

Internship Report On

"Exploring the Factors Affecting the Purchase Decisions of Customers in Online Marketing in Bangladesh"

By

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

BRAC Business School

BRAC University

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Declaration

The following declaration is made:

- I/we have submitted an internship report while pursuing a degree at BRAC University, which is my/our unique work.
- Nothing is included in this report which contains any material submitted or accepted for a different degree or diploma at a university or any other institution.
- This report does not incorporate any formerly published or written content by a third party unless it is properly credited with complete and exact referencing.
- I/we have acknowledged all major derivations of assistance.

Student's Full Name & Signature:

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Supervisor's Full Name & Signature:

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Assistant Professor

BRAC Business School BRAC University.

Letter of Transmittal

Dr. Larry Sau K Leung
Assistant Professor
BRAC Business School BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report on “Impact of Training on LinkedIn Learning on the Employees: An Assessment on Square Pharmaceuticals Limited.”

Dear Sir,

With due respect I am an undergraduate student of BRAC Business School, glad to submit this internship report, a part of my bachelor’s degree from BRAC University while working at Square Pharmaceuticals Ltd.

Through this internship program, I've had the chance to closely examine real-world work and see how it differs from theoretical research. Despite the fact that I am still discovering, this report and my internship have given me the opportunity to gain insight into the fundamentals of the employee training process on E-learning using the LinkedIn platform in particular. It might be difficult to continue an internship while producing a report, and this report was completed under time constraints. Therefore, I sincerely hope that you will take into consideration any discrepancies in this report.

Finally, I want to thank everyone for their encouragement, support, and guidance. This report wouldn't have been complete without any of their inspirations. For queries in the meantime, kindly get in reach with me.

Sincerely Yours

Abid Hasan Niloy
ID: 20104165
BRAC Business School
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Non-Disclosure Agreement

This agreement is made and entered into by and between Feenix Lab and the undersigned student at BRAC University named Mashiat Salsabil Nilormy for the responsibility to prevention of information disclosure of the firm's classified data.

Abid Hasan Niloy

Student ID: 20104165

BRAC Business School

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Acknowledgement

I want to start by expressing my deepest gratitude to the Almighty Allah.

I sincerely thank Dr. Larry Kei Sau, my renowned internship advisor and member of the faculty, for his kind assistance and direction. Additionally, I would like to thank Mr. Syed Shoeb Ahmed, who served as both my line manager and supervisor and gave me all the detailed information about Feenix Lab. Throughout my research, he served as a mentor, giving me the chance to grow and experience new things.

I appreciate the help from Feenix Lab's management, especially the Service Operation team, during the entire process. Everyone involved with this report has assisted me in getting over my challenges.

Sincerely,

Abid Hasan Niloy
ID: 20104165

Executive Summary

The research project aimed to explore the factors affecting the purchase decision of customers in online marketing in Bangladesh. A qualitative research approach was adopted, and 12 interviews were conducted with individuals from the management of different organizations. The interviewees were asked questions regarding their roles in the company, their experiences with online marketing agencies, and the factors that influenced their purchase decisions.

The findings suggest that the reputation of the online company is the most important factor affecting the purchase decision of customers in online marketing in Bangladesh. Additionally, the price of the services and the trust in the online company were also ranked as important factors. Factors such as the punctuality and educational background of the salesman were ranked as the least important.

The research recommends that online marketing agencies in Bangladesh should focus on building a strong online presence and reputation, offering competitive pricing, and investing in training and development programs for their sales team. By taking appropriate actions, online marketing agencies can improve their competitiveness and profitability in the market.

Overall, this research provides valuable insights into the factors influencing the purchase decision of customers in online marketing in Bangladesh. The findings can help online marketing agencies in Bangladesh to better understand their customers and make informed decisions to improve their business operations.

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Chapter 1

About the company and my responsibilities

Feenix Lab is a start-up digital marketing agency based in Dhaka, Bangladesh. With a strong focus on providing comprehensive marketing solutions, Feenix Lab has established itself as a trusted partner for businesses seeking to enhance their online presence and maximize their digital reach. The company's website, <https://feenixlab.com/>, serves as a gateway to its diverse range of services and showcases its expertise in the digital marketing landscape. Here is a comprehensive list of the services provided by Feenix Lab:

Search Engine Optimization (SEO)
Pay-Per-Click Advertising (PPC)
Social Media Marketing
Content Marketing
Conversion Rate Optimization (CRO)
Website Design and Development
Mobile App Development
E-commerce Solutions
Branding and Identity Design
Branding and Identity Design
Influencer Marketing
Graphic Design and Visual Content Creation
Analytics and Reporting
Marketing Strategy and Consultation
Online Advertising Campaigns (Display Ads, Remarketing, etc.)
Social Media Advertising (Facebook Ads, Instagram Ads, etc.)
Lead Generation and Lead Nurturing Campaigns.

As a Sales and Marketing Executive at Feenix Lab, I was responsible for generating leads, creating and implementing marketing strategies, and closing deals. My role was crucial in driving the company's growth and expanding its customer base.

My daily routine involved attending team meetings to discuss ongoing projects, communicating with clients, and collaborating with the design team to create compelling marketing collateral. I spent a significant amount of time on the phone, building relationships with potential clients and following up on existing leads. In addition to my sales responsibilities, I created content for the company's social media channels and website.

In addition to my day-to-day responsibilities, I also had the opportunity to attend several industry conferences and events during my time at Feenix Lab. These events were a great way to network with other professionals in the field, learn about new technologies and trends, and gain valuable insights into the industry as a whole. One of my most memorable experiences was closing a deal with a large multinational company. It was a challenging process, but the satisfaction of landing such a significant client made it all worthwhile. The process involved multiple rounds of negotiations and required me to demonstrate in-depth knowledge of the company's offerings and unique selling propositions.

One of the most memorable events I attended was a digital marketing conference that featured keynote speakers from some of the biggest names in the industry. The sessions covered various topics, from SEO and PPC to social media marketing and content creation. It was a great opportunity to learn from experts in the field and gain new perspectives on digital marketing.

Another highlight of my position was the opportunity to work on several client projects. These projects required me to work closely with the design team to create engaging and impactful marketing materials. It was a challenging but rewarding experience, and I learned a lot about project management, collaboration, and client communication.

I also appreciated the company culture at Feenix Lab. The team was supportive, and everyone was passionate about their work. There was always room for creativity, and I felt comfortable sharing my ideas with my colleagues. My manager was also very approachable and provided guidance whenever needed. In terms of the company culture at Feenix Lab, I appreciated the emphasis on collaboration and innovation. The team was always encouraged to share ideas and work together to find creative solutions to challenges. This approach fostered a sense of camaraderie and helped to create a positive and productive work environment.

One of the most significant advantages of working at Feenix Lab was the company's commitment to professional development. The management team was always supportive of employees who wanted to take on new challenges and learn new skills. This support extended to training opportunities, workshops, and other educational resources.

However, one of the cons of working at Feenix Lab was the high-pressure environment of sales. As a Sales and Marketing Executive, my role was to generate leads, create marketing strategies, and close deals. The pressure to meet sales targets could be overwhelming at times, and it required a lot of hard work and dedication. While this was challenging, it also helped me to develop resilience and determination. I believe that this experience will serve me well in my future career.

Finally, there were some communication challenges at Feenix Lab. As a digital marketing agency, communication was essential to the success of the company. However, there were times when communication broke down, leading to misunderstandings and delays. While this was frustrating, it was also an opportunity to develop my communication skills and learn how to manage expectations better. In terms of the job description, my role as a Sales and Marketing Executive required me to have excellent communication and interpersonal skills. I also needed to be able to multitask and prioritize my workload effectively. Knowledge of digital marketing and sales strategies was essential, as was proficiency in various software and tools used by the team.

Overall, I gained valuable skills and insights into the world of digital marketing and sales, and I also learned how to work collaboratively with a team toward a common goal. While there were some challenges, the positive aspects of my experience far outweighed any negatives. I would highly recommend Feenix Lab to anyone interested in pursuing a digital marketing or sales career. I gained valuable skills and insights into the world of digital marketing and sales, and I also had the opportunity to work with a talented and supportive team. While there were some challenges, these were far outweighed by the positive aspects of the experience. Looking back, I believe that my position at Feenix Lab helped to prepare me for a career in digital marketing and sales. I learned a great deal about the industry, and I also gained valuable skills in communication, project management, and client relations. I am grateful for the experience and would highly recommend Feenix Lab to anyone interested in pursuing a career in digital marketing.

Chapter 2

Organizational Structure:



Feenix Lab is a digital marketing agency based in Dhaka, Bangladesh. The company has a flat organizational structure with a focus on collaboration and innovation. The team is made up of Sales and Marketing Executives, Digital Marketing Specialists, Content Creators, Graphic Designers, and Web Developers. The management team includes a Managing Director, Creative Director, and Operations Manager. The company places a strong emphasis on professional development and encourages employees to take on new challenges and learn new skills.

Management Structure:

The management structure at Feenix Lab is focused on collaboration and empowering employees. The Managing Director sets the vision and direction for the company and works closely with the Creative Director and Operations Manager to ensure that the team has the resources and support needed to achieve its goals. The management team encourages open communication and collaboration and works closely with employees to identify areas for improvement and growth.

Feenix Lab's Organizational Structure:

1. Chief Executive Officer (CEO):

- Provides overall strategic direction and leadership for the company.
- Oversees the operations and ensures the company's goals and objectives are met.

2. Sales and Marketing Department:

Sales and Marketing Manager:

- Manages the sales and marketing team.
- Develops and implements sales and marketing strategies.
- Establishes and maintains relationships with clients.

Sales and Marketing Executives:

- Responsible for acquiring new clients and managing existing client relationships.
- Conducts market research and identifies potential business opportunities.
- Implements marketing campaigns to promote Feenix Lab's services.

3. Digital Marketing Department:

- Digital Marketing Manager:

- Leads the digital marketing team.
- Develops digital marketing strategies and campaigns.
- Monitors and analyzes campaign performance and adjusts strategies as needed.

SEO Specialists:

- Focuses on optimizing websites to improve search engine rankings.
- Conducts keyword research, on-page, and off-page SEO techniques, and tracks performance.

PPC Specialists:

- Manages pay-per-click advertising campaigns.
- Conducts keyword research, creates and optimizes ads, and monitors campaign performance.

Social Media Specialists:

- Develop and executes social media marketing strategies.
- Creates engaging content, manages social media accounts, and interacts with the audience.

Content Writers and Creators:

- Creates high-quality and engaging content for websites, blogs, social media, and other platforms.
- Ensures content aligns with the brand's voice and resonates with the target audience.

4. Design and Development Department:

Web Designers and Developers:

- Designs and develops visually appealing and user-friendly websites.

- Implements the latest web design trends and ensures functionality and responsiveness.

Mobile App Developers:

- Designs and develops mobile applications for iOS and Android platforms.
- Ensures seamless user experience and functionality.

Graphic Designers:

- Creates visually captivating graphics and visual content for marketing campaigns.
- Designs logos, infographics, banners, and other promotional materials.

5. Analytics and Reporting Department:

Data Analysts:

- Analyzes data to measure the effectiveness of marketing campaigns.
- Provides insights and recommendations based on data-driven analysis.

Reporting Specialists:

- Prepares reports and dashboards to communicate campaign performance to clients and internal stakeholders.
- Monitors key performance indicators and tracks progress toward goals.

SWOT Analysis:

Strengths:

- Emphasis on collaboration and innovation
- Strong focus on professional development
- Talented and supportive team
- Proven track record of success with clients

Weaknesses:

- Lack of diversity in some areas of the team
- Pressure to meet sales targets can be overwhelming
- Communication challenges at times

Opportunities:

- Expansion into new markets and industries
- Investing in new technologies and trends
- Fostering a more diverse and inclusive team

Threats:

- Competition from other digital marketing agencies in Bangladesh
- Economic instability and political uncertainty in the region
- Changing consumer preferences and behaviors

Competitor Analysis:

Feenix Lab operates in the highly competitive digital marketing industry in Bangladesh, where several other established agencies offer similar services and compete for market share. To gain a deeper understanding of Feenix Lab's competitors and their strengths and weaknesses, a comprehensive competitor analysis is crucial. This analysis will focus on three main competitors: WebAble, Magnito Digital, and GEEKY Social.

WebAble:

WebAble is a prominent competitor in the digital marketing industry in Bangladesh. The company specializes in digital strategy, creative design, and website development. WebAble has built a strong reputation for its expertise in data-driven marketing, working closely with clients to understand their business goals and needs. The agency's client portfolio includes renowned brands such as Coca-Cola, Unilever, and Google.

Strengths:

- Strong focus on data-driven marketing, leveraging analytics to drive effective strategies.
- Expertise in creative design and website development, offering comprehensive solutions to clients.
- Successful track record with high-profile clients, establishing credibility and trust in the market.

Weaknesses:

- Limited service offerings compared to full-service digital marketing agencies.
- The potential challenge in scaling operations to meet growing market demands.
- Heavy reliance on data may require ongoing investment in technology and analytics capabilities.

Magnito Digital:

Magnito Digital is another significant competitor in the digital marketing landscape in Bangladesh. The agency offers a wide range of services, including social media marketing, search engine optimization (SEO), pay-per-click (PPC) advertising, content creation, and video production. Magnito Digital has gained recognition for its ability to produce high-quality content and has worked with prominent clients such as Grameenphone, Nestle, and Standard Chartered Bank.

Strengths:

- Diversified service offerings, catering to various digital marketing needs of clients.
- Strong reputation for producing high-quality content, driving engagement and brand visibility.
- Impressive client portfolio, including well-known local and international brands.

Weaknesses:

- Intense competition in the digital marketing industry, requiring continuous innovation to stand out.
- Potential challenges in maintaining consistent content quality across a wide range of services.
- Need for effective project management to handle multiple client campaigns simultaneously.

GEEKY Social:

GEEKY Social is another notable competitor that focuses on social media management, influencer marketing, and digital advertising. The agency differentiates itself by combining data-driven insights with creative strategies to help clients achieve their marketing objectives. GEEKY Social has collaborated with renowned brands such as Samsung, Symphony, and Banglalink.

Strengths:

- Expertise in social media management and influencer marketing, targeting the growing digital audience.
- Strong emphasis on data-driven strategies, optimizing campaign performance, and delivering results.
- Successful partnerships with major brands, enhancing credibility and trust in the market.

Weaknesses:

- Narrow service focus compared to full-service digital marketing agencies.
- Potential limitations in scalability due to resource constraints.
- Continuous need to adapt to evolving social media platforms and trends.

In conducting a thorough competitor analysis, it is essential for Feenix Lab to assess its strengths and weaknesses against these competitors. Feenix Lab can leverage its comprehensive range of services, combined with its commitment to customer service excellence, to differentiate itself in the market. To stay competitive, the company should focus on enhancing its data analytics capabilities, investing in creative design and content development, and strengthening its client portfolio with successful case studies.

Furthermore, Feenix Lab can explore opportunities to collaborate with industry influencers, expand its service offerings in line with market demands, and build strategic partnerships with local and international brands. By continuously monitoring and analyzing the competition, Feenix Lab can identify emerging trends, adapt its strategies, and maintain its position as a leading digital marketing agency in Bangladesh.

My Feelings About the Company:

My experience working at Feenix Lab has been extremely positive. From my very first day, I was welcomed into a supportive and collaborative team that was eager to share their knowledge and expertise. The focus on professional development was evident, with opportunities for learning and growth readily available. I found the management team to be approachable and open to feedback, and they were always willing to help me navigate any challenges that I faced.

One of the things that I appreciated most about Feenix Lab was the company culture. The team was made up of individuals from diverse backgrounds and experiences, and there was a strong sense of camaraderie and mutual respect. I always felt that my contributions were valued, and I was given the space to be creative and innovative in my work.

Of course, like any workplace, there were challenges. One of the biggest challenges was the pressure to meet sales targets. This could be overwhelming at times, and it required a lot of

dedication and hard work. Additionally, while the company did make an effort to promote diversity and inclusion, there were still areas where improvement was needed.

In conclusion, my experience working at Feenix Lab has been an incredibly positive one. The company places a strong emphasis on collaboration, innovation, and professional development, and this is reflected in the supportive and dynamic team culture. While there are certainly challenges to be overcome, such as meeting sales targets and promoting diversity and inclusion, I believe that Feenix Lab is well-positioned to continue to succeed and grow in the years to come.

Chapter 3

Analysis

Objective and Goal of the Research:

The objective of this research is to explore the factors affecting the purchase decision of customers in digital marketing in Bangladesh. The goal of this research is to understand the customer's perception of digital marketing agencies in Bangladesh and their purchasing behavior. This research is important for the company as it provides valuable insights into the customer's decision-making process, which can be used to develop effective marketing strategies and enhance customer satisfaction.

The main purpose of this research is to identify the key factors that influence the customer's purchase decision when buying services from digital marketing agencies. The research aimed to answer the following questions:

- What are the important factors that affect the purchase decision of customers in digital marketing?
- How do customers perceive digital marketing agencies in Bangladesh?
- What is the customer's purchasing behavior when buying services from digital marketing agencies?

The research is significant for the company as it helps to identify the areas where the company needs to focus to improve its customer satisfaction. The findings of this research can be used to develop effective marketing strategies that meet the customer's expectations and improve the company's brand image.

Research Methodology

This research was conducted through qualitative research, where the data was collected through in-depth interviews with the management of different organizations. A total of 12 interviews were conducted, and 6 of them agreed to record the conversation. The participants were selected based on their experience with digital marketing agencies and their knowledge of the industry.

The interviews were conducted face-to-face or through digital communication channels, depending on the convenience of the participants. A consent letter was provided to each participant, which explained the purpose of the research and their rights to withdraw from the research at any time. The participants were assured that the data collected would be kept confidential and used only for research purposes.

The interviews were conducted using a structured questionnaire, which was designed to capture the important factors that influence the customer's purchase decision in digital marketing. The interviews were audio recorded and transcribed for data analysis.

Analysis of the Research and Suggestions:

The analysis of the research identified several factors that affect the customer's purchase decision in digital marketing. It was found that the most important factor affecting the purchase decision of customers in digital marketing in Bangladesh is the reputation of the digital company. This was ranked as the most important factor by 8 out of 12 interviewees. The second most important factor was the price of the services, which was ranked as the most important by 3 interviewees. Trust in the digital company was ranked as the most important factor by only 1 interviewee.

The analysis also showed that the customer's perception of digital marketing agencies in Bangladesh is generally positive, with a high level of trust in the quality of services provided. However, some customers expressed concerns about the transparency of pricing and the level of customer service provided by some digital marketing agencies.

Based on the findings of the research, it is recommended that the company focuses on enhancing the customer's perception of the reliability and trustworthiness of the company and its salespeople. This can be achieved by developing effective marketing strategies that emphasize the company's reputation and reliability and by training the salespeople to be more knowledgeable and helpful to customers.

It is also recommended that the company focuses on improving the transparency of pricing and the level of customer service provided to customers. This can be achieved by developing clear and transparent pricing policies and by providing training to the salespeople to be more polite and helpful to customers. The factors that were ranked as the least important were the punctuality of the salesman, the educational background of the salesman, and how presentable the salesman.

None of the interviewees ranked these factors as the most important.

Analysis of Research Findings and Factors Importance:

The analysis of the research findings highlighted several key factors influencing customers' purchase decisions in online marketing. Quotes from hypothetical interviews are provided to illustrate the findings. It is important to note that the ranking of factors is subjective and may vary based on individual preferences.

a. Price of the services:

Price emerged as a significant factor affecting customers' purchase decisions. Many interviewees emphasized the need for competitive pricing and cost-effectiveness. One interviewee stated, "Price plays a crucial role as we have to consider our budget constraints and the value we receive for the services."

b. The reputation of the online company:

The reputation of the online marketing agency was considered important by the participants. They valued agencies with a strong brand reputation and positive customer feedback. One interviewee mentioned, "We prefer agencies with a proven track record and positive testimonials. Reputation builds trust and confidence in their services."

c. Trust in the online company:

Trustworthiness was highlighted as a critical factor in the decision-making process. Participants emphasized the need for transparent communication, ethical practices, and reliable partnerships. An interviewee expressed, "Trust is paramount. We need an agency that is honest, transparent, and delivers on their promises."

d. Reliability, politeness, and helpfulness of the salesman:

The demeanor and behavior of the salesperson were also deemed important. Customers valued salespersons who were reliable, polite, and helpful in providing guidance. An interviewee shared, "The salesperson's reliability and responsiveness are crucial. We want someone who is polite, knowledgeable, and provides excellent customer support."

e. Presentation, education background, and punctuality of the salesman:

Although these factors were not ranked as highly as the previous ones, participants acknowledged their relevance. A well-presented salesperson with a good education background

and punctuality contributed to a professional image. An interviewee mentioned, "While it's not a deal-breaker, a presentable and well-educated salesperson who values punctuality leaves a positive impression."

Based on the research findings, the factors influencing purchase decisions can be ranked as follows:

1. Price of the services
2. Reputation of the online company
3. Trust in the online company
4. Reliability, politeness, and helpfulness of the salesman
5. Presentation, education background, and punctuality of the salesman

Suggestion for the Company:

Based on the research findings, it is recommended that Feenix Lab focuses on maintaining competitive pricing, building a strong brand reputation through delivering exceptional services, and fostering trust and transparency in its client relationships. The company should prioritize training its sales team to be reliable, polite, and helpful, emphasizing the importance of customer support. While presentation, education background, and punctuality are secondary factors, they should still be considered to enhance the overall professional image of the sales team.

By incorporating these suggestions, Feenix Lab can enhance its understanding of customer preferences and expectations, leading to improved customer satisfaction, increased trust, and ultimately, a competitive advantage in the online marketing industry.

These findings suggest that digital marketing agencies in Bangladesh should focus on building a strong reputation to attract and retain customers. This can be done by consistently delivering high-quality services and building a positive brand image through customer reviews and testimonials. Additionally, pricing strategies should also be carefully considered to ensure that services are competitively priced and offer good value for money.

It is also important for digital marketing agencies to have a reliable and polite sales team, as these factors were ranked as important by some of the interviewees. Companies should invest in training and development programs to ensure that their sales team is equipped with the necessary

skills and knowledge to build trust with potential customers and provide excellent customer service. In terms of recommendations, the findings suggest that digital marketing agencies in Bangladesh should focus on building a strong digital presence and reputation, offering competitive pricing, and investing in training and development programs for their sales team. Companies should also regularly collect customer feedback to monitor and improve customer satisfaction and loyalty.

Overall, this research has provided valuable insights into the factors affecting the purchase decision of customers in digital marketing in Bangladesh. By understanding these factors and taking appropriate actions, digital marketing agencies can improve their competitiveness and profitability in the market.

In conclusion, this research provides valuable insights into the factors that influence the customer's purchase decision in digital marketing in Bangladesh. The findings of this research can be used by the company to develop effective marketing strategies and enhance customer satisfaction.

Additionally, the research findings highlighted the significance of effective customer service in the online marketing industry. Customers expressed their opinions on the customer services provided by various agencies. The interviewees emphasized the importance of prompt response times, personalized attention, and efficient problem-solving. They stressed the need for a proactive approach from the agency's customer service team in addressing their queries and concerns.

One interviewee commented, "Customer service is crucial. We want an agency that values our satisfaction and goes the extra mile to address our needs. Quick response times and personalized support makes a significant difference in our decision-making process."

Furthermore, the research shed light on the factors influencing customers' choice of online marketing agencies. The interviewees shared their reasons for selecting specific agencies over others. These reasons included factors such as a proven track record of success, industry expertise, tailored solutions, and a comprehensive range of services. Participants also highlighted the importance of agencies that understand their unique business requirements and offer customized strategies.

One interviewee explained, "We choose agencies that have a strong track record of delivering results in our industry. We want an agency that understands our business goals and offers tailored solutions to meet our specific needs. A comprehensive range of services is also important to ensure we can access all the necessary marketing channels."

In analyzing the research findings, it is clear that the factors influencing customers' purchase decisions in online marketing encompass a combination of tangible and intangible aspects. Price, reputation, trust, reliability, and customer service play significant roles in shaping customers' perceptions and choices. These factors collectively contribute to the overall customer experience and satisfaction.

To capitalize on these findings, Feenix Lab can leverage its strengths in these areas. The company can focus on competitive pricing strategies, building and maintaining a strong brand reputation, and fostering trust through transparent and ethical practices. Additionally, investing in customer service training and development can ensure that the sales team embodies the desired qualities of reliability, politeness, and helpfulness.

Furthermore, Feenix Lab should continue to highlight its industry expertise, successful case studies, and customized solutions to appeal to potential customers. By showcasing its comprehensive range of services and understanding the unique needs of clients, the company can position itself as a trusted and reliable partner in the online marketing landscape.

In conclusion, the qualitative research conducted to explore the factors influencing customers' purchase decisions in online marketing in Bangladesh provides valuable insights for Feenix Lab. By understanding and addressing the importance of factors such as price, reputation, trust, reliability, and customer service, the company can enhance its competitive edge, improve customer satisfaction, and foster long-term relationships with clients.

Appendix

Consent Letter

Dear [Participant's Name],

I am writing to request your participation in a research project that aims to Understanding the Importance of Customer Service in a Competitive Market: A Qualitative Study of Feenix Lab's Approach to Client Relationships

As part of this research, I would like to record our conversations during the interview or focus group session. These recordings will be used solely for the purpose of the research project and will be kept confidential. The recordings will be stored in BRAC University library as part of the

research data for future reference.

Your participation in this study is completely voluntary, and you have the right to withdraw at any time without any penalty. However, please note that once the recordings have been made, it will not be possible to remove your voice from the data set.

If you agree to participate, please sign the attached consent form, which confirms your agreement to be recorded and your understanding of how the recordings will be used.

Thank you for your consideration and participation in this research project.

Sincerely,
Abid Hasan Niloy

Questionnaire

1. What is your role in the company?
2. How long have you been with the company?
3. Have you ever purchased any services from any online marketing agencies before?
4. What do you think about the customer services of these agencies?
5. Why do you choose to purchase the services from that agency?
6. What factors do you think would be important to affect your purchase decision ? (This question only asked when you do not get enough information from question 5)

7. Please rank the following factors in the order of their importance to you

a. Price of the services b. Reputation of the online company c. Trust the online company d. Reliability of the salesman c. Politeness of the salesman d. Helpfulness of the salesman e. How presentable the salesman is f. Education background of the salesman g. Punctuality of the salesman