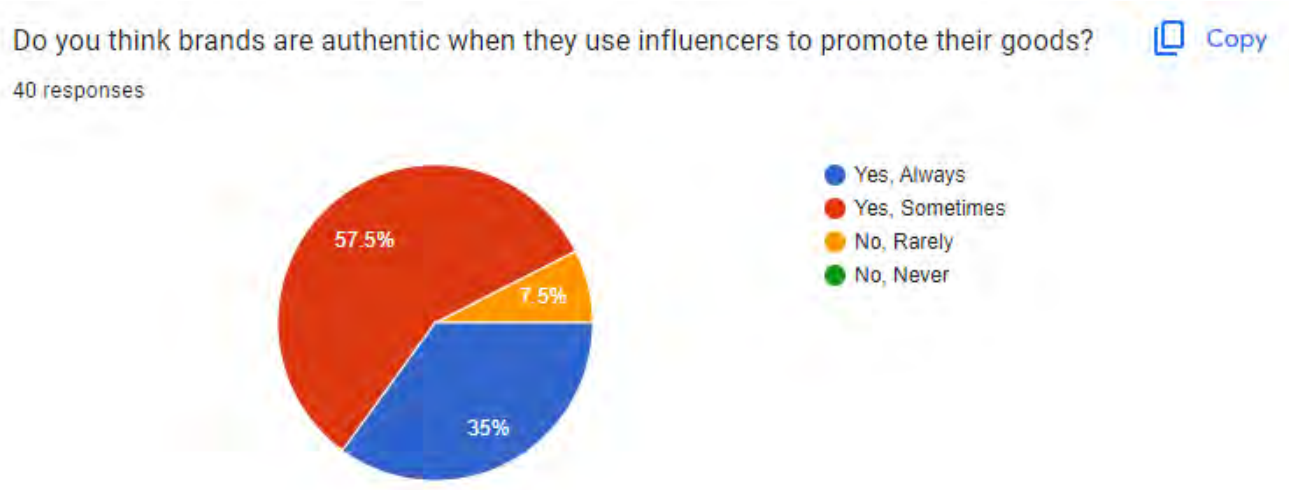


*Figure 21: Response of Question 12*

According to the survey's outcomes, a large proportion of participants—roughly 72.5%—believe that influencer marketing has positive impacts on how consumers view brands. It is

noteworthy that only 7.5% of the people surveyed said influencer marketing adversely influenced how they viewed brands. 20% of people feel that influencer marketing has no impact of a brand's view.

**Q13 Do you think brands are authentic when they use influencers to promote their goods?**



*Figure 22: Response of Question 13*

According to the survey's outcomes, the vast majority of participants feel that when a brand works with influencers to advertise their products, they are only being authentic. 35% of respondents chose "Yes, always," while 57.5% chose "Yes, sometimes,". Lastly, 7.5% chose "No, rarely."



### 3.3.3 Analysis:

- ✓ According to the findings of the survey, online platforms and the perspectives about influencers have a significant effect on Bangladesh's Generation Z. Given that the vast majority of the participants were female aged between 22 and 25, it is clear that women in their early to mid-20s represent a significant proportion of influencer marketing shoppers in Bangladesh.
- ✓ According to the findings of the survey, it is likely to say that Bangladesh's Generation Z is a remarkably proficient in technology and socially sensitive group. The vast majority of the participants used social media frequently and admitted to being persuaded by influencers' perspectives.
- ✓ The survey's results additionally demonstrated that the majority of respondents used social media on a regular basis with almost half reporting daily social networking usage of more than four hours.
- ✓ Generation Z individuals have strong connections as well as having an enormous internet presence. Technology has changed their behavior when it comes to absorbing content and buying decisions, while it has also increased their openness to influencer marketing.
- ✓ Generation Z stands out by its fear of conventional advertising techniques as one of its most distinctive characteristics. Influencers' content is frequently viewed as more authentic and persuasive which means they are more highly regarded as trustworthy data sources.
- ✓ The dependency of Gen Z on technology, especially social media sites constitutes their most distinctive characteristics. These mediums become a main source of news and entertainment for people of today, as well as a tool to connect with friends and share content. Because of this, Influencer contents on online platforms can sometimes

be viewed as an integral part of the content that users absorb rather than as an interruption or inconvenience.

- ✓ Women-focused influencer marketing in Bangladesh is really famous specially is this demographic, such as fashion, beauty, and lifestyle
- ✓ People from Generation Z in Bangladesh love to purchase products which are recommended by influencers because apparently they trust their recommendations
- ✓ Many people feel curious about that the products of sponsored ad. But significant about of people also don't like and feel annoyed by those. We can assume that the word "Sponsored" is bothering them.
- ✓ People of generation Z in Bangladesh who are not and influencers, do not like to share or post about any kind of product or services contents that much. Very few people like to do so. They love to consume but do not like to take part.
- ✓ One interesting fact is, the "word-of-mouth Marketing" of influencer marketing is very noticeable. People love to recommend products promoted by influencers to their loved ones. This is amazing!
- ✓ People are satisfied buying product recommended by Influencers. That reflects 2 things. One, that we are actually buying the products. Two, they are enjoying it thoroughly.
- ✓ Brand image is very important for Generation Z and they are carrying a very positive perspective about those brands which are using influencer marketing. Apparently, brands now-a-days are using this medium of marketing very wisely.

### **3.3.4 Final Result**

By this survey and analyzing the survey, we can say that the effectiveness of influencer marketing on generation Z of Bangladesh is definitely positive. Influencer marketing is very trendy and it is effecting the new generation in a really good way. Businesses, brands and organization should use this marketing strategy for their own growth.

## **3.4 Summary and Conclusions:**

### **3.4.1 Summary:**

This study showed that amongst Bangladeshi Gen Z shoppers, influencer marketing is an appreciated and dependable kind of promotion. The vast majority of consumers is curious to find out more information regarding the goods endorsed by influencers and is probable to follow their recommendations. But a substantial number of the people also voiced issues about sponsored material. Overall, it can be said that using influencer marketing to connect with Bangladeshi Gen Z is an effective approach, however brands must be careful with their communication and methods to prevent damaging consumer confidence.

### **3.4.2 Conclusion:**

According to the survey's results, businesses targeting Bangladesh's Gen Z market may find success through influencer marketing. Due to the younger generation's tendency to devote longer on social media sites, influencer marketing offers businesses the chance to interact with their target market through a trustworthy source. Organizations must exercise watchfulness when selecting influencers, as unfavorable impressions of some influencers may harm the effectiveness of their marketing operations. In order to maintain the faith of the consumers they are targeting, organizations must also ensure transparency and authenticity in

their influencer marketing initiatives. Overall, influencer marketing is really effective for Generation Z of Bangladesh.

### 3.5 Recommendations:

- **Targeting the right set of consumer:** According to the survey, business owners should actually target people from 22 to 25 year old consumers and 18 to 21 years old consumer. Because, they are the present as well as the biggest future group of consumer. Targeting them and setting the plan according to their liking will allow the business to grow.
- **Know the timing:** Gen z is spending a huge amount of time on social media. Marketer and influencers should know when to post. There are certain hours when the engagement is high in social media. Marketer and influencers should catch the timing and post to reach the maximum amount of audiences.
- **More and more posts:** Business marketer and influencer should not stop posting about the product. They should post more and more one a daily basis. Influencers should be professional and consistent. Generation z consumes so many influencer contents on a daily basis. If the influencer and a product stop hitting on the screen, audiences will engage their selves with other influencers and other available products.
- **Maintain the Trustworthiness:** Since Gen Z trusts influencer marketing exceptionally, brands must make sure that the influencers they collaborate with share their beliefs and truly are concerned about the items they are promoting. Influencer marketing needs to look more like a personal endorsement than a sales pitch.
- **Discount Codes:** Brands should give influencers a discount/referral codes. Influencers will promote the codes to their audience and ask them to use the code

whenever they will buy a product recommended by her/him. In this way, audience will appreciate the influencer marketing more and brands can know which influencer is more effective.

- **Try to Blend:** Brands and influencers should be more careful about sponsored posts. They should create content which will blend with the other non-sponsored content, as huge chunk of people is avoiding sponsored post and the word “Sponsored” creates biasness.
- **Increase loyalty:** People of generation z like to share and recommend. Brands should really work hard to retain the consumers and achieve the trust of the consumer. In this way, they will retain as well as gain new consumers.
- **Maintain the quality:** Influencers will do their job to promote the product or service. Nevertheless, brands have to maintain the quality and make sure to provide the exact same quality which they promoted by influencers.
- **Brands should do more of these:** Generation z consumers like and trust the brands which use influencer marketing to promote their good or services. More brands should come forward and use influencer marketing. Moreover, it will affect the brand image and if there is no awareness of a brand; influencer marketing will create one.
- **Consistency:** All forms of marketing, especially influencer marketing, should be used by brands to communicate a single point of view. Consumer trust in the brand grows as a result of this.

### 3.6 Limitations:

- ❖ The report did not examine the efficacy or return on investment (ROI) of influencer marketing from a business standpoint; instead, it focused only on the views and mindsets of Bangladeshi Gen Z people regarding influencer marketing.
- ❖ Considering the study took place online, people without access to the internet or social networking sites may not have taken part.
- ❖ The outcomes may have been favoring a female perspective because the sample size of male responders was quite small.

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## Appendix



### *Food Influencers of Bangladesh*





*Beauty and Lifestyle Influencers of Bangladesh*



*Popular Influencers of Bangladesh in Facebook. (Sanzida Chowdhury Shawrna,  
Dr. Kashfia Amina, Salman Muktadir, Fariha from Fariha's Mirror*

seemona.rahman  
Antigua and Barbuda



Liked by nazifa\_toroni and others

traveldinewithus



Liked by sugary.gifts and others

### *Travel Influencers of Bangladesh*

zohra\_2717



therakinabsar Follow

halimatuzsadia\_



### *Foodpanda's PauPau Campaign*



*Bata's "Family Styles With Bata" Campaign*



Super Light Gel for water fresh hydrate

*Pond's "#GeySeyHydrate" Campaign*

## The Questionnaire of the Survey:

How old are you?

- 18-21
- 22-25
- 26-29
- 30 and above

What is your gender? \*

- Male
- Female
- Other

How many hours per day do you spend on social media? \*

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

How often do you come across influencer marketing on social media? \*

- Very often
- Sometimes
- Rarely
- Never

Do you think influencer marketing is trustworthy form of advertising? \*

- Yes, always
- Yes, sometimes
- No, rarely
- No, never

How likely are you to purchase a product recommended by an influencer? \*

- Very likely
- Somewhat likely
- Not likely
- Never

How do you feel when you see a sponsored post on social media? \*

- I ignore it
- I feel curious and want to learn more about the product
- I feel skeptical about the product
- I feel annoyed by the post

How often do you share or repost influencer marketing content on social media? \*

- Very often
- Sometimes
- Rarely
- Never

Have you ever purchased a product or service recommended by an influencer? \*

- Yes
- No

If you have purchased a product or service recommended by an influencer, how was your experience with it? \*

- I met my expectations
- It did not meet my expectations
- I have not used the product/ Services yet

How likely are you to recommend a product or service recommended by an influencer to someone else? \*

- Very likely
- Somewhat likely
- No likely
- Never

---

Does influencer marketing affect your perception of brand? \*

- Yes, Positively
- Yes, Negatively
- No, not at all

Do you think brands are authentic when they use influencers to promote their goods? \*

- Yes, Always
- Yes, Sometimes
- No, Rarely
- No, Never