

Report On
Impact of digital marketing on brand awareness

By

Navid Alvi Haq
08204060

An internship report submitted to the Ms Ummul Wara Adrita in partial fulfillment of the requirements for the degree of Bachelor's in Business Administration

Brac Business School
Brac University
January 2024

©2024. Brac University
All rights reserved.

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Student Full Name
Student ID

Supervisor's Full Name & Signature:

Supervisor Full Name
Designation, Department
Institution

Letter of Transmittal

Ms Ummul Wara Adrita
Senior Lecturer,
Brac Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report for the completion of my BBA program.

Dear Madam,

This is my pleasure to present this Internship Report on “Impact of digital marketing on brand awareness”, which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Navid Alvi Haq
08204060
BRAC Business School
BRAC University
Date: January 23rd 2024

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between Dream Car House and the undersigned student at Brac University.....

Acknowledgement

First, I would like to express my gratitude to the almighty Allah for giving me the strength, ability and courage to accomplish the report in scheduled time amid various complications.

I am sincerely thankful to my advisor Ms Ummul Wara Adrita Senior Lecturer and Program Coordinator for her enthusiastic supervision during the preparation of my internship report.

Moreover, I must show my gratitude to, my supervisor Asif Shairul Haq who willingly took the responsibility to help me explore the digital marketing aspects of Dream Car House and share his experience with me.

Executive Summary

The impact of digital marketing on brand awareness is the subject of my internship report. In this report I will discuss how Dream Car House is employing digital marketing to create brand awareness and acquire new customers. The importance of digital marketing in the car industry is rising in Bangladesh. As more customers are looking online to import cars from Japan the potential of growth is huge in this sector. This paper aims to analyze the marketing and promotional strategies of Dream Car House and their effectiveness. This paper also includes a case study to understand the relationship between digital marketing and brand awareness. It discusses the importance of social media marketing for the company. It looks at the behavior of the customers and tries to find out what they want.

Table of Contents

Declaration.....	2
Letter of Transmittal.....	3
Non-Disclosure Agreement.....	4
Acknowledgement.....	5
Executive Summary.....	6
Chapter 1 Overview of internship	
1.1 Student information.....	9
1.2 Internship Information.....	10
1.3 Internship Outcomes.....	11
Chapter 2 Company overview	
2.1 Overview of the company.....	13
2.2 Segmentation, targeting and positioning strategy.....	13
2.3 Marketing channels.....	15
2.4 Branding activities.....	16
2.5 Advertisement and promotional strategy.....	17
2.6 Industry and competitive analysis.....	19
2.7 Conclusion.....	21
Chapter 3 Project Part	
3.1 Introduction.....	22
3.2 Methodology.....	25

3.3 Analysis of survey results.....	26
3.4 Summary of findings.....	30
3.5 Conclusion.....	31
3.6 Recommendations.....	32
References.....	33
Appendix A.....	34

List of Figures

Figure 1.....	26
Figure 2.....	26
Figure 3.....	27
Figure 4.....	27
Figure 5.....	28
Figure 6.....	29
Figure 7.....	29
Figure 8.....	30

Chapter 1- Overview of internship

1.1 Student Information

Name- Navid Alvi Haq

Id- 08204060

Program- BBA

Major- Marketing

Minor- Management

1.2.1 Internship information

Period- 4 months

Company name- Dream Car House

Department- Business development

Address- 18, Shaheed Captain Mansur Ali Soroni, Kakrail, Dhaka- 1000

1.2.2 Supervisors Information

Supervisors Name- Asif Shairul Haq

Position- Senior Manager, Business development

1.2.3 Job Scope/ Job Description

In the 4 months internship in Dream Car House I was assigned multiple responsibilities involved in the marketing operations of the company. Those responsibilities were

Social media management, I was tasked with replying to any queries of the customers on the social medial sites. It involved replying to any questions of the customers, providing information about the products, moderating facebook pages and interacting with anyone who knocked on the social media pages.

Creating content plan, I was then asked to create a list of cars for making social media content. I had to choose which cars needed to be reviewed in which order as per the online demand of the customers.

Search Engine Optimization, during my internship I helped to optimize the keywords for every online product listings so customers can easily find the product when they search for it.

Customer Care, I was tasked with answering customer calls and solve their problems. I had to provide information to customers, take orders on calls.

Product listing, during my tenure I had to post new product listings on the online market places for new cars.

Social media ads, during my time I was involved with the ads campaigns running in Google and Facebook for the company.

1.3 Internship outcomes

1.3.1 Students contribution to the company

I joined Dream Car House on 10th September 2023 as an intern in their business development department. Business development is the department that handles all the marketing and customer care services of the company. During my tenure I was assigned to help with the social media marketing aspects of the company. It involved interacting with social media sites, managing posts, replying to comments. I also helped with answering calls for customer care. I took online orders for products, answered product related queries. I listed products on online websites updated them and optimized them for their keyword. During my internship I interacted with customers both online and directly to answer their queries. With the help of the team we prepared weekly digital marketing campaigns using google ad manager and analytics.

1.3.2 Benefits to the student

During my tenure in Dream Car House I have gained the followings

- Hands on experience- Due to my internship I gained a firsthand experience how the company operates. How all the departments work? I gained valuable experience about the car industry
- Better communication skills- As it is a small company, communication is very important. During my internship I learned how to communicate with different departments effectively.
- Networking- During my internship I met various people from different walks of life. I also made professional relationship with my colleagues during this time.

- Social Media Advertising- During my internship I mainly learned how to run Google and Facebook ads and target potential customers. I learned how to manage and maintain different social media sites.

1.3.3 Difficulties/ Problems-

As an upcoming and small business Dream Car House had an excellent environment to work in. The only difficulty I faced was the excessive work hours. The company operates 6 days a week and 10 hours every day. As a small company the number of employees are limited. Which leads to few people doing work of many. Other than that I enjoyed my time thoroughly during my internship.

1.3.4 Recommendation-

As per recommendations I would say the Company can reduce the workload on interns by giving them one more day off. The Company should hire more interns as will take the load off from regular employees. Currently I am the only intern in the company. Dream Car House can employ more interns which will be beneficial for both parties.

Chapter 2 Company overview

2.1 Overview of the company

Dream Car House is one of the pioneering car dealerships in Bangladesh. Since its inception in 2018 the company has made an effort to differentiate themselves from the competition by importing high quality new and pre-owned automobiles from Japan and offering top notch customer support and after sales services. It tries to provide a one stop solutions for all automotive needs to its customers.

They started their venture with a Facebook page and have since grown to have become one of the most renowned car showrooms in Bangladesh. With the help of its expert and technical procurement department, the company specializes in buying and selling of pre-owned cars alongside importing them. It also provides car servicing and maintenance facilities to its customers.

Car imports surged in the last two years after people recovered from the Noble Coronavirus pandemic especially due to the reduction in import tariffs. According to Mongla port authorities, auto dealers imported a total 20,009 vehicles through the port in 2021-2022 fiscal year which is the highest since the seaport in the southwest costal region began handling imported used vehicles.

2.2 Segmentation, targeting and positioning strategy of dream car house

As Dream Car House is a small company with limed resources and small marketing budget, most of its marketing activities are done through digital channels. The company is employing (STP) segmentation, targeting and positioning strategy which is as follows.

2.2.1 Market segmentation

The company segments its market through different variables which is as follows-

Demographic segmentation is a common method of market segmentation which involves breaking the market into customer demographics as age, income, gender, race, education or occupation.

Psychographic segmentation based on factors such as lifestyle, habits, hobbies, activities, etc.

Behavioral segmentation based on why, how, and how frequently customers interact with the company's social media sites or the store.

2.2.2 Targeting strategy

Through the segmentation the company has figured out its three key target markets.

First target market are those customers who are young and buying their first car. These customers are extremely price sensitive and may also require loan facilities.

Second target market are those customers who are wealthy and looking for luxury cars or German cars. These customers are not price sensitive but expect excellent after sale services.

Third target market are those customers who own a car but are looking to trade in their old car for a newer model. These customers are price sensitive but are repeated car buyers and frequent customers.

2.2.3 Positioning strategy

As the name suggests, Dream Car House positions itself as a premier reliable trustworthy car dealership for those customers looking to buy their very first car. The company portrays itself as all-in-one automotive solution for all its customer needs. It provides a variety in car selection, helps customers with receiving financial loans from the bank and also provides car repairing and servicing.

2.3 Marketing channels

Dream Car House uses the following marketing channels to interact with its customers.

Direct selling- This marketing channel involves a sales representative directly communicating with potential customers. Direct selling often involves people who visit the showroom individually.

Digital advertisements- The Company uses a variety of social media and digital platforms to promote their products. It uses Facebook market place, Instagram and other online markets to advertise promote and display its product inventory. It also invests in Facebook and google ads to reach out and acquire new customers who are looking to buy new or pre-owned cars.

Events- Dream Car House participates in different events, shows, functions, fairs and programs to advertise and communicate with new potential customers. The company attends fairs, participates in car shows in different places of the country to promote itself.

Network marketing- Similar to digital advertisements, the company uses social media and digital networks as a marketing channel to connect with potential customers. The company also regularly uploads new and informative video content regarding its inventory and updated

services on YouTube and Facebook to keep its customers updated regarding the company's current offering.

SEO marketing- Whenever a potential customer searches for something online, the results he gets is called search engine optimization. It is important for the company to optimize its SEO so that whenever a potential customer searches online for a desired car, it will instantly lead him to the company's webpage.

Catalog direct- Catalog direct is a marketing channel where a potential customer browses through a digital catalog of cars with all the information from the company's webpage or on any digital marketplace or social media page. The company updates the information of its car inventory online so that the customers can check out their inquiries.

Email marketing- The Company sends promotional emails to its target audience which contains information regarding the company's latest offerings, promotional discounts, latest offers and discounts. Email marketing helps the company to keep in touch with customers who need constant updates regarding a car or a specific service.

Word of mouth- This is another channel the company uses to promote good reviews of itself. If a customer is satisfied after purchasing a car or receiving a service, there is a good chance he will tell it to his friends and family. So, if the company performs distinctively the people will spread good information about the company.

2.4 Branding activities of Dream Car House

In the highly competitive world of car business, building and nurturing a strong brand is vital for the growth and success of any company. Keeping this in mind the company focuses on the following three aspects for its brand building activities

Building creditability and trust- By consistently delivering on its promises and assurances in quality of its products and after sale services, the company is building long term trust and loyalty among its customers. Dream Car House makes sure that it only offers top quality products and services for its customers. The company emphasizes on delivering instant and effective customer support services for all automotive needs.

Differentiation in crowded market place- By developing its unique brand identity along with a memorable logo and messaging, the company creates a distinct impression in the mind of its customers. Dream Car House positions itself as the go to car dealership for a first-time car buying customer as it caters to all their needs. The company helps securing loans for its customers and also provides car servicing and repairing services.

Customer attraction and retention- By providing exceptional car repairing services and customer support help lines the company is trying its best to retain existing customers alongside attracting new ones.

2.5 Advertisement and promotional strategies

The company employs the following promotional strategies

Paid advertising- Dream Car House employs most of its marketing budget in paid advertisements. This strategy consists of paying money to show an advertisement in a specific place at a specific time to a specific people, so as to capture the attention of the target market. The company consistently invests in Facebook and Google ads as to attract new customers and create brand awareness. It also invests in search engine optimization so that whenever a customer is searching for a car online, he is instantly directed to the company's webpage or site. SEO helps the company rank its website on top of searches for related to buying cars in

Bangladesh. It also uses search engine marketing where it creates small banner ads about the company which is then advertised and displayed online on other websites social media sites and forums. The company sometimes post advertisements on local billboards and newspapers.

Content marketing- It is a digital marketing strategy which focuses on distributing valuable and informative video content and car reviews in order to attract and retain audience. In this aspect Dream Car House is very pro-active and consistent as it has a regular schedule which it follows to post content on YouTube and Facebook. The company regularly uploads elaborate and descriptive video reviews of its cars, displaying all of its options, functions and features. Dream Car House also engages with social media influencers to create car reviews and promote itself.

Car test drives and free servicing- From its inception the company allows its potential customers to go for a test drive in the car they want to buy. The company believes if someone gets the feel of the car then that helps greatly in their buying decision making. To promote its repairing facilities the company offers two free maintenance service with every car they sell. It helps customer familiarize with repairing and maintenance facilities which drive more customers.

Sponsorships and event marketing- Dream Car House participates in different events, shows, functions, fairs and programs to advertise and communicate with new potential customers. The company attends fairs, participates in car shows in different places of the country to promote its products. They took part in the 16th Dhaka Motor Show which took place in Bangabandhu Bangladesh-China Exhibition Center. They also sponsor events to increase its brand reach.

Customer reviews- Reputed brands such as Amazon, TripAdvisor and Yelp has built their businesses out of reviews by generating trust and promoting customer feedback. Dream Car House also incentivizes its customers to post reviews regarding their purchase. The company

encourages customer feedback for its product and services and are consistent in replying about customer queries.

Retargeting- This strategy focuses on potential customers with high purchase intent. The company sends reminders and updates about cars the customers previously inquired about. They also have a list of customers who frequently change cars, the company uses this list to update customers about new offerings or discounts.

Referral marketing- Also called word of mouth marketing. If a customer is satisfied after purchasing a car or receiving a service, there is a good chance he will tell it to his friends and family. So, if the company performs distinctively the people will spread good information about the company.

2.6.1 Industry and Competitive Analysis (SWOT Analysis)

Strength

- Offers unique cars that cannot be found anywhere else in the country
- Provides loan facilities from the bank
- Has good car repairing facilities and provides good customer service
- Frequently uploads new information through social media contents
- It can import any car or parts directly from Japan within 90 days

Weakness

- Unique cars are sold less often so some cars lay on the showroom floor for a long time
- Luxury cars and unique cars are not sold in high volume so turnover remains low
- It has only one service center in kakrail which is not feasible for all customers.

- Due to limited showroom space the company fails to display its whole inventory at once.

Opportunity

- Due to digital marketing the company can reach out to its target customers
- The market for new cars is always there, people are buying more luxury cars.
- People buying new cars come back to service their cars so customer retention is high.
- People buying new cars look for reviews, the company has a strong presence on social media.

Threat

- Number of competitors is very high
- A handful of competitors have most of the market share.
- Barrier to entry in the industry is low.

2.6.2 Porters five forces

Threat of new entrance- High

Car dealerships are very easy to open and anyone can become a competition. As a result, the threat of new entry is very high for Dream Car House.

Threat of substitutes- Low

Although competition in the car industry is very high, not all companies in Bangladesh are able to provide all the services that are offered by Dream Car House. Some competitors focus on selling cars others provide repairing services. This is why the company faces less threat of substitutes.

Bargaining power of buyers- Low

As the company specializes in unique car collection which is not generally found amongst the competition, as a result the company can ask for a premium price on its cars. If the buyer wants that specific car, he will pay the hiked price.

Bargaining power of the supplier- High

As the company is importing the best cars for its customers the bargaining power of the suppliers is high. Without the unique cars from its suppliers the company will lose its unique charm.

Competitive rivalry- High

The car industry is very competitive right now with big competitors such as Rancon autos, Navana ltd, DHS motors and others who are competing fiercely with Dream Car House for the share of the market.

2.7 Conclusion

Dream Car House is operating in a very competitive industry. It has carved out its niche with luxury car segments. In order for the company to grow and flourish it needs to attract more buyers using digital marketing. The company is seeing high return on investment on its Facebook and google ads. In order to grow the company needs to attract and retain more customers. Dream Car House can increase the number of service centers in the city. It should also increase digital engagement with customers to increase its brand awareness. The company needs to focus more on the luxury segment as the customer interest is high in that sector.

Chapter 3 Project Part

3.1.1 Introduction

The car sales industry in Bangladesh is significant and growing rapidly in the current times. More and more car companies are setting up dealerships in Dhaka right now. Other than a handful of big companies, most of the car dealerships in Bangladesh are small with limited resources. Most small dealerships which sell cars from different brands generally do not have a huge marketing budget. As a result they cannot afford to spend much money on their branding and promotional activities which hampers them in the long run. But with the help of digital marketing even small companies with limited budgets can build up their brand and effectively promote their products to the right customers in a cost effective manner. The competition between these small dealerships is very high. For any company to differentiate itself in this highly saturated market it needs to create brand awareness. The company needs to stand out and be known for its products and services.

This research aims to examine the diverse elements that influence brand awareness and evaluate the efficacy of Dream Car House's digital marketing strategies in raising said awareness. The following research will provide important perspective on the impact of digital marketing on brand awareness and the findings can be used to enhance the digital marketing strategies in the car sales industry in Bangladesh.

3.1.2 Background/ Literature review

In the highly saturated and competitive car sales industry in Bangladesh it is very critical for any car dealership to be known. As cars are a very high value item, people try to buy cars from a reputed dealership or known dealership. So brand awareness goes a long way in the car

industry. For small dealerships brand awareness is one of the tools to differentiate itself from the competitors. With the help of digital marketing the small dealerships can cost efficiently increase their brand recognition and awareness, which will help them attract more potential buyers. Digital marketing can also help these small dealerships to promote and advertise to a larger customer base on the internet. It will help them list their products online which will help them reduce inventory in their showroom floor. It will also boost customer reviews online.

Digital marketing is set of activities which involves using digital or electronic channels to carry out promotional activities. This includes emails, social media, web based advertising, text and multimedia as a marketing channel. In the current scenario in Bangladesh car scene only the well-known companies which have a huge budget are investing in digital marketing to increase their brand recognition. It is very important for small and upcoming companies to invest in digital marketing as it has a huge potential to attract new and recurring customers.

According to Schivinski and Dabrowski (2016), digital marketing has the potential to increase brand awareness while also building a positive brand image among its customers. According to another study done by Suh and Kim (2014), digital marketing has a good influence on brand perception as it allows organizations to build direct connection with customers and build relationships with them that are solid.

Digital marketing is a critical instrument for Dream Car House to enhance their brand recognition and perception. The company is already employing several of the digital marketing strategies, the aim of this study is to find out their effectiveness and impact on the customers. The study will identify the most effective channels to reach the maximum number of customers to create brand awareness. It will identify the successful strategies which are giving the best returns and reaching to the maximum number of customers.

3.1.3 Research objectives

Broad Objective: The primary objective of this research is to assess the influence of Dream Car House' digital marketing initiatives on the brand awareness of its intended customers within the car industry. The study aims to measure the effectiveness of digital marketing in increasing brand awareness among existing and new potential customers.

Specific Objectives

- To assess the influence of Dream Car Houses' digital marketing strategies on the brand awareness of its intended customers.
- To assess the effectiveness of content marketing and social media marketing
- To identify which digital promotional strategies are more successful
- To evaluate the sort of content their customers has been engaging with
- To figure out how difficult it is to find the company on the internet

3.1.4 Significance of the study

Data and information provided in this study will help the company understand the growing need and significance of digital marketing. It aims to figure out which social media platforms are most effective for communicating with customers and which platforms are most effective for the company to promote their products and services. This study will show the importance of digital advertising and promotions in the car industry specifically content marketing. It will also discuss how the customers behaves while buying a car. What information they are interested in. How and where do they research for their car information? Moreover it will delve on the need of the company to make presence of their brand on social media to attract new and returning customers.

3.2 Methodology

Overview of the data collected and used- To conduct this research, a qualitative method has been used. To get accurate data, I have conducted in-depth survey among 30 customers of Dream Car House. This report is based on both primary and secondary data.

Primary Data- For the survey I prepared a questionnaire which contained a total of 8 question that encompasses the objectives of the study. The questionnaire was distributed among 30 customers of the company.

Secondary Data- For secondary data I took help from Dream car Houses' website and its internal documents.

Primary source- Primary data was collected from the survey I conducted and personal observations.

Secondary source- The secondary sources were social media sites, facebook page and groups and other websites.

Sample size- For this study 30 customers who bought a car from Dream car house were given a questionnaire to fill up.

3.3 Analysis of survey results-

1) In the first question I asked, how did you find Dream Car House?

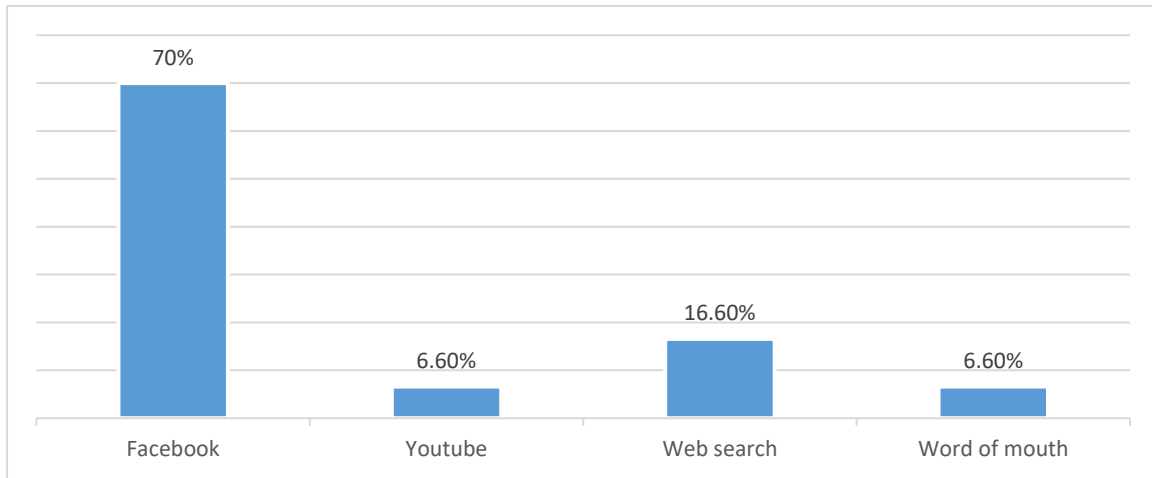


Figure 1

From the first question we can see, a majority of respondents which is 70% has found the company through Facebook. Web search has the second most respondents at 17%. Youtube and word of mouth has the same number of respondents at 7%. From this result it is very clear that Facebook has a massive reach when connecting with customers after that comes web searches and word of mouth.

2) The second question asked, is this your first time in Dream Car House?

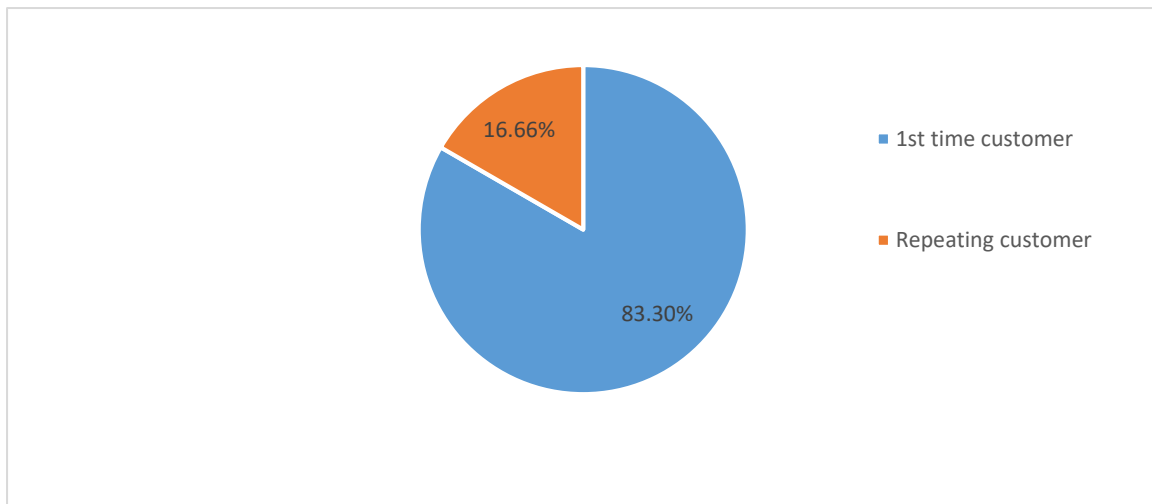


Figure 2

From the chart we can see the company has 83% of respondents who are first time customers of the company and only 17% of respondents are repeating customers.

3) Third question asked, do you seek online information before purchasing a car?

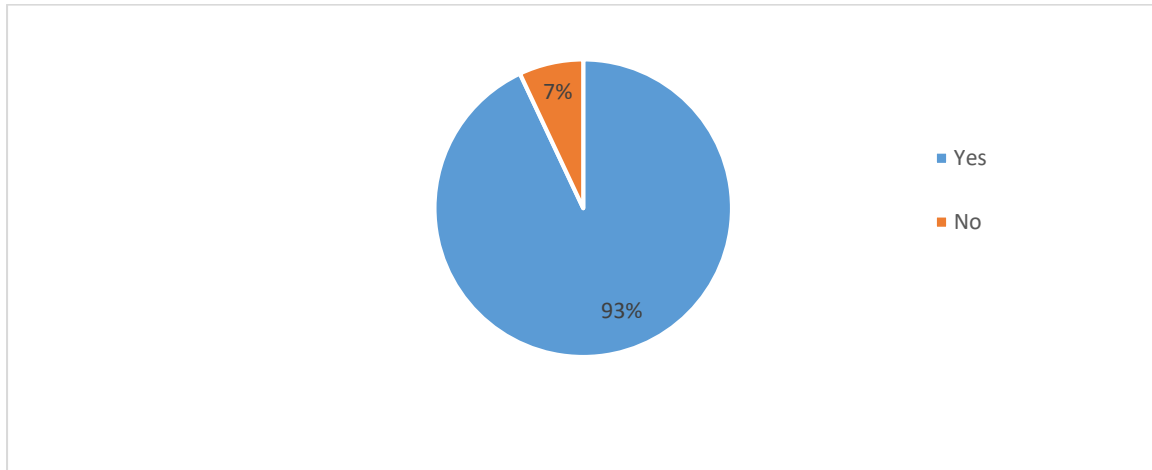


Figure 3

For this question a majority of respondents answered yes and only two people answered no. It is very clear that car buyers are very interested to search online to find out the car they want. As cars are expensive items people like to research all over and find out the best deals available for the model of car they are looking to purchase.

4) The fourth question asked, where do you search online for car information?

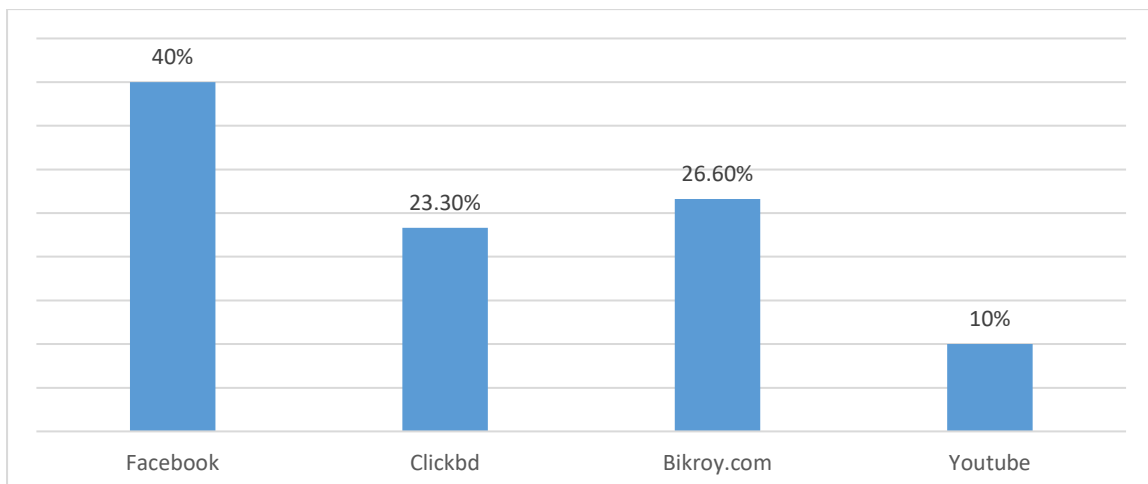


Figure 4

From the above question we can see the social media sites that are used by the respondents to search for car information. Here we can see Facebook is the most popular site for the car buying customers as the majority of the respondents has chosen this. After Facebook, Bikroy.com is the second most popular option for the respondents as 26% of them chose that option. Clickbd was the third preferred option for as 23% of the respondents chose it. Youtube was the least favorite site for car related information, as only 3 of the respondents which is a mere 10% of the results chose Youtube.

5) Fifth question asked, do you only compare prices or check out car reviews as well?

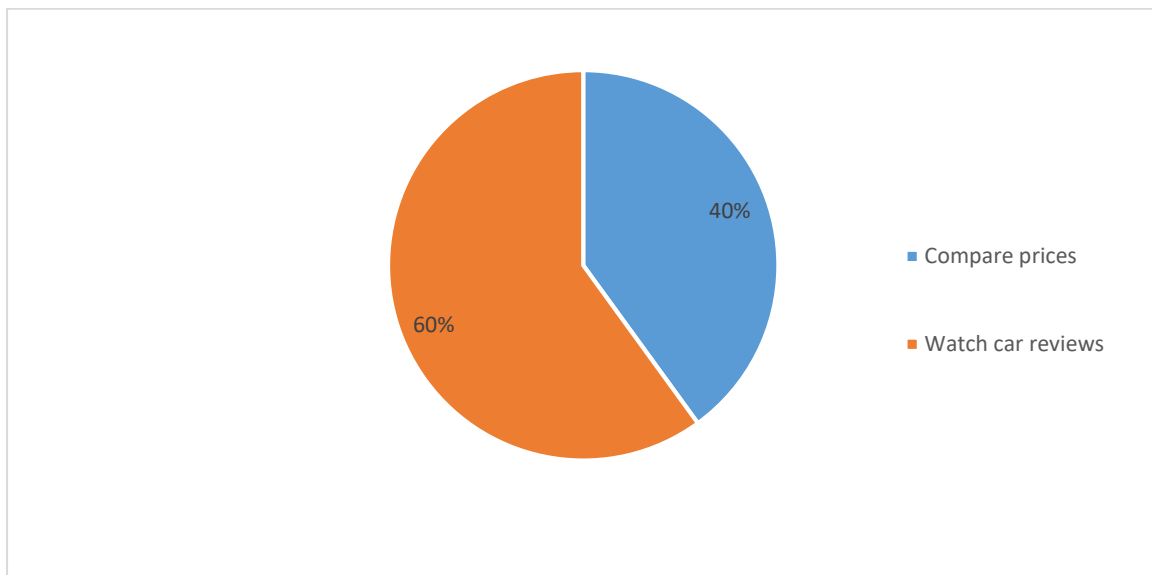


Figure 5

For this question we see a majority of respondents which is 60% likes to watch car reviews before they select a car to purchase. Whereas the other 40% of the respondents said they did not watch car reviews and only went online to compare the car price with other competitors.

6) Sixth question asked, have you ever visited any of the social media sites of Dream Car House. If yes, why?

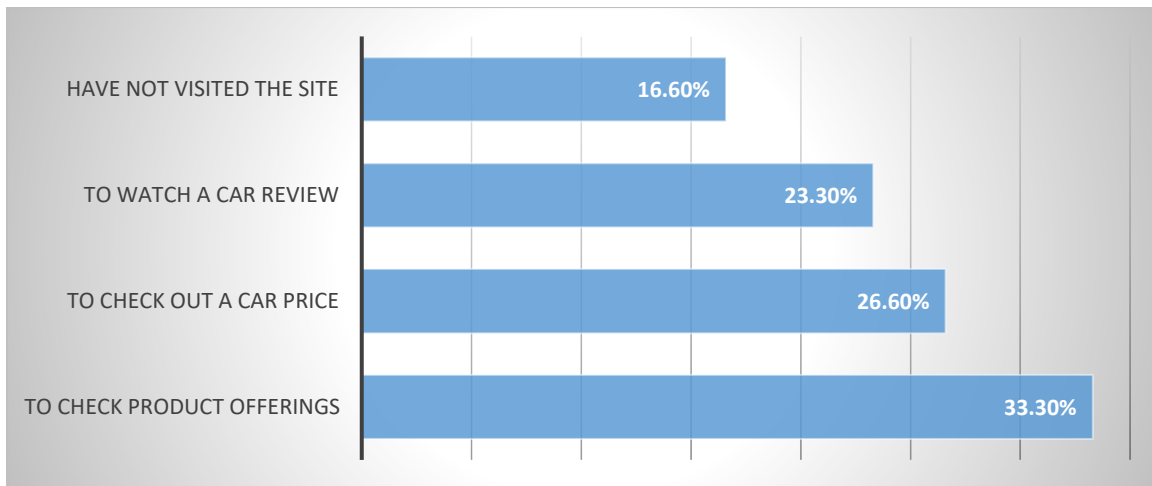


Figure 6

The results of the survey say 33% of the respondents visited the social media site of the company to check out the cars they have in stock right now. After which 26% of other said they went to the company's website to check out car prices. The next 23% of the respondents said they visited the site to check out car reviews which they were interested to buy. However 16% of the respondents replied saying they have never visited any social media websites.

7) Seventh question asked, have you seen any of the promotional ads or social media posts of Dream Car House?

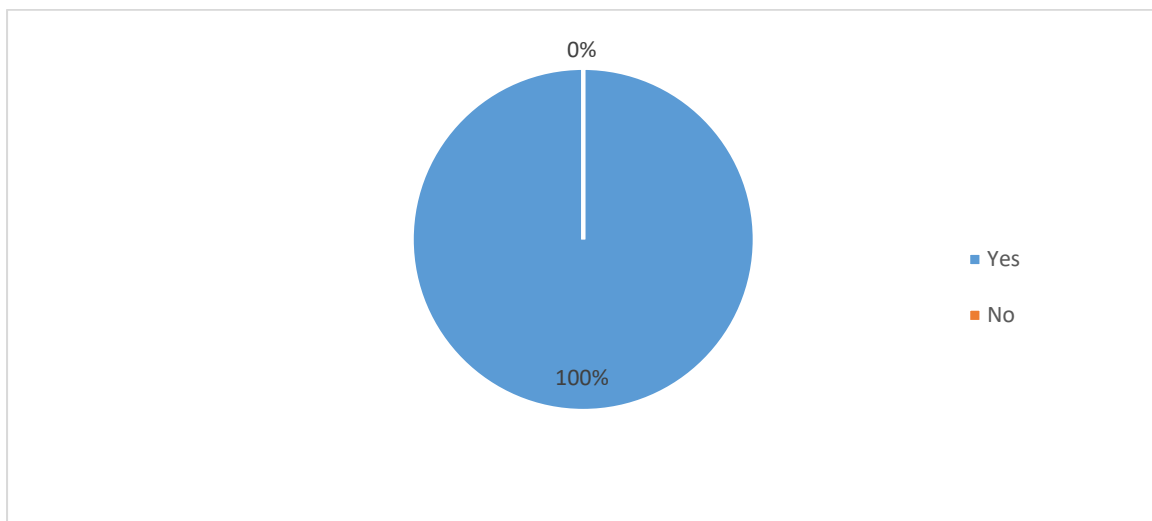


Figure 7

All of the respondents said they saw promotional ads or social media posts of the company.

8) The last question asked, how likely are you to recommend or share a post of Dream Car House with your friends?

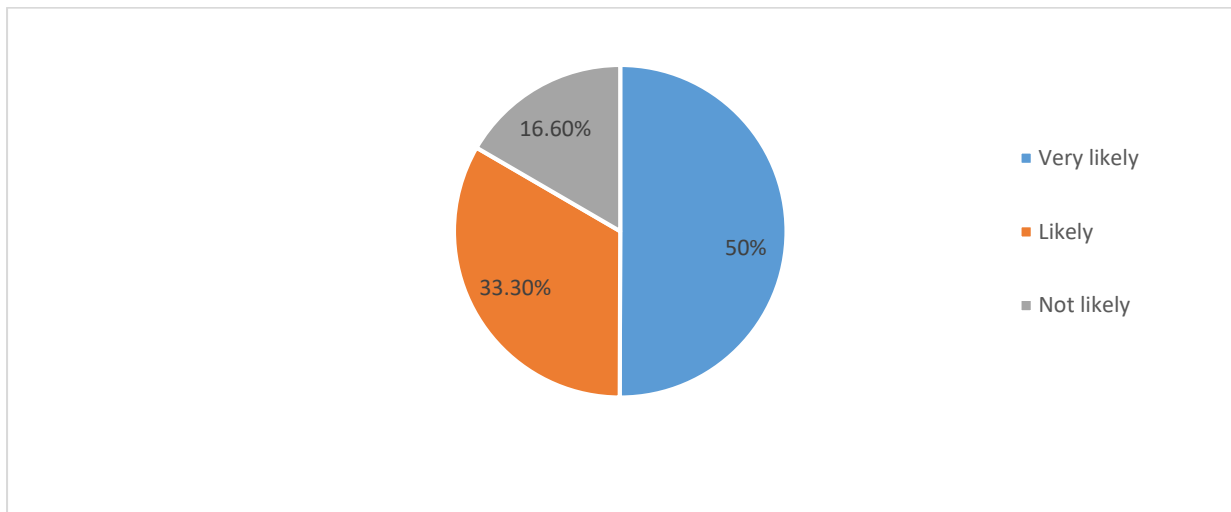


Figure 8

An overwhelming majority of 50% respondents said they are very likely to recommend or share a post of the company with their friends. Another 33% of respondents replied they are likely to recommend or share a post of the company with their friends. Whereas 17% of them said they are not likely to recommend or share a post of the company with their friends.

3.4 Summary of findings-

Drawing from the findings of the survey, we come to the following observations.

- A majority of car buyers rely on the internet to check out car prices.
- They do not only check prices but also watch car reviews.
- Search Engine Optimization provides high returns on investment.
- 93% respondents reported to have searched online before buying a car.
- Of which a majority checked out Facebook to compare prices.
- Facebook is the main site where people look for car related information.

- A quarter of respondents replied they like to watch car reviews.
- Content marketing has a huge opportunity as the customers are asking for it.

3.5 Conclusion

For a car dealership to survive and operate successfully there is no alternative to digital marketing as it the cheapest and best way to reach the maximum number of customers in Bangladesh. Digital marketing is the only way for the company to reach its potential customers and interact with them.

The survey shows that the company has positively engaged with its target audience through various social media posts contents and other engagements. The company needs to focus more with interacting with its audience through social media. The company is getting a huge following in its social media which is a sign that brand awareness is happening slowly but surely. All of the company's posts and videos are shared by thousands of followers and other people.

The positive impact of digital marketing on brand awareness is undeniable in case of Dream Car House. As the company is reaching new customers everyday through social media interactions. Most of its customers find information about the company online, check out the cars online and then decide whether to buy a car or not. The company needs to keep up with its social media interactions if it wants to succeed.

3.6 Recommendations

- The company should focus more on social media marketing.
- Facebook and other social media sites are attracting new customers, the company needs to focus more in these sectors with more regular updates.
- The company needs to put out content and post on a more regular basis.
- The company's posts on the social media sites enables engagements with customers.
- The company should increase spending on social media ads as it is bringing in new customers.
- The company needs to upload car related review content on a regular basis.
- Search engine optimization are producing good results the company needs to focus more on that.

References

- Schivinki, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perception of brands. *Journal of Marketing Communications*, 22(2). 190-214.
- Dailypost. (n.d.). Mongla port makes record in car imports.
<https://www.dailypost.net/national/mongla-port-makes-record-in-car-import/5680>
- Dream Car House. Facebook page.
<https://www.facebook.com/dreamcarhousebd/>
- Dream Car House YouTube page.
<https://www.youtube.com/@dreamcarhouse2276>

Appendix A.

Questionnaire used in research

1. How did you find Dream Car House
 - Facebook
 - Web search
 - Youtube
 - Word of mouth, a friend told you about the store
2. Is this your first time purchasing car from Dream Car House
 - 1st time customer
 - Frequent customer
3. Before purchasing a car, do you seek online for information
 - Yes
 - No
4. Where online do you look information regarding cars?
 - Facebook
 - Youtube
 - Clickbd.com
 - Bikroy.com
5. Do you only compare car prices or check out car reviews online?

- Only compare prices
 - Also watch car reviews
6. Have you ever visited any of the social media sites of the company and why?
- To check out what products they are offering
 - To check the price of a specific car
 - To watch a specific cars review
 - Have not visited any social media site
7. Have you seen any of the promotional ads or social media posts of Dream Car House
- Yes
 - No
8. How likely are you to recommend or share a post of Dream Car House with your friends?
- Very likely
 - Likely
 - Not likely