

Report On
Roles of Asiatic Mindshare Ltd. on the Impact of Social Media Marketing by
ACI Pure Foods on Brand Awareness and Customer Loyalty in Bangladesh

By

Dewan Seam Mamud
ID: 19304012

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

BRAC Business School
BRAC University
December, 2023

© 2023. BRAC University
All rights reserved.

Declaration

It is at this moment declared that

1. The internship report submitted is my/our original work while completing my 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 complete and accurate referencing.
3. The report contains material yet to be accepted or submitted for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all primary sources of help.

Student's Full Name & Signature:

Dewan Seam Mamud
19304012

Supervisor's Full Name & Signature:

Ms. Takmilla Tabassum
Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Ms. Takmilla Tabassum

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on Roles of Asiatic Mindshare Ltd. on the Impact of Social Media Marketing by ACI Pure Foods on Brand Awareness and Customer Loyalty in Bangladesh

Dear Ma'am,

I am pleased to present my internship report from Asiatic Mindshare Ltd. Working at the top advertising agency in the nation during my internship subjected me to a very competitive and professional work environment, which was an eye-opening experience for me.

My report's subject is "A study of Asiatic Mindshare Ltd.'s effectiveness of Digital Marketing Strategy in light of Emerging Technologies". With the assistance of Asiatic Mindshare Ltd., the primary goal of my study was to comprehend, identify, and record how digital marketing benefits different businesses in Bangladesh. I made every effort to become involved in the natural processes and activities.

Despite my best efforts, I hope you will consider any mistakes I have made on any portion of my report. The report will fulfil the expectations.

Sincerely yours,

Dewan Seam Mamud

19304012

BRAC Business School

BRAC University

Date: December 02, 2023

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 Asiatic Mindshare Ltd. and the undersigned student Dewan Seam Mamud at BRAC University.....

Acknowledgement

The accomplishment of this task has been made possible by the dedication of many people, especially those who have dedicated a great deal of commitment and exertion to sharing their insights, ideas, and personal interactions to concentrate on this study. In any event, I sincerely thank the Almighty Allah for sending me the strength and calm to accomplish the given duty while managing the responsibilities successfully. I also want to thank Ms. Takmilla Tabassum, Lecturer at BRAC Business School and my academic supervisor, for her invaluable assistance and encouragement. It gave me a unique opportunity to learn, and I appreciate her efforts to provide me with appropriate headings occasionally. I want to thank my boss, Mr. Asif Mahmud Shahriar (Mithun), Brand Communication Lead Specialist at Asiatic Mindshare Ltd., for walking me through every step of the Digital Marketing process and demonstrating the internal workings. I sincerely thank all present representatives of Asiatic Mindshare Ltd. for their contributions of thought, knowledge, and data, which greatly assisted me in compiling the report.

Executive Summary

During my internship at Asiatic Mindshare Limited, I authored this paper as part of my responsibilities in client service. This report was created using data from a survey and my observations. At the same time, I was employed by this company with the help of primary data from surveys and secondary research from the Internet.

Throughout my time there, I assisted fellow teammates with content creation, campaign planning, accounts for clients, portfolio administration, community management, and content development.

Through this report, I hoped to discover more about how Asiatic Mindshare Ltd.'s clients are adapting due to their use of digital marketing. The information is divided into three sections, each with multiple subsections.

The first section summarises my experiences during my internship at Asiatic Mindshare Limited. The organisation section makes up the second half of the report. Here, I assembled every available data regarding the business with the assistance of my team members and supervisor. In addition, I have incorporated Porter's Five Forces analysis and a SWOT analysis in this section. The final report is the project section, which includes my survey, research findings, and observations. I administered an internet-based questionnaire to a total of 30 individuals. During my duties, I carefully observed how things operated and the significance of even the minute details. Finally, I developed a last speculation and a few suggestions.

Keywords: Social Media Marketing; ACI Pure Foods; Brand Awareness; Customer Loyalty; Bangladesh

Table of Contents

Declaration.....	ii
Letter of Transmittal	iii
Non-Disclosure Agreement	iv
Acknowledgement	v
Executive Summary.....	vi
Table of Contents.....	vii
List of Figures	viii
List of Acronyms	ix
Glossary	x
Chapter 1 Overview of Internship.....	1
Chapter 2 Organizational Part.....	5
Chapter 3 Research Part.....	29
References.....	52
Appendix.....	5455

List of Figures

Figure 1: Organizational Structure of Asiatic Mindshare Ltd.	10
Figure 2: Asiatic Mindshare's work for Client Abul Khair Steel	13
Figure 3: Asiatic Mindshare's Digital Clients.....	20
Figure 4: Porter's Five Forces.....	23

List of Acronyms

Ltd.	Limited Company
CS	Client Service
TVC	Television Commercial
OVC	Online Video Commercial
CSD	Client Servicing Department
ACI	Advanced Chemical Industries
SMM	Social Media Marketing
ROI	Return on Investment

Glossary

TVC	Television Commercial. An on-screen commercial is commonly displayed amid broadcast pauses before the introduction or conclusion of the broadcast.
CS	Client Servicing. The group or division within an advertising agency that looks after and communicates with its client companies while also bringing in new business. They are sometimes known as a portfolio or individual account managers when dealing with clients who are individual accounts.
OVC	Online Video Content (or Commercial). It pertains to every piece of video content accessible on the internet.
SMM	Social Media Marketing. An advertising approach that uses social media such as Facebook, Instagram, and TikTok to promote brands, expand the intended demographic reach, generate internet congestion, and boost profits.
ROI	Return On Investment. An evaluation of the financial worth of a venture in comparison to its initial expenditure.

Chapter 1

Overview of Internship

1.1 Student Information

Name: Dewan Seam Mamud

ID: 19304012

Program: BBA

Major: Marketing

Minor: HRM

1.2 Internship Information

1.2.1 Internship Period: 3 months (September 11, 2023 to December 11, 2023)

Company Name: Asiatic Mindshare Ltd.

Company Address: Millennium Castle, House 47, Road 27, Block A, Banani, Dhaka 1213, Bangladesh

1.2.2 Internship Company Supervisor's Information:

Company Supervisor: Asif Mahmud Shahriar (Mithun)

Designation: Brand Communication Lead Specialist

Email: asif.mithun@mindshare-bd.com

1.2.3 Job Description/Duties/Responsibilities:

Worked as an Intern in the Client Service team where I managed the Social Media accounts of: Bajaj Motors, ACI Pure Foods, Kumarika Hair Oil, Castrol Activ, Fresh LP Gas, Rosa Bangladesh and many other brands. Additionally, I responded to their page queries, providing customers with information about the products and prices, locations of stores and customer care centres to customers, product information, and campaign-related information. Also, I provided brand managers with the dealership information that they wanted. Along with providing the information, my job was to

liaise with the brand manager for accurate communication and send customer information complaints conflicting with the brand. Moreover, my job was to maintain the quality of response to customers that the client expects, make monthly digital content plans for different analysing the pages and prepare monthly reports of the quality and engagement of all the content posted customer responses by generating statistics from Community Management analyse and prepare monthly reports of the competitor's social media activities, content, campaigns, and responses, perform in-depth competitor analysis for potential client pitches and participate in strategic planning meetings for campaigns, ads, and overall client strategy. In the meetings, my job was to brainstorm practical content ideas, take notes of the ideas provided by my peers and seniors, and finally incorporate all those ideas in detail in a PowerPoint slide to pitch the ideas in detail to our clients.

1.3 Internship Outcomes

1.3.1 Student's Contribution to the Company:

My contributions to Asiatic Mindshare Ltd. during my three-month internship period are preparing and editing FAQ sheets for community management of different brands, preparing and updating monthly retainer bills for creative content, preparing and updating monthly competitor's analyses which were sent directly to the clients and finally conduct research of our clients' rivals to see how they were generating engagements on their Facebook or other social media pages, the type of contents posted monthly and how we can update our clients' social media contents to compete our rivals and attract more online spectators.

1.3.2 Benefits to the Student:

The internship was eye-opening because it was my first interaction in a professional setting. Additionally, I got a glimpse into the fiercely competitive marketing world by working for an advertising agency. In this industry, brands compete with one another based more on their level of creativity than on their sales volume. During these three months, I learned much from my superior, supervisor, reporting officer, and other Mindshare staff members.

- **The variation between regional and worldwide brand representation:** The distinction between managing a local brand such as "ACI Pure Foods" and managing an international company like "Bajaj Motors" is not entirely the same as how you respond to the target market. A simple greeting to an ACI Pure Foods customer could appear like an overly familiar response to a Bajaj Motors customer. During my internship, I discovered significant differences in customers' customer service expectations.
- **Interpersonal abilities:** My supervisor directly supervised me and closely monitored my work. I was granted entry to client-only WhatsApp groups. I constantly consulted my supervisor for advice when I had issues, but occasionally, I had to speak with the clients or brand managers face-to-face. This experience taught me how to communicate effectively with those I work for or with, which will be helpful in future employment.
- **Technical expertise:** At Mindshare, I had the chance to work with top-notch community management tools. In addition to using them for their daily tasks, I have created frequent performance reports with them. By examining the data, I have gained a better understanding of the scope and operation of digital marketing.
- **Creativity:** Throughout my internship, the organisation consistently encouraged and supported me in developing my creative side. An innovative mindset was necessary to plan campaigns for various brands and create content. Several of my ideas and thoughts were successfully transformed into OVCs and engagement campaigns during my internship.
- **Examining competitor websites' information and contrasting it with our clients:** Every month, during the first week, I was required to compile analytical reports based on the content that competitors had posted over the preceding month for each brand. Before these reports, I learned how to evaluate industry practices, competitor activity in digital marketing, what to look for, and customer attention-getting strategies.

1.3.3 Problems/Difficulties:

One of my primary responsibilities was community management for various brands. I frequently had to work on the weekends and constantly watch the brand's page activities, even on holidays. Additionally, handling the flow of inquiries by myself during campaigns was a difficult task that got harder every day as I was given more responsibilities, like content development, on top of this.

1.3.4 Recommendations:

One person handling six Facebook pages is much work, and it gets even more complex when there is a surge in activity on multiple pages at once. To get rid of the cluster of notifications, I occasionally had to watch the pages for 14–16 hours every day. I had to operate from home on many weekends (Friday and Saturday). If not, I would have to ignore many messages and comments.

Furthermore, the content planning briefs could have been brief and more evident for me to understand and develop the concepts following the requirements. My understanding of the goals and visions underlying the requirements began when I started taking part in strategy meetings, and as a result, more of my materials received client approvals. If things had been like this initially, I could have gotten more out of my early efforts.

Chapter 2

Organisational Part

2.1 Introduction

A medium is a tool for message delivery or communication with the intended audience. Businesses that offer goods and services use a variety of media platforms to connect with their target audience. Before radio and television were invented, there were only print media. Nevertheless, the media was only one-way. Digital media became more effective after the internet emerged because it allowed for real-time ROI (return on investment) analysis.

Digital media allows us to do mass and niche marketing, customising the latter for the intended customer base. Most businesses use multiple media or channels to communicate with their customers. Following market research, companies need to develop a clear plan outlining how they will use all available media to reach their target audience through integrated communications for marketing. A successful and efficient media plan is essential, as even with a superior product or service, it will not draw in the intended audience. Businesses use marketing services to assist them with all of these tasks.

A media and advertising firm handles every step of the process, from market analysis to client outreach. The clients conduct market research, data analysis, creative content development, community management, media strategy, social media planning, media buying, and strategic planning.

The way brands sell themselves has evolved due to the use of digital media. They now use search engines to reach a worldwide audience and social media like YouTube to maintain ongoing awareness. Advertising firms provide their services since it is difficult for businesses to strategise and use all these verticals effectively.

2.2 Overview of the Company

2.2.1 History of Asiatic Mindshare Ltd.:

WPP's GroupM is a division that includes Mindshare as a subsidiary. It operates in 86 nations in Europe, Latin America, Asia, and North America (**WPP, n.d.**). Asiatic MCL and Mindshare World collaborated to become Asiatic Mindshare. Bangladesh's largest and most established advertising agency is Asiatic Marketing Communications Limited, despite Mindshare World's well-established global reputation. June 2001 was the start of Asiatic Mindshare's adventure. As a one-stop shop for media solutions, it has earned the trust of its clients over the past 21 years. Asiatic Mindshare's three guiding principles are provocation with purpose, speed, and cooperation (**Mindshare Bangladesh, n.d.**).

2.2.2 Present Situation:

Asiatic Mindshare Ltd now employs over 200 people to service over 100 clients. In the 21 years they have done business in Bangladesh, they have won over 100 honours. With the most accolades from the Bangladesh Brand Forum's COMMWARD 2021 and Digital Marketing Accolades 2021, Mindshare can provide its clients with the most excellent combination of media through 360° services (**Mindshare Bangladesh, n.d.**).

2.2.3 Core Values:

- a) Teamwork
- b) Speed
- c) Provocation with purpose

2.2.4 Mission Statement:

Mindshare's mission statement goes, "We aim to be our clients' lead business partner, to grow their business and drive profitability through adaptive and inventive marketing. We do this through speed, teamwork and provocation because everything begins and

ends in media in today's world. We create new things and have fun doing it.”
(Mindshare Bangladesh, n.d.)

2.2.5 Services Offered:

- **Media Buying & Planning:** Assisting customers in achieving optimal brand exposure through consumer reaction, data analysis, and strategic expenditure.
- **Digital Planning and Purchasing:** Organizing and purchasing a marketing plan for the digital environment focused on results.
- **Data Analysis:** Give clients insights based on data to help them stay one step ahead of the competition.
- **Mindshare Loop:** Providing a data-driven War Room with the ability to make real-time, cooperative, and adaptable choices across owned, earned, and paid marketing.
- **Brand/Market Research:** To identify the most effective marketing mix, do in-depth research on the client's brand and the market in which they operate.
- **Drama/material Production:** Producing print, audio, video, TVC digital, animated graphics, and social media material, among other formats, following the customer's demands.
- **Social Media Analysis:** Conduct a thorough examination of clients' and rival businesses' social media pages.
- **Community Management:** Handle social media accounts for clients and address complaints from clients and customers.
- **E-commerce/Web Development:** Offer web development solutions for e-business clients.

(Mindshare Bangladesh Services, n.d.)

2.3 Management Practices

Recruitment and Selection Process: Asiatic Mindshare Ltd., like every other firm, must adhere to a precise set of guidelines for hiring and choosing employees. The worldwide headquarters establishes some rules, while another is established by the regional/national headquarters, known as Asiatic3sixty. There is a sequential process that must be adhered to.

The corresponding staff member must complete and execute an official authorisation application. The completed form must be reviewed by the Executive Director, General Manager, or Managing Director. Secondly, the heads of the department must submit the job description, personnel requirements, proposed remuneration, and other appropriate data in the form. Subsequently, the completed application will be forwarded to the HR department to verify the completeness of essential details and the requisite endorsement from an authorised individual or manager.

Following the checkup, the HR department starts the process of gathering résumé. Asiatic Mindshare Ltd. will look through CV databases and online employment platforms and rely on staff suggestions to gather the most appropriate résumé. The following task involves categorising the resumes based on particular requirements provided by the different division heads, for instance, academic credentials, professional background, etc. After screening and final selection, the HR department is responsible for contacting the people selected for the first viva, verbal or written exam, or presentation.

Exams and viva are scheduled on a specific day, typically determined by the division head or the individuals comprising the hiring panel and HR department. Each interviewer is provided with an assessment sheet. The criteria for evaluation have been provided in the application form. According to business regulations, an HR representative must be present throughout every interview. Once the tests are completed, the last applicant is chosen depending on their rating in the examination. The HR department will contact the chosen applicant and inform them of their successful selection. Afterwards, the Human Resources office will deliver the hiring document to the newly hired personnel.

Verifying references, validating the certifications, and preparing additional required documents are crucial. Provided that all information is concise and relevant, all documents are stored in a worker's dossier. According to the HR rules, the worker will undergo a six-month probationary term. A performance assessment is conducted after six months of employment, and if the individual demonstrates satisfactory performance, they will be offered a long-term position. If not, the probationary term will be prolonged by three months. Nevertheless, if the worker's work ethic remains unsatisfactory during probation, their job agreement will be terminated.

2.3.1 Organization's Leadership Style:

Asiatic Mindshare Ltd. has a democratic type of administration. Democratic leadership allows all subordinates to freely exchange ideas while allowing the manager to make the final choice. Asiatic Mindshare Ltd. has no rigid rule about addressing elders as sir and madam. Juniors are encouraged to refer to the seniors as Bhai or Apu. This demonstrates the sort of welcoming atmosphere that exists in the office. It takes a team to handle marketing. It entails a great deal of work that one guy cannot complete. Working together, professionals with various backgrounds and specialities collaborate in marketing. A manager oversees them all, but all the ideas originate from the experts. The manager may brief the client's requirements so the graphic artist can develop designs that meet the client's needs, the content writer can come up with ideas, and everyone else in charge of a particular task can develop ideas. These ideas then go to the manager, who approves the best one out of the bunch. Asiatic Mindshare Ltd.'s core principles include provocation with purpose, teamwork, and speed (**Mindshare Bangladesh, n.d.**). Their democratic leadership approach allows them to effortlessly adhere to their core beliefs, which they carry with them in all they do.

In a marketing business, collaboration is essential. As I have previously stated, doing all responsibilities requires teamwork. Additionally, speed cannot be attained without a democratic approach to leadership since it would take a long time for the manager to follow up with every suggestion. It saves so much time when members come up with fresh suggestions and then present them to the management for approval. Finally, provocation or motivation to be innovative would have been meaningless if members had not contributed their knowledge.

2.3.2 Organizational Structure:

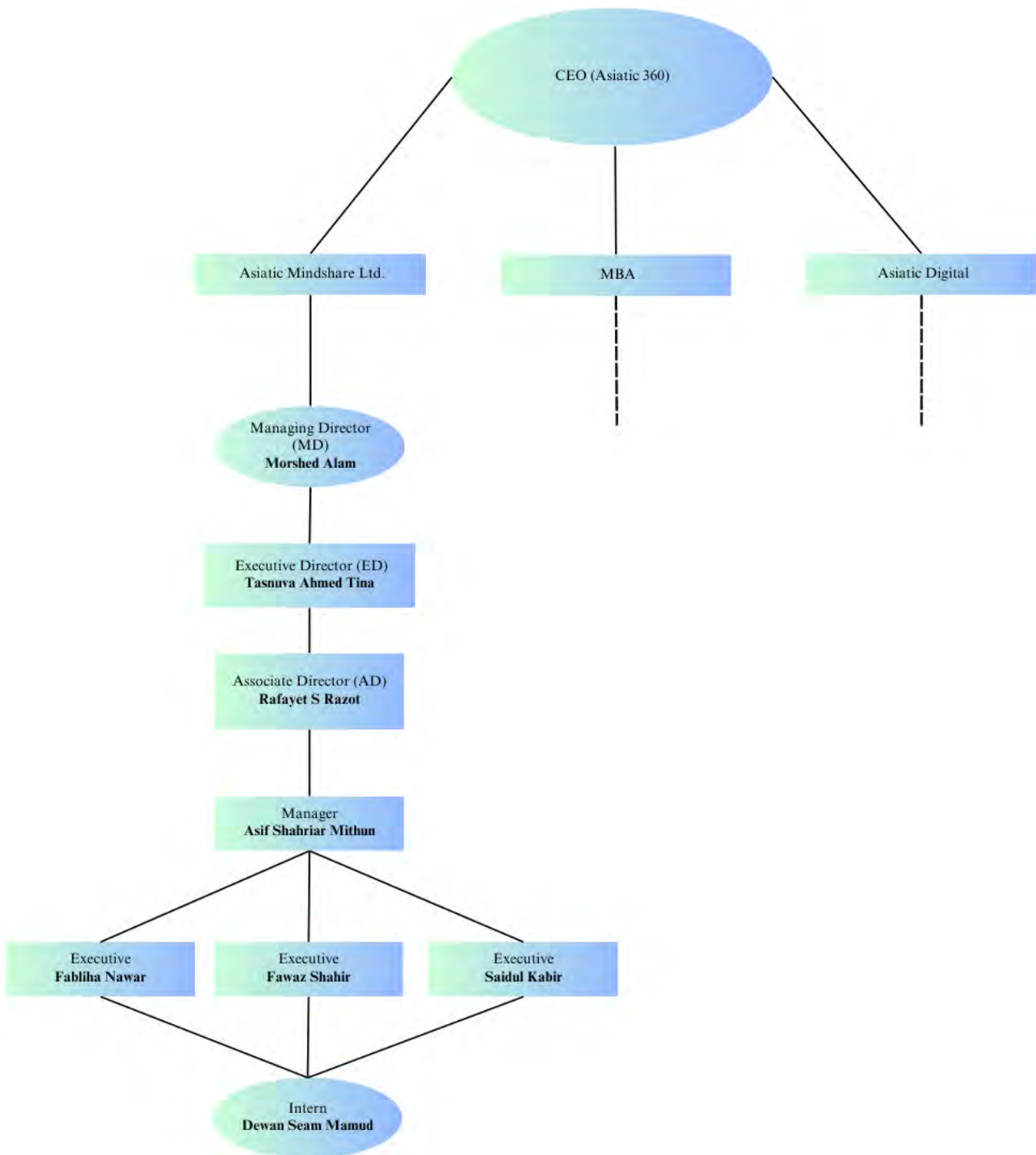


Figure 1: Organizational Structure of Asiatic Mindshare Ltd.

2.3.3 Departments:

- **Client service:** Keep in touch with the client, gather briefs, direct other teams in the agency to complete the project, collaborate with other departments following the client's requirements, approach and win new business, oversee the client's website and social media pages, produce content, and publish it. The division where I am an intern is at present.
- **Creative:** This division includes content creators, copywriters, scriptwriters, graphic designers, video editors, photo editors, and more.
- **Strategic Planning:** Create overarching plans for production and communications related to the client's brand.
- **Research:** This division conducts marketing and brand research for clients to assist the media planning and procurement department.
- **ATL Media Planning:** The most outstanding ATL media coverage for clients is planned by this section.
- **Digital Media Planning:** Manages campaigns and the online presence of clients.
- **Media Buying:** Purchases the finest possible digital and ATL media exposure for customers while staying within budget.
- **Finance & Accounts:** Manages the company's budget, wages, bonuses, and media purchasing payments.
- **HR:** Handles hiring the best applicants for the business, conducting interviews, and evaluating staff members.
- **IT:** Handles all hardware and software problems with every workplace equipment.
- **Administration:** Attend to any further office-related administrative issues.

2.4 Marketing Practices

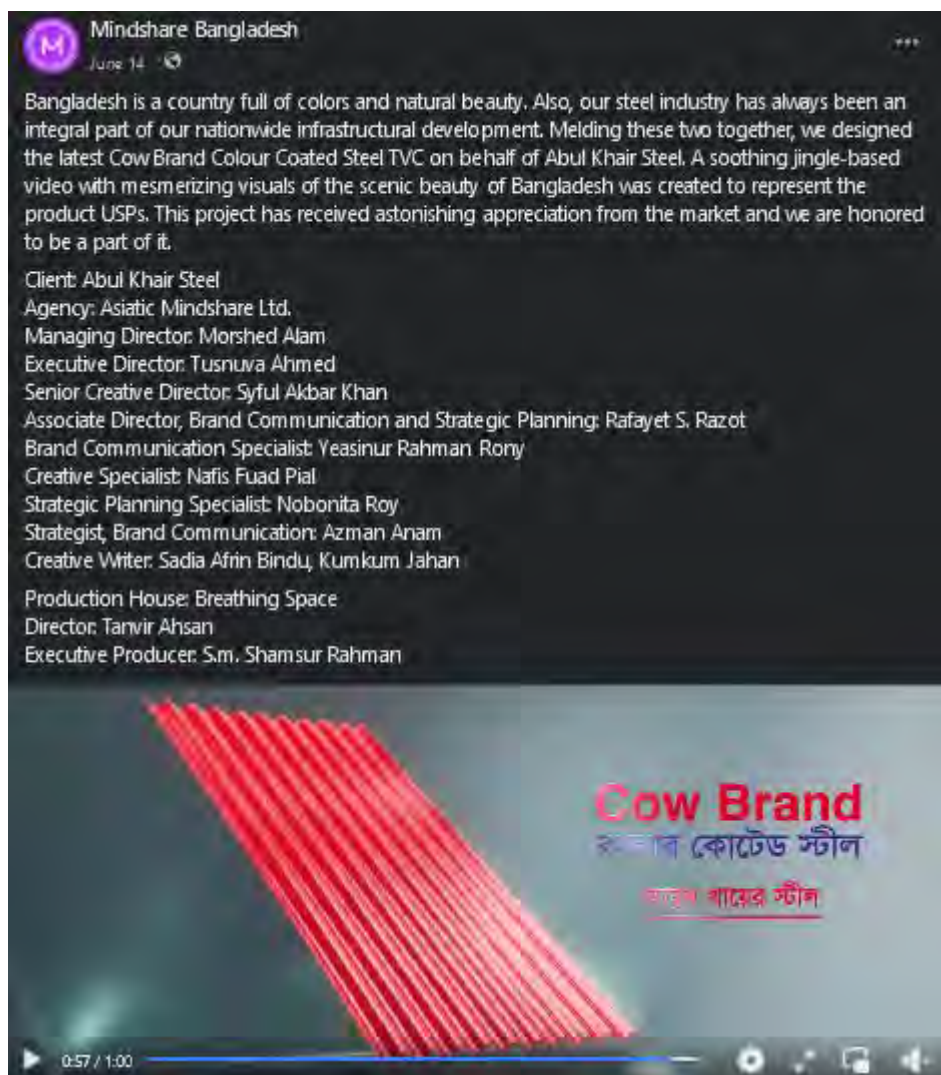
2.4.1 Marketing Strategy:

A marketing approach is a company's overarching plan to connect with potential customers and win them over to its goods or services. It also includes the cost of the goods or services and how they intend to market to their target market. Other components include people (workers, suppliers), processes (from planning to purchasing and delivering media) and tangible proof (website, office, knowledgeable personnel that have direct client interaction). Together, they make up the seven pillars of marketing. These elements are from the 7 Ps of marketing (**Hanlon, 2022**).

Asiatic Mindshare Ltd.'s 7 Ps are:

- **Product:** This represents what the business provides to its clients. Since Mindshare is an advertising firm, its clients are brands, and its services specialise in marketing. Media purchasing and planning, digital purchasing and planning, data analysis, market/brand research, content production (drama and drama), creative, social networking evaluation, community management, online analytics, and development are some of the services offered.
- **Price:** Because it relies on the contracts, Mindshare's charges for its services differ from customer to client.
- **Place:** Compared to any other kind of organisation, Mindshare's environment for offering services is considerably more varied and unique as an advertising agency. In addition to services for external stimulation like billboards, artwork, and signs, Mindshare offers services for all forms of media, including TV, publications, and online sites.

- **People:** The most valuable resource for a creative services company, such as an advertising agency, is its workforce. The abilities of Asiatic Mindshare Ltd.'s workers, including interns and part-timers, are crucial to the company's ability to serve its clients.
- **Promotion:** Asiatic Mindshare Ltd. uses Facebook, LinkedIn, and their website to promote themselves. Mindshare uses the job they provide for their customer as a means of self-promotion. However, Mindshare also advertises its services as it produces digital or TVC material for its clients' social media accounts. The agency updates its Facebook page with noteworthy projects and accomplishments. Additionally, the website features a list of famous clients, which serves as another kind of advertising for Mindshare. It demonstrates to prospective clients the standard of work they have done and how well-respected these organisations are in their field.



Source: Mindshare Bangladesh's Facebook Page (link: <https://www.facebook.com/MindshareBangladesh>)

Figure 2: Asiatic Mindshare's work for Client Abul Khair Steel

- **Process:** Asiatic Mindshare Ltd.'s service delivery method includes everything from presenting and negotiating with potential customers to carrying out brand and market analysis, organising and purchasing media space, and evaluating campaign analytics.
- **Physical Evidence:** The primary physical evidence of Mindshare is its client service staff, whose interactions with clients establish the nature of the firm Mindshare. In addition, there is the website, social media accounts, and office.

2.4.2 Customer Segmentation:

As an advertising agency, Asiatic Mindshare Limited serves many customers, including banks, e-commerce sites, communication applications, cellphone brands, telecom providers, beverage businesses, automakers, FMCG firms, food companies, etc.

Mindshare's clients need a precise categorisation because it offers ATL, digital, and outdoor services. Nonetheless, the target market for the advertisements and other communication tools Mindshare offers its customers might be segmented.

- **Geographic Segmentation:**
 1. **Bajaj Motors:** The firm promotes goods in regions with significant motorbike demand or densities. They concentrate on selling their goods in cities because there is a greater volume of traffic and a greater likelihood of motorbike commuting there. Bajaj Motors distributes its goods via various outlets, including internet merchants, multi-brand motorbike stores, and licensed retailers.

2. **ACI Pure Foods:** All areas of Bangladesh are served by ACI Pure Foods' product sales. However, the demand for its goods may differ across different places due to variables like temperature, population density, and economic levels. ACI Pure Foods divides its customer base according to the size and kind of cities. Supermarkets, grocers, and convenience stores are just a few of the distribution channels via which ACI Pure Foods offers its goods. The business might divide the market into niches based on its customers' preferred distribution channels.

3. **Kumarika Hair Oil:** Kumarika hair oil is only available in Bangladesh. However, given the high demand for organic hair care products in South Asian nations like India and Sri Lanka, the business is considering growing there. Based on the size and kind of city, Kumarika Hair Oil divides its market. Supermarkets, grocery shops, and internet merchants are just a few distribution channels through which Kumarika hair oil is now offered.

4. **Castrol Activ:** Castrol Activ can divide its market geographically according to the areas in which its clients reside. Castrol Activ also uses the size and nature of cities to categorise its market. Several distribution outlets, such as gas stations, car parts stores, and internet merchants, sell Castrol Activ. The business might divide its market based on its clientele's preferred distribution channels.

5. **Fresh LP Gas:** Based on the size and kind of cities and the area where its clients reside, Fresh LP Gas segments its market. Different distribution methods sell fresh LP gas, such as convenience shops, gas stations, and home delivery services. The business might divide its market based on its clientele's preferred distribution channels.

6. **Rosa Bangladesh:** Based on the size, kind, and geography of the cities where its consumers reside, Rosa Bangladesh divides its market. Rosa Bangladesh distributes its goods via various outlets, including internet merchants, sanitaryware shops, and home improvement stores. The business

might divide its market based on its clientele's preferred distribution channels.

- **Demographic Segmentation:**

1. **Bajaj Motors:** Although both men and women ride Bajaj Motors' bikes, the business focuses its marketing efforts on males because they are prone to be the leading motorbike riders in their households. Youths, prone to considering obtaining their first bike, are the primary audience for the business.
2. **ACI Pure Foods:** From newborns to elderly individuals, ACI Pure Foods offers goods to a broad spectrum of age groups. ACI Pure Foods caters to all genders in its product sales. However, when it comes to some products, men and women might have different consumption habits.
3. **Kumarika Hair Oil:** While women of every age are intended consumers of Kumarika hair oil, the brand concentrates on younger women because they are more inclined to explore novel treatments for their hair. Women are the primary target market for Kumarika hair oil.
4. **Castrol Activ:** The target market for Castrol Activ is primarily men. The company also targets younger individuals because they tend to be motorcycle riders.
5. **Fresh LP Gas:** Since both genders utilise fresh LP gas, the company directs its marketing efforts at them. The business's target market is grown-ups, who are more inclined to be in charge of purchasing the home.
6. **Rosa Bangladesh:** Rosa Bangladesh focuses its marketing efforts on all genders since both utilise its products. The organisation targets individuals who are in charge of making improvements to their homes.

- **Psychographic Segmentation:**
 1. **Bajaj Motors:** Bajaj Motors targets distinct consumer groups according to way of life standards and personalities to segment their market psychographically. For instance, they cater to style-conscious and daring motorbike fans and people who daily emphasise utility and fuel economy.
 2. **ACI Pure Foods:** Customers concerned about their well-being and the environment or who prefer genuine and natural goods are the marketplace segments that ACI Pure Foods targets. Additionally, they aim to attract clients who like conventional and genuine culinary items.
 3. **Kumarika Hair Oil:** Customers who appreciate organic and medicinal components, care about appearance and are prepared to shell out more money for superior hair care items are the primary target market for Kumarika Hair Oil.
 4. **Castrol Activ:** Castrol Activ focuses towards performance-oriented customers, car enthusiasts, and people who believe in reputable and well-established brands.
 5. **Fresh LP Gas:** Fresh LP Gas appeals to customers who appreciate the simplicity of cooking with LPG, are concerned about the environment, and prioritise safety.
 6. **Rosa Bangladesh:** Rosa Bangladesh caters to affluent customers who recognise and cherish high-end bathroom merchandise. They might like the more expensive things and value quality and aesthetics while decorating their homes.

- **Behavioral Segmentation:**

1. **Bajaj Motors:** Bajaj Motors uses behavioural market segmentation. This involves focusing on clients' riding habits, such as regular riders, seldom riders, or motorcyclists who utilise bikes for work.
2. **ACI Pure Foods:** ACI Pure Foods divides its customer base into groups based on customer spending habits, such as frequent natural food consumers, wholesale purchasers, and consumers of specific types of products, including dairy products, rice, and spices.
3. **Kumarika Hair Oil:** Targeting consumers who consume hair oil frequently, buy hair care items periodically, or have particular hair care requirements, like unhealthy or strands-losing hair, is how they segment the market based on usage patterns.
4. **Castrol Activ:** Long-distance motorists, owners of powerful motorbikes, and people who regularly replace their engine oil are all included in the Castrol Activ behavioural segmentation.
5. **Fresh LP Gas:** Determined by their spending patterns, the Fresh LP Gas sector includes customers who utilise LPG primarily for food preparation, high-usage houses, and companies.
6. **Rosa Bangladesh:** Rosa Bangladesh targets regular bathroom renovation clients, focusing on high-end accessories, modern, upscale fixtures, interior design enthusiasts, and hospitality companies. They seek architects and designers for bathroom renovations, while posh bathroom accessories can enhance brand perception and the abundant experience.

2.4.3 Target Customers:

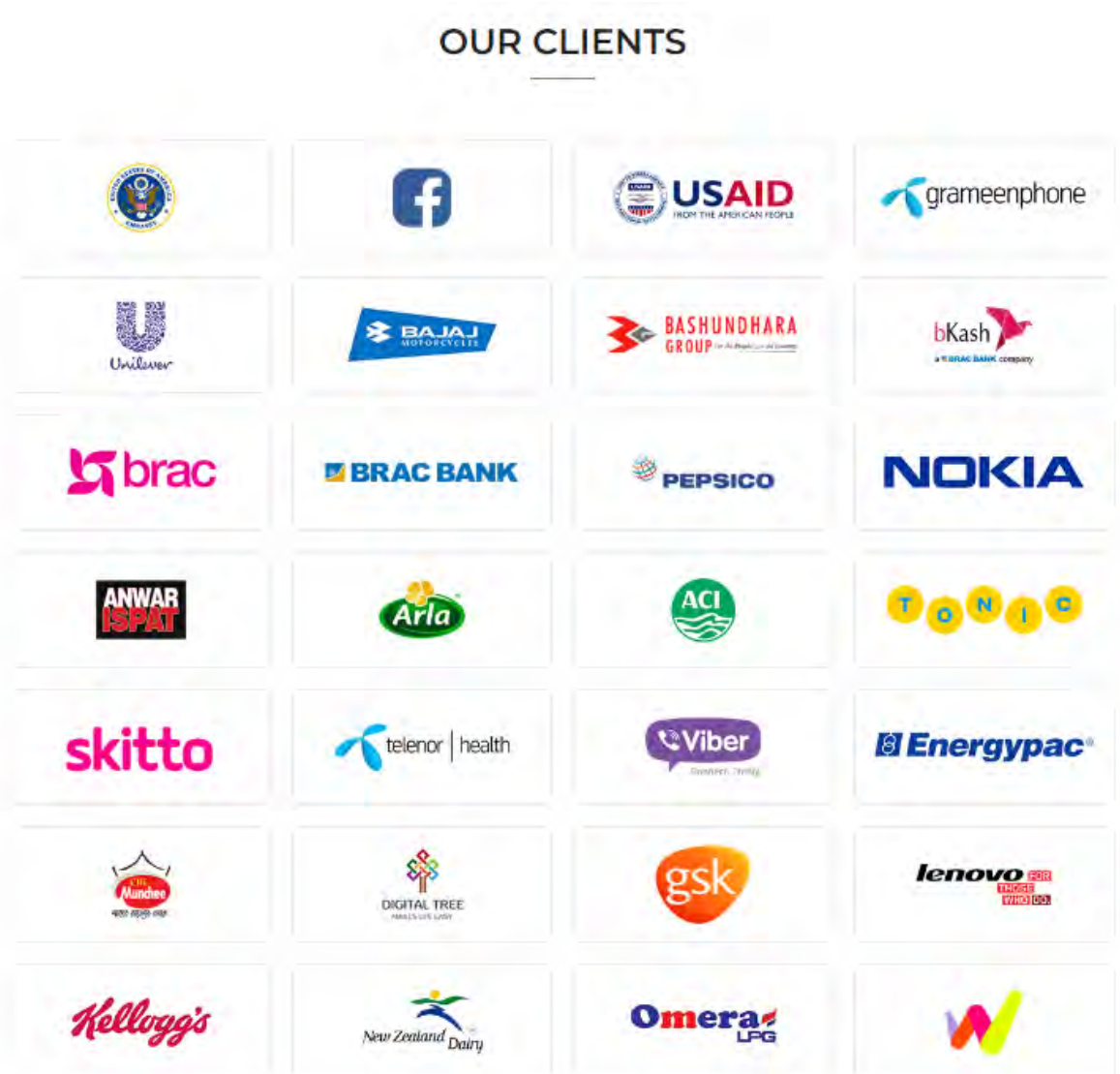
Asiatic Mindshare Ltd. has a broad pool of potential clients because they offer ATL and digital marketing services. Their ideal clients for conventional marketing are brands searching for ATL media strategy and procurement. Potential clients for digital marketing include brands searching for community management or digital marketing solutions.

Mindshare targets customers based on their needs and financial constraints. Which customer category Asiatic Mindshare should target is determined by the clients themselves. However, the agency assists them in determining which client category to target when they develop entirely novel goods or services by doing appropriate market analysis.

2.4.4 Positioning:

Asiatic Mindshare Ltd. extensively promotes its community, expertise, and 360° marketing services. Mindshare International operates in more than 86 nations worldwide. Few agencies possess the extensive worldwide presence that they possess. Such a significant connection brings along unparalleled expertise. They have also ventured into Bangladesh. It carries expertise as well. They offer digital and ATL marketing solutions. They handle everything from conducting market research to organising and executing campaigns.

2.4.5 Digital Clients:



Source: Mindshare Bangladesh's website (link:

<https://www.asiatic360.com/our-companies/mindshare-bangladesh/>)

Figure 3: Asiatic Mindshare's Digital Clients

2.5 Financial Performance and Accounting Practices

As per the company policy, they do not disclose their Financial Performance and Accounting Practices. However, after my brief interview with one of the accounts managers of Asiatic Mindshare Ltd., I learned they use the Enterprise Resource Planning (ERP) program SAP Business One to monitor accounting and financial reports. By conducting secondary research, I learned that a complete solution for managing a company's finances, accounting, revenue, stock, and customer relationship management, or CRM, is offered by SAP Business One (**SAP Business One, n. d.**).

Accounting Practices: Asiatic Mindshare Ltd. most likely uses the following necessary SAP Business One tools to monitor accounting and financial reports after conducting further research:

- **General Ledger:** All financial transactions are centrally stored in the general ledger (**Beaver S., 2023**). For handling the general ledger, SAP Business One offers a range of features, such as the ability to create and update accounts, create and post journal entries, and generate financial reports.
- **Receivables:** Asiatic Mindshare Ltd. tracks client bills, purchases, and credit memos using SAP Business One. In addition, it offers an array of capabilities for handling client accounts, including the ability to create and modify customer data, produce customer statements, and monitor the ageing of customers.
- **Payables:** Asiatic Mindshare Ltd. could gain from using SAP Business One to keep track of supplier billing, payment, and credit notes. It might also include a range of capabilities for handling vendor accounts, including the ability to track vendor ageing, create and amend vendor records, and generate vendor statements.
- **Inventory Control:** Asiatic Mindshare Ltd. may benefit from using SAP Business One to monitor its stock levels, motions, and payments (**Unisys, n.d.**). It might also include various inventory management features, including tracking inventory expenses, creating and amending product records, and generating inventory reports.

Financial Practices: Balance sheets, income statements, and cash flow accounts are just a few reports that SAP Business One can produce (**SAP Business One help portal, n.d.**). Asiatic Mindshare Ltd. can use these reports to monitor its financial results and make well-informed

business choices. The HR Department works with the Finance Department to make a budget for their annual tours or business-related tours both outside and inside Dhaka City.

The Data gathered is actually limited and relies primarily on secondary research because of their policy of not disclosing any of the Accounting and Financial Data to outside organisations, clients or employees. We all need special permission from the head of the company to access this information and use it for external uses.

2.6 Operations Management and Information System Practices

2.6.1 Operations Management:

Asiatic Mindshare Ltd. manages its activities without using any program.

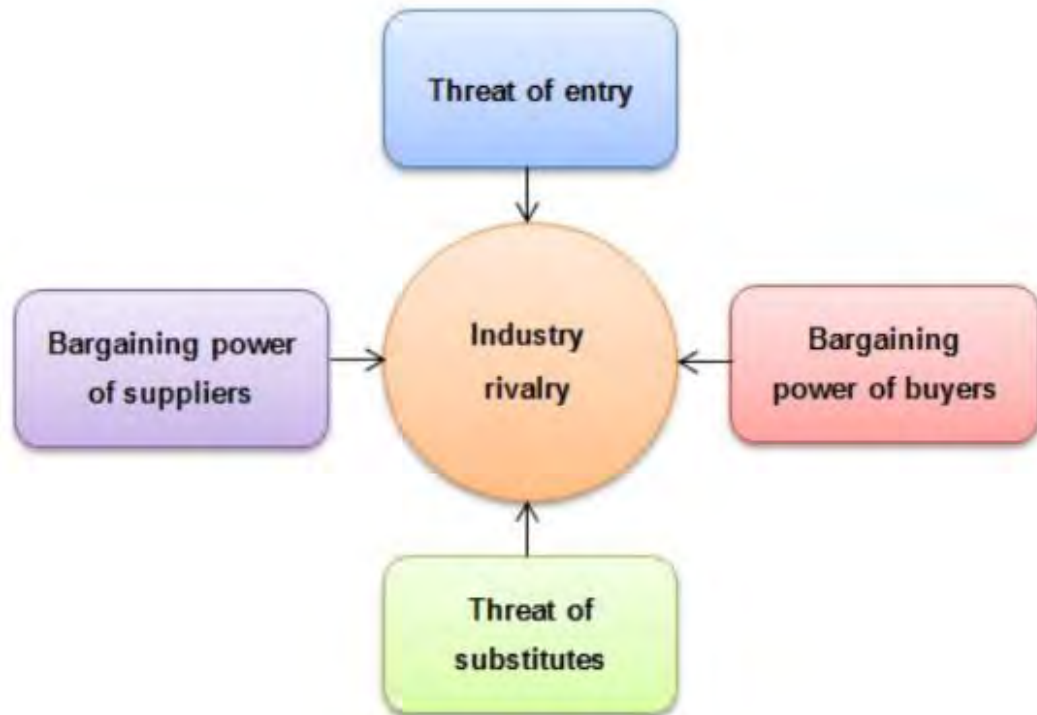
2.6.2 Information Management:

Asiatic Mindshare Ltd. stores all of its data on Microsoft OneDrive. They use most of their work in Microsoft Word, Excel, and PowerPoint.

They do not store their data in a central location. They maintain complete data segregation following their clients. The staff member overseeing a client will save client data on his OneDrive profile. Team Leads, Directors, and other authorised employees can access those data if necessary.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Force Analysis:



Source: Porter's Five Forces (Link: <https://strategicmanagementinsight.com/tools/porters-five-forces/>)

Figure 4: Porter's Five Forces

- **Industrial Rivalry:** The advertising sector is characterised by fierce rivalry amongst rivals due to the significant differences in what constitutes suitable and flawless behaviour. Following an in-depth investigation, marketing involves careful preparation, purchasing broadcast slots, and ingenuity. Everything revolves around how effectively we communicate with the consumer's target audience and whether or not it reaches and captures their interest. Mindshare's primary rivals in ATL marketing include Grey Dhaka, MediaAxis, Mediacom, Adcomm, and Havas Media. The leading rivals in the online marketplace are Analyzen, X-integrated Marketing Agency, and Magneto Digital.
- **Threat of New Entrants:** The marketing firms now operating in Bangladesh have already built a community, such as Asiatic Mindshare.

The established agencies dominate the market, so it is challenging for a newcomer to unseat them in terms of brand recognition. There remains room for emerging agencies because Asiatic Mindshare and other large agencies like them ignore many up-and-coming businesses. To gain dominance, emerging agencies can concentrate on that market. However, newer agencies frequently receive work from larger agencies in creating content and promotions. It is a fantastic chance for new agencies to develop an arsenal and earn additional awards with significant companies.

- **Threat of Substitute Services:** No other sector of the economy can match the services offered by Mindshare. Therefore, neither in this or any other instance of that sector is there any risk of a substitute.
- **Bargaining Power of Suppliers:** Certain providers exist, commonly called "vendors" in advertising. They are the proprietors of TV channels, billboards, DSPs, and other platforms that give marketing firms the spots or spaces to air their commercials. Even though most of these do not officially work as contractors for companies like Mindshare, their effects on the industry are comparable. Although they can haggle for cheaper rates, both parties typically uphold the sector's norm, which is always present.
- **Bargaining Power of Buyers:** Buyers, or in this case, our customers, hold the most power in this sector. Getting fresh customers is difficult because so many businesses compete for the same ones. Whichever agency best fulfils their needs at the lowest possible cost is the customer's discretion. It is more difficult to retain current clients than to get additional ones. We must provide customers with everything and be inventive and original to avoid being stale to our clients because numerous firms seek the perfect opportunity to take our clients. To maintain cost-effectiveness, we must maintain new and fresh materials. Significant customers like Unilever can also make or break our

industry's identity. Large multinational corporations (MNCs) control a large portion of the market. Thus, it makes sense that they want to keep their customers happy and maintain their satisfaction.

2.7.2 S.W.O.T. Analysis:

i) Strengths:

- **Market-leading format:** Combined with Asiatic, among the oldest agencies in the nation, Mindshare Globe has become one of the top marketing companies worldwide, offering them a distinct edge over rivals in Bangladesh.
- **Excellent reputation for producing high-quality work:** When taken together with the present customer base, this advantage is shared by all the large firms.
- **Substantial and veteran group:** This is a transferable asset since skilled employees may be produced with adequate training and education and using collaboration in each project. Since marketing is a team effort, all agencies share this strength.
- **High volume of expansion-related mergers and acquisitions:** Made feasible by a global network that spans across the globe. This is another shared strength since many organisations have such a vast global network.
- **Prompt adaptation to shifting market conditions:** Reacting quickly to shifting market conditions can be seen as a tool for gaining an advantage over rivals.

ii) **Weaknesses:**

- **Too many projects underway:** The Client Service section is understaffed. Therefore, the staff are under excessive strain.
- **Miscommunication:** With the department having too much work with too few staff, they have to undertake various tasks simultaneously, sometimes creating a misunderstanding among themselves.

iii) **Opportunities:**

- **Brand Name:** In Bangladesh, Asiatic Mindshare Ltd. belongs to a reputable and renowned marketing firm. Given its competitive edge over different marketing companies, its excellent reputation is a vital asset. Customers are more inclined to select a marketing firm with a favourable track record. Asiatic Mindshare Ltd. may use its branding to draw new business and retain customers.
- **Draw in fresh expertise:** Asiatic Mindshare Ltd. is a premier marketing agency that draws in the best people. Due to its access to the finest intellect in the business, the company is now in an advantageous position in its sector.
- **Decentralized Decision-Making System:** Asiatic Mindshare Ltd. has implemented a decentralised choice-making system that facilitates prompt and effective decision-making. Reacting swiftly to marketplace shifts is crucial for the hectic marketing sector; thus, this is an excellent trait.

iv) Threats:

- **Competition is fierce:** Many firms compete for consumers in the promotional and advertisement sector, which could stress revenue margins and prices.
- **Less competitive advantage:** In this sector, consistency is nonexistent. Competing in the commercial sector makes it difficult to have a competitive edge, as marketing firms all use the same procedures to provide their services. Without a competitive advantage, rivals would find it difficult to imitate.
- **Losing clients:** Asiatic Mindshare's business is constantly threatened by the possibility of losing customers and being incapable of acquiring additional customers due to a less competitive edge and the shifting in consumer preferences and tastes.

2.8 Summary and Conclusion

To conclude, Asiatic Mindshare Ltd. constitutes one of the primary goals of marketing and advertisement, and it often refers to the growth of consumer consciousness or recognition. Typically, only a few brand names come to mind when considering instances of an item form or sector. Mindshare aims to position an organisation as one of the finest examples of an item or service and make its name synonymous with the delivered item or service. In an era where digital marketing is continuously growing, Asiatic Mindshare workers are committed to giving their clients a competitive edge. They are motivated by the ideals of provocation, speed, and teamwork.

2.9 Recommendations/Implications

Asiatic Mindshare Ltd. should consider hiring additional interns and part-time staff because of its Client Servicing Department's rising workload and lower workforce. This will free up extra time for everybody to concentrate on innovative and logical projects rather than spending most of their time managing the community. Hiring staff would require expanding the workspace as they have limited workspace for interns to sit and work.

Chapter 3 Research Part

3.1 Introduction

Social networks have become vital for companies in a modern, ever-changing technological environment. It helps them build client relationships, establish reputations, and communicate with their intended population. ACI Pure Foods, a prominent food and drink enterprise in Bangladesh, has acknowledged the potential for change in modern networks and integrated it as a fundamental component of its promotional approach. ACI Pure Foods has made great use of social media thanks to its dedication to creativity and in-depth knowledge of audience habits to have an excellent online presence, interact with consumers, and spread the company's information. This project explores how ACI Pure Foods' web-based promotional efforts affect consumer perceptions and client devotion in the Bangladeshi market.

As a trailblazer in Bangladesh's food and drink sector, ACI Pure Foods proves an everlasting commitment to excellence and client fulfilment. Among the numerous goods in the business's broad portfolio are wheat flour, sugar, salt, oil for cooking, and other items that are now commonplace in Bangladeshi homes. Due mainly to its dedication to quality, ACI Pure Foods has become the industry leader, gaining the respect and allegiance of customers around the country.

Bangladesh's rapidly evolving and aggressive food and drink sector is an obstacle for ACI Pure Foods to retain consumer trust and recognition of its brand, even with its established brand presence. There is fierce competition among the companies in this industry as they compete for consumers' consideration. Furthermore, buyers are growing more discriminating while making well-informed decisions depending on aspects like merchandise quality, cost, and support from others. ACI Pure Foods must constantly adapt its promotional tactics to successfully communicate with customers and preserve its competitive advantage in this industry.

3.1.1 Objective(s)

Broad Objective: The broad objective of the study is to look into how social media marketing conducted by Asiatic Mindshare Ltd. affects Bangladeshi consumers' awareness of brands and loyalty to ACI Pure Foods.

Specific Objectives:

- a) To determine which major social media sites customers use in Bangladesh. This objective examines the connection between brand recognition and social media use.
- b) To investigate the various forms of social media content that Bangladeshi users interact with. This objective explores the connection between consumer loyalty and social media activity.
- c) To evaluate how social media marketing affects consumer loyalty and brand awareness. This objective aims to analyse the function of brand trust as a mediator in the link between social media marketing, consumer loyalty, and brand recognition.

3.1.2 Significance

By concentrating on the effects of social media marketing on consumer loyalty and brand recognition, this study seeks to close a gap in the literature on the matter in Bangladesh. It will offer helpful advice to Bangladeshi firms and advance the subject by examining its effects in a particular cultural setting. Apart from the previously mentioned general advantages, Asiatic Mindshare Ltd. would particularly benefit from this study as it will offer them essential knowledge about how their clients use social media marketing to connect and interact with Bangladeshi consumers.

3.1.3 Background and Literature Review

Background: Cooking oil, sugar, salt, and wheat flour are just a few of the many products that ACI Pure Foods produces. It is one of Bangladesh's top manufacturers of household items. The organisation is dedicated to giving its customers superior products and possesses an established brand image in Bangladesh. ACI Pure Foods has initiated significant investments in web-based communication in the past few years after seeing the opportunity of this medium to reach a larger audience and forge closer bonds with its clients.

Literature Review: Social Media Marketing (SMM) has significantly transformed how businesses engage with their intended audiences. It has emerged as an essential instrument for augmenting brand recognition and cultivating consumer allegiance. Social media marketing (SMM) is a crucial component of any company's marketing mix, regardless of size (**Assemblo, 2022**). SMM utilises social media sites to interact with and engage consumers, advertise goods and services, and increase brand recognition (**Hayes et al., 2023**).

Many studies have demonstrated that SMM can enhance consumer loyalty and brand awareness. For instance, **Hafez's** study discovered that social media marketing significantly improved brand awareness and image (**Hafez, 2021**). According to different research by **Ibrahim**, social media marketing increased considerably brand loyalty (**Ibrahim, 2021**).

On the other hand, more research needs to be done on SMM's efficacy in Bangladesh. **Hafez**, once again, undertook one of the few research studies on social media marketing (SMM) in Bangladesh and discovered that SMM significantly improved brand reputation in the financial sector (**Hafez, 2022**). This study attempts to close a gap in the literature by investigating the lack of studies on SMM within Bangladesh. The research examines how SMM affects client retention and brand recognition in Bangladesh.

One of the giant corporations in Bangladesh, ACI Limited, is the parent company of ACI Pure Foods (**ACI Foods Ltd., n.d.**). They produce beverages, culinary items, spices, and cooking oil. They also use social media (SMM) to promote their products, engage with customers, and advertise their services. They mostly rely on brief video clips on YouTube and Instagram.

According to **Singh's** LinkedIn blog, shortened video content, gaining popularity on platforms like TikTok and Instagram Reels, is revolutionising media utilisation in the attention-shortening age of technology (**Singh, 2023**). Singh also said in the same blog that the videos provide an ideal environment for companies to exhibit their goods in novel ways, genuinely interact with customers, and even work with celebrities to spread their marketing message.

Additionally, **Emran** said in his blog that SMM allows companies to reach a niche audience, build relationships, and increase sales by creating insightful content and understanding their target audience's needs and preferences (**Emran, 2023**). He also said that Social Media Marketing is an effective strategy that helps companies connect and interact with those they want to reach.

After conducting research, Alam et al. found a direct correlation between the characteristics that increase company recognition and consumer retention (**Alam et al., 2024**). Furthermore, the relationship between marketing, devotion to the company, and customer purchasing habits is influenced by brand recognition (**Zhao et al., 2022**). Moreover, the upkeep of the company's reputation has the most significant influence on generating favourable client inclination toward paying a higher price (**Showrav & Nitu, 2018**).

According to a study by Hassan, Bangladesh encounters many obstacles in the realm of online advertising. The difficulties encompass insufficient knowledge of technology within business proprietors, insufficient security and confidentiality of information, and insufficient internet accessibility nationwide. However, the report highlights the significant untapped opportunities in exploring several avenues of online advertising. This involves integrating adolescent workers into the workplace to enhance revenue, bond with customers, increase company awareness, and, in general, increase customer satisfaction among company executives in Bangladesh who are accountable for expanding online advertising possibilities across the country. This allows for formulating a more accurate assessment of the potential and challenges associated with utilising online advertising in Bangladesh (**Hassan, 2023**).

To sum up, social media marketing has become every company's operation in the modern era. Using social media channels, companies may enhance client interaction, raise their visibility, and boost sales, ultimately giving them a competitive edge (**Weblabfirm, 2023**). The literature supports the positive impact of social media marketing on brand awareness and customer loyalty in Bangladesh, highlighting its effectiveness in connecting with audiences, advertising, and fostering lasting relationships, indicating its growing importance for commercial success.

3.2 Methodology:

To deeply analyse the effects of social media marketing on brand awareness and consumer loyalty in Bangladesh., a research methodology will be carefully designed and implemented.

Research Design: To evaluate the effect of ACI Pure Foods' digital promotion on reputation and client retention in Bangladesh, the present study will use a design based on quantitative methods. Applying statistics to measure connections among variables is a defining feature of quantitative research. That method is appropriate for this research because it enables measuring reputation and customer retention using surveys and questionnaires. Additionally, secondary

research is conducted with the help of Google Scholar to understand the effectiveness and relationship between brand awareness and customer loyalty in the business sector.

Sampling: Bangladeshi customers who utilise ACI Pure Foods goods and participate in online social media behaviours make up the study's target group. To accomplish this, the population is stratified according to pertinent variables like geography, gender, and age. Participants are then chosen arbitrarily within every category. To ensure the research has enough statistical power to identify significant correlations among the factors of concern, the number of participants will be decided using a power analysis. For this investigation, an initial sample including thirty participants will likely offer sufficient power.

Number of Participants who responded: Forty (40)

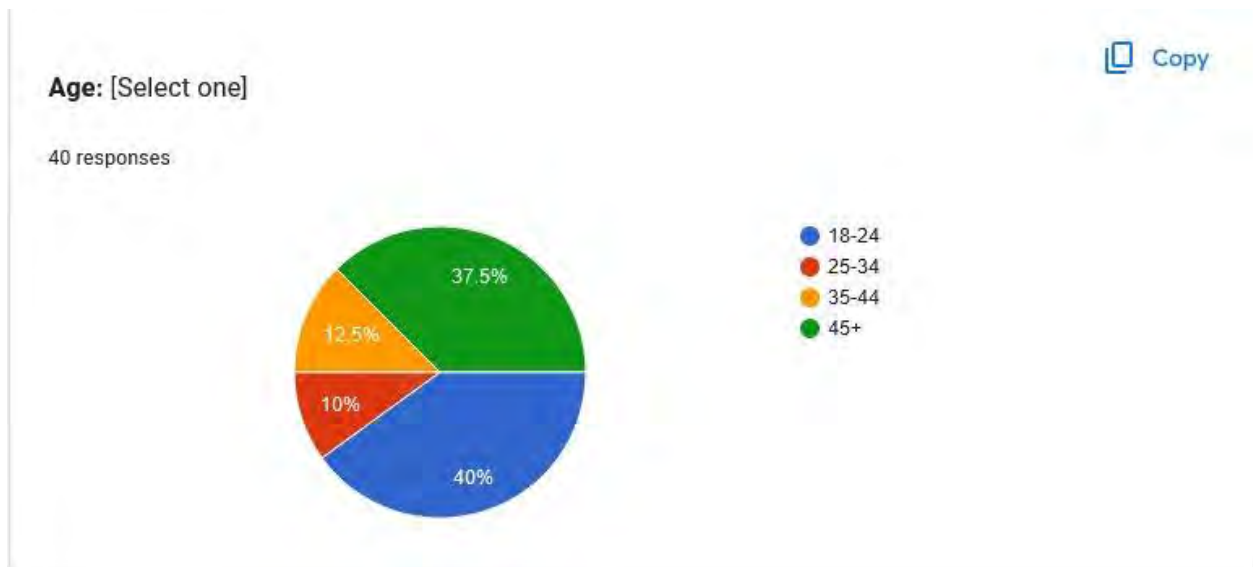
Data Collection: A secure web platform will run a virtual questionnaire to gather information. The form will comprise pre-structured inquiries intended to gauge internet utilisation, client devotion, and perception of the brand. It will take about ten minutes to finish the form.

Data Analysis: Statistical procedures suitable for empirical study will be used to assess the information gathered from the online questionnaire. The data will be summarised using descriptive statistics, and hypotheses regarding the correlations between each variable will be tested using inference statistics. They are analysing correlations among elements to determine their trend and intensity. Regression research forecasts how social media promotion will affect client retention and brand recognition.

Ethical Considerations: Every individual will be made aware of the research goals and their ability to discontinue participation at any moment. Their information is unlikely to be disclosed to other parties, and their privacy will be safeguarded. An impartial approach was taken in designing the questionnaire.

Limitations: It is essential to acknowledge the drawbacks of the study. Firstly, the research's relevance to other nations may be constrained due to its focus on the Bangladeshi environment. Moreover, although other variables might be involved, the study concentrates on digital promotion as a lone element affecting reputation and client retention. Additionally, the study's limitations may be the scope of the control group and the community's accuracy. Lastly, I could not obtain much material from my job's manager or the Internet, including yearly statements, financial and accounting data from the company, or anything in my specific field, as these were never made public.

3.3 Findings and Analysis



Among 40 responses, we have the highest 18-24 age group; the second highest is 45+. This denotes that the 18-24 age group may use the internet regularly. Having the 45+ age group head-to-head with the 18-24 age group may mean a more extensive audience finds resonance in the messaging of ACI Pure Foods. Social networks may be gaining popularity among people over 45 as a means of participation and learning.

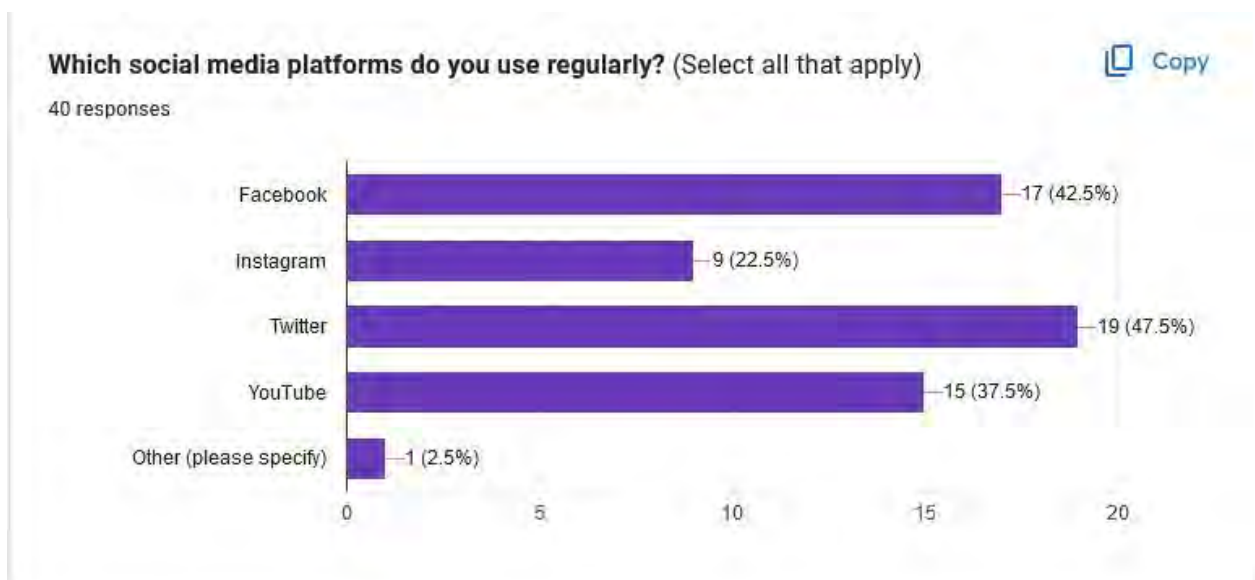
The straightforward inquiry "What is your age?" plays an essential part within the ACI Pure Foods research by offering invaluable information into multiple significant fields:

- i) **Target Audience:** By determining the predominant age categories that utilise the internet, ACI Pure Foods may customise its material and marketing efforts to effectively connect with those particular audiences. Youth can impact individuals' preferred interaction modes, favourite channels, and specific material that captivates viewers.
- ii) **The impression of the brand:** Examining youth-based reactions to company recognition, consumer connection, and overall product evaluation can ascertain whether specific age cohorts exhibit disparate sentiments regarding ACI Pure Foods. This may help identify possible areas for improvement in brand communication or opportunities for focused advertising initiatives.

iii) Consumer Buying Patterns: Analyzing the demographic characteristics of frequent patrons and individuals who are inclined to endorse ACI Pure Foods possesses the ability to anticipate forthcoming patterns and provide valuable insights for strategy development. Specific demographic segments may possess greater purchasing power or exhibit distinct product preferences, necessitating customised marketing strategies.

By considering age and other demographic factors such as income and location, a comprehensive understanding of the targeted population may be obtained. By adopting an integrated approach, ACI Pure Foods can design all-encompassing advertising tactics that effectively connect with different sectors of their target client base. Nevertheless, it is crucial to take into account the constraints. Priorities cannot be accurately determined based merely on age, as age alone is unreliable. Integrating information into additional statistics and analytical evaluation yields a more intricate comprehension of responses.

Through the analysis of "What is your age?" in conjunction with additional inquiries, ACI Pure Foods may acquire valuable data regarding its intended demographics, brand image, and consumer buying patterns. This will empower them to formulate productive social media marketing campaigns.

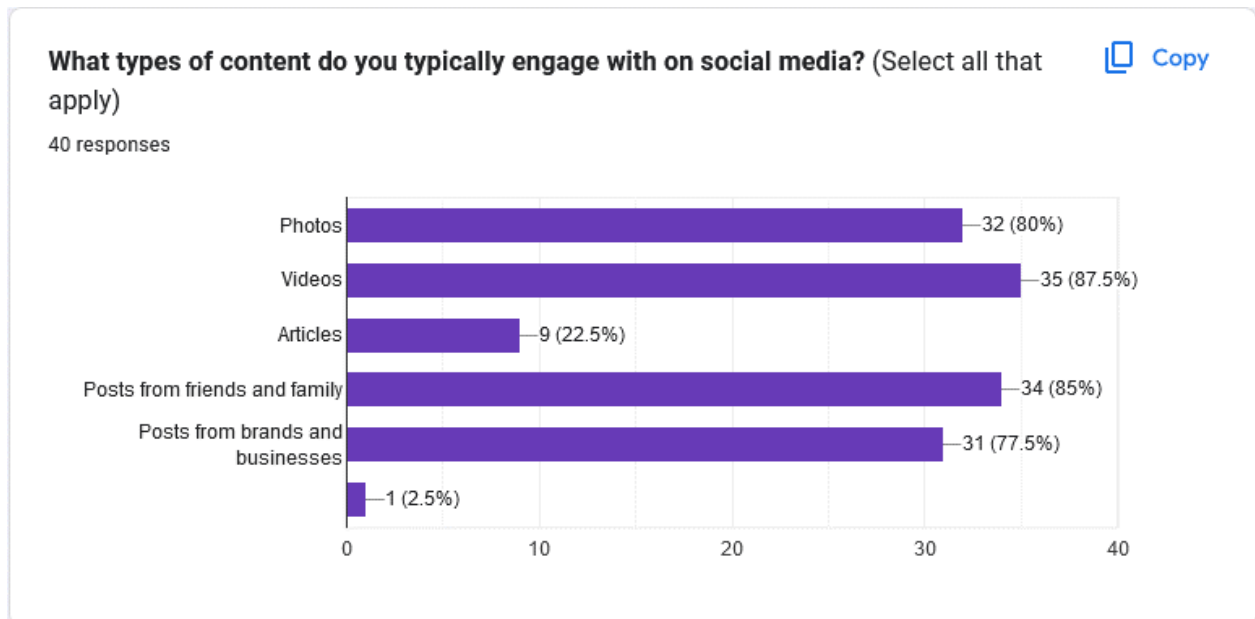


Among 40 responses, most people use Twitter and Facebook. ACI Pure Foods is available on Facebook and is hugely active there with product TVCs, OVCs, static and dynamic content, etc. They are also available on YouTube and Instagram, where people can get exposure. It looks like Twitter is the best networking channel for ACI Pure Foods. YouTube and Facebook might potentially prove promising.

Gaining knowledge about social networking sites that individuals frequently utilise can offer helpful information about their actions, inclinations, and the most effective means of engaging with them for interacting advertising, or socialising. This knowledge holds significant value for organisations, enabling them to customise their tactics to communicate successfully with their target demographic. Scientists and analysts can utilise it to obtain data regarding social networking developments, methods of electronic interactions, and the evolving nature of technological engagement. Due to the aesthetic and temporary material, youth tend to be drawn to sites like TikTok or Snapchat. In contrast, older adults tend to favour Facebook or LinkedIn because of its social features and recognisable UI.

Examining the websites people frequently use may reveal changes in the online environment and growing patterns in online social networking usage. For instance, increased users favouring video-based websites such as TikTok or YouTube may suggest a more widespread transition favouring film as the favoured media source among different age groups. Furthermore, the amount of time and atmosphere of utilisation are also crucial. Some people may connect with specific platforms daily for private interactions, amusement, or information. In contrast, others may use them less often yet have specific intentions, like searching for employment opportunities on LinkedIn or seeking inspiration for projects on Pinterest.

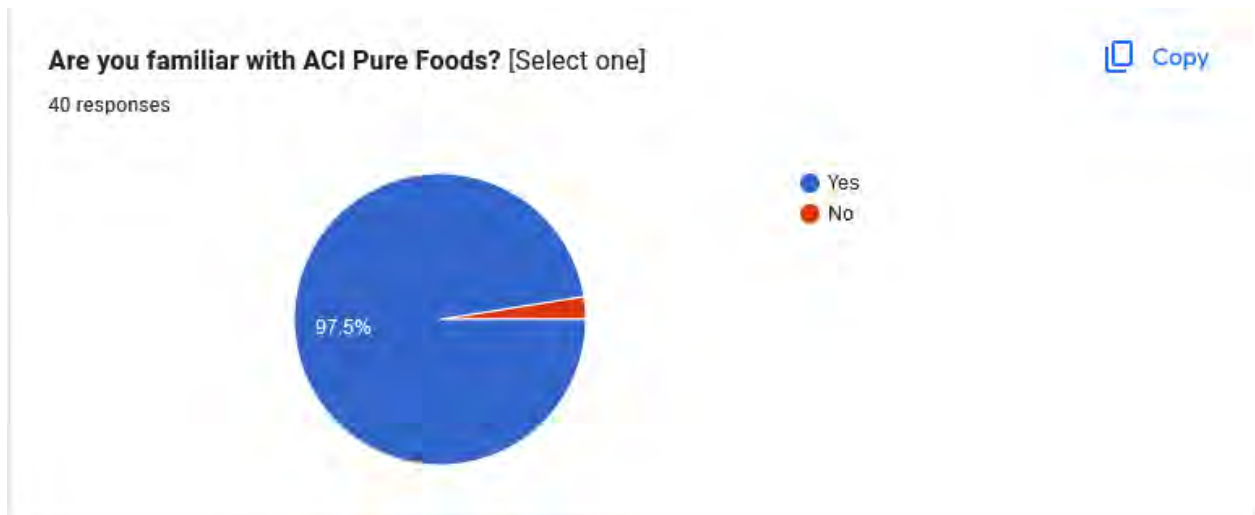
More broadly, the inquiry regarding regular utilisation of social media can initiate conversations regarding internet conduct, anxieties regarding privacy, and the influence of digital networks on psychological well-being. Replies regarding this topic offer an up-to-date assessment of social networking involvement, providing significant insights for various uses, such as advertising, interaction tactics, educational studies, and sociological analysis.



People surveyed like to watch videos more, so making dynamic content will help ACI Pure Foods gain more reach on social media. Interaction encompasses a variety of tasks, including observing, expressing approval, providing feedback, distributing, or generating material. The query can generate diverse answers based on one's tastes, passions, and the specific sites utilised. Responses may encompass:

- i) Pictorial material encompasses several forms, such as photographs, films, diagrams, and caricatures. Many consumers are attracted by photographic information due to its capacity to communicate thoughts efficiently and captivatingly.
- ii) Written information refers to various forms of written text, such as postings, messages, documents, and journals. Specific individuals prefer interacting with text to obtain details, acquire knowledge, or find amusement.
- iii) Engaging material, such as assessments, questionnaires, and engaging tales, enables viewers to take part in the material instead of just taking in it idly. This captivating material might be discovered on multiple channels, fostering increased direct engagement between artists and viewers.
- iv) Learning material encompasses instructions, conferences, advice, and courses. Individuals interested in obtaining fresh abilities or expertise in particular domains often gravitate towards sites such as YouTube and LinkedIn Learning.

The materials individuals communicate about on the various social networking platforms reflect their hobbies, requirements, and the worth they desire from what they find on the internet. Additionally, it offers significant information about user behaviour, enabling publishers, advertisers, and networks to customise their products and enhance interaction with them.



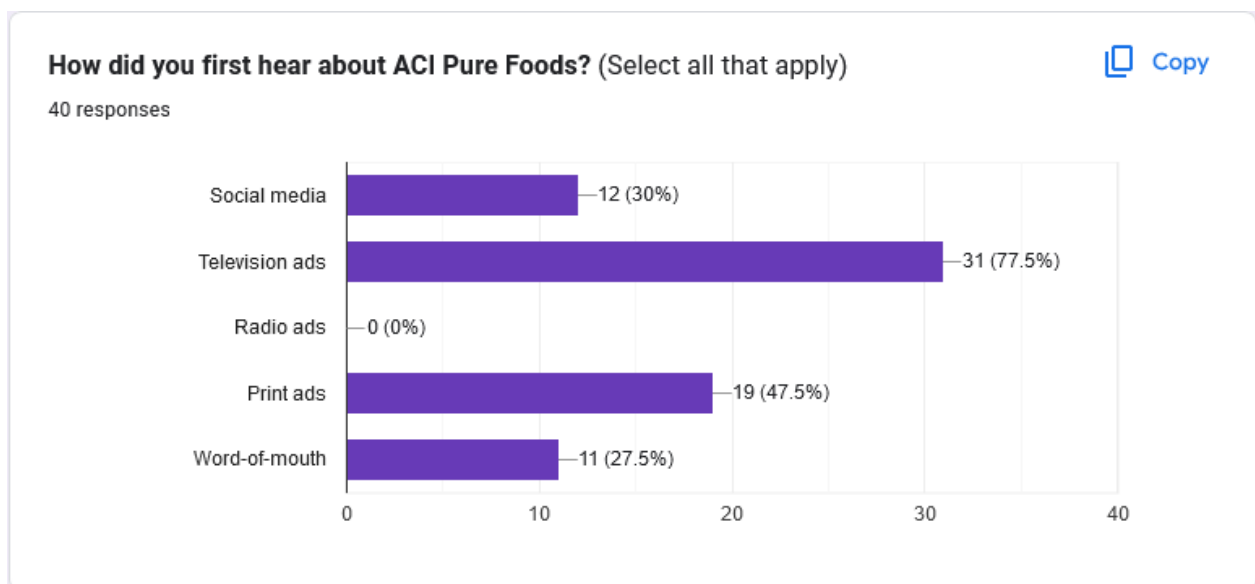
Most people surveyed are familiar with ACI Pure Foods. This inquiry aims to assess the applicant's familiarity and understanding of ACI Pure Foods. This established company operates within the aegis of Advanced Chemical Industries Limited (ACI), one of the top corporations in Bangladesh. The firm operates in diverse fields, encompassing chemicals, retail businesses, and farming. ACI Pure Foods specialises in the culinary industry, providing diverse culinary items that meet stringent hygiene and assurance requirements to ensure client fulfilment and loyalty.

Answers to the above topic can significantly differ based on multiple variables, including the individual's hometown, level of involvement in those culinary and beverages, buying patterns, and overall interaction with the company's products via promotion and commercials. Several potential replies could comprise:

- i) **Indeed, I am an ongoing buyer of its goods:** This statement reflects the respondent's acquaintances with the company and their devotion and faith in the high calibre of ACI Pure Foods' offerings. It could prompt more investigations into the goods they utilise, their state of happiness, and their preferences.

- ii) **Regrettably, I am not acquainted with ACI Pure Foods:** This response could suggest various possibilities, including the person who responded being in a location beyond the business's primary audience in Bangladesh, displaying minimum curiosity in the company's range of products, or potentially indicating that the company's promotional endeavours have failed to attract them. The answer provides vital input for ACI Pure Foods, highlighting market growth possibilities or enhanced promotional tactics.

Assessing the extent of acquaintance with ACI Pure Foods may give the firm valuable information regarding its market penetration, reputation, and prospective avenues for expansion or enhancement. The variety of replies can assist academics or entrepreneurs in analysing consumer behaviour, tastes, and the efficacy of existing marketing techniques. Moreover, it can aid in discerning patterns in customer consciousness and allegiance towards domestic versus global companies in the food sector.

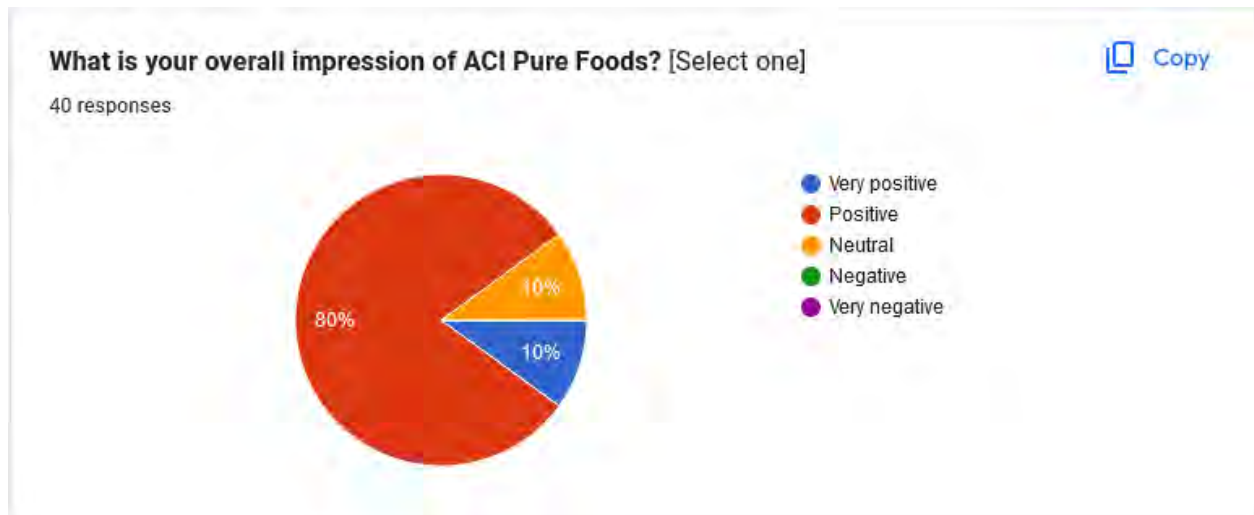


They heard mostly from TV ads, so SMM will positively impact ACI Pure Foods' marketing. This inquiry aims to collect data on the many avenues via which individuals become acquainted with the ACI Pure Foods business. The study holds significant value for the business's advertising and market analysis divisions as it enables them to comprehend the efficacy of their outreach tactics, ascertain the most influential advertising avenues, and customise subsequent initiatives to accomplish their envisioned demographic better and efficiently.

ACI Pure Foods is a prominent participant in the food industry, providing many goods such as essential meals, seasonings, and drinks. In the highly aggressive culinary sector, it is essential to comprehend buyer habits and tastes to sustain and expand market dominance. Answers to this query can differ significantly, illustrating the various methods by which customers interact with companies in the present world. Possible channels via which individuals may initially become aware of ACI Pure Foods include:

- i) Conventional promotions include ads on TV, radio advertisements, publications in newspapers, journals, and banners. Conventional promotion has an extensive audience and is often a successful method for establishing a reputation for the company.
- ii) The growing use of internet-based content has led to the prominence of networks such as the internet, business pages, email campaigns, and internet adverts, which serve as crucial channels for introducing brands to prospective clients.
- iii) acquaintances, relatives, or coworkers' referrals significantly influence uncovering novel items and companies. Testimonials from reliable sources can have a substantial impact on consumer choices.

ACI Pure Foods can also gain customer exposure by attending culinary exhibits, participating in local activities, or partnering with events. Engaging in such actions can augment a company's prominence and attract particular audience segments. Collaborating with social media celebrities and journalists who evaluate or showcase food goods can expose the business to its audience, a significant portion of whom may be inclined to explore novel food choices. Moreover, comprehending the initial means by which customers become aware of the company can yield valuable information about the characteristics and preferences of the viewers, enabling more customised and focused commercial endeavours.

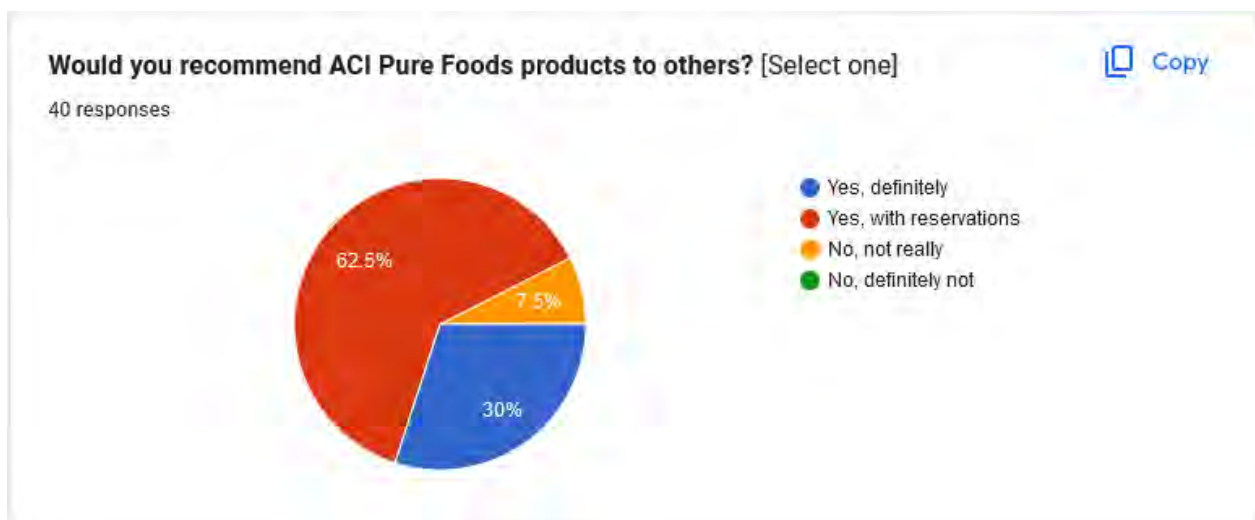


The overall impression is positive; some are very positive and neutral, and there are no negative impressions of ACI Pure Foods. This inquiry aims to collect individual opinions regarding ACI Pure Foods, a notable culinary business in Bangladesh. This business is a part of ACI Limited and is renowned for its wide array of foodstuffs that cater to the need for genuine, secure, and nutritious food choices. The inquiry prompts participants to express their perspectives, encounters, and assessments of the organisation and its products or services. Answers to this query can cover a broad range of factors:

- i) **Quality of Products:** Customers may provide feedback on what they think is the excellence of ACI Pure Foods merchandise, encompassing factors such as flavour, nutrients, cleanness, presentation, and the variety of choices offered. Favourable replies may emphasise contentment with the business's rigorous adherence to rigorous criteria for safety and sanitation, whilst unfavourable comments may identify discrepancies or opportunities for enhancement.
- ii) **Brand Dependability and Status:** Participants may consider the trustworthiness and dependability of ACI Pure Foods as a company. This encompasses their trust in the business's dedication to food hygiene, the genuineness of components, and the general clarity of their procedures. Their choice of ACI Pure Foods items may be attributed to the notable emphasis on a robust company image.
- iii) **Buyer Expertise:** Certain feedback may emphasise the consumer's assistance and shopping encounter linked to ACI Pure Foods, encompassing the convenience of item accessibility, client assistance, and contentment regarding the shopping procedure, regardless of traditional shops and digital.

- iv) **Contrast alongside Rivals:** Possible answers may involve contrasting ACI Pure Foods against different businesses in the field, highlighting ACI's distinctiveness in creativity, diversity, and excellence or identifying regions in which it may fall below rivals.

Essentially, the query encourages consumers to consider and express their general opinion of ACI Pure Foods, considering all aspects of the company's reputation. This input is of great value to the organisation as it allows them to assess market mood, comprehend client demands and choices, and pinpoint opportunities for development and enhancement.

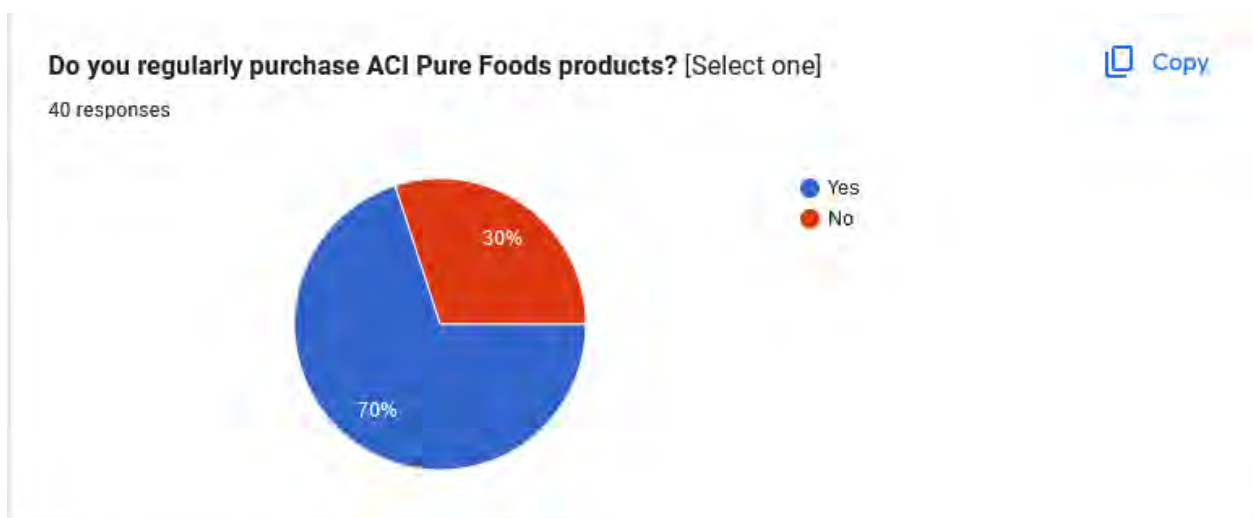


Most of them would recommend ACI Pure, but they need more confidence. This may be due to a lack of SMM exposure, as people are on the internet nowadays. Nevertheless, they will still recommend it due to the brand reputation. Replies to this inquiry can be affected by various aspects associated with consumers' encounters with ACI Pure Foods items. These standards encompass several aspects, such as the calibre, pricing, accessibility, presentation, flavour, nutrients, and client service provided by the corporation about its food goods. An acknowledgement from one individual to another is a strong suggestion that reflects a favourable standpoint and can impact prospective clients' purchasing choices.

A favourable reaction signifies that the buyer is content with the calibre of the goods and the whole encounter. This is a crucial metric for gauging the business's achievement, indicating that it meets and beyond client demands.

Brand fidelity is demonstrated by promoting merchandise to customers. Contented shoppers are prone to making repeat purchases and have the potential to develop brand evangelists, disseminating referrals via word-of-mouth, which may be far more effective than typical marketing.

Finally, the inquiry regarding endorsing ACI Pure Foods goods for others is a crucial metric for assessing consumer contentment, allegiance, and general company well-being. The comments can provide instant input to the organisation, delivering a valuable understanding of client tastes, rivalry, and prospective areas for enhancement.



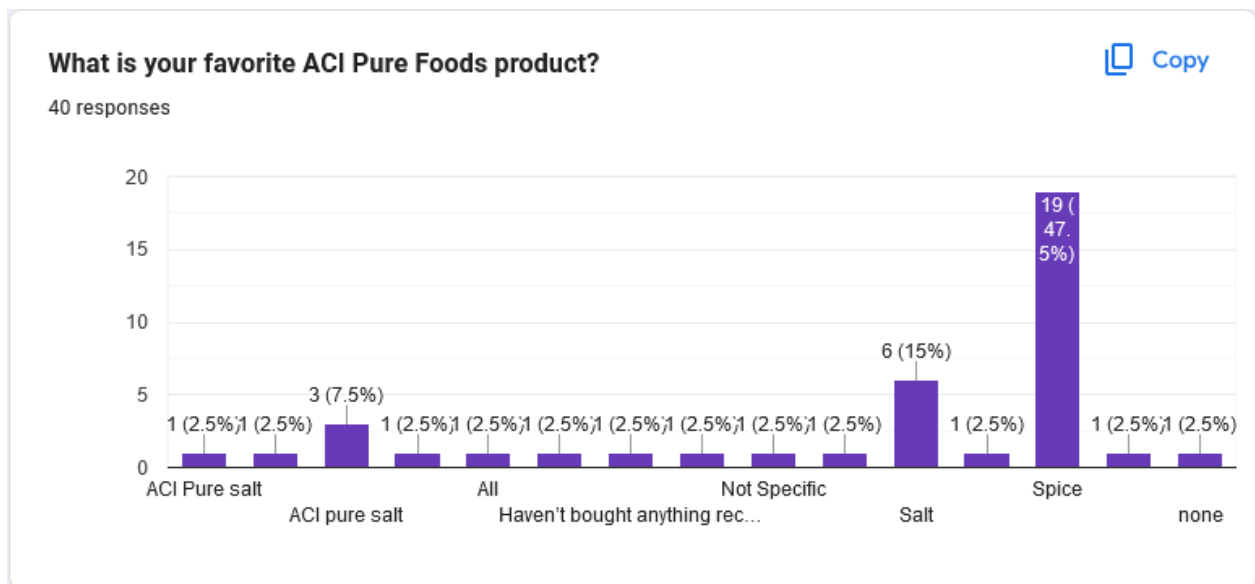
Most people being surveyed use their products regularly. This inquiry aims to assess consumers' level of devotion and attitudes concerning ACI Pure Foods. This inquiry seeks to ascertain the regularity and constancy of client interaction regarding the company's merchandise, which may comprise various foodstuffs, including spice mixes, flour, edible oils, etc.

The answers to this query can provide valuable insights into the company's market status, customer needs, and the efficacy of its advertising tactics. Their characteristics can range significantly between various age groups, being shaped by variables such as the calibre of the item, its prices, accessibility, consumer knowledge, and attitude toward the brand.

A "Yes" reaction signifies that the individual frequently consumes ACI Pure Foods merchandise. This implies contentment regarding the item's standard, its cost-effectiveness,

and the brand's reliability. An adverse reaction could stem from a lack of knowledge about the brand, an affinity for rivals, displeasure with the item's selection or performance, or a feeling that the cost exceeds the buyer's perceived worth.

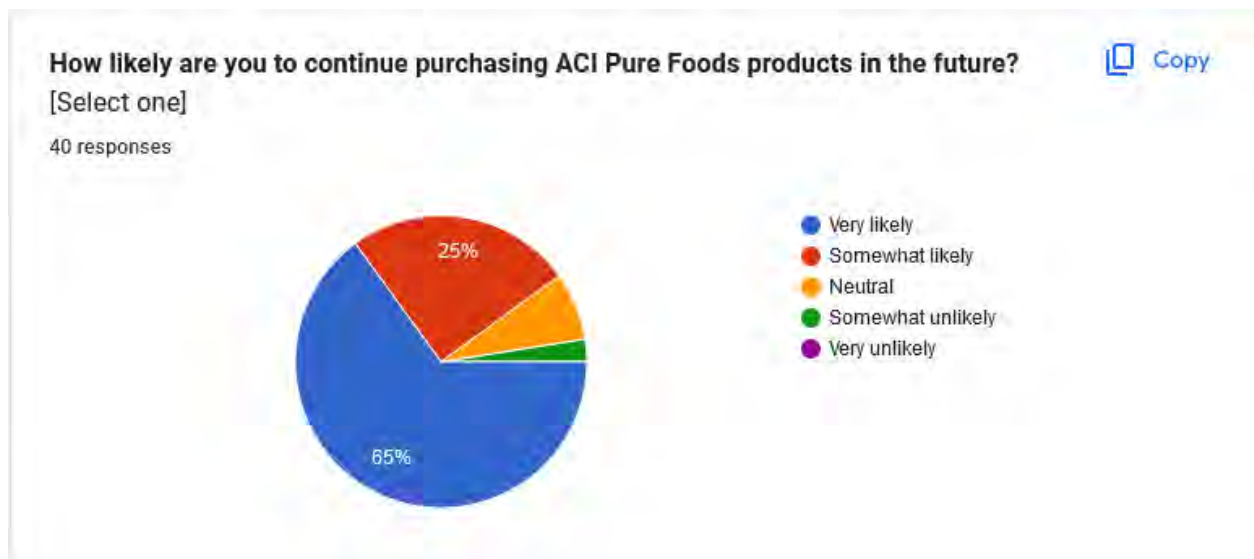
Examining the trends in these replies can provide ACI Pure Foods with helpful information regarding consumer habits, company allegiance, and regions with expansion opportunities.



ACI Pure Foods' spice products are top-rated, followed by their salt product. This open-ended inquiry aims to collect individual opinions concerning the items provided by ACI Pure Foods. Answers to this query can provide insights into multiple facets of buyer habits, choices, and the success of ACI Pure Foods' strategy to offer a broader range of products. The replies provide valuable information and have significant ramifications.

National and local tastes could affect answers, particularly in a varied economy such as Bangladesh. By doing this, ACI Pure Foods may modify its products and advertising campaigns to cater to various markets.

The inquiry about an individual's preferred ACI Pure Foods item concerns more than client tastes. It provides valuable insights into individual inclinations, industry patterns, opinions of item excellence, and prospective avenues for business development and ingenuity. ACI Pure Foods highly values this information as it is crucial for corporate strategy, manufacturing, and improving consumer happiness and devotion.



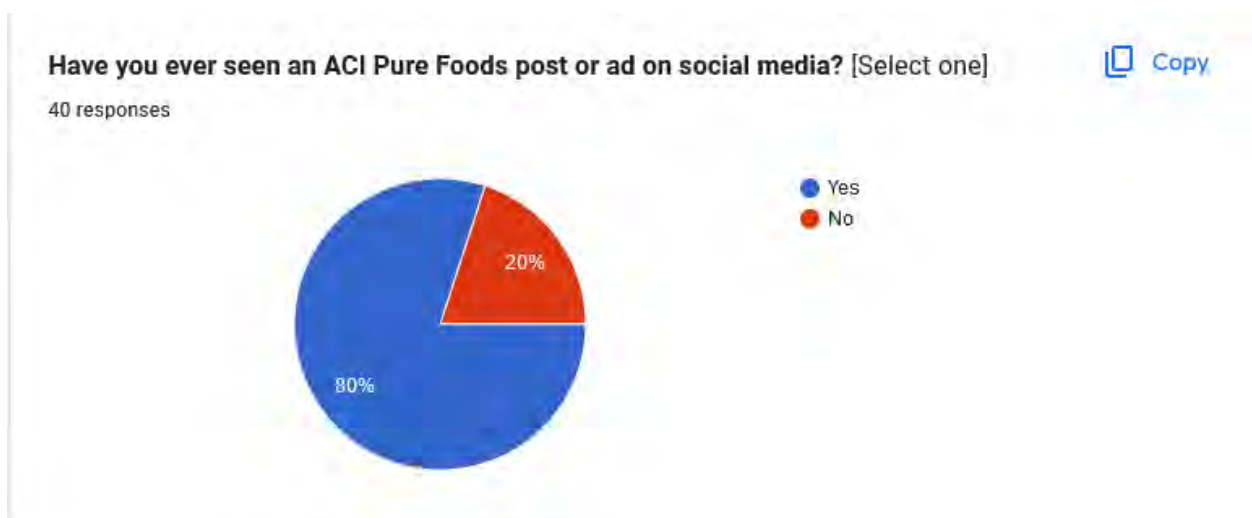
The respondents are very likely to purchase the products again. This investigation aims to assess customer devotion and forecast potential purchasing patterns regarding ACI Pure Foods. The purpose is to ascertain the individual's level of fulfilment with the company and its goods and their goals of prospective transactions. This query is commonly employed in studies aimed at gauging customer loyalty or conducting studies to gather the information that may be utilised to shape company plans, promotional tactics, and manufacturing endeavours. Each of these suggestions offers vital information into consumer views and can be scrutinised to comprehend multiple facets of client interaction and business impression.

Very Likely implies significant contentment with ACI Pure Foods goods and demonstrates an overwhelming sense of buyers' devotion. People pick this choice due to factors such as high-quality goods, outstanding value for capital, company reliability, or favourable previous encounters. **Somewhat Likely**, it implies having an overall sense of satisfaction but is also receptive to exploring other possibilities. While participants may prefer ACI Pure Foods items, their loyalty is not strong, and they can easily be influenced by competitors who provide superior costs, calibre, or diversity.

Neutral implies respondents may not have a firm stance on the company or its goods because they have little knowledge or do not care. Individuals can sometimes buy ACI Pure Foods items but have yet to get an enduring brand affinity. **Somewhat Unlikely** implies customers could have had problems with ACI Pure Foods items, like unhappiness with the item's standard, cost,

or service level. Their ongoing loyalty is in jeopardy so that they may be considering or shifting toward rival companies.

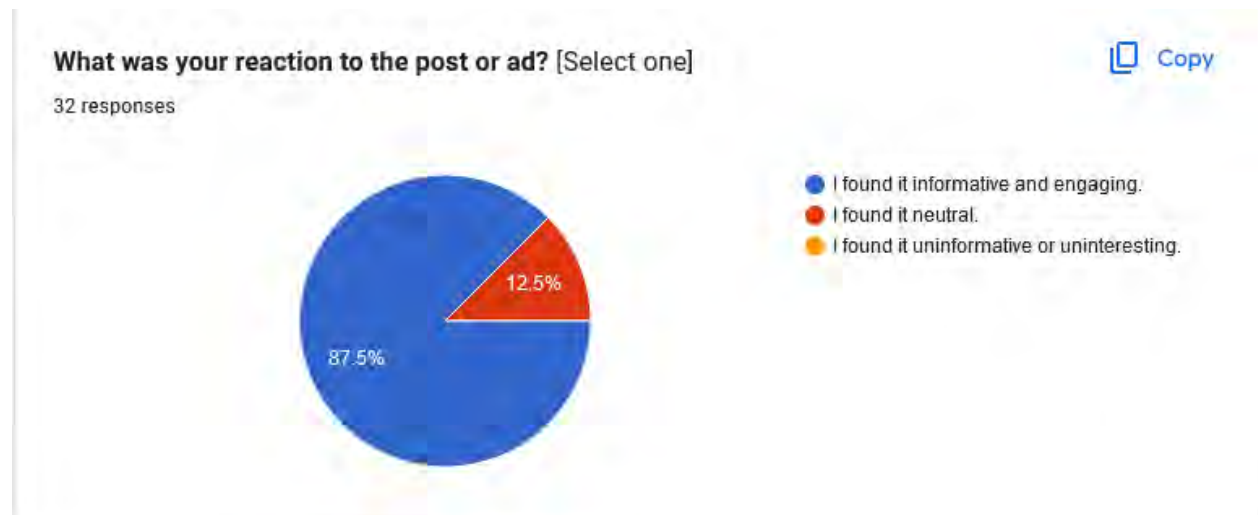
Lastly, **Very Unlikely** implies a profound displeasure or a substantial bad encounter using the company's products. They are highly susceptible to turnover, and regaining their loyalty may prove to be a difficult task. Examining the allocation of feedback and the underlying rationales can assist ACI Pure Foods in comprehending the present attitude of its consumer base, identifying areas of excellence to enhance, and pinpointing deficiencies that necessitate remedy.



Among 40, 32 respondents have seen the ads on posts or social media. Therefore, the following questions are asked of those who have seen the posts and are asked a few extra questions in a different section. This inquiry aims to assess the extent and prominence of ACI Pure Foods' advertising activities on the websites that presumably employ internet advertising strategies to advertise its goods and enhance its reputation among customers.

Answers to this inquiry can differ, offering valuable perspectives on various areas of ACI Pure Foods' digital activity and the public's digital engagement with the company. The favourable comments received from those encountering ACI Pure Foods publishes or advertisements demonstrate the effective dissemination of the business's promotional information to the desired audience through online platforms. It indicates that the business's online tactics successfully attract prospective customers by creating material, focusing ads, and selecting channels.

Examining the answers to this inquiry can assist ACI Pure Foods, and investors in pinpointing the advantages and disadvantages of the organisation's internet promotion strategy. As a substantial proportion of participants acknowledge the advertisements, it might be regarded as a positive attribute, suggesting successful business promotion. Moreover, the inquiry has the potential to uncover profound understandings of consumer habits and desires. Participants who remember viewing ACI Pure Foods advertisements can contribute their opinions regarding the commercials' attractiveness, the message's significance, and their impressions of the company.



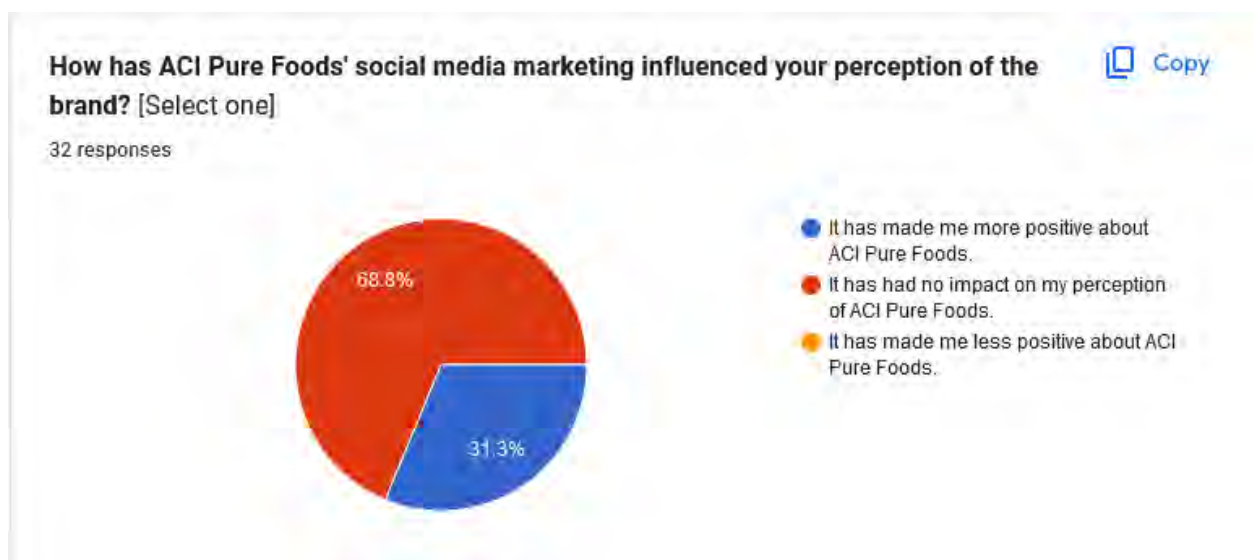
Most of those who have seen the ad on social media found it interesting, and no one found it boring. This inquiry aims to assess a person's psychological, mental, or physiological reaction to a particular portion of the material, like a posting on social media or advertising. The study can fulfil several objectives, ranging from doing market analysis to comprehending online community phenomena or evaluating the influence of data transmission. Answers can unveil a range of replies, offering helpful perspectives into the item's efficacy, attractiveness, and possible influence.

- i) **Psychological Reaction:** Several responses to postings or advertisements are driven by emotions. Individuals may experience joy, motivation, frustration, sorrow, or apathy. Responses from emotions hold great importance for writers and businesses, as their objective is to elicit specific sentiments that can stimulate interaction or lead to acquisition.
- ii) **Mental Reactions:** These reactions encompass mental procedures or alterations in perspective or consciousness. The reader may either concur with the material,

convey a shift in perspective on a problem, or acknowledge how it has offered them fresh insights. Responses from the mind play a vital role in teaching efforts, consciousness projects, and anything that seeks to shape beliefs or understanding.

- iii) **Physiological Reactions:** These reactions encompass the emotional actions that respond to the observed information. These actions may include reposting the content, leaving a remark, purchasing, subscribing to a publication, or participating in a company's protest. Companies and other entities must comprehend the psychological effects of their material and evaluate its immediate effect on their objectives, such as enhancing revenue, amplifying participation, or disseminating knowledge.

Scholars and academics can gain helpful insights regarding the public's views, social patterns, and the influence of networking on attitudes and behaviours by analysing responses to online articles or adverts. Additionally, it can make valuable contributions to conversations like media competence, the influential impact of promotion, and the influence of the internet on moulding how people speak.

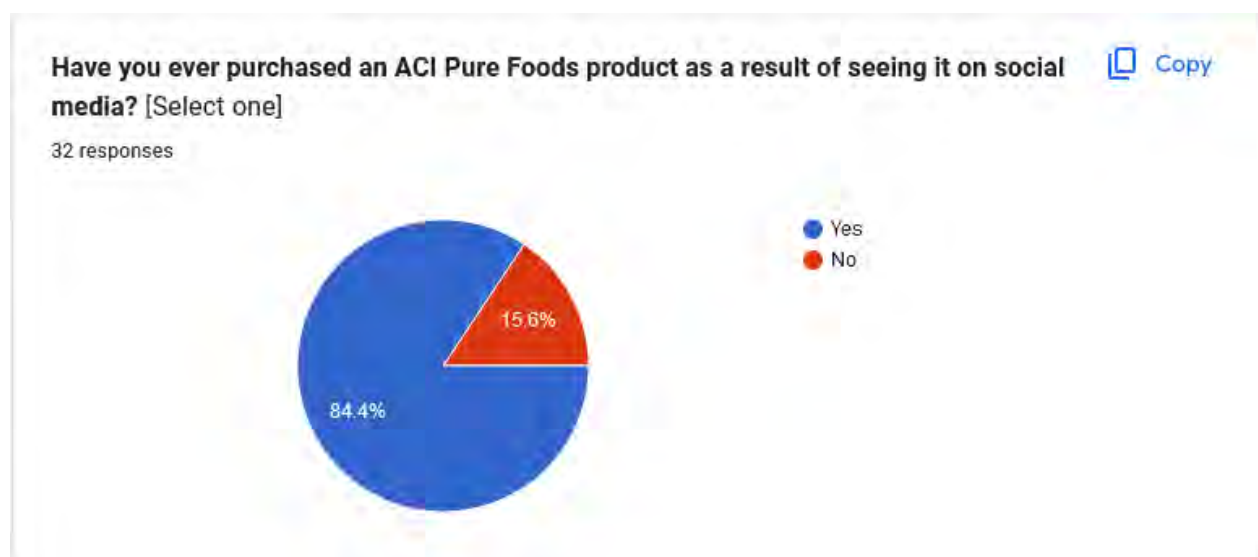


Just like the last question, some ads made a positive impact on ACI Pure Foods. This inquiry aims to ascertain the influence of ACI Pure Foods' advertising tactics on internet sites on people's perceptions and attitudes towards the company. This subject is especially pertinent within online advertising because the internet plays a pivotal role in influencing client opinions

and actions. Answers to this inquiry can offer valuable information about the efficacy of ACI Pure Foods' internet marketing, material, interaction methods, and general web visibility in shaping consumer opinion.

Relevance and effectiveness can significantly influence the significance of the impression and worth of the material posted by ACI Pure Foods on the internet. This encompasses the extent to which the material effectively connects with the target demographic, its practicality, and its alignment with their tastes and requirements. SMM can significantly influence how people perceive a business by creating an intense sense of emotion. Answers can indicate the extent to which ACI Pure Foods' online material has established a personal bond with the company, which can be achieved through narrative, relevant material, or developing community efforts.

Gathering and examining replies to this query might provide significant input to ACI Pure Foods about the efficacy of its online advertising tactics. It can identify and emphasise weaknesses in proficiency and potential areas for enhancement, guiding subsequent advertising endeavours to address the requirements and tastes of the target demographic more effectively. Moreover, comprehending the impact of online advertising on company impression will assist ACI Pure Foods and other firms in optimising their digital marketing tactics to improve brand reputation, consumer interaction, and economic prosperity in the highly competitive food sector.



Finally, the last question was about purchasing ACI Pure Foods based on seeing it on social media, and we got a positive result on it, so it shows SMM has an impact on ACI Pure Foods' product sales. The inquiry is focused on analysing the success of ACI Pure Foods' online advertising approaches. This inquiry collects information regarding client habits, particularly the effect of online marketing or incentives on buying choices. The fundamental assumption is to assess the impact of online advertising techniques on new clients, guiding them through the stages of becoming aware and ultimately motivating them to purchase.

By evaluating comments, ACI Pure Foods may have a comprehensive insight into its online influence. This encompasses determining the most advantageous channels for advertising campaigns, prioritising specific content kinds, and understanding the impact of the internet on the customer purchasing process. In essence, the query quantifies online advertising activities' return on investment (ROI) and improves techniques to cater to customer wants and tastes more effectively.

3.4 Summary and Conclusion:

A prominent FMCG firm in Bangladesh, ACI Pure Foods, has used social networking promotion to build reputation and retention of clients. The business's expanding appeal and established reputation in the Bangladeshi economy may largely be attributed to its strategic policy regarding social media interaction. Using a quantitative research methodology, a stratified sample, and suitable statistical tools for data analysis, this study examined the effects of ACI Pure Foods' web-based advertising strategies on client retention and recognition of the brand. Bangladeshi clients' understanding of ACI Pure Foods' brand correlated favourably with their social media involvement, especially on Facebook and YouTube. The targeted audience responded well to the company's material, including cultural topics, product details, and client endorsements. The company's innovative storytelling, interactive features, and influencer partnerships raised brand recall and exposure. The targeted audience responded well to the company's material, including increased customer loyalty. Fostering a feeling of solidarity among supporters additionally aided in supporting the brand.

ACI Pure Foods' web-based promotion has dramatically increased customer retention and brand exposure. Successful tactics have grown the business's market share, built brand awareness, and encouraged client interaction. The study emphasises the relevance of creating

communities in promoting loyalty and highlights the significance of digital promotion for brand visibility, interaction, and promotion.

3.5 Recommendations:

Broaden the Range of Materials: ACI Pure Foods ought to broaden its range of materials by incorporating instructional elements and collaborative habits created by users. It ought to maximise the frequency and timeliness of content to prevent overfeeding consumers. Additionally, they must consider consumer statistics, levels of participation, and platform-specific functionality when choosing the best social media sites. Adapt tactics and material to the distinct qualities of every channel and the inclinations of your target audience. Join with prominent and pertinent people who share the same values as ACI Pure Foods' intended audience.

Encourage Reciprocal Dialogue with company Devotees: They must encourage reciprocal dialogue with company devotees by swiftly answering their questions, feedback, and texts. Encourage conversations, socialising, and participatory activities to foster a feeling of togetherness. Use social monitoring technologies to keep an eye on internet discussions regarding ACI Pure Foods, and use of social monitoring technologies to keep an eye on internet discussions regarding ACI Pure Foods, plus discover consumer preferences, grievances, and comments. Create a specialised social media customer care team to respond quickly to clients' questions, grievances, and reviews. To gauge the effectiveness of social media marketing initiatives, they must create key performance indicators (KPIs), such as traffic to websites, recognition of the brand, following development, participation rates, and sales influenced by social networks.

Track and Assess Performances Regularly: They have to track and assess performances regularly with social media metrics. To compare various content forms, posting schedules, and interaction techniques, run tests with the help of A/B testing. Lastly, they should connect SMM activities into ACI Pure Foods' entire advertising plan, providing uniformity in language, advertisement, and customer base throughout every form of marketing.

References

1. Assembly. (2022). Why is social media crucial to your marketing mix? Assemblo. <https://assemblo.com/social-media/why-is-social-media-crucial-to-your-marketing-mix/>
2. Hayes, A. (2023). Social Media Marketing (SMM): what it is, how it works, pros and cons. Investopedia. <https://www.investopedia.com/terms/s/social-media-marketing-smm.asp#:~:text=What%20Is%20Social%20Media%20Marketing,sales%2C%20and%20drive%20website%20traffic.>
3. Hafez, M. (2021). The impact of social media marketing activities on brand equity in the banking sector in Bangladesh: the mediating role of brand love and brand trust. *International Journal of Bank Marketing*, 39(7), 1353–1376. <https://doi.org/10.1108/ijbm-02-2021-0067>
4. Ibrahim, B. (2021). Social Media Marketing Activities and Brand Loyalty: A Meta-Analysis Examination. *Journal of Promotion Management*, 28(1), 60–90. <https://doi.org/10.1080/10496491.2021.1955080>
5. Hafez, M. (2022). Unpacking the influence of social media marketing activities on brand equity in the banking sector in Bangladesh: A moderated mediation analysis of brand experience and perceived uniqueness. *International Journal of Information Management Data Insights*, 2(2), 100140. <https://doi.org/10.1016/j.jjime.2022.100140>
6. *ACI Foods Ltd.* (n.d.). <https://www.aci-bd.com/our-companies/aci-foods-ltd.html>
7. Singh, A. (2023, August 7). The rise of Short-Form Video Content: Reshaping digital media consumption. <https://www.linkedin.com/pulse/rise-short-form-video-content-reshaping-digital-media-aastha-singh/>
8. Emran, K. H. (2023, March 29). The power of social media marketing: maximising your reach and engagement. <https://www.linkedin.com/pulse/power-social-media-marketing-maximizing-your-reach-engagement-emran/>
9. Weblabfirm. (2023, April 21). Understanding the importance of social media marketing (SMM) for businesses. <https://www.linkedin.com/pulse/understanding-importance-social-media-marketing-smm-businesses/>

10. WPP. (n.d.). Mindshare | WPP. Retrieved January 5, 2022, from <https://www.wpp.com/companies/mindshare>
11. Mindshare Bangladesh. (n.d.). Mindshare Bangladesh. Retrieved January 5, 2022, from <https://mindshare-bd.com/>
12. Mindshare Bangladesh, Services. (n.d.). Mindshare Bangladesh. Mindshare Bangladesh. Retrieved January 5, 2022, from <https://mindshare-bd.com/service.html>
13. Hanlon, A. (2022, February 3). How do you use the 7Ps Marketing Mix strategy model? Smart Insights from <https://www.smartinsights.com/marketing-planning/marketing-models/how-to-use-the-7ps-marketing-mix/>
14. SAP Business One | ERP software for small businesses. (n.d.). SAP. From <https://www.sap.com/products/erp/business-one.html#:~:text=What%20is%20SAP%20Business%20One,relationships%20to%20reporting%20and%20analytics.&text=Gain%20greater%20control%20over%20your%20business%20or%20subsidiary%20with%20SAP%20Business%20One>
15. Beaver S. (2023, August 9). General ledger: the foundation of good accounting. Oracle NetSuite. from <https://www.netsuite.com/portal/resource/articles/accounting/general-ledger.shtml#:~:text=What%20Is%20Included%20in%20a,and%20credited%2C%20and%20the%20balance>
16. WiSys. (2022, February 28). How does SAP Business One Inventory Management Software help you manage stock? Supply Chain Management Solutions for Macola and SAP Business One. from <https://www.wisys.com/how-sap-business-one-inventory-management-software-help-you-manage-stock/>
17. SAP Help Portal. (n.d.). from https://help.sap.com/docs/SAP_BUSINESS_ONE/68a2e87fb29941b5bf959a184d9c6727/450e1011a0746c32e10000000a114a6b.html

18. Alam et al., (2023). Relationship between Brand Awareness and Customer Loyalty in Bangladesh. *Journal of Knowledge Learning and Science Technology ISSN 2959-6386 (Online)*, 2(3), 212–222. <https://doi.org/10.60087/jklst.vol2.n3.p222>
19. Zhao et al., (2022). Untying the influence of advertisements on consumers buying behaviour and brand loyalty through brand awareness: the moderating role of perceived quality. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.803348>
20. Showrav and Nitu (2018). *The influence of brand equity on customer intention to pay a premium price for the fashion house brand*. <https://growingscience.com/beta/msl/2934-the-influence-of-brand-equity-on-customer-intention-to-pay-premium-price-of-the-fashion-house-brand.html>
21. Hassan, S. (2023). *Opportunities and challenges of digital marketing in Bangladesh*. Theseus. <https://www.theseus.fi/handle/10024/804676>

Appendix

Questionnaire:

Demographics

This section gathers basic demographic information about the survey participants, including their age, gender, occupation, monthly income, and location. This information will help us understand the characteristics of the respondents and ensure that the survey results are representative of the target population.

1. **Age:** [Select one] *

Mark only one oval.

- 18-24
- 25-34
- 35-44
- 45+

Social Media Usage

This section assesses the respondents' social media usage habits, including the platforms they use regularly, the frequency of their use, and their primary reasons for using social media. This information will help us understand the social media landscape in Bangladesh and how ACI Pure Foods can effectively reach their target audience on these platforms.

2. **Which social media platforms do you use regularly?** (Select all that apply) *

Check all that apply.

- Facebook
- Instagram
- Twitter
- YouTube
- Other (please specify)

3. **What types of content do you typically engage with on social media?** (Select all that apply) *

Check all that apply.

- Photos
- Videos
- Articles
- Posts from friends and family
- Posts from brands and businesses
- Other: _____

Brand Awareness

This section evaluates the respondents' awareness of ACI Pure Foods, their initial source of information about the brand, their overall impression of the brand, and the products or services they associate with ACI Pure Foods. This information will help us gauge ACI Pure Foods' brand recognition and identify any misconceptions or areas for improvement in their brand messaging.

4. **Are you familiar with ACI Pure Foods?** [Select one] *

Mark only one oval.

- Yes
 No

5. **How did you first hear about ACI Pure Foods?** (Select all that apply) *

Check all that apply.

- Social media
 Television ads
 Radio ads
 Print ads
 Word-of-mouth
 Other: _____

6. **What is your overall impression of ACI Pure Foods?** [Select one] *

Mark only one oval.

- Very positive
 Positive
 Neutral
 Negative
 Very negative

7. **Would you recommend ACI Pure Foods products to others?** [Select one] *

Mark only one oval.

- Yes, definitely
 Yes, with reservations
 No, not really
 No, definitely not

Customer Loyalty

This section measures the respondents' loyalty to ACI Pure Foods, including their recent purchase behavior, their favorite ACI Pure Foods product, and the factors that influence their brand choices. This information will help us understand the strength of ACI Pure Foods' customer loyalty and identify areas to strengthen customer retention.

8. **Do you regularly purchase ACI Pure Foods products?** [Select one] *

Mark only one oval.

Yes

No

9. **What is your favorite ACI Pure Foods product?** *

10. **How likely are you to continue purchasing ACI Pure Foods products in the future?** [Select one] *

Mark only one oval.

Very likely

Somewhat likely

Neutral

Somewhat unlikely

Very unlikely

Social Media Marketing Engagement

This section specifically focuses on the respondents' exposure to and engagement with ACI Pure Foods' social media marketing efforts. It assesses their reactions to ACI Pure Foods' social media posts or ads, their perception of the effectiveness of ACI Pure Foods' social media marketing, and the influence of social media on their purchasing decisions. This information will help us evaluate the effectiveness of ACI Pure Foods' social media marketing strategies and identify opportunities for improvement.

11. **Have you ever seen an ACI Pure Foods post or ad on social media?** [Select one] *

Mark only one oval.

Yes *Skip to question 12*

No

Have seen ACI Pure Foods post or ad on social media

If you are in this section, it means you have seen the post or ad on social media, please continue with this section.

12. **What was your reaction to the post or ad?** [Select one] *

Mark only one oval.

- I found it informative and engaging.
- I found it neutral.
- I found it uninformative or uninteresting.

13. **How has ACI Pure Foods' social media marketing influenced your perception of the brand?** [Select one]

Mark only one oval.

- It has made me more positive about ACI Pure Foods.
- It has had no impact on my perception of ACI Pure Foods.
- It has made me less positive about ACI Pure Foods.

14. **Have you ever purchased an ACI Pure Foods product as a result of seeing it on social media?** [Select one] *

Mark only one oval.

- Yes
- No

This content is neither created nor endorsed by Google.

Google Forms