

Report On
The Role of User Generated Content (UGC) Platforms in Shaping Behavioral
Purchase Intention in Bangladesh

By

Anubhav Datta
19304027

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

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BRAC Business School

BRAC University

October 2023

Letter of Transmittal

Mrs. Fabiha Enam
Senior Lecturer
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on “The Role of User Generated Content (UGC) platforms in shaping behavioral purchase intention in Bangladesh”

Dear Madam,

I am pleased to submit my internship report on "The Role of User-Generated Content (UGC) Platforms in Shaping Behavioral Purchase Intention in Bangladesh" as part of the requirements for completing the 12th semester of the BBA program. This report reflects my internship experience at Mediacom Limited - Member of Square Group.

Throughout my internship, I have strived to apply the knowledge and skills gained during my academic journey to real-world scenarios. The report highlights my efforts to bridge the gap between theory and practice, offering insights into the dynamic field of user-generated content and its impact on behavioral purchase intention.

I am confident that this report encapsulates a meaningful and comprehensive analysis of my internship experience and its relevance to my academic pursuits. Your guidance and support throughout this journey have been invaluable.

Thank you for your time and consideration.

Sincerely,
Anubhav Datta
19304027
BRAC Business School
BRAC University
Date: 4/9/2023

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:

Anubhav Datta Saurov

19304027

Supervisor's Full Name & Signature:

Fabiha Enam

Senior Lecturer, Brac Business School

Acknowledgement

I would like to express my gratitude to my university faculty and internship supervisor, Ms. Fabiha Enam, Senior Lecturer at BRAC Business School, BRAC University, for her invaluable guidance and support in completing my report within the stipulated deadline. I am also thankful to Mediacom Limited for granting me the opportunity to intern with their organization as a member of Square Group. I extend my appreciation to my on-site supervisor, Ms. Kamrun Nahar Dana, Manager of Partnership & Procurement at Mediacom Limited, for entrusting me with responsibilities and providing insights into the company's business culture. Her professional experience and guidance were instrumental in my learning journey during the internship. Throughout my internship, During the period of my internship, I was given the opportunity to gain knowledge in a variety of areas related to marketing tactics. Some of these areas included, social media marketing, content marketing, copyright regulations, and safety. I would want to express my gratitude to my coworkers and other employees who, despite having their own demanding schedules, went out of their way to offer their aid and encouragement to me. I would like to extend my deepest appreciation to the senior staff and top management of Mediacom Limited for taking the time out of their busy schedules to respond to my inquiries and provide guidance, suggestions, and inspiration. Throughout the entirety of my internship, their constant support was an essential factor in my professional development. Because of the kind support they provided, I owe them a debt of gratitude. had the privilege of learning about various aspects of marketing strategies, including content marketing, social media marketing, campaigns, copyright laws and safety, among others. I want to acknowledge the support of my colleagues and fellow employees who, despite their busy schedules, extended their assistance and encouragement. I am particularly grateful to the senior staff and top management of Mediacom Limited for sparing their valuable time to answer my queries and offer advice, suggestions, and motivation. Their unwavering support played a crucial role in my professional growth during this internship. I owe them a debt of gratitude for their gracious assistance.

Executive Summary

The purpose of this internship report is to investigate the ways in which user-generated content (UGC) platforms influence the purchase intentions of consumers in the Bangladeshi market. There are three separate chapters in this report. The author's internship at Mediacom Limited, an advertising agency owned by the Square Group, is the subject of the first chapter, which details the author's experiences there. The background information about the company, such as its history, goal, and mission, as well as its departments, is presented in the second chapter of the book. In addition to this, a SWOT analysis has been performed on the company to evaluate its present market condition in addition to its strengths, weaknesses, opportunities, and threats in the Advertising industry. Furthermore, Porter's Five Forces model is utilized to carry out a competitive study of the industry. A survey that evaluates the impact of user-generated content platforms on the behavior of consumers and their intentions to make purchases in Bangladesh is also included in the research. Finally, the report offers recommendations based on the survey results and competitive analysis that can be used to improve the company's performance in the future.

Keyword: User-Generated Content (UGC) platforms; Advertising Industry; Behavior Purchase Intentions

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List of Acronyms

UGC = User Generated Content

MCL = Mediacom Limited

NGOs = Non-Governmental Organization

TOSS = Toffee Star Search

BTL = Below the Line

ATL = Above the Line

GDN = Google Display Network

CMS = Content Management System

CRM = Customer Relationship Management

SAP = South Asia Partnership

Chapter 1

Overview of Internship

1.1. Student Information

Name: Anubhav Datta

ID: 19304027

Program: Bachelor in Business Administration

Major: Marketing

Minor: Computer Information Management

1.2. Internship Information

Period: 1st June 2023 — 15th September 2023 (3 months 15 days)

Company Name: Mediacom Limited - Member of Square Group.

Department: Marketing Department.

Address: Samson Center, 43 South Avenue, 5A Rd 126, Dhaka 1212

Working Hours: Sunday to Thursday, 9 AM- 6 PM

1.3. Internship Company Supervisor's Information

Name: Kamrun Nahar Dana

Position: Manager, Partnership & Procurement, UGC

1.4. Job Scope

During my 3-month and 15-day internship at Mediacom Ltd - Bangladesh, a part of the renowned Square Group, I gained a thorough understanding of the media and advertising industry. A significant part of my role involved closely examining and reporting on User Generated Content (UGC). I managed this through Toffee's Content Management System (CMS) to ensure that the platform featured high-quality and engaging content, aligning with its standards. I also handled client inquiries using SuperOffice CRM, a vital tool for customer relations. This allowed me to improve my communication skills and showcase my commitment to excellent client service. My internship deepened my understanding of copyright issues in the media industry. Managing content made me aware of legal considerations and the importance of respecting intellectual property rights, a crucial aspect of content-related roles. Apart from it, I also made monthly report for

Medicom Limited. Furthermore, Participating in media planning discussions was another interesting part of my internship. Engaging with experienced professionals and sharing my ideas helped me grasp the strategic aspects of media planning, from identifying target audiences to optimizing media channels. These experiences not only expanded my knowledge but also fueled my passion for this dynamic industry.

1.5. Internship Outcomes

Internships are incredibly valuable experiences for students. They offer practical exposure in their chosen field of study, giving them a competitive edge as they enter the job market. Beyond the academic realm, internships serve as a gateway to establishing professional networks and gaining profound insights into industry dynamics and day-to-day operations. Notably, internships contribute to the enrichment of resumes, setting candidates apart from their peers, as employers increasingly seek individuals with real-world work experience. Moreover, internships foster the development of critical skills such as problem-solving and communication, skills that are often honed best in real-world settings rather than the confines of a classroom, thereby enhancing graduates' overall employability.

1.6. Contribution to the Organization

My internship at Mediacom Ltd - Bangladesh, a distinguished advertising agency and a proud member of the Square Group, was an enriching experience marked by substantial contributions to the organization's vibrant advertising landscape. During my internship, I actively engaged in various aspects of the agency's operations, playing a significant role in shaping its success in the dynamic world of advertising. Here, I outline the specific responsibilities entrusted to me.

1.7. Channel Screening

In order for a creator of content to be able to upload videos to Toffee, he or she must first set up a channel with information that is consistent with the information on their national identification card. It is required that users be at least 18 years old and in possession of a valid national identification card in order for them to be able to start a channel. As a member of the UGC team, one of my responsibilities included analyzing channels and comparing the data from those channels with the information on national ID cards. Banglalink's National Identification Card (NID) verification partner is Porichoy, which is the most trusted real-time identification verification gateway in Bangladesh. We would be able to match the information that was provided in the Toffee app with the information that was on the NID card since the creator was required to enter his or her National ID number and Banglalink would use Porichoy as an API to get the data of the creator's NID. I would search the server for channels that have not yet been approved and are awaiting verification. After that, I and the other members of the UGC team would investigate each channel separately. Consequently, we now need to match the name in the creator data with

the name on the National ID card as well as the date of birth. If the two prerequisites are satisfied, we will give the channel our approval. If a channel gets approved, the videos that it publishes will be made accessible for us to examine. On the dashboard for unapproved channels, we will not make any changes to the videos that are hosted on rejected channels.

1.8. Content Screening

As a content screener for Banglalink's Toffee platform, my primary responsibility revolved around the evaluation of user-generated content. The core objective was to ensure the platform's adherence to Toffee's Community Guidelines, which are designed to maintain a safe and family-friendly environment for all users. In accordance with these standards, it was necessary to take a number of different factors into account, one of which being the removal of content that may have touched upon politically charged, religious, or other sensitive topics. These guidelines played a vital part in preserving the integrity of the platform and making sure that it was suitable for users of all ages. Toffee put in place a rigorous three-tier screening procedure, with Mediacom's dedicated user-generated content (UGC) team serving as the process's leader, with the goal of ensuring users' safety and compliance. Due to the fact that Toffee, the online platform, represents the Banglalink brand as a whole, a methodical strategy was unavoidably required. As a consequence of this, it was of the utmost necessity to make certain that the movies that were submitted to the website did not infringe upon any governmental regulations, laws, or anything that was protected by copyright. The MCL UGC team is the one in charge of performing the screening on all three layers. My adherence to these principles was not only a question of policy; rather, it was a dedication to maintaining a high standard of content quality, safeguarding user safety, and ensuring that every video gave value to the viewer.

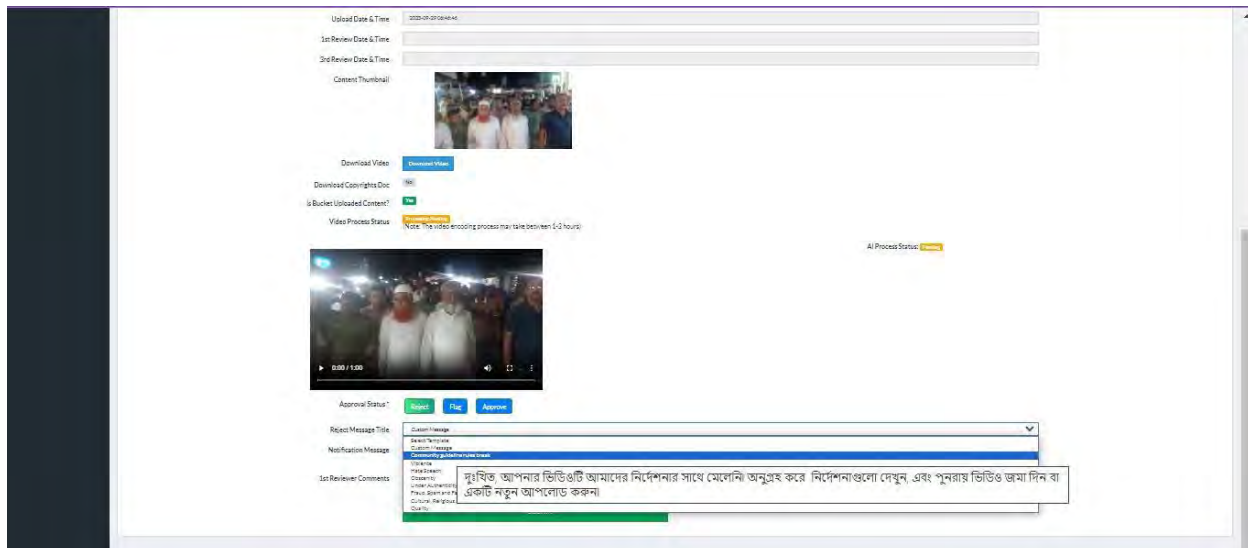


Figure 1: Content Screening

1.9. Complaint Handling

As a part of my professional obligations for handling complaints, I was in charge of coordinating the management of client inquiries in a way that was both effective and efficient. In order to accomplish this goal, I utilized SuperOffice CRM, a system that is both flexible and comprehensive in terms of the customer relationship management capabilities it provides. Because of the sophistication of this application, I was able to manage the inquiries that customers had regarding the Toffee App in a way that was well-organized, productive, and focused on satisfying customers. With the help of SuperOffice CRM, I was able to collect and organize client queries in a methodical manner, thereby preventing any complaints from being missed or ignored for an extended period of time. I contributed to the creation of a concentrated hub of information by structuring the approach within the CRM. This enabled me to provide easy access to the client's history, preferences, and previous interactions. In this way, I was able to deliver quick and accurate responses to client inquiries using my expertise, and Toffee team also able to personalize those responses to meet the special requirements of each individual customer. One of the many beneficial qualities of SuperOffice CRM was that it could deliver responses to inquiries that were posed on a regular basis. Because of this capability, users were able to save time and money while still offering their customers with a support level that met or exceeded their expectations. It was a job that required a lot of repetition, but at the same time, it helped toffee team create closer, more personal ties with our clients. When a client lodges a complaint, the details of the complains are put into the SuperOffice CRM system, where they are subsequently saved as an electronic file. This document includes essential details, such as the nature of the complaint, data pertaining to the client, and appropriate time stamps. After then, the complaint is sorted into a category according to the nature of the problem, which makes retrieval and investigation a great deal less complicated. The next thing that needs to be done is for the member of the team who was given the complaint to examine it and evaluate the amount of severity associated with it, taking into account the level of priority that has been allocated to it. After this, the member of the team examines the complaint by adhering to the community rules, ensuring that concerns are prioritized in a timely and consistent manner, taking ownership of the complaints, and sending a message to resolve the situation. In addition, the analytical capabilities of the platform gave insights into inquiry trends, which allowed to anticipate probable future enquiries and proactively handle fixing difficulties. This has made possible by the fact that we were able to analyze the data. For this, we were able to address concerns that we were able to be accomplished. This was made possible as a result of the capability of the platform to track inquiries. Because we as a team, used a collaborative approach to solving problems, we were better able to provide responses that were both comprehensive and consistent. This helped to create a positive experience for our client. In addition, the utilization of SuperOffice CRM for customer service questions moved beyond the simple resolution of immediate issues. It laid the groundwork for creating long-term relationships with customers and engaging them in business activities. Through the process of documenting and evaluating previous encounters, the toffee team is able to discover areas for improvement and personalize our services to suit with the ever-changing requirements of each individual customer.

The screenshot displays the SuperOffice interface. On the left is a navigation menu with options like Dashboard, Requests, Interactions, Customers, Selections, and Statistics. The main area is split into two panes. The left pane shows a table of requests with columns for ID, Title, Created, Owner, and Category. The right pane shows a detailed view of a 'Video Approval Complaint' with fields for ID (3413713), Case (Toffee/Video Approval Complaint), Category (Toffee), and Owner (rifah.tanmee). Below this, there are tabs for Messages, Details, Input Field Answers, and SLA Breach Overview. A message from 'sha.chowdhury' dated 01/10/2023 12:49 is visible, stating: 'Customer claimed that he created Toffee channel. He uploads video but still now his video is being pending. Please take care this problem. Channel Name : Beautiful World Toffee channel register number : 01715260224 Alt. number : 01715260224'. A comment from 'j.mim' dated 01/10/2023 12:23 is also present.

ID	Title	Created	Owner	Category
3413713	Video Approval...	01/10/2023 12:23	rifah.tanmee	Toffee Commerci...
3413226	Video Approval...	01/10/2023 08:26	abdullah.noman	Toffee Commerci...
3413195	Video Approval...	01/10/2023 08:02	asif.ali	Toffee Commerci...
3413049	Video Approval...	01/10/2023 01:44	pari.matin	Toffee Commerci...
3412790	Video Approval...	30/09/2023 22:29	sadia.hasan	Toffee Commerci...
3411821	Video Approval...	30/09/2023 16:47	maah.hasan	Toffee Commerci...
3411733	Channel Approva...	30/09/2023 16:04	abir	Toffee Commerci...
3410528	Channel Approva...	30/09/2023 03:41	suity	Toffee Commerci...
3410395	Video Approval...	29/09/2023 23:55	dana	Toffee Commerci...
3410368	Video Approval...	29/09/2023 23:35	rifah.tanmee	Toffee Commerci...
3409493	Video Approval...	29/09/2023 18:48	abdullah.noman	Toffee Commerci...
3408557	Video Approval...	29/09/2023 11:01	asif.ali	Toffee Commerci...
3407658	Video Approval...	28/09/2023 21:58	pari.matin	Toffee Commerci...
3407340	Video Approval...	28/09/2023 20:43	sadia.hasan	Toffee Commerci...
3407257	Video Approval...	28/09/2023 20:16	maah.hasan	Toffee Commerci...
3406410	Video Approval...	28/09/2023 14:56	abir	Toffee Commerci...
3406343	Video Approval...	28/09/2023 14:24	suity	Toffee Commerci...
3406307	Video Approval...	28/09/2023 14:06	dana	Toffee Commerci...
3406265	Video Approval...	28/09/2023 13:47	rifah.tanmee	Toffee Commerci...
3405376	Video Approval...	28/09/2023 04:47	asif.ali	Toffee Commerci...
3404829	Channel Approva...	27/09/2023 21:25	pari.matin	Toffee Commerci...
3404634	Video Approval...	27/09/2023 20:25	sadia.hasan	Toffee Commerci...

Figure 2: Complaint handling using Superoffice

The screenshot shows the SuperOffice interface with the same request list as Figure 2. The right pane now displays a message box with the text: 'We haven't found any channel against the MSISDN or channel name you provided. Please check with the customer.' Below the message box are buttons for 'De-Escalate Case' and 'Cancel'.

Figure 3: Complaint handling using Superoffice

1.10. Monthly Report

The members of the UGC team are responsible for providing inputs into a spreadsheet regarding the decisions that they have made regarding the channels or items that they have reviewed. I was required to compile a report on a daily basis detailing the operations of the team as well as the approvals and rejections made by the group as a whole. The report also provided additional information that I needed to gather from the Toffee server, such as the movies that were uploaded and the channels that were created on that specific day.

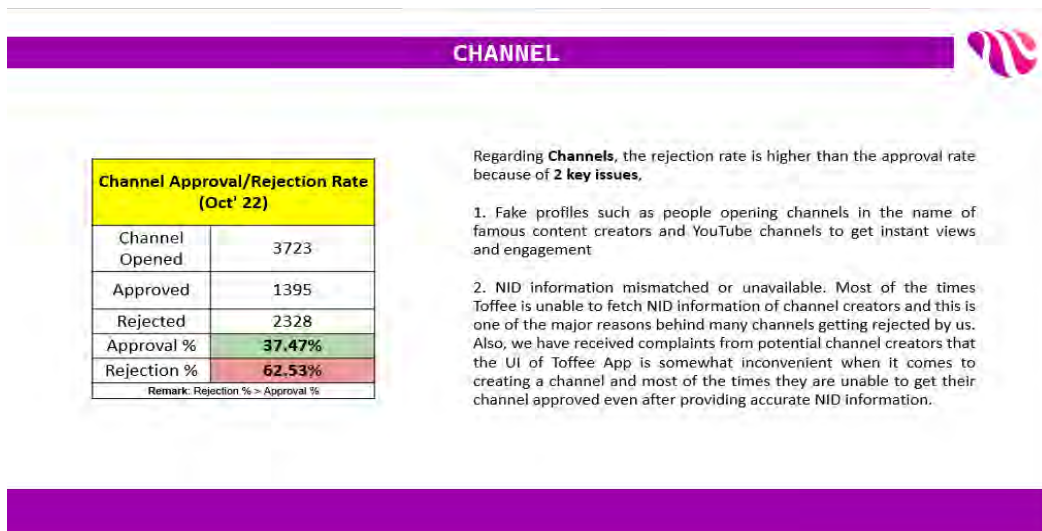


Figure 4: Monthly Report For User Generated Content (Toffee)

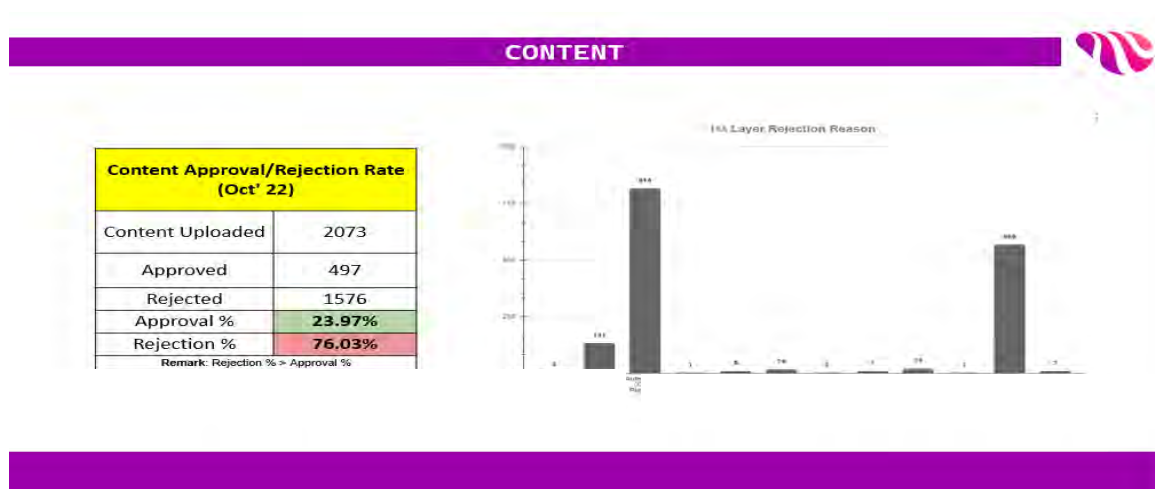


Figure 5: Monthly Report For User Generated Content (Toffee)

In addition to my monthly report, I was also entrusted with the creation of monthly reports for a number of well-known businesses. The primary focus of the reports was to demonstrate the level of success that each brand had achieved online in terms of

- Reach
- Engagement
- Impression

The total number of people who saw at least one piece of content that was posted to a brand's Facebook page is referred to as the brand's reach. Estimates are used in the computation of this

measure. The number of times that any content from or about the Page hits a person's screen is referred to as the impressions the page received. These impressions can be counted in both directions.

An individual's level of engagement on Facebook can be measured by the number of times they interact with a Facebook Page or one of the posts. The most frequent examples are reactions (which also include likes, comments, and shares) but, it can also encompass things like watching a movie or clicking a link.

After that, an analysis is conducted to estimate the return on investment (ROI) of the funds that were invested to upgrading the content of the brands. The results are compared to the amount of money that was spent on boosting the posts, and they are also compared to the kind of results that the campaigns offer. This is done in order to determine whether or not the boost was worth the investment.

The following is a list of the several brands for which I was responsible for filing reports:



Figure 6: Blender's choice premium tea monthly report



Figure 7: Ispahani mirzapore tea monthly report



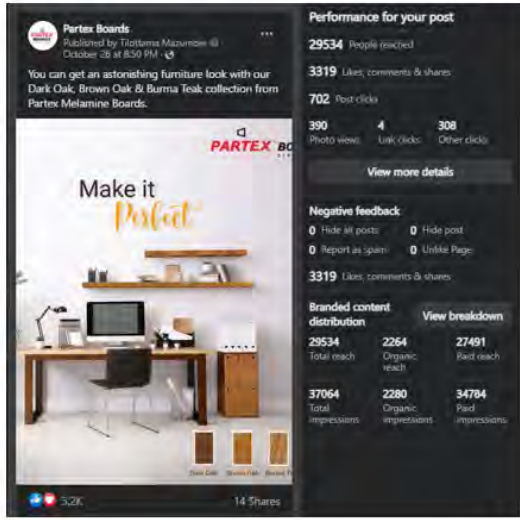
Organic Impression: 25,820
 Paid Impression: 1,953,584
 Organic Reach: 25,070
 Paid Reach: 1,011,204
 Engagement: 106,118
 Spent: -



Organic Impression: 6523
 Paid Impression: 0
 Organic Reach: 6281
 Paid Reach: 0
 Engagement: 156
 Spent: \$0

Figure 8: Ispahani mirzapore tea monthly report

TOP PERFORMING POST ON FACEBOOK (ORGANIC + PAID)



Top performing video based on Video View Rate	
Engagement Rate	14%
Total Reach	29534
Total Engagement	4021
Total Impressions	37054

Figure 9: Partex Board monthly report

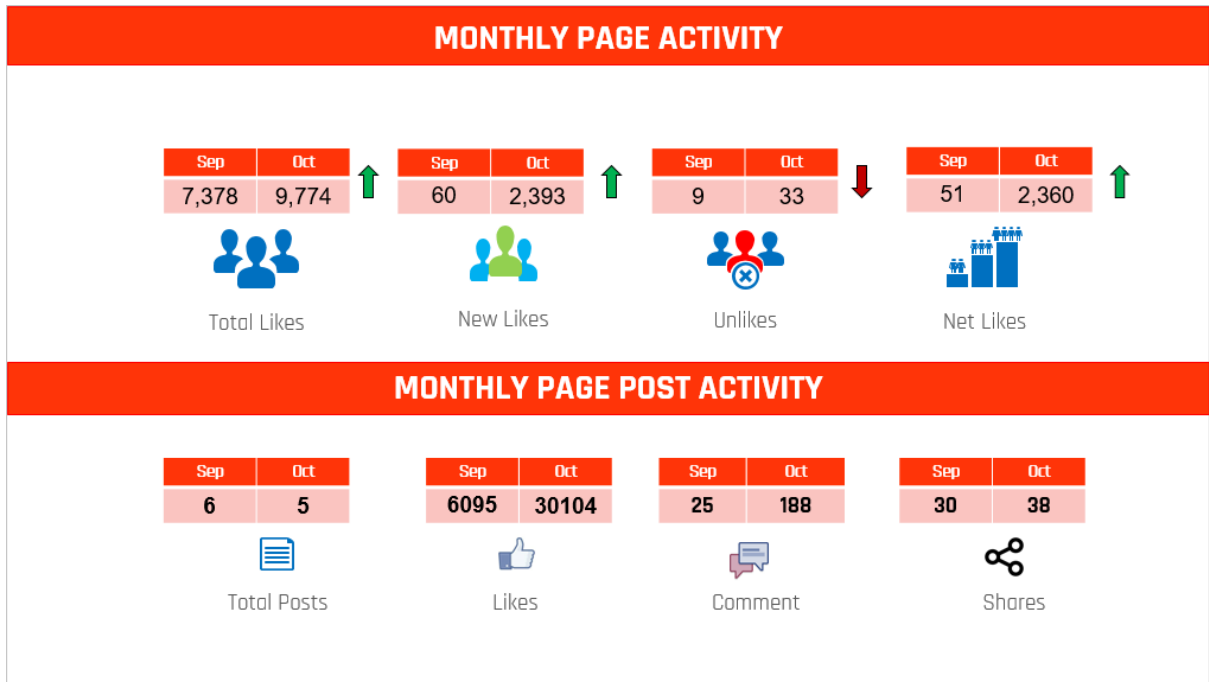


Figure 10: Partex Board monthly report

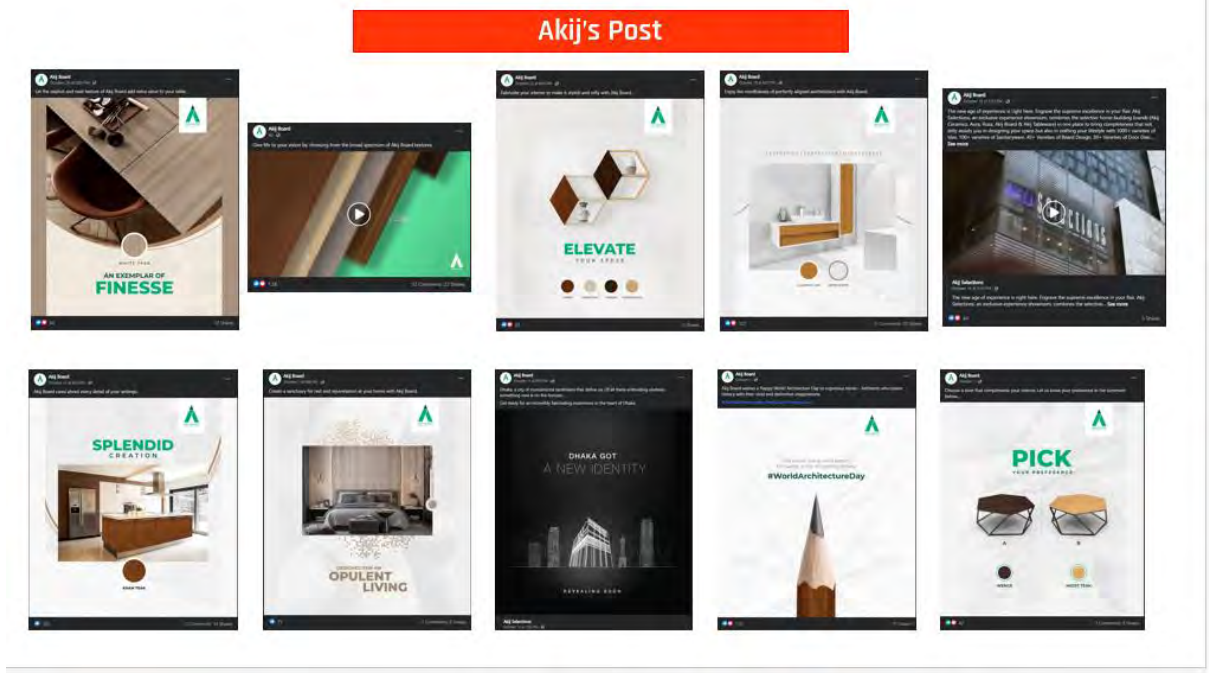


Figure 11: A comparative analysis of the performance of Partex Board's competitors (Akij Board)

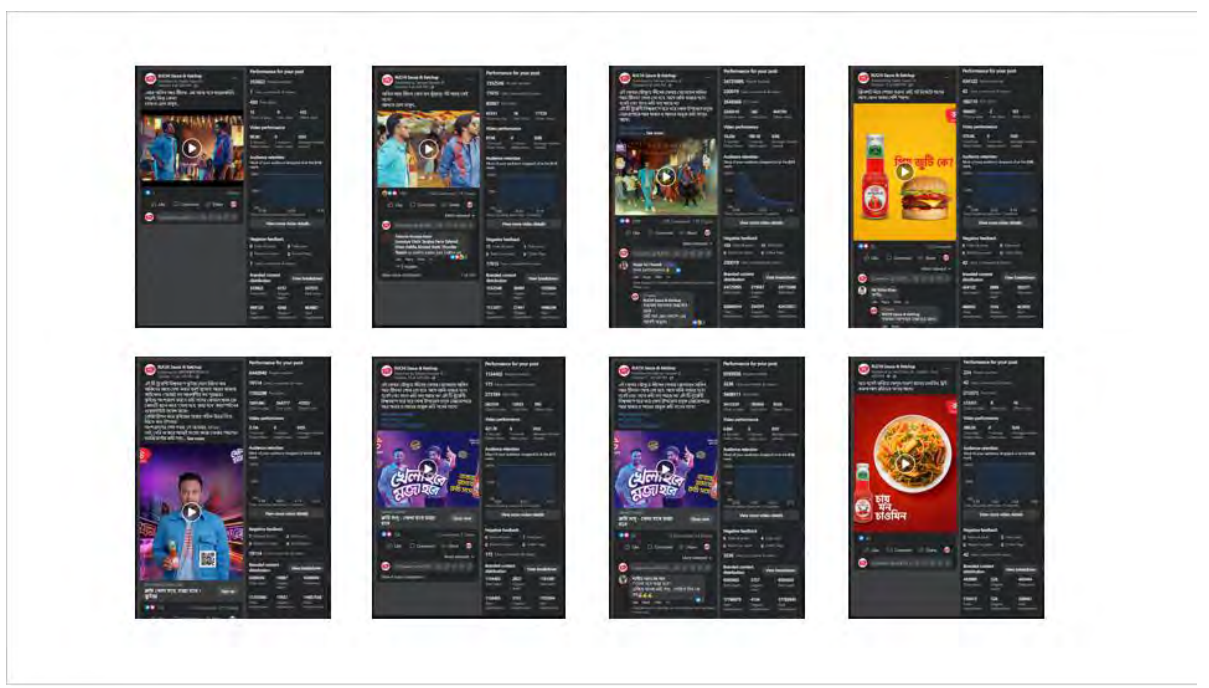


Figure 12: Ruchi Sauce & Ketchup monthly report

Summary

Reach: 47,270,733
Engaged User: 6,883,902

Figure 14: Ruchi Sauce & Ketchup monthly report

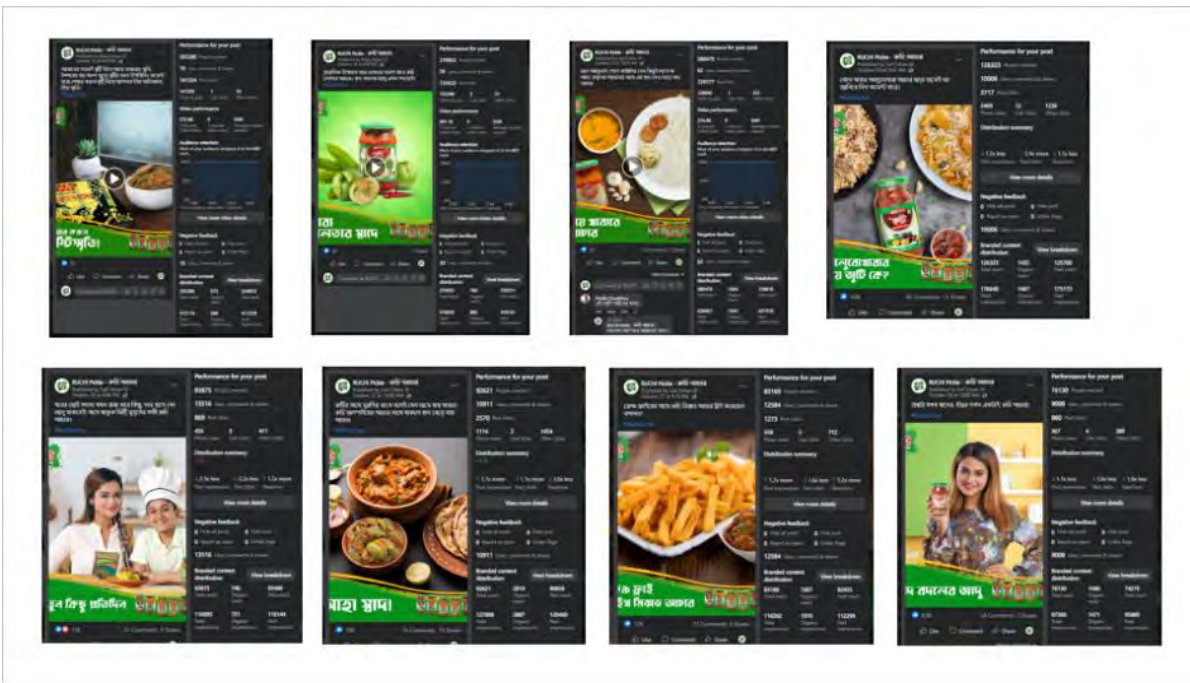


Figure 15: Ruchi Pickle monthly report

Summary

Reach: 2,137,601
 Engaged User: 580,927

Figure 16: Ruchi Pickle monthly report

1.11. Benefits to the student

During the course of my internship, I was given the opportunity to develop new skills, to become familiar with the culture of the firm, and to receive significant insight into the Advertising sector. All of these things proved to be quite beneficial to me.

1.12. Detailed learning on Media buying and planning

I was able to get useful insights into the constantly evolving field of advertising and marketing thanks to the experience I obtained while participating in media purchasing and planning meetings. During the seminar, we discussed important topics such as analyzing the demographics of the target audience, conducting market research, allocating budgetary resources, and selecting appropriate media. The primary focus was on acquiring the skills necessary to properly plan and acquire media in order to maximize both reach and engagement. This created a good foundation for understanding the complexities of advertising campaigns and how to strategically position a brand across a variety of media platforms for the greatest possible impact.

1.13. Other Learnings

In addition to the explicit knowledge acquisition, I have also gained valuable insights and a tacit understanding of the agency environment through indirect means. The following aspects are encompassed under the realm of professional conduct: Agency Culture, Agency Etiquette, Professionalism, Punctuality, Communication Skills, Group Work, and Interpersonal Skills among

others. These experiences have equipped me with the necessary skills and knowledge to enhance my performance in the future and increase my degree of self-assurance.

1.14. Problems/Difficulties (faced during the internship period)

During my internship, I encountered several difficulties in the workflow. One significant challenge was the sluggishness of the Content Management System, making it cumbersome to load and navigate through the content. Moreover, there was a notable absence of automation in the processes. Tasks, from verifying channel names to content screening, were entirely manual, demanding attention to detail. Even in the financial accounts, the reports didn't update automatically, adding an extra layer of manual labor. The tools and accessories provided were of an older generation, which occasionally hindered efficiency. As a newcomer to content and channel screening, I had to start from the ground up, mastering the basics before progressing to more productivity. The critical nature of the work meant that even a minor error in content or channel screening could potentially lead to more significant complications. However, as time passed, I adapted and learned to synchronize and manage tasks effectively, gradually overcoming these challenges and becoming more proficient in my role.

1.15. Recommendations (to the organization on future internships)

- **Expanding Intern Involvement in Marketing Activities:**

It would be beneficial for the department to expand intern involvement in marketing-related activities. Interns can significantly contribute to market research, packaging design, and marketing plan development. By actively engaging interns in these tasks, Mediacom

can tap into their creativity and fresh perspectives, ultimately enhancing the overall marketing strategies and initiatives.

- **Introducing Incentives to Motivate Interns:**

To further motivate and recognize interns' contributions, Mediacom could consider introducing additional incentives as part of the internship program. This could include performance-based bonuses, recognition awards, or opportunities for career advancement within the company. Providing incentives demonstrates appreciation for interns' dedication and encourages them to excel in their roles, fostering a positive and rewarding internship experience.

Chapter 2

Organizational Profile

2.1. Introduction

This report is centered on understanding the influence of User-Generated Content (UGC) Platforms on shaping behavioral purchase intention in the context of Bangladesh. The primary focus is on Mediacom Limited, an advertising agency and a member of the SQUARE Group, as the main subject of analysis. The objective of this research is to delve into the current state of the Bangladeshi advertising market, examining how UGC platforms play a crucial role in shaping consumers' purchase intentions. Both primary and secondary sources of information were utilized to gather relevant data for this research. Additionally, secondary data was collected from Mediacom's official website, relevant news stories, and journals related to the company. However, it's important to acknowledge that the duration of the internship, which was three months, limited the extent of information that could be gathered during that period. The following chapters provide a comprehensive analysis of Mediacom Limited, focusing on its organizational structure, the functions related to marketing and UGC within the agency, the company's task, as well as its SWOT analysis. Furthermore, a detailed analysis of Mediacom Limited's Porter's 5 Forces Model was integrated to enhance understanding of the company's competitive landscape. The purpose of these chapters is to offer significant insights into the strategic role and operations of Mediacom Limited within the advertising industry of Bangladesh, with a specific focus on the impact of User-Generated Content (UGC) Platforms on consumers' purchase intentions and provide recommendation.

2.2. Company Overview

2.2.1. Company profile

The Square Group is one of the largest group of companies in the world, with 19 different concerns covering a variety of sectors. Some of these concerns include Square Pharmaceuticals, Square Food and Beverages, Mediacom Limited, and Square Toiletries Limited, etc. In 1958, Samson H. Chowdhury along with a few of his friends established Square Pharmaceuticals. Subsequently, he formed this diverse conglomerate company, which at the present day has over 60,000 employees. One of the prominent businesses that make up the Square Group is Mediacom Limited. They are a participant in the advertising agency sector of the industry.

This company is among the top organizations in the industry, and some of the important areas in which they excel are as follows:

- The process of formulating strategies
- Developing strategies
- Promotional activities
- Advertisements

Mediacom Limited (MCL) is a well-known company in Bangladesh and is an essential element of the Square group. The company's primary focus is the conceptualization and execution of marketing strategies, as well as the creation of advertising and other forms of promotional content. Plans, messages, and advertisements are only some of the promotional items that are developed and produced by Mediacom and they have worked with and continue to work with a number of notable clients both in the past and currently. Among them are Robi, Banglalink, Bata, Bikroy.com, Bkash, Brac, Dhaka Bank Limited, and South Asia Partnership Bangladesh (SAP-Bangladesh) Through either negotiation or contracting. MCL provides consultants that are capable of applying the complex art and science of marketing to solve problems faced by businesses. Accounts Planning, Client Relations, Creative, Media, and Toffee along with administrators and businesses, are involved in this group. MCL has different groups of teams working for the same purpose and they are Accounting, Copywriting, Strategic Planning, Media buying and planning, Client servicing, UGC Management, and Creative team.

MCL is one of the most well-known and respected names in terms of advertising agencies in Bangladesh. The company has more than 20 years of expertise in the industry and they contribute it to the process of leading successful marketing campaigns, advertising, promotional activities, etc. This enduring success can be directly attributed to the utilization of these funds to attract and retain skilled workers. Robi, Banglalink, STL, SBFL, SHL, Social Marketing Company (SMC), KSRM, Bata, Matador, bKash, City Cell, Brac, etc. are just some of the major clients that MCL has worked with over the years.

Mission, Vision, and Objectives

2.2.2. Mission

Mediacom Ltd.'s aim is to please their clients to the greatest extent possible, get the most possible equity for their customers via carefully conducted advertising activities, and develop the best possible image and reputation of excellent service to its consumers. Mediacom strives to create and make long-term relationships with its consumers, suppliers, and any other possible sources of

value. In addition, they guarantee that their workplace is inclusive, forward-thinking, and free of prejudice.

2.2.3. Vision

Mediacom's vision is to attain Championship status, which signifies unrivaled supremacy in both the quality of services provided and the degree of continuous customer support.

2.2.4. Values

Mediacom sells itself to its clients in the capacity of a trustworthy and dependable partner. In addition, Mediacom wishes to view itself as the persuasion partner for its clients.

2.2.5. Mediacom Limited's History & Growth

1997 Mediacom is born as the in-house agency for one of the country's largest and most respected companies, the Square Group.

1998-99 Mediacom shows glimpses of greatness as it matures at a prodigal rate to become a stand-alone.

2000 Mediacom breaks into the competitive advertising arena as a full functioning agency.

2004 Mediacom steps into the arena of social communication through winning the highly-competitive pitch on HIV/AIDS campaign of Social Marketing Company

2005 Mediacom moved to its own premises and opened up dedicated wings for account planning, research, and social communications.

2011-2014 Mediacom planned and executed some of the most praiseworthy and effective campaigns of Robi in ATL, BTL and Digital Media. Some of these campaigns included "Ebaar Hobe", "Jaamdani", "Deshpremik" and "Eid e Notun Jaama".

2016 Opened its digital media wing and achieved the "Google Partner Certificate".

2017 Affiliated with an international advertising agency called Madison Media.

2018 Pioneered in buying international broadcast rights and distribution of big national, and international sports events like the 2018 FIFA World Cup, almost every cricket world cup and ICC event, and the cricket series of the Bangladesh national cricket team.

2019 Sponsored Dhaka International Folk Fest 2019 to preserve the rich cultural heritage of our folk music.

2021 Achieved 21 awards for a2i, Meril Lip Balm, Senora, Sepnil, Revive Talc, and Radhuni which is the second-largest win of the season of Commward.

2022 Mediacom Limited shifted its location from Rupayan Centre, Mohakhali to Samson Center, Gulshan 1.

2023 Mediacom celebrated its 25th year of glorious anniversary and started overseeing advertising campaigns within Metrorail.

2.2.6. Departments of Mediacom Ltd.

- Accounts and Finance
- Client Relation
- Creative
- Media
- Toffee

Accounts and Finance

The Accounts and Finance department collaborates with various teams to create detailed annual budgets tailored to specific advertising projects. They consider project requirements, market dynamics, and past performance to allocate resources effectively. Throughout the year, they monitor budget performance, making adjustments as needed to ensure projects stay on track and within budget while optimizing ROI. The team closely monitors all expenses, analyzing spending patterns and identifying areas where cost-saving measures can be implemented. They track expenses against budgeted amounts and provide recommendations to department heads on cost control strategies. Moreover, the department prepares comprehensive and accurate financial statements, including cash flow statements, balance sheets, income statements. They analyze these statements to derive insights into the company's financial performance, identifying trends, strengths, weaknesses, and areas for improvement. The Accounts and Finance Department also oversees the payment process for content creators associated with the Toffee app, a streaming service of Banglalink. Content creators are compensated based on the viewership and popularity of their uploaded content. The department maintains detailed records of each content creator, their content, views, and corresponding payments. Furthermore, The team ensures strict compliance with all relevant tax laws and regulations governing the advertising industry. They prepare and submit tax returns, maintain records, and manage tax payments. Lastly, The department conducts thorough risk assessments to identify potential financial risks that Mediacom Limited may face in the advertising industry. They develop strategies to mitigate these risks effectively, such as diversifying clients, hedging against currency

fluctuations, and implementing robust internal controls. These measures protect the company's financial stability and security in a competitive landscape.

Creative

Mediacom's creative team is responsible for all of the company's marketing and promotional endeavors. This includes coming up with plans for various types of advertisements, creating those commercials, copywriting, posting on social media, designing a variety of posters, and so on. It is divided into 2 parts:

Above the line

MCL advertises on television and in the newspaper in order to get its message out to the most number of people possible. They are in a specific contract with Banglalink currently for Toffee. Their current project is TOSS which is a show that can be seen on RTV. Therefore, targeted advertisements are developed in order to make people aware of the program. These commercials will specify the time of the show as well as all of the other data, such as the process, the prize money, the judges, the juries, etc. Additionally, MCL is responsible for handling all of the many press conferences and news that appear in the publications. This encompasses all of the work done in public relations. MCL, for instance, was responsible for organizing and managing a show on FM Radio in which guests discussed toffee and TOSS.

Below the line

Mediacom Limited carefully curated and personalized channels such as emails, phone calls, SMS, and physical mail. By doing so they deliver tailored and insightful information about their diverse range of products, ongoing promotions, exclusive offers, and upcoming events. This approach allows them to establish a genuine and interactive rapport with client's audience, addressing the client's unique interests and needs with a personal touch. This type of promotion is carried out with the objective of luring targeted clients and end users to one's product or service. In an effort to get customers hooked on utilizing social media and to encourage them to utilize it on a consistent

basis, the digital team at MCL will send clients customized messages and notifications. Promotional Campaigns are likewise time-bound activities that have a certain goal in mind, and Mediacom Limited offers these services to its customers. These activities are planned with the intention of increasing sales as well as capturing the attention of the population that is being targeted. These campaigns provide users with access to a wide variety of alluring offers, including buy-one-get-one deals, free trials, promotions that bundle a number of different things together at a discounted price, and buy-one-get-one bargains. The fundamental objective is to instill a sense of immediacy and enthusiasm in the customers, with the end goal being to urge them to take rapid action in reaction to the situation. In addition, the promotions that Mediacom Limited makes available to its customers include a range of different ways for them to benefit, such as time-bound discounts, interesting contests, loyalty programs, and tempting coupon giveaways. The major purpose is to develop a setting that is conducive to an immediate and substantial rise in sales while simultaneously building a sense of loyalty and connection with the valued client base. This will be accomplished by creating an atmosphere that is conducive to an immediate and substantial increase in sales. The climate that is created will be one that is conducive to an immediate and significant increase in sales, and this will be how the goal will be met. This will be accomplished by developing an environment that is conducive to sales growth that is both rapid and substantial. Both of these characteristics are desirable.

Client Relations

There are two specialist divisions within this department, and their names are the Brand Communication Division and the Social Communication Division. Both of them are accountable for maintaining open lines of communication with customers.

Brand Communication

The Brand Communication department serves an important role in the organization by acting as a link between the business and its numerous commercial customers. The Brand Communication Department plays an essential part as the primary point of contact, which paves the way for a comprehensive comprehension of the advertising and promotional requirements of each individual client. This comprehension is the foundation around which the agency's approach for establishing the brand is built. The responsibility of the department requires not just an understanding of the client's company and aims, but also of the client's industry, target audience, and the dynamics of the market. This goes beyond simply understanding the client's business and objectives. Having such an understanding is absolutely necessary in order to design communication strategies that are in line with the aims of the client and resonate with the audience they have in mind.

Conducting in-depth market research and competition analysis is an essential component of the work that this department is responsible for. Because of its dedication to staying up to date on industry trends, consumer behaviors, and the strategies used by competitors, the Brand Communication Department is able to provide customers with essential insights. Customers are provided with the capacity to stay one step ahead of their competitors and to make decisions that are influenced by the information provided to them. In addition to doing research, this area collaborates closely with other departments within the company, including those that are in charge of creative teams, media strategy, and account management. As a direct outcome of this collaboration, the communication strategy will be unified, coherent, and in line with the

overarching marketing and branding objectives. In addition to this responsibility, the Brand Communication Department is responsible for generating convincing messages and visual elements that are able to effectively convey the client's brand identity, unique selling propositions, and intended brand image. This responsibility is in addition to the responsibility described above. These messages are created in such a way that they will resonate with the audience that is being targeted, so establishing a meaningful connection and inspiring loyalty to the organization.

Social Communication

The Social Communication Department within an agency is a specialized division dedicated to addressing matters concerning social development and behavior change communication. This Department is tailored to create and execute research-driven communication campaigns aimed at promoting positive transformations in the knowledge, attitudes, and practices of the target audience within the social market. The primary focus is on fostering growth and change within the societal context. The professionals working in this Department possess a strong background in social development, often having experience in various social development organizations and non-governmental organizations (NGOs). Their expertise centers around grasping and applying different development approaches, employing communication strategies for development, utilizing behavior change communication techniques, and implementing social marketing methods. This knowledge equips them to craft and carry out impactful campaigns that strike a chord with the intended audience and foster positive changes in their behaviors and perceptions. The department works in collaboration with a wide variety of stakeholders, including governmental agencies, organizations that are not-for-profit, community groups, and other entities engaged in social development. Their mission is to address important social problems, advocate for societal change, and achieve meaningful effects by influencing the ideas and behaviors of the

client of the social market through strategic planning and execution. These campaigns are rigorously developed to match the specific requirements and situations of the target audience, with the ultimate goal of boosting progression and enhancing the general welfare of the community as a whole.

Media

The media team is responsible for overseeing the development and purchase of various sponsored social media posts and adverts.

Planning

During the planning phase of advertising campaigns, the primary focus is placed on maximizing the impact and reach of creative efforts generated by the creative team. This phase is an essential component of advertising campaigns. It entails picking the advertising venues that are shown to be the most successful, such as advertisements broadcast on television, sponsored postings on social networking platforms, and ads displayed on Google's Display Network (GDN). This takes considerations such as selecting the appropriate television channel on which to broadcast advertisements, determining the ideal websites on which to place Google AdSense placements, and establishing target demographics for social media posts. For example, in the situation of the talent show TOSS, the media team took the strategic decision to broadcast it on RTV rather than any of the other TV channels because they anticipated a higher level of interaction from the audience. In addition, the crew is responsible for determining the times and lengths of the commercial breaks that are shown during the show. In the realm of social media, the media team identifies the target audience and optimizes boosting strategies for posts. This includes planning

specific spaces within users' news feeds and strategic placements within Facebook or YouTube advertisements.

Buying

Following the planning stage, the buying team steps in to secure the best possible deals based on the strategic choices made by the planning team. They engage in extensive communication and negotiation with vendors, focusing on timelines and pricing agreements. An integral part of their role involves conducting a cost-per-reach analysis to ensure efficiency and cost-effectiveness. Collaborating closely with the planning team, they align their efforts to match the strategic vision. Post-negotiation, the buying team is responsible for overseeing the implementation of the agreed plan. They ensure that advertisements are aired at the specified times and durations and that boosted posts reach the designated target groups effectively. Additionally, the team diligently

manages after-buying services, ensuring that advertisements are delivered as planned and providing feedback and adjustments to enhance future campaigns.

facebook  

 **Toffee** Sponsored 

প্রতিযোগীদের সাথে তাল মেলানেন জুরি প্যানেলের আশনা হাবিব ভাবনা এবং প্রতীক হাসান।... See more



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   214 11 comments • 2 shares • 49K Views

 Like  Comment  Share

Figure 17: Ruchi Sauce & Ketchup monthly report

An illustration of the media team's expenditure involves the promotion of Toffee Star Search, achieved through boosting a post on a Facebook page. This sponsored post is strategically displayed in the news feed of the specific target audience chosen by the media team.

Toffee

The Toffee team, under Mediacom and in collaboration with Banglalink, serves a critical function in overseeing Toffee, an app by Banglalink. Specifically, the team is responsible for monitoring and addressing issues related to pirated content and ensuring strict adherence to Toffee's Community Guidelines. This entails a screening and evaluation process of user-generated content on the platform, enforcing guidelines that prohibit content touching on sensitive topics such as politics or religion. Moreover, the team diligently ensures compliance with legal regulations, avoiding any violations of government mandates, laws, or copyrighted materials within the platform's videos. Through a comprehensive three-tier screening process managed by Mediacom's dedicated UGC team, the Toffee team upholds content quality standards, user safety, and the overall integrity of both Toffee and the Banglalink brand. The ultimate goal is to offer valuable, safe, and high-quality content to the audience while representing the essence and values of Banglalink.

Services Offered

Mediacom offers a large number of services to its clients starting from brand consultancy to all other promotional activities. List of services that they offer includes:

- Public Relations
- Brand Consultancy
- Social Communication
- Event Management
- Audiovisual & Print Production
- Marketing Communication
- Monitoring: Electronic, print only
- Media Planning: Electronic, print, outdoor Placement: Electronic, print, outdoor

Brand Consultancy

Brand Consultancy at Mediacom is all about a holistic and strategic approach. The first phase in this process involves conducting a comprehensive evaluation of the requirements and preferences of the target audience, as well as a thorough examination of their behavior. This study will serve as the basis for building successful marketing strategies and determining the position of the brand within the market. Those goals will be accomplished with the help of this analysis. Our consulting service specializes in the development of communication strategies and the formulation of compelling brand messages that resonate with the audience. This is vital regardless of whether the

goal is to establish a new brand or to redefine an existing one, as all of these endeavors require the production of compelling brand messages and compelling communication strategies.

Audiovisual & Print Production

The upkeep of a broad network of partners is the responsibility of Mediacom, which is responsible for companies such as Maasranga Productions Limited and Barnali Printers. A vast network is one of the partners whose management responsibilities fall on Mediacom's shoulders. Barnali Printers is responsible for the manufacturing of printed goods and packaging, while Maasranga Productions Limited is the company that is responsible for the creation of audiovisual content. This network ensures that both audiovisual and printed products of a high quality will be provided in a timely manner and in an effective manner at all times, irrespective of the conditions. As part of a partnership program, Mediacom employs the most cutting-edge technologies and the skills of the industry's most prestigious production businesses in order to manufacture audiovisual content and print materials that are effective. This allows Mediacom to create audiovisual content and print materials that have an impact. Because of this, Mediacom is able to produce captivating audiovisual content as well as print products.

Public Relations

Mediacom places a great deal of emphasis on being well-versed in effective public relations strategies, and the company actively pushes its staff members to do the same. Their service entails providing comprehensive coverage of events in both conventional print media and cutting-edge electronic media. On behalf of its customers, the public relations firm organizes news conferences, press briefings, and press note releases. The importance of excellent public relations to Mediacom

is highlighted by the company's commitment to maintaining solid ties with various media outlets, which enables smooth communication and coverage.

Marketing Communication

Mediacom takes a strategic approach to the marketing communication it provides its clients by capitalizing on the knowledge and experience of its client service and creative teams. Complex cases are handled by the team responsible for strategic planning, while the teams responsible for customer service and creativity work together to address minor cases. Because of this collaborative approach, every campaign will receive a customized strategy, which will significantly increase the effectiveness of the campaign.

Social Communication

Mediacom has opened a department solely devoted to social communication in order to meet the growing need for communication aimed at changing people's behaviors through the use of message marketing. This specialized team's primary goal is developing and putting into action initiatives that are designed to effectively influence people's actions. Mediacom's goal is to influence society for the better by bringing about positive change through the integration of message marketing tactics with its wide capabilities.

Event Management

The event management service provided by Mediacom covers a wide variety of gatherings and gathering types, including product launches, contract signing ceremonies, press conferences, plant tours, and creative promotional activities. A seamless and stress-free process of organizing and carrying out the event is guaranteed by the knowledgeable and devoted event management staff, which is supported by a trained auxiliary team. Their unwavering dedication creates new standards

in the field of local event management, and as a result, they routinely fulfill and even exceed the promotional objectives of their customers.

2.2.7. Company Structure

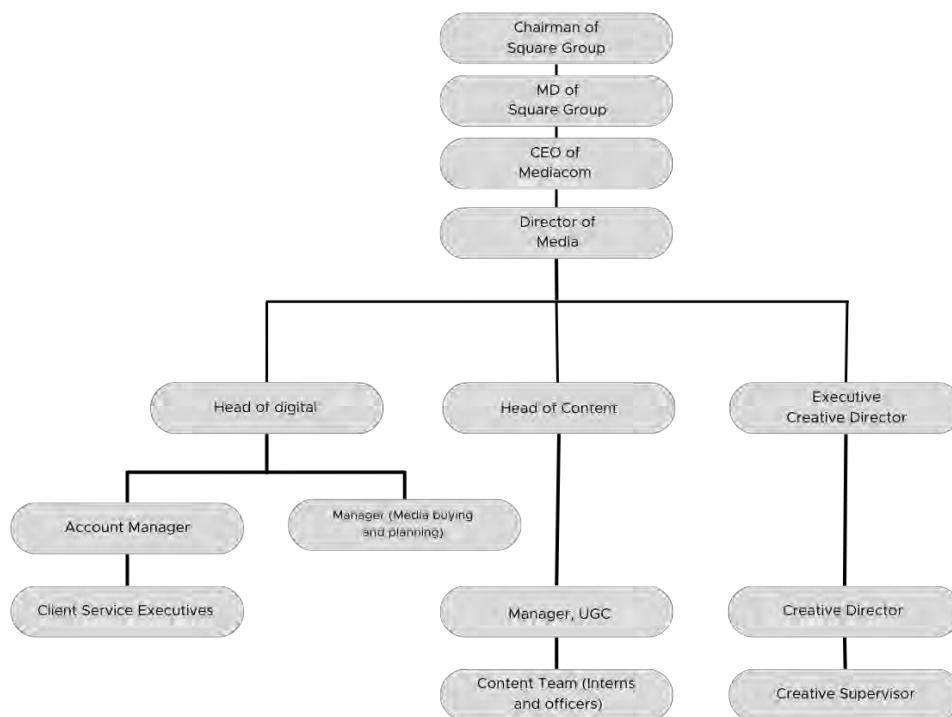


Figure 18: Company Structure

2.2.8. Clients of Mediacom Limited

Clients	Products
Square Toiletries Limited	Senora, Jui, Meril, Revive, Kool, Supermom, Zerocal, Sepnil, Magic, White Plus, Select Plus, Glycerin, Rain Shower, Xpel, Shakti, Spring, Max Clean, Chaka, and Chamak.
Square Food & Beverage Limited	Chashi, Radhuni, Chopstick, Aaram and Ruchi

Akij Food & Beverage Limited	Clemon, Speed, Mojo
Banglalink	Toffee
Ispahani Foods and Tea	Mirzapur Best Leaf
Akash DTH	Akash DTH
Partex	Danish Aryan Yoghurt, Danish Condensed Milk
UCB	UPAY
Arla Foods	Dano

2.2.9. SWOT Analysis

In order to maintain a competitive edge in the advertising industry, it is crucial to comprehend a company's unique weaknesses, strengths, threats, and opportunities. In the context of Mediacom Limited, a prominent member of the SQUARE Group and a distinguished advertising agency, a comprehensive analysis can shed light on various aspects vital to its position:

Strengths:

1. Mediacom is able to develop customized marketing and advertising plans that regularly offer great results for clients because the company has a team of highly experienced

professionals known for their ability in strategic planning. These experts are well-known for their extensive knowledge in their respective fields. This expertise is one of the most crucial things that adds to the total effectiveness and impact of their projects, and it plays a significant role in both of those aspects.

2. 2. Because Mediacom is a company with local roots, it has a profound understanding of the complexity of the local market, including the cultural nuances and consumer behaviors that are specific to the region. This profound understanding is vital for the development of campaigns that authentically resonate with the target audience, which ultimately leads to improved engagement with the brand as well as enhanced brand loyalty.
3. 3. The considerable expertise that Mediacom has earned in handling internal customers has supplied the agency with priceless insights into the inner workings, requirements, and issues of the organization. Those insights have been invaluable to Mediacom. They are better equipped to give clients with solutions that are both innovative and effective because

to their broad expertise, which helps them to stay at the cutting edge of the most recent breakthroughs and trends in their industry.

4. The powerful position that Mediacom holds as the main media buyer among single agencies provides them with the capacity to negotiate favorable terms and arrangements on behalf of their clients, giving them an advantage over other businesses in the industry.

Weaknesses:

1. Mediacom's lack of affiliation with international agencies may limit exposure to global networks, partnerships, and potential clients seeking international advertising services, impacting the agency's global reach and opportunities
2. Depending heavily on revenue from internal clients poses a risk to Mediacom, as fluctuations or changes in these internal partnerships can significantly impact the agency's financial stability and growth prospects.
3. A limited external client base can hinder Mediacom's revenue streams and growth potential, emphasizing the need to diversify and attract a broader range of external clients to sustain business growth.
4. The shortage of manpower can potentially delay campaign completion, impacting project timelines and client satisfaction. Addressing this shortage is critical to maintaining efficiency and meeting client expectations.
5. Mediacom Limited might face challenges due to limited expertise and adaptability in the rapidly evolving digital advertising landscape. Inadequate skills in using AI or VR

technologies in emerging digital technologies could hinder the agency's ability to meet the modern demands of clients seeking a strong online presence and effective digital strategies.

Opportunities:

1. The increasing focus on brand building in Bangladesh presents an opportunity for Mediacom Limited to expand its services and clients, aligning with the trend and contributing to the growth of the advertising industry.
2. Mediacom Limited can capitalize on the competitive advertising landscape to increase media spending and attract clients seeking effective advertising solutions, thereby enhancing revenue and market share.
3. With the rise of internet usage, there's a significant opportunity for Mediacom Limited to expand its services into digital advertising, meeting the evolving needs of clients and reaching a broader online audience.
4. Mediacom Limited has the chance to pioneer and excel in innovative media strategies, setting itself apart in the industry by introducing fresh and creative approaches to advertising and promotion.

Threat:

1. Global advertising giants such as Grey and Mindshare Bangladesh pose a threat to Mediacom, intensifying competition and potentially impacting market share and client acquisition within Bangladesh.
2. Economic downturns and budget cuts can lead to reduced promotional spending by clients, directly affecting Mediacom Limited's revenue and project flow.

3. The limited understanding of branding among local companies can be a challenge for Mediacom Limited in conveying the value and importance of their services, requiring efforts to educate and demonstrate their expertise.
4. Multinational agencies with global partnerships pose a competitive threat by potentially attracting clients seeking international exposure.
5. Mediacom Limited can face threats due to the rapid emergence of disruptive technology startups focused on AI-driven advertising, augmented reality, or blockchain-based advertising solutions. These startups may offer innovative and cost-effective alternatives that could lure clients away from Mediacom Limited.

2.2.10. Porter's 5 forces

Low Threat of New Entrants:

Mediacom Limited's association with Square Group adds credibility and entry barriers for new competitors because starting an advertising agency in this market requires substantial capital, industry expertise, strong client relationships, and a reputation for creativity. Furthermore, Mediacom Limited benefits from economies of scale, with well-established infrastructure and extensive industry networks that pose challenges for newcomers to replicate. The industry also

demands a deep understanding of evolving technological trends, making it difficult for new entrants to quickly catch up with the existing players.

Medium Bargaining Power of Buyers (Clients):

Suppliers of Mediacom Limited have moderate bargaining power due to the availability of multiple agencies. These suppliers typically possess the unique knowledge, specialized skills, and proprietary technology that are essential to the process of developing captivating commercials. However, due to the fact that Mediacom Limited is a well-established agency, it has the potential to negotiate favorable conditions. This is a benefit that is obtained from the agency's long-lasting partnerships as well as its 25 years of experience working in the business.

Medium Threat of Substitutes:

Even though there are alternatives to Mediacom Limited, such as in-house digital marketing teams, advertising teams, and collaborations with social media influencers, developing technologies and platforms are also providing possible alternatives to traditional advertising agencies. This is the case even though there are currently substitutes for Mediacom Limited. The use of augmented reality (AR), virtual reality (VR), and advertising platforms powered by artificial intelligence are gaining traction as potential solutions. Having said that, it is essential to highlight the fact that Mediacom is home to a group of highly experienced experts who have a wide range of knowledge in a variety of fields, including branding, media planning, creative design, copywriting, and digital

marketing. The agency stands out as a formidable option in the competitive landscape as a result of the quantity of skill and information it possesses.

High Competitive Rivalry

Mediacom Limited operates in a highly competitive environment, which is not surprising given the nature of the advertising sector as a whole, which is marked by fierce competition. There are a great number of advertising agencies competing for business in this sector, and they range in size from huge international corporations like Grey Advertising Bangladesh Ltd. and Mindshare Bangladesh to more specialized boutique advertising organizations like Adkey Bangladesh and IMBD Agency. This competitive landscape is not restricted to traditional advertising agencies alone; rather, it comprises a wide spectrum of digital marketing organizations, creative studios, and emerging tech-savvy players, all of which are competing for the attention of clients and market supremacy. In order for Mediacom to keep its edge in the market despite the increased competition, the company will need to continuously innovate, find ways to separate itself from its competitors, and give excellent value to its customers.

2.2.11 Conclusion

Mediacom Limited, a vital constituent of the Square Group and a distinguished advertising agency in Bangladesh stands as a pillar in the country's advertising landscape. With a vision to pioneer groundbreaking advertising solutions and become a leading force in the evolving global advertising industry, Mediacom is committed to transforming challenges into opportunities and delivering exceptional value to its clients. Mediacom possesses a significant team of highly experienced professionals known for their strategic planning capabilities. MCL adheres strictly to business ethics and transparency at every stage of its operations, ensuring both financial and ethical accountability. When it comes to copyrighted content, MCL upholds the importance of adhering to intellectual property rights and respects the legal framework governing copyrights.

Chapter 3

Project Part

3.1. Literature Review

In the contemporary digital landscape, User-Generated Content (UGC) platforms have emerged as dynamic and influential spaces where consumers actively create, share, and engage with content. “Media outlets have often highlighted the value of user-generated branded content” (M Mayrhofer et al. 2019). “It allows the internet users to interact and collaborate with each other via user-generated content which differs from the first generation of web where users’ role was limited to view the content in a passive manner” (Thomas et al. 2019). This phenomenon also holds significance in the context of Bangladesh, a country experiencing rapid digital expansion. “The rapid growth of UGC has attracted the attention of researchers across a number of different disciplines, including computer science, marketing, management, and journalism” (Brabham, 2013; Krishnamurthy and Dou, 2008; von Hippel, 2005). “76% of consumers “regularly” read online reviews when browsing for local businesses, compared to 77% in 2021” (Sammy Paget, 2023). “The potency of authentic product reviews and visual content demonstrating real-life product usage which resonates with potential buyers by capitalizing on the psychological principle of social proof, where individuals are more likely to make decisions based on the actions and experiences of others. “Forbes has recommended that companies ‘take proactive steps to stimulate the creation of user-generated content’ (Olenski 2017), and the subtitle of an article in the advertising online journal Adweek has argued that Not only is UGC [user-generated content] much cheaper to implement, but it is also much more effective” (Merckel 2017). “Social media provides marketers to reach consumers and build more personal relationships” (Godey, et al., 2016). “Online product review websites that allow users to evaluate existing products and share their opinions with fellow users” (Chevalier & Mayzlin, 2006; Schweidel and Moe, 2012); “and small groups of lead users who often develop original new product concepts and share these innovations with their peers without any active firm involvement” (von Hippel, 2005). “if viewers have a personal interest in the product or service being promoted, their attitude toward the content is more favourable, which means that their intention to act toward the behaviour of purchase is more probable ”(Zoe, 2021). “Females make more use of commercial nature of Pinterest while males curate items that are related to their personal taste. Females also showed a much higher satisfaction and loyalty of the social media sites in general than males (Beheruz, Sethna, & Sunil, 2017)”. “Customer’s favourable attitude will lead to buying intention and attitude of a consumer rapidly changes according to behaviour, motivation, demographic, reference groups, satisfaction/dissatisfaction, purchasing scenario, selling environment, innovation of product, and technology advancement” (Li & Zhang, 2002; Laforet & Li, 2005; Jun & Jaafar, 2011). “Through a questionnaire on the purchase intention variable, it can be concluded that after watching user-generated content on Tiktok for Somethinc products, respondents tend to have the willingness to buy or own Somethinc products” (Editha & Diah, 2021). This literature review aims to explore and synthesize existing research, shedding light on the intricate ways in which UGC platforms wield influence over consumer purchase intention in Bangladesh.

3.2. Objective

We are performing this research study to explore the various factors influencing purchase intention for users of User Generated Content (UGC) platforms. The purpose of this research is to investigate the relationships between various factors, including subjective norm, positive attitude, perceived satisfaction, perceived behavioral control, and perceived financial ability, and their impact on users' purchase intention when engaging with UGC platforms.

- To investigate the relationship between positive attitude and purchase intention for users of User Generated Content.
- To determine the relationship between subjective norm and purchase intention for User Generated Content.
- To test the impact of the perceived behavioral control on purchase intention for User Generated Content.
- To examine the impact of perceived satisfaction and perceived financial ability on users' behavioral purchase intention when engaging with User Generated Content (UGC) platforms.

By achieving these specific objectives, this research will provide valuable insights into the factors that influence users' purchase intention on UGC platforms. It will contribute to a better understanding of user behavior and decision-making in the context of UGC, shedding light on the role of attitudes, social norms, control perceptions, satisfaction, and financial considerations. This research will be a valuable addition to the existing body of knowledge on user-generated content and behavioral purchase intention.

3.2.1. Independent Variables

Attitudes Toward Behavior: The self-appraisal of an individual's performance of a specific behavior, which can be positive or negative.

Social Norms: Collective standards of behavior that are deemed acceptable within specific groups.

Perceived Behavioral Control: The difficulty of completing a desired task.

Perceived Satisfaction: The degree to which an individual's performance is judged to result in increased pleasure and fulfillment.

Perceived Financial Ability: A measure of how confident they feel in their own abilities to manage their money wisely.

Technical expertise: It refers to the knowledge and expertise needed to watch content

3.2.2. Dependent Variable

Behavioral Purchase Intention: A person's desire to buy something is referred to as their intention, and the greater the intensity of that desire, the higher the probability that the person will actually go through with the purchase.

Hypotheses:

H1: Positive attitudes such as better perceived satisfaction towards User Generated Content positively influence purchase intention among Bangladeshi users.

H2: There is a strong relationship between subjective norms such as social influences and trend affinity; with purchase intention from User Generated Content

H3: There is a strong relationship between the perceived behavioral control in terms of financial ability and technical expertise; and the purchase intention among Bangladeshi Users.

Conceptual Model

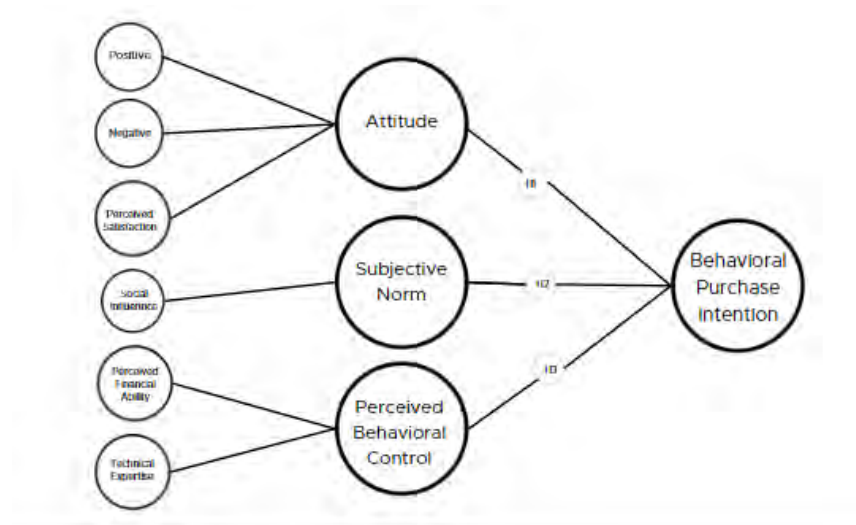


Figure 19: Theory of Planned Behavior (TPB)

3.3. Methodology

3.3.1. Research Design

The author of this paper will conduct a conclusive research design, specifically a quantitative single cross-sectional approach to examine relationships between variables and test some specific hypotheses. Despite the structured and formal nature of the research procedure, the sample used for this research paper is small and unrepresentative. Furthermore, secondary data is analyzed quantitatively to analyze findings. Since the descriptive design is utilized, the author marks specific hypotheses by the prior formulation. Information from one sample of respondents is obtained only once.

3.3.2. Target Population and Sample

The study focuses on individuals residing in Bangladesh who actively engage with User-Generated Content (UGC) platforms, such as social media, online forums, and review websites. The study employees a convenience sampling technique to select participants from the proposed target population. Convenience sampling was chosen due to its practicality and accessibility, considering the widespread use of UGC platforms in the digital age. The proposed sample size is N=50 participants. This particular sample size was selected to ensure that the analysis would have sufficient statistical power and to provide relevant insights into the ways in which variables are related to one another.

3.3.3. Data Collection

Data collection primarily involved a structured online survey questionnaire distributed to a diverse sample of 50 respondents across various regions of Bangladesh, considering demographic factors like age and gender. The survey aimed to gather insights on aspects including financial capability, technical proficiency, and social norms. Ethical protocols, including informed consent and data privacy are taken in consideration. Descriptive statistical analysis was conducted using Microsoft Excel.

3.3.4. Significance

The research topic, "The Role of User-Generated Content (UGC) Platforms in Shaping Behavioral Purchase Intention in Bangladesh," addresses a significant and timely issue that carries substantial relevance for both academic exploration and practical applications.

Understanding and harnessing the impact of User-Generated Content (UGC) platforms on behavioral purchase intention holds direct implications for businesses, marketers, and digital communication strategists. This research topic presents an opportunity for researchers to delve into a cutting-edge area of study that forefront contemporary marketing practices and effectively navigate the dynamic landscape shaped by UGC platforms. While the influence of UGC platforms

on consumer purchase intention is widely acknowledged, this study delves deeper by considering how these platforms impact consumers in Bangladesh, taking into account cultural nuances that shape perceptions and actions. By analyzing the interplay between Attitude, Subjective norm, Perceived Behavioral Control, and Purchase Behavior Intention in Bangladesh, this study introduces new insights into the field. It examines the factors that influence consumer attitude, subjective norm and perceived behavioral norm within a specific cultural context, thereby enriching the existing body of knowledge with context-specific findings. It recognizes and extends the existing understanding of UGC's role in shaping consumer choices and preferences by exploring the interactions between UGC content, platform usage, and demographic factors in Bangladesh.

3.4. Findings and Analysis

To deepen my understanding of the behavioral purchase intent on User Generated Content (UGC) platforms, I initiated a survey with the approval of users on various social media platforms across diverse regions of Bangladesh. This survey spanned 15 days and encompassed 19 questions, garnering responses from a total of 50 participants.

3.4.1. Sample Characteristics

The sample characteristics are listed by gender and age group in Table I.

Table I: Characteristics by Demography [N = 50]

Gender	
Female	24 (48%)
Male	26 (52%)
Others	0 (0%)
Age Group	
18-21	15 (30%)
22-23	5 (10%)

24-25	14 (28%)
26-30	13 (26%)
31≤	3 (6%)

Source: Own elaboration

Table II: Descriptive statistics analysis (N = 50)

Variable	No. of Items on the Scale	Mean Score	Standard Deviation
Attitude Toward Behavior	5	3.71	1.14
Subjective Norms	4	3.67	1.09
Perceived Behavioral Control	4	3.77	1.59
Behavioral Purchase Intentions	4	3.75	1.11

The survey data, measured on a 1-5 scale (least to very likely), indicates that respondents generally hold moderately positive attitudes when having a purchase intention toward User Generated Content.

Attitude Toward Behavior

A mean score of 3.71 out of 5 for attitude toward behavior suggests that, on average, the individuals in the sample hold a moderately positive attitude. The standard deviation of 1.14 indicates a moderate level of variability in attitudes within the sample. Some individuals may have a more strongly positive attitude (higher than 3.71), while others may have a less positive or even a negative attitude (lower than 3.71) towards UGC when making purchases.

Subjective Norms

The mean score of 3.67 out of 5 for subjective norms implies that, on average, individuals in the sample perceive a moderate level of influence from the opinions and beliefs of their peers or family regarding making purchases at UGC. The standard deviation of 1.09 suggests a moderate level of variability in how strongly individuals are influenced by subjective norms. Some are highly influenced (higher than 3.67), while others are less influenced or not influenced at all (lower than 3.67) by what others think.

Perceived Behavioral Control

The mean score of 3.77 for perceived behavioral control indicates that, on average, individuals in the sample perceive a better level of control over UGC-based content. The higher standard deviation of 1.59 suggests that there is a considerable amount of variability in how much control individuals perceive over engaging in the UGC content. Some individuals may feel very much in control (higher than 3.77), while others may feel less control or perceive significant barriers (lower than 3.77) to UGC content.

Behavioral Purchase Intentions

A mean score of 3.75 for behavioral purchase intentions suggests that, on average, individuals in the sample have a moderately positive intention to engage in the purchasing of UGC content. The standard deviation of 1.11 indicates a moderate level of variability in the intention to purchase within the sample. Some individuals have a stronger intention to purchase (higher than 3.75), while others have a weaker intention (lower than 3.75) to engage in the purchase behavior.

3.4.2. Analysis

Items and Factor Analysis [λ Loading] (N=50)

(1 = very Unlikely; 5 = Very Likely)

Variable	Items	Mean	Standard Deviation
Attitude Toward Behavior (ATB)	If I had the opportunity and money, I would use UGC platforms to purchase products	3.82	1.14
	Using UGC platforms involves more advantages than buying from E-Commerce Websites	3.70	1.11
	UGC content is reliable and trustworthy.	3.56	1.26
	UGC platforms offer a fresh perspective that I appreciate [e.g. fresh perspective about new product]	3.74	1.21
	I would recommend UGC contents to other.	3.76	1.01
Subjective Norms (SN)	Friends and family often share UGC content with me.	3.66	1.08
	Recommendations from friends or family carry weight in my decisions.	3.80	1.00
	Colleagues at university or work discuss their experiences with UGC platforms.	3.42	1.25
	Friends' acceptance of UGC usage positively impacts my decisions for UGC platforms.	3.82	1.00
Perceived Behavioral	In general, I know everything about the usage process required to use UGC platforms.	3.80	1.14

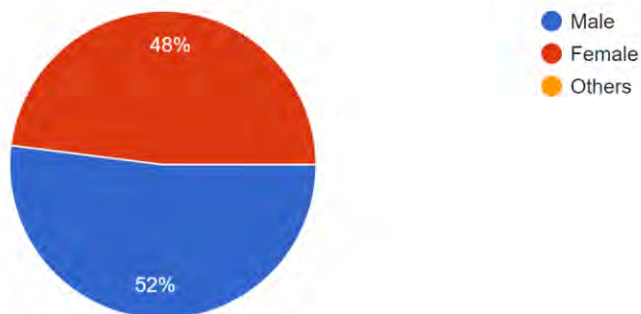
Control (PBC)	I have the financial means to access premium UGC content.	3.38	1.29
	Engaging with content on UGC platforms and maintaining a safe interaction would be easy for me.	3.94	1.06
	I am proficient in utilizing UGC search and filter options.	3.96	1.07
Behavioral Purchase Intentions	I trust the reviews and recommendations found on UGC Platforms.	3.76	1.22
	I am inclined to buy products or services featured in UGC platforms.	3.64	1.16
	I am open to trying new products or services I discover on UGC Platforms.	3.66	1.14
	UGC platforms help me discover unique and innovative products.	3.94	0.91

Source: Linan, (2008; Benachenuhou and Boucif (2016, 2017)

3.4.3. Data Analysis

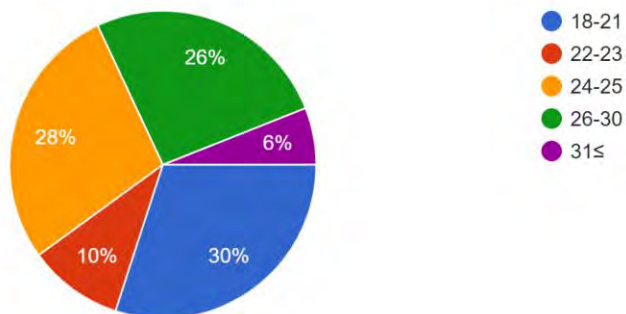
The study involved the creation of survey questionnaires using Google Forms. Subsequently, the data gathered from participants was translated into visual representations, such as graphs and charts, to conduct a thorough and insightful analysis. Microsoft Excel was utilized to organize and process the data for analysis. In total, responses were obtained from 50 participants. Within the group of survey participants, an even split was observed in gender representation, with 49% being female and 50% being male. Notably, the most prominent age bracket was 18-21 years, encompassing 30% of the respondents. Following closely were those aged 24-25, constituting 28% of the sample. Additionally, individuals within the age ranges of 22-23 and 31+ made up 10% and 6% of the participants, respectively.

Gender
50 responses



Survey Result Graph 1

Age group
50 responses



Survey Result Graph 2

In the research, a total of 3 hypotheses were formulated. To assess each hypothesis comprehensively, we devised 5 questions for the first hypothesis, 4 questions for the second, and an additional 4 questions for the third. Furthermore, 4 questions were included to analyze the purchase intentions of the respondents.

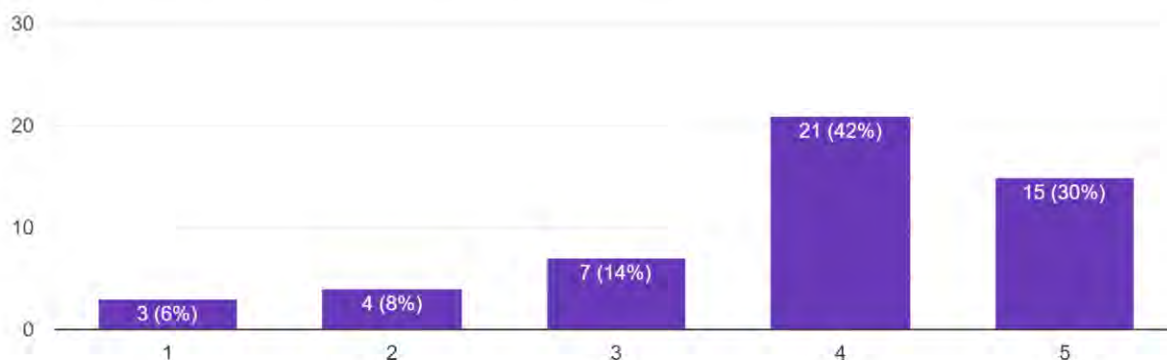
3.4.4. Hypothesis 1

Positive attitudes such as better perceived satisfaction towards User Generated Content positively influence purchase intention among Bangladeshi users.

Attitude reflects how consumers perceive and feel about a product or service. To examine whether positive attitudes impact the purchase intention of Bangladeshi users towards UGC platforms, we evaluated several aspects, including the willingness to use UGC platforms if given the opportunity, satisfaction levels, and perceived advantages and disadvantages.

If I had the opportunity and money, I would use UGC platforms to purchase products

50 responses

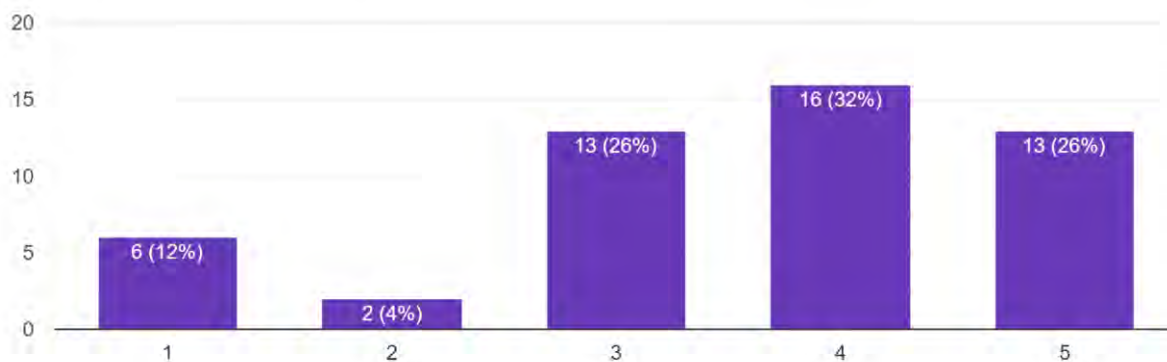


Survey Result Graph 3

In our survey, we found that 72% of respondents either strongly agree or more likely agree that they would use UGC platforms for purchasing if the opportunity arose, with 30% strongly agreeing. Additionally, 68% of participants agree or strongly agree that UGC platforms offer more advantages than purchasing from E-Commerce Websites. Regarding the reliability and trustworthiness of UGC content, 58% of respondents agree or strongly agree. Furthermore, when asked about the fresh perspectives offered by UGC platforms, 68% of respondents agree or strongly agree. Lastly, 65.3% of participants agree or strongly agree that they would recommend UGC content to others.

UGC content is reliable and trustworthy.

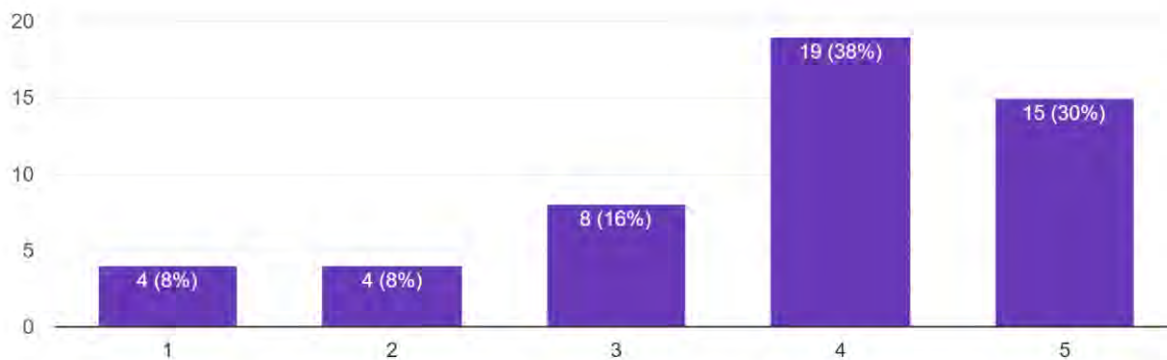
50 responses



Survey Result Graph 4

UGC platforms offer a fresh perspective that I appreciate [e.g. fresh perspective about new product]

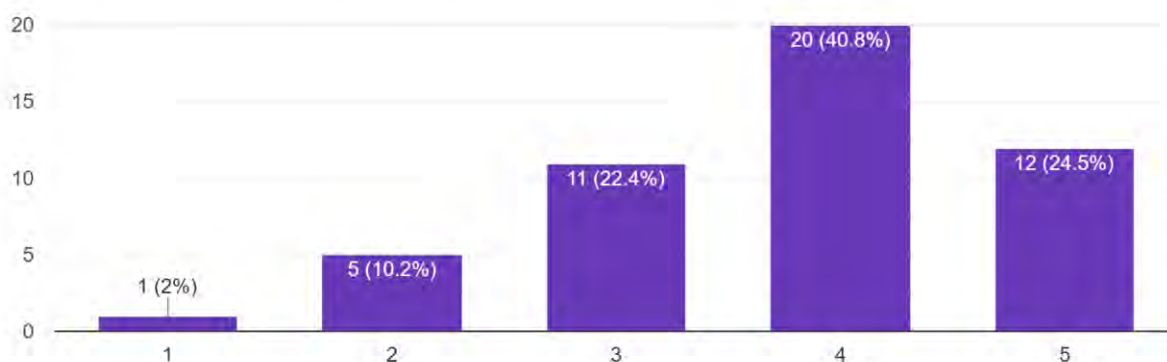
50 responses



Survey Result Graph 5

I would recommend UGC contents to other.

49 responses



Survey Result Graph 6

Given these findings, it can be concluded that positive attitudes, including better-perceived satisfaction towards User Generated Content, do indeed positively influence purchase intention among Bangladeshi users. A large number of respondents displayed a positive attitude towards UGC platforms, which correlates with their willingness to make purchases through these platforms.

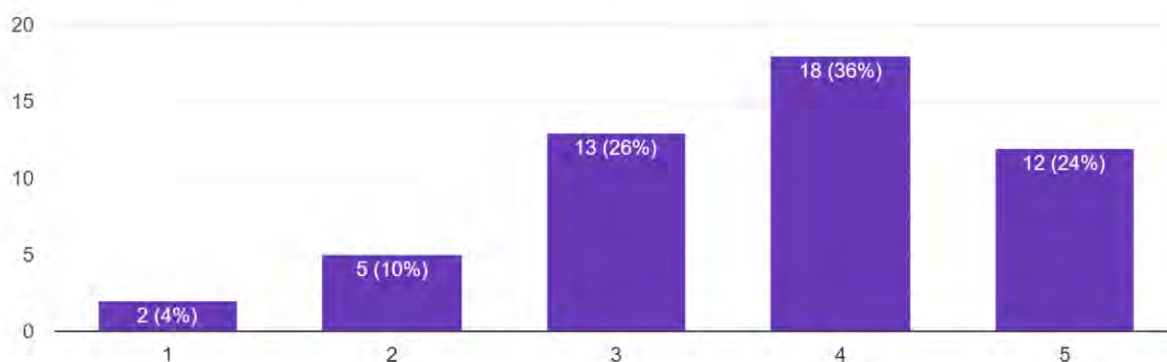
3.4.5. Hypothesis 2

There is a strong relationship between subjective norms such as social influences and trend affinity; with purchase intention from User Generated Content

Subjective norms encompass the motivations and influences derived from one's environment, which includes friends, family, and other social circles. Subjective norms encompass the influence and motivation exerted by one's social environment, which includes factors like social influences and trend affinity. To investigate the relationship between these purchase intention and subjective norms among Bangladeshi users of UGC platforms, we considered specific aspects related to social influences.

Friends and family often share UGC content with me.

50 responses

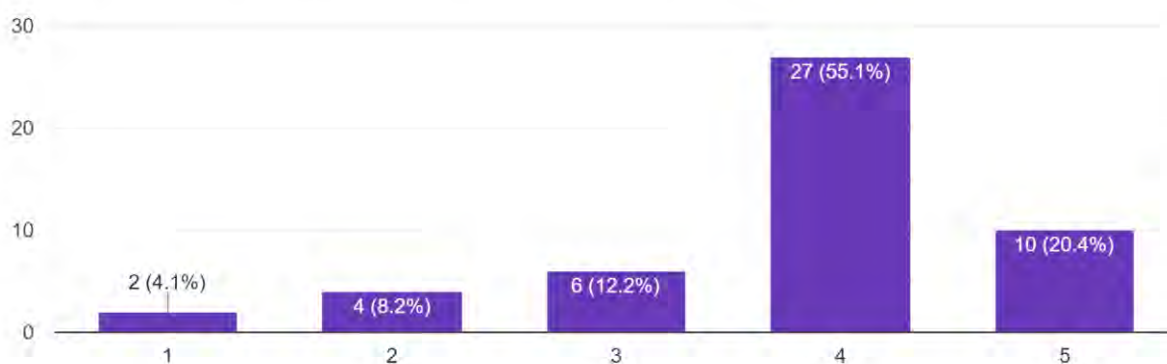


Survey Result Graph 7

In our survey, we found that 76% of respondents believe that their friends and family often share UGC content with them, with 36% strongly agreeing. Furthermore, when it comes to the weight carried by recommendations from friends or family in their decisions, 75.3% of participants agree, and 55.1% strongly agree. In the context of colleagues at university or work discussing their experiences with UGC platforms, 68% of respondents agree, with 30% strongly agreeing. Lastly, 72% of participants agree that their friends' acceptance of UGC usage positively impacts their decisions for UGC platforms, with 48% strongly agreeing.

Recommendations from friends or family carry weight in my decisions.

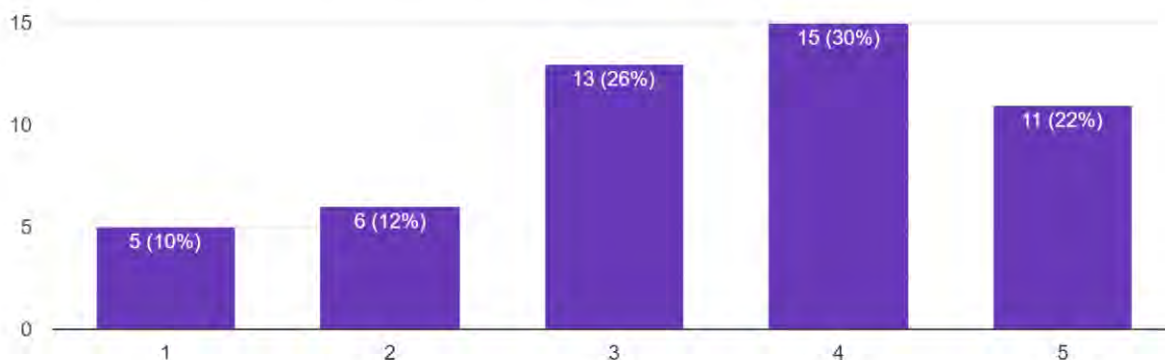
49 responses



Survey Result Graph 8

Colleagues at university or work discuss their experiences with UGC platforms.

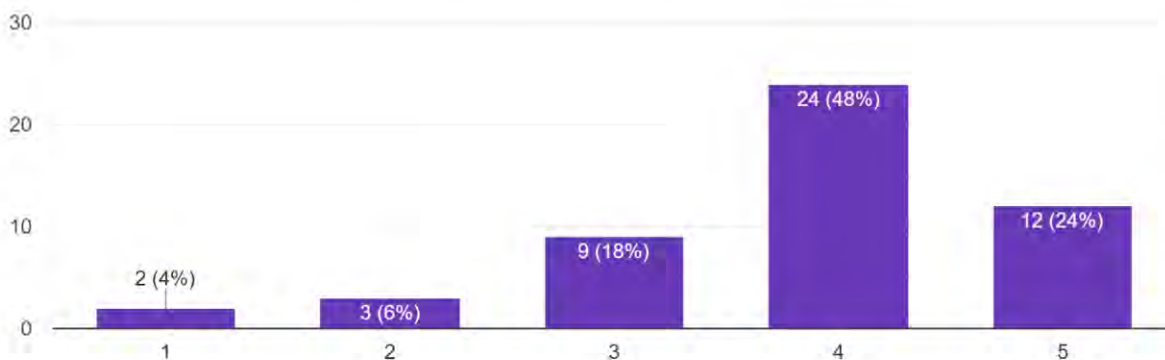
50 responses



Survey Result Graph 9

Friends' acceptance of UGC usage positively impacts my decisions for UGC platforms.

50 responses



Survey Result Graph 10

These findings suggest a strong connection between subjective norms, including social influences and trend affinity, and purchase intention from User Generated Content among Bangladeshi users. The majority of respondents displayed positive attitudes towards these subjective norms, highlighting their potential influence on purchase intentions.

3.4.6. Hypothesis 3

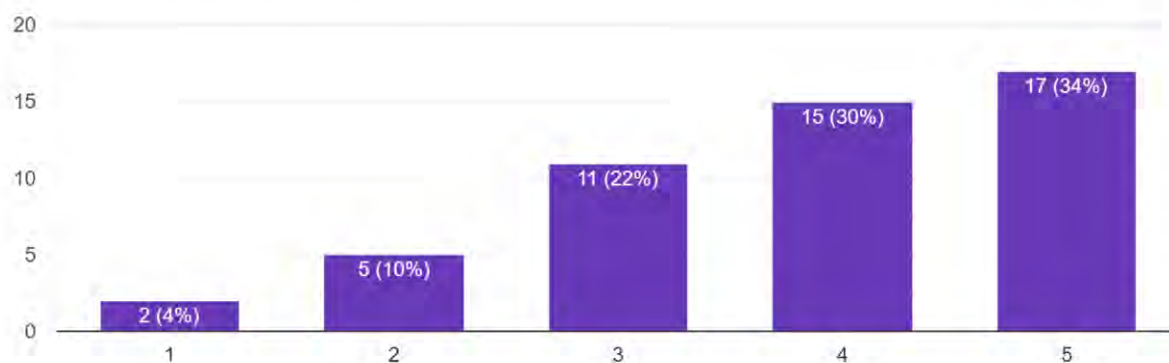
There is a strong relationship between the perceived behavioral control in terms of financial ability and technical expertise; and the purchase intention among Bangladeshi Users.

There is a strong relationship between the perceived behavioral control in terms of financial ability and technical expertise; and the purchase intention among Bangladeshi users for UGC platforms.

Perceived behavioral control points to show that what to extent individuals believe they have control over external factors that influence their purchase decisions on UGC platforms.

In general, I know everything about the usage process required to use UGC platforms.

50 responses

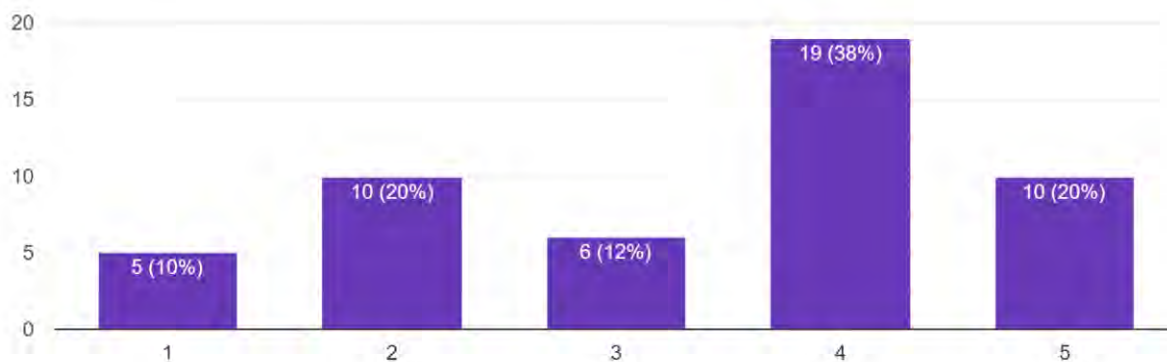


Survey Result Graph 11

When examining the relationship between purchase intention and perceived behavioral control among Bangladeshi users for UGC platforms, the data shows that 68% of respondents feel confident in their knowledge of using UGC platforms' features and processes, with 34% being neutral on this aspect. Additionally, 58% of respondents believe they have the financial means to access premium UGC content, while 38% remain neutral. Regarding the ease of engaging with content on UGC platforms and maintaining a safe interaction, 74% of respondents express confidence, whereas 34% take a neutral stance. Moreover, 66% of participants feel proficient in utilizing UGC search and filter options, and 40% remain neutral.

I have the financial means to access premium UGC content.

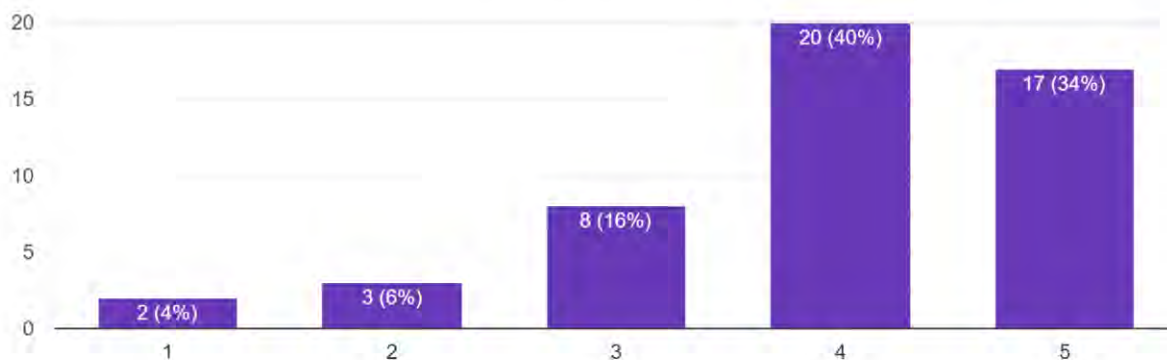
50 responses



Survey Result Graph 12

Engaging with content on UGC platforms and maintaining a safe interaction would be easy for me.

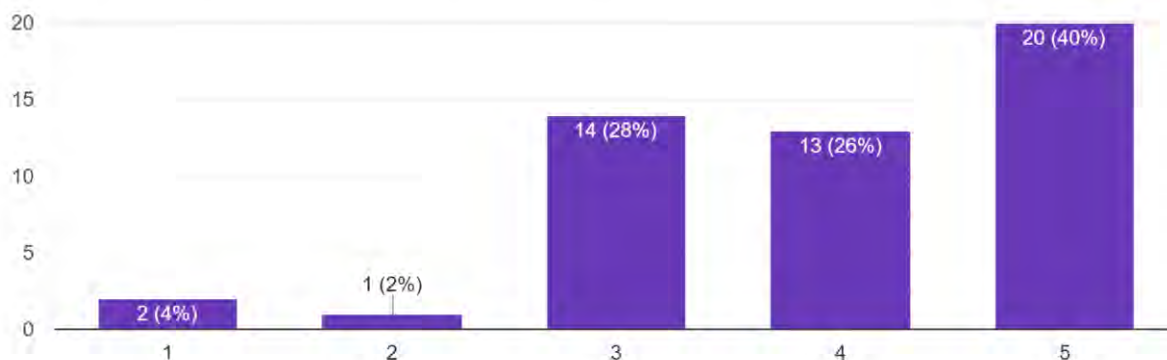
50 responses



Survey Result Graph 13

I am proficient in utilizing UGC search and filter options.

50 responses

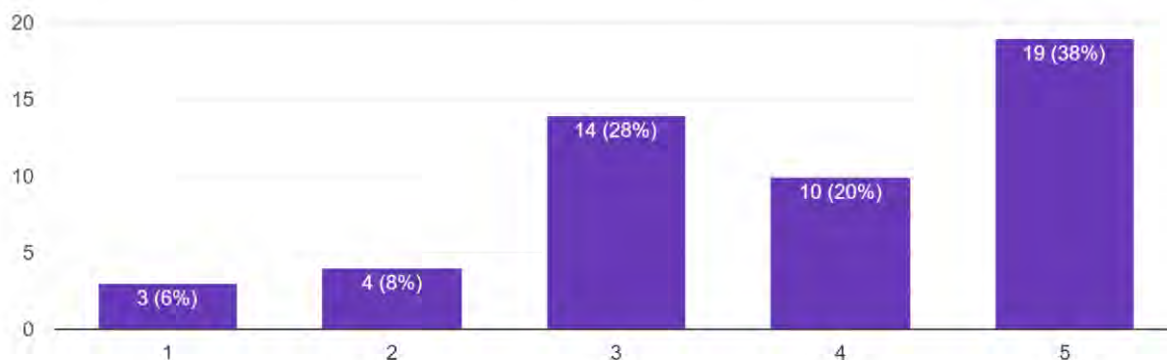


Survey Result Graph 14

Thus, there is a strong relationship between perceived behavioral control, encompassing financial ability and technical expertise, and the purchase intention among Bangladeshi users for UGC platforms. The majority of respondents demonstrate a favorable attitude towards their perceived control, which positively influences their purchase intentions.

I trust the reviews and recommendations found on UGC Platforms.

50 responses



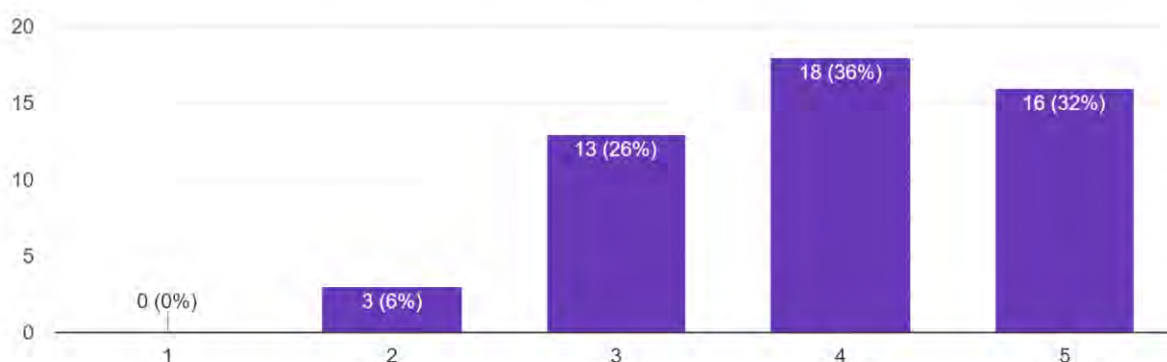
Survey Result Graph 15

Perceived behavioral control encompasses individuals' sense of control over external factors influencing their purchase decisions.

Analyzing the data for purchase intentions among Bangladeshi users for UGC platforms reveals insightful patterns. When evaluating trust in UGC platform reviews and recommendations, 38% of respondents express a high level of trust (rated 5), and 20% rate it at 4. Similarly, 40% of participants are inclined to buy products or services featured on UGC platforms (rated 5), with an additional 24% rating it at 4. Moreover, 64% of respondents are open to trying new products or services discovered on UGC platforms (rated 4 and 5). Finally, when considering the impact of UGC platforms in discovering unique and innovative products, 68% of respondents rate it at 4 and 5.

UGC platforms help me discover unique and innovative products.

50 responses



Survey Result Graph 16

This data suggests a robust relationship between perceived behavioral control, including financial ability and technical expertise, and the purchase intention among Bangladeshi users for UGC platforms. High ratings in purchase intentions indicate that users are positively influenced by their perceived control, reinforcing the hypothesis.

3.5. Summary and Conclusion

This study delves into the critical role of User-Generated Content (UGC) Platforms in shaping behavioral purchase intention, focusing on the esteemed project of Mediacom Limited, an integral entity within the Square Group in Bangladesh. The research aims to explore the relationships between subjective norm, positive attitude, perceived satisfaction, perceived behavioral control, and perceived financial ability concerning users' purchase intention when engaging with UGC platforms. Through investigation, the study endeavors to provide comprehensive insights into the factors influencing users' purchase decisions in the realm of UGC platforms, thereby enhancing our understanding of behavioral purchase intention.

In conclusion, this research enriches our understanding of how User-Generated Content (UGC) influences behavioral purchase intention in Bangladesh. Positive attitudes towards UGC platforms significantly drive purchase intention among Bangladeshi users. Respondents exhibited favorable attitudes towards UGC, aligning with their willingness to purchase through these platforms. Moreover, subjective norms, encompassing social influences and trend affinity, strongly correlate with purchase intention, emphasizing their impact. Additionally, perceived behavioral control, covering financial ability and technical expertise, demonstrates a robust connection with purchase intention. Overall, this research sheds light on the factors shaping purchase intentions on UGC platforms in Bangladesh, aiding businesses and marketers in navigating this dynamic landscape.

3.5.1. Recommendations

Drawing from the study into behavioral purchase intention on User Generated Content (UGC) platforms in Bangladesh, the following recommendations are proposed:

Dynamic Parental Advisory System:

Develop a dynamic parental advisory system that intelligently adapts to the content being posted on the UGC platform. This sophisticated system would harness the power of AI and machine learning to continually analyze and categorize user-generated content, assigning appropriate advisory labels based on the content's nature and potential impact. By doing so, the platform ensures a safe and family-friendly environment for all users, while still accommodating diverse content. This adaptive approach not only safeguards the platform's integrity but also promotes a sense of security among users, positively influencing their willingness to engage and make informed purchase decisions.

AI-Powered Personal Shopping Assistants:

Implement AI-driven personal shopping assistants within the UGC platform. These virtual shopping companions leverage advanced algorithms and machine learning to provide users with personalized product recommendations based on their browsing behavior, preferences, and past interactions. By offering tailored suggestions and guidance, these virtual assistants can enhance the user's shopping experience, increase their trust in the platform, and ultimately boost their purchase intention. Users will feel more supported in their decision-making process, fostering a sense of confidence and satisfaction.

Invest in Educating User:

Prioritize user education initiatives that aim to inform and empower users about the benefits and responsible usage of UGC platforms. Establish comprehensive educational resources, tutorials, and guidelines that address common misconceptions, privacy concerns, and best practices. By equipping users with knowledge and tools to navigate the platform effectively and safely, the UGC platform can foster a community of well-informed individuals. An educated user base is more likely to engage positively with content and brands, as they can make purchase decisions with confidence and trust in the platform's commitment to their well-being.

By implementing these recommendations, businesses can enhance their presence on UGC platforms in Bangladesh, build stronger relationships with users, and ultimately drive higher purchase intention, contributing to overall growth and success.

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Appendix

- If I had the opportunity and money, I would use UGC platforms to purchase products
 - Not at all likely
 - Somewhat likely
 - Neutral
 - Likely
 - Very likely

- Using UGC platforms involves more advantages than buying from E-Commerce Websites
 - Not at all likely
 - Somewhat likely
 - Neutral
 - Likely
 - Very likely

- UGC content is reliable and trustworthy.
 - Not at all likely
 - Somewhat likely
 - Neutral
 - Likely
 - Very likely

- UGC platforms offer a fresh perspective that I appreciate [e.g. fresh perspective about new product]
 - Not at all likely
 - Somewhat likely
 - Neutral
 - Likely
 - Very likely

- I would recommend UGC contents to other.
 - Not at all likely
 - Somewhat likely
 - Neutral
 - Likely
 - Very likely

Subjective Norms (SN)

- Friends and family often share UGC content with me.
 - Not at all likely
 - Somewhat likely
 - Neutral
 - Likely
 - Very likely

- Recommendations from friends or family carry weight in my decisions.
 - Not at all likely
 - Somewhat likely
 - Neutral
 - Likely
 - Very likely

- Colleagues at university or work discuss their experiences with UGC platforms.
 - Not at all likely
 - Somewhat likely
 - Neutral
 - Likely
 - Very likely

- Friends' acceptance of UGC usage positively impacts my decisions for UGC platforms.
 - Not at all likely
 - Somewhat likely
 - Neutral
 - Likely
 - Very likely

Perceived Behavioral Control (PBC)

- In general, I know everything about the usage process required to use UGC platforms.
 - Not at all likely
 - Somewhat likely
 - Neutral
 - Likely
 - Very likely

- I have the financial means to access premium UGC content.
 - Not at all likely
 - Somewhat likely
 - Neutral
 - Likely
 - Very likely

- Engaging with content on UGC platforms and maintaining a safe interaction would be easy for me.
 - Not at all likely
 - Somewhat likely
 - Neutral
 - Likely
 - Very likely

- I am proficient in utilizing UGC search and filter options.
 - Not at all likely
 - Somewhat likely
 - Neutral
 - Likely
 - Very likely

Behavioral Purchase Intentions

- I trust the reviews and recommendations found on UGC Platforms.
 - Not at all likely
 - Somewhat likely
 - Neutral
 - Likely
 - Very likely

- I am inclined to buy products or services featured in UGC platforms.
 - Not at all likely
 - Somewhat likely
 - Neutral
 - Likely
 - Very likely

- I am open to trying new products or services I discover on UGC Platforms.
 - Not at all likely
 - Somewhat likely
 - Neutral
 - Likely
 - Very likely

- UGC platforms help me discover unique and innovative products.
 - Not at all likely
 - Somewhat likely
 - Neutral
 - Likely
 - Very likely

