

Report On  
The Influence of Social Media Influencer Marketing on Consumer Purchasing  
Behavior: Its Performance in Raising Brand Awareness and Increasing Sales in  
Dhaka.

By

Jesmin Sultana  
19304057

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

© 2024. Brac University  
All rights reserved.

BRAC Business School

BRAC University

January 2024

**DECLARATION**

It is hereby declared that

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

Student's Full Name & Signature:

---

Jesmin Sultana

19304057

Supervisor's Full Name & Signature:

---

Dr. Nusrat Hafiz

Lecturer, Brac Business School

**LETTER OF TRANSMITTAL**

Letter of Transmittal  
Ms. Nusrat Hafiz  
Lecturer  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on “The Influence of Social Media Influencer Marketing on Consumer Purchasing Behavior: Its Performance in Raising Brand Awareness and Increasing Sales in Dhaka”.

Dear Madam,

I am pleased to submit my internship report on “The Influence of Social Media Influencer Marketing on Consumer Purchasing Behavior: Its Performance in Raising Brand Awareness and Increasing Sales in Dhaka”, is a prerequisite for finishing the BBA program's 13th semester. This study is based on my internship at Mediacom Limited, a Square Group member.

I have made every effort to ensure that the report is as complete and concise as possible, including all necessary information and any recommendations.

I hope the report will fulfill your expectations and that you will find it to be reliable and educational.

Thank you for your time and consideration.

Sincerely,

Jesmin Sultana

19304057

BRAC Business School

BRAC University

Date: 10/1/24

## **NON-DISCLOSURE AGREEMENT**

An authorized student at BRAC University and Mediacom Limited, a Square Group member, have established and executed this contract. I, Jesmin Sultana, promise that no confidential data that may threaten Mediacom Limited, a Square Group member, will be included in this report. My company manager will assist me in writing this report, which is centered on my everyday activities at the workplace. Because of this, my report will not be made public online as required by my internship arrangement; alternatively, it is going to be kept on file at BRAC University to maintain the confidentiality of the data. In this case, the confidentiality of the information utilized in this report was decided upon by both parties.

## **ACKNOWLEDGEMENT**

I would first want to convey my profound thankfulness to Allah, the Almighty, for enabling me to finish the internship and turn in the final report on schedule.

Next, I would want to praise Ms. Nusrat Hafiz Maam, my academic supervisor, for helping me with the report-writing process.

In addition, I would like to appreciate my manager and on-site supervisor, Kamrun Nahar Dana Maam, of (Toffee) Mediacom Ltd., a Square Group member, for guiding me in preparing my internship report.

## **EXECUTIVE SUMMARY**

This internship document aims to investigate how social media influencer marketing affects consumer behavior, specifically how well it works to raise brand recognition, enhance customer satisfaction, and boost sales in Dhaka. This report is organized into three parts. The first section discusses the writer's internship at Mediacom Limited, an advertising firm operated by the Square Group, and describes what she learned inside the organization. Industry competitive research is also conducted using Porter's Five Forces framework. Listed in the analysis is a poll that assesses how social media influencer marketing affects customer behavior, specifically social media influencer marketing's effects on customer behavior include improved awareness of the brand, increased sales within Dhaka City, and improved effectiveness. Lastly, the study provides suggestions for future corporate performance enhancements following the competition research and survey responses.

**Keyword:** Behavioral Intention, Brand awareness, Increasing sales.

## Table of Contents

Declaration .....	2
Letter of Transmittal .....	3
Non-Disclosure Agreement.....	4
Acknowledgement .....	5
Executive Summary .....	6
List of Acronyms.....	10
Chapter 1 Overview of Internship.....	11
1.1 Student Information:.....	11
1.2 Internship Information:.....	11
1.2.2 Internship Company Supervisor's Information .....	11
1.2.3 Job Scope: .....	12
1.1 Internship Outcomes: .....	13
1.3.1 Students Performance to the Company:.....	13
1.3.2 Advantages to the student: .....	15
1.3.3 Problems/Difficulties (encountered throughout the internship period) .....	15
1.3.4 Recommendations:.....	16
Chapter 2: Organization Section.....	17
2.1 Introduction: .....	17
2.2 Overview of the Organization:.....	17
2.2.1 Company Outline:.....	17
2.2.2 Company Mission: .....	19
2.2.3. Vision of the company.....	19
2.2.4. Values of the company .....	20
2.2.5. Mediacom Limited's historical development and expansion .....	20
2.3 Managerial Practices of Mediacom Limited:.....	22
2.3.1 Leadership Approach .....	22
2.3.2 Human Resource Planning Techniques.....	23
2.4 Marketing Practices in Mediacom Limited: .....	25
2.4 Accounting and Financial Practices of Mediacom Limited:.....	31
2.5 Services Offered.....	32

2.6.1 Company Structure.....	34
2.6.2 Clients of Mediacom Limited .....	35
2.7 Analysis of the Industry and Competitors.....	36
2.7.1 Porter's Five Forces Analysis .....	36
2.7.2 SWOT Analysis .....	38
2.7.3 Summary and Conclusion: .....	40
2.7.4 Recommendation:.....	41
Chapter: 3 Project Part .....	42
3.1 Introduction .....	42
3.1.1 Background .....	44
3.1.2 Objective(s).....	45
3.1.4 Literature Review .....	46
3.1.5 Research Hypothesis .....	53
3.1.6 Conceptual Framework .....	54
3.1.6 Significance of the study.....	56
3.2 RESEARCH METHOD .....	58
3.3 Findings and Analysis.....	61
3.3.1 Descriptive Statistics.....	61
3.3.2 Reliability Test .....	66
3.3.3 Frequency Distribution.....	68
3.3.8 Inferential Statistics.....	70
3.3.9 Regression Analysis .....	74
3.4 Summary and Conclusion:.....	77
3.5 Recommendations: .....	79
Reference: .....	81
Appendix.....	84



## List of Figures

<i>Figure 1 Mission of Mediacom Ltd</i> .....	19
Figure 2 Vision of Mediacom LTD.....	19
<i>Figure 3 Values of Mediacom LTD</i> .....	20
<i>Figure 4 Company Structure of mediacom Ltd</i> .....	34

## List of Tables

<u>Table 2.1 Clients and product list of MCL</u>	<u>68</u>
<u>Table 3.1 Frequency distribution based on gender</u>	<u>68</u>
<u>Table 3.2 Frequency distribution based on Age</u>	<u>69</u>
<u>Table 3.3 Frequency distribution based on Educational Qualification.</u>	<u>70</u>
<u>Table 3.4 Frequency distribution based on Job Position.</u>	<u>70</u>
<u>Table 3.5 Frequency distribution based on Income (BDT).</u>	<u>71</u>
<u>Table 3.6 Reliability Test for the presumed variables.</u>	<u>72</u>
<u>Table 3.7 Frequency distribution of the variable.</u>	<u>74</u>
<u>Table 3.8 Correlation of Behavioral Intention and Performance Expectancy.</u>	<u>77</u>
<u>Table 3.9 Correlation of Behavioral Intention and Hedonic Motivation.</u>	<u>78</u>
<u>Table 3.10 Correlation of Behavioral Intention and content relevance &amp; appeal of SMI.</u>	<u>80</u>
<u>Table 3.11 Model Summary.</u>	<u>81</u>

Table 3.12 Analysis of Variance (ANOVA). 82

Table 3.13 Coefficients 82

## **LIST OF ACRONYMS**

CRM = Customer Relationship Management

UGC = User Generated Content

MCL = Mediacom Limited

NGO = Non-Governmental Organization

TOSS = Toffee Star Search

CMS = Content Management System

OTT = Over the Top

BI = Behavioral Intention

PE = Performance Expectancy

HM = Hedonic Motivation

CRA = Content Relevance and Appeal

MCL = Mediacom Limited

SMI = Social Media Influencer

VR = Virtual Reality

## **CHAPTER 1 OVERVIEW OF INTERNSHIP**

### **1.1 STUDENT INFORMATION:**

**NAME:** JESMIN SULTANA

**D:** 19304057

**Program:** Bachelor of Business Administration

**Major:** Marketing

**Major:** 1st Major in Marketing, 2nd Major in Human Resources Management

### **1.2 INTERNSHIP INFORMATION:**

#### **COMPANY INFORMATION:**

**Tenure:** 17th September 2023 – 31<sup>st</sup> December 2023

**Company Name:** Mediacom Limited - Member of Square Group.

**Department:** Marketing Department.

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

**Work shift:** Sunday to Thursday, 9 AM- 6 PM

#### **1.2.2 INTERNSHIP COMPANY SUPERVISOR'S INFORMATION**

**Name:** Kamrun Nahar Dana

**Designation:** Manager, Partnership & Procurement, UGC

### **1.2.3 JOB SCOPE:**

#### **1.2.3.1 JOB DESCRIPTION:**

I accepted an internship offer from Mediacom Limited - Bangladesh, a reputable branch of Square Group, in their marketing sector. I held an internship role with the Toffee team. The Toffee team's first goal was to report on and carefully examine user-generated content (UGC). I effectively handled assignments utilizing Toffee's Content Management System (CMS) to make sure the platform continuously produced entertaining and excellent material that adhered to its set standards. Additionally, I used Super-Office (CRM), a crucial resource for customer services, to skillfully address client questions. Through this experience, I was able to improve my interpersonal skills and prove how committed I am to giving them the best possible experience. I also had more knowledge of copyright concerns in the publishing industry throughout my internship. Being in charge of content made me very aware of legal issues and how important it is to defend ownership rights, which are vital in jobs involving resources. I gained an overview of the conceptual parts of media planning, from finding audience segments to maximizing media channels, through working with seasoned experts to exchange my opinions. My passion for this inspiring profession was flashed by these events, which also guided me to learn more. The working hour began from 9:00 AM until 6:00 PM. I felt blessed because I'd been selected for an internship at Mediacom Limited-Bangladesh, where I upgraded my skills in advertising and gathered valuable knowledge.

### **1.2.3.2 JOB RESPONSIBILITIES:**

My internship at Mediacom Ltd - Bangladesh, a prominent advertising agency in the Square Group, provided a great experience that allowed me to contribute heavily to the agency's vibrant advertising environment. During my internship, I was completely connected to all areas of the agency's operations and actively contributed to its overcome in the rapidly changing field of advertising. I will now go into great detail about the particular duties and obligations that have been assigned to me.

- Screening the Toffee channel and ensuring creator details for authorization using data from national ID cards.
- Handling Toffee's three-level screening process, ensuring that user-generated content conforms with guidelines, maintaining the atmosphere safe and family-friendly, and taking sensitive, political, and religious topics into account.
- Using Super-Office (CRM) to deal with complaint management, carefully classifying customer inquiries, ensuring no issues remained undetected, and using the analytical tools on the platform to infer solutions and build personal relationships with clients.
- Managing issues related to copyright throughout the match.

### **1.1 INTERNSHIP OUTCOMES:**

#### **1.3.1 STUDENTS PERFORMANCE TO THE COMPANY:**

My primary responsibility as an intern in Mediacom Limited's Toffee team within the Marketing Department was performing the assignments that my supervisors assigned to me. My primary duties were channel filtering and locating creators' information with their mission ID (phone

number) and NID card. Sometimes, when I couldn't find a channel by name or mission ID, I had to call users to ask for an explanation.

When these activities were finished, I focused on checking and approving channels to ensure their material complied with UGC regulations. I carefully checked the content for any instances of abuse, hate speech, sexual content, political or religious violence, or problems with authenticity. User-generated contents were only approved from approved approvals when User-generated content (UGC) met quality criteria and prescribed rules. I carefully tackled copyright concerns about unethical Facebook sites that were illegally streaming cricket matches during the 2023 Cricket World Cup. To stop illegal live broadcasting during matches, copyright claims had to be issued. Our main objective is to persuade people to use the Toffee App to watch sports by presenting it as a convenient substitute for traditional television that offers quick access to dramas, films, sports, and other TV series.

In addition, I handled Super-Office and responded to customer inquiries about problems with the channel. This involves explaining any delays in channel approvals or the non-broadcasting of particular programming. I used to reply via the Super-Office platform to any content that deviated from our community norms, including links to the regulations for a clearer understanding.

Moreover, my supervisor occasionally provided me with other tasks to complete, including looking for the mostly viewed social media superstar on YouTube, Instagram, and Facebook channels. Before our meetings, I gather these channel links and provide them to her in an Excel spreadsheet. In addition, Savoy gave me a duty during the Cricket World Cup 2023 in which I had to choose three quiz contest winners, get in touch with them via their Facebook IDs, collect their data, and give it to my supervisor. Savoy Ice Cream's advertising is handled by our firm, Mediacom, which

also oversees all creative and promotional work for the brand, including the creation of posters and graphical content for the Facebook page of newly launched products.

### **1.3.2 ADVANTAGES TO THE STUDENT:**

My experience as a marketing intern in an advertising agency, where branding, advertising, promotion, and marketing are crucial areas of function, has been vital and will mentor me in my future career aspirations. I first developed an awareness of how a corporate office operates, specifically how marketing teams create plans and strategies.

I also learned how to analyze the strategies of rivals and how to negotiate with customers. Media buying and planning sessions also help me learn more about advertising and promotion. To optimize reach and engagement, the seminar focuses on crucial elements such as target demographics, market research, allocation of funds, and efficient media strategy. This basis assists in appreciating the complex nature of advertising campaigns and the strategic positioning of brands across a range of media platforms for optimal effect.

My knowledge of business interactions has improved as a result of seeing marketing teams participate in meetings with other corporate organizations. In addition, I have gained an understanding of the Toffee team's operations by observing how they interact with clients in a way that facilitates efficient processing and resolves payment-related concerns. All things considered this internship has aided my professional development.

### **1.3.3 PROBLEMS/DIFFICULTIES (ENCOUNTERED THROUGHOUT THE INTERNSHIP PERIOD)**

During my internship tenure, I faced an abundance of operational difficulties. The Information Management platform's inactivity, which made it challenging to load and access information, was the main problem. Also, there was an insufficiency of computerization in the operations, requiring

the manual completion of tiresome duties like content verification and channel name identification. Calling clients for identifications with insufficient details they provided led to problems, which made it impossible to approve material or channels. An update to UGC rules required a step-by-step progression from primary efficiency in content and channel evaluation to advanced efficiency. A single mistake in content or channel screening may have had disastrous consequences, considering how important the task was. But as time went on, I adjusted, gained project management and teamwork abilities, progressively overcame challenges, and improved my position.

#### **1.3.4 RECOMMENDATIONS:**

Although Mediacom Limited is a reputable company that provides excellent services to its trainees, there is still room for growth. These areas consist of:

1. It is critical to have a specialized instructor for incoming interns to give complete coaching starting with the foundations.
2. Giving interns marketing responsibilities outside of their regular work, utilizing their educational training to provide valuable feedback for improved marketing plans.
3. Guiding interns in producing internship reports, helping them learn office practices, and providing a structured document outlining official actions.
4. The computers, including the one I was given, performed slowly, which hurt workflow. The majority of workplace PCs are affected by this problem, necessitating regular IT department involvement. Creating a regular plan for repairs increase efficiency inside the company.



## **CHAPTER 2: ORGANIZATION SECTION**

### **2.1 INTRODUCTION:**

Mediacom Ltd. continued creating appealing content and pioneering innovative marketing and business planning for over 20 years. It provides innovative video and multimedia content plus entire media services for TV, press, and events to a respected clientele of national and international businesses in Bangladesh. The company views its ability to recognize the regional marketplace as a crucial asset and thinks that achievement comes from combining top-notch execution with local expertise. Like other SQUARE Family members, Mediacom Ltd. upholds strict standards to guarantee dependability and consistency in quality to satisfy customer expectations. One more division under MCL is the Toffee Team. On November 6, 2019, Toffee began on its journey. Leading internet supplier Banglalink in Bangladesh introduced "Toffee," a digital multimedia portal that provides users with various interesting content. With more than 125 channels, Toffee provides viewers the chance to present their material for channel advertisement and receive paid off.

At the moment, I get to watch the company in action as a trainee for the Toffee UGC team. The objective of this study is to clarify how Toffee has been working to become Bangladesh's leading OTT and UGC platform, as well as how much this platform has contributed to the development of brands.

### **2.2 OVERVIEW OF THE ORGANIZATION:**

#### **2.2.1 COMPANY OUTLINE:**

Having 19 businesses spanning several segments, including Square Pharmaceuticals, Square Food and Beverages, and Square Toiletries Limited, the Square Group is beneath the leading corporate

industries internationally. Induced in 1958 by Samson H. Chowdhury and companions, Square Pharmaceuticals marked the beginning of this enterprise, which presently employs over 60,000 people. Mediacom Limited is a reputable section of the Square Group that works in the advertising agency industry. Among the leading organizations in the sector, this agency operates in the following vital areas:

- Creating strategies
- Drafting strategies
- Promotional campaigns
- Advertising initiatives

Mediacom Limited (MCL) is a crucial entity within the Square Group and has recognition in Bangladesh as a strategy-driven advertising agency. They include the creation and presentation of advertisements, marketing plans, and other promotional materials in their lists of practice. The company is drafting to develop and implement schemes, communications, and advertising as a part of its marketing portfolio. It has distributed many respected clients over its history, counting Dhaka Bank Limited, Robi, Bata, Bikroy.com, Bkash, Brac, and South Asia Partnership Bangladesh (SAP-Bangladesh). Mediacom Ltd (MCL) can assist in securing advertising slots and locations on several media platforms by entering into contracts or settlements. The company is equipped with experts competent in addressing commercial provocations using the complex merge of art and science in advertising. Its workers include administrators and businesses nearby writers, artists, market and media analysts, researchers, and other professionals. The responsibilities are usually done by four crews, brilliant in copywriting, media handling, strategic planning, design, and client service. MCL is one of Bangladesh's leading and reliable advertising agencies, having over 20 years of experience in the field. In order to sustain their success, their strategy of recruiting

experienced professionals has played an important role. Over the decades, MCL has collaborated along with prestigious companies like Robi, STL, SBFL, SHL, Social Marketing Company (SMC), KSRM, Bata, Matador, bKash, City Cell, Brac, and others, constituting only a portion of its substantial client portfolio.

## **Mission, Vision, and Objectives**

### **2.2.2 COMPANY MISSION:**

#### **Mission**

Our mission is to achieve higher efficiency to develop and deliver affordable products and services to society for good

*FIGURE 1 MISSION OF MEDIACOM LTD*

### **2.2.3. VISION OF THE COMPANY**

Our vision is to create value and impact in society by way of improving quality of life and ensuring well-being of people

*FIGURE 2 VISION OF MEDIACOM LTD*

#### **2.2.4. VALUES OF THE COMPANY**

- We are in society as a corporate citizen to strengthen the communities and neighborhoods by integrating them in the process of development.
- We care about maintaining environmental sustainability and preserving mother-nature ecosystem for a healthier planet.
- We are in business for economic success for advancing the world towards more viable solutions, products and services.

*FIGURE 3 VALUES OF MEDIACOM LTD*

#### **2.2.5. MEDIACOM LIMITED'S HISTORICAL DEVELOPMENT AND EXPANSION**

- In 1997, Mediacom was introduced as a subordinate company of the Square Group, probably the country's most acknowledged firm (Ajoy Kumar Kundu, CEO, Mediacom Limited. BANGLADESH MADE - ICE Business Times, 4 July 2022).
- During 1998-1999, Mediacom had signs of outstanding fulfillment, expanding rapidly to establish itself as an independent company.
- In the highly aggressive marketing field, Mediacom formed as a complete firm in 2000.
- In 2004, Mediacom moved into the field of relationships by earning victory in the Social Marketing agency's intensely contested campaign for the HIV/AIDS campaign.
- In 2005, Mediacom constructed its personal offices and specialist sections for account strategy, study, and social media interaction.

- From 2011 to 2014, Mediacom strategized and executed numerous remarkable and successful campaigns for Robi across multiple platforms, including ATL, BTL, and Digital Media. During this time frame, notable advertisements included "Ebaar Hobe," "Jaamdani," "Deshpremik," and "Eid e Notun Jaama" (Ajoy Kumar Kundu, CEO, Mediacom Limited. MADE IN BANGLADESH - ICE Business Times, 4 July 2022).
- In 2016, Mediacom developed a digital media branch and was awarded the "Google Partner Certificate" (Ajoy Kumar Kundu, CEO, Mediacom Limited. MADE IN BANGLADESH - ICE Business Times, July 4, 2022).
- In 2017, the firm formed a relationship with Madison Media, an international advertising agency (Madison World-Mediacom Bangladesh, Madison Verticles).
- In 2018, Mediacom took the lead by getting international broadcast rights and spreading major national and international sports events, like the 2018 FIFA World Cup, multiple cricket world cups, and ICC tournaments, as the Bangladesh national cricket crew's cricket series (6 March 2018. "Three Bangladeshi channels to broadcast FIFA World Cup 2018". Daily Sun).
- In 2019, Mediacom promoted the Dhaka International Folk Fest 2019, to project our folk melody's distinctive aesthetic heritage (October 24th, 2019). According to (The Daily Star reports that the "Dhaka International Folk Fest 2019" will begin on November 14<sup>th</sup>).
- In 2022, Mediacom Limited changed its location from Mohakhali's Rupayan Centre to Gulshan's Samson Center. Furthermore, Mediacom Ltd announced a new agreement with the well-known "Arla Foods Bangladesh" that started on September 8, 2022. Arla Foods Bangladesh will get creative help from Mediacom, including reads, news releases, and advertising consultation ("Dhaka Tribune," 2022).

- In 2023, Mediacom celebrated its 25th anniversary and started handling advertising campaigns for Metrorail (18 May 2022). ("Mediacom celebrated its 25th anniversary", Dhaka Tribune).

## **2.3 MANAGERIAL PRACTICES OF MEDIACOM LIMITED:**

### **2.3.1 LEADERSHIP APPROACH**

Mediacom Limited adopts several leadership styles dependent on the company's seniority rank. These styles are grouped into three fundamental groups:

**Democratic Leadership:** Mediacom Limited has a democratic leadership style that runs from the deputy general manager to the senior and assistant managers. Assistant general managers greatly establish an environment where senior and junior managers may freely communicate concepts, ideas, and views, promoting collaboration and a shared feeling of responsibility for the company's goals. This greater involvement has the potential to enhance the efficacy of advertisements, boost effective brand marketing, and improve customer service, eventually attracting new advertising projects from a range of firms.

**Laissez Faire:** Senior managers also demonstrate a laissez-faire approach to management since they share some power to make decisions with their subordinates. A general manager's respect for the staff is shown by their confidence in workers to make decisions and execute duties with minimal guidance. For example, while developing posters or ads for multiple companies, the creative staff at Mediacom Limited is free to express their thoughts. They may also assist clients relying on their unique project development expertise.

**Bureaucratic Leadership:** Some critical choices, such as deciding on expenditures for TV commercial creation or event openings, and giving promotions based on employee performance are strictly overseen by the CEO, Director, and Human Resources head. In this leadership style, the CEO makes choices on their own and expects unconditional respect for their directions.

### 2.3.2 HUMAN RESOURCE PLANNING TECHNIQUES

**Recruitment & Selection Process:** The system for recruiting has a notable effect on an organization's hiring strategy and competitive advantage. The organization earns so much from having qualified individuals in relevant jobs. The recruiting process's main objective is finding an appropriate number of candidates with the requisite credentials to support the organization's goals. With this goal in mind, recruiting leads to the creation of a pool of hiring candidates from whom management may select the best applicants for various roles. Bdjobs, LinkedIn, and Facebook advertisements are usually used for attracting fresh personnel. The first stage is to post job opening adverts for both management and non-management roles on various media channels. When a department requires additional staff, a Recruitment Request Form must be submitted and authorized by the supervisor based on justified reasons. Whether it is to replace a leaving worker or hire new employees, the Recruitment Request Form obliged to be passed by the CEO when it is given to the Talent Acquisition division. CVs are compiled and reviewed after the application deadline, and candidates are invited to an interview in the corporate headquarters. Based on their position, individuals may be subjected to a written examination after the interview. Following that, all applicants take a written exam. The performance of the top two applicants in both the interview and written examinations determines their ranking. Finalists are reached within a couple of days after the interview process to arrange for joining appointments.

**Compensation System:** When Mediacom Limited hires a new employee, the payroll staff addresses the newly hired worker, aiding with opening a bank account and issuing required books. The payroll team is in charge of administering staff paychecks and vacation incentives, plus observing rebates or compensation for Square Companies' products such as Ruchi, Meril, Sepnil, Magic, White Plus, Rain Shower, Xpel, Senora, Jui, and others. Employees at Mediacom Limited also receive a price reduction of 15% on any branded items sold by Square Toiletries. Also, if they receive lunch at work, the cost for each meal is taken from their pay. Moreover, the payroll unit is responsible for dealing with traveling, mobile devices, and healthcare expenditures for workers who need to travel on behalf of the company or get injured on work premises. All concerns including transfers, departures, or financial settlements are handled by the payroll staff members of Mediacom Limited's human resources division.

**Training & Development Initiatives:** This unit is Mediacom Limited's latest expansion. Because our business's activities rely primarily on the creative team and are adapted to satisfy client demands, every worker in this section follows department manager orders and lays a strong focus on teamwork, a key feature of our work style. Since my knowledge of this unit is limited, I believe it is responsible for managing all of the corporation's educational events and needs. The training group takes charge of recognizing the requirement to provide specific training, selecting personnel for development, selecting coaches, creating a training program, and defining the duration of training for effectiveness assessment. Seminars take place regularly to provide instruction for new staff. Also, to give training for interns, their assigned team supervisors hold sessions to demonstrate duties and share insights into them.

**Performance Appraisal System:** Mediacom Limited has a carefully designed performance plan. The organization has an effective system for performance management in place when workers are



evaluated according to how well they execute. The evaluations are conducted regularly and are based on what workers contribute and the goals they reach. Also, Mediacom Limited's Legal team performs inspections to ensure that workers are doing their tasks correctly. Executives aspire for improved output and productivity among the staff via incentive procedures such as promotions, bonuses, and compensation increases. Workers who are regarded as exceptionally skilled are praised for their capacity for advancement. Employees who go above and above may be recognized for additional possibilities or get certificates of gratitude. Workers with low-performance ratings, the opposite, may be ordered to leave. This team and its leadership style push the whole workforce to succeed in their tasks and get high levels of motivation.

**Legal & Compliances:** The crucial duty of this team is to manage Mediacom Limited's legal issues. The crew ensures that the corporation complies with any hiring demands and any legal constraints that may relate to the firm, notably those indicated in the hiring procedure and affirmation documents.

## **2.4 MARKETING PRACTICES IN MEDIACOM LIMITED:**

### **Creative**

The crucial duty of this team is to manage Mediacom Limited's legal issues. The crew ensures that the corporation complies with any hiring demands and any legal constraints that may relate to the firm, notably those indicated in the hiring procedure and affirmation documents.

### **Beyond the line**

MCL employs newspaper and television ads to attract many different audiences. Toffee is now under a special deal with Banglalink. A series of targeted ads are produced to promote awareness

of the continuing TOSS experiment, which is broadcast on RTV. These advertisements go into great depth on the show's schedule, processes, prize money, judges, juries, and other vital facts. MCL also oversees all aspects of communications, including the creation and execution of news articles in magazines and press events. As part of their public relations strategy, MCL produced and tracked an FM radio broadcast in which guests talked about Toffee Star Search (TOSS) and Toffee.

### **Over the line**

Through a wide range of channels, including emails, phone calls, SMS, and physical messages, Mediacom Limited delivers a strategically designed and customized approach. Because of this, they may offer specific and accurate information about a broad spectrum of items, recent discounts, special deals, and upcoming festivities. By responding to their desires and requirements in a tailored way, this strategy creates an authentic and interactive connection to the client's target audience. To attract specific clients and end users to the company's products and services, this kind of advertising is used. Through a wide range of channels, including emails, phone calls, SMS, and physical messages, Mediacom Limited delivers a strategically designed and customized approach. Because of this, they may offer specific and accurate information about a broad spectrum of items, recent discounts, special deals, and upcoming festivities. By responding to their desires and requirements in a tailored way, this strategy creates an authentic and interactive connection to the client's target audience. To attract specific clients and end users to the company's products and services, this kind of advertising is used. Mediacom Limited's marketing team sends out personalized notifications and SMS to encourage subscribers to join social media sites. Moreover, the firm provides its clients take part in promotional initiatives that work similarly to other time-limited attempts with different purposes. These schemes seek to improve sales and attract new

customers from the target demographic. Clients can benefit from various enticing offers through these advertising efforts, including buy-one-get-one deals, trial periods, packaged promos that deliver numerous things at lower rates, and buy-one-get-one pricing schemes. The primary goal is to elicit excitement and worry in clients so they would act quickly to address the situation.

### **Customer Relations**

This section is comprised of two different units: the Brand Communication Division and the Social Communication Division. Both divisions must maintain extensive avenues for customer connection.

### **Brand Communication**

Sabbir Ahmed, Mediacom Ltd.'s Assistant Manager of Media Planning, spoke at a seminar on October 17, 2023, on how the company's Brand Communication unit acts as a critical conduit between its diverse commercial audience and itself, identifying and satisfying its distinct marketing demands. The department develops effective communication strategies by thoroughly understanding the objectives of clients, the industry, and rivals. Its emphasis on industry trends and consumer behavior provides customers with the knowledge they need to make strategic decisions, resulting in trustworthy and compliant advertising with marketing objectives. Moreover, the unit develops captivating tales and images that reflect a client's distinct personality, USPs, and desired reputation. The department hopes to develop loyalty and trust in the target market by using well-crafted presentations. He emphasized that to build a comprehensive, long-term plan, the brand communication team must first define a brand value or identity. They then devised a plan for communicating with their target audiences using various media, such as Facebook, TV advertisements, billboards, YouTube, newspapers, and others. He also named specific

organizations, such as Grameen Phone, which has a long history of being a top-tier mobile network. They have introduced some data packages tailored to certain events, such as providing the fastest internet access for the 2023 Cricket World Cup, allowing fans to effortlessly watch every match. Grameen Phone also released "Shopno Jabe Bari Amar," the most-watched TV commercial during Eid. This TV commercial depicts how Grameen Phone's communications services connect individuals all around Bangladesh, regardless of region.

It describes their business communication strategy for their intended audiences.

He also shared vital information on YouTube and TV advertising, emphasizing the need for a firm to identify itself to the audience within the first 6 seconds. It is necessary since there is no option to skip a video on YouTube.

### **Social Communication**

The social communication unit of an organization is a professional unit focused on advancement in society and modifying behavior involvement. Their mission is to plan and launch actual advertising strategies aimed at improving the target audience's awareness, viewpoint, and behaviors in the area of social media. The major focus is on supporting progress and shifts in the social framework. This branch's experts have vast expertise in social betterment, including frequent collaboration with numerous non-profit organizations (NGOs) and charitable organizations. Their areas of specialization are behavioral shift communication methods, social marketing approaches, and knowing and making use of diverse development processes. They also employ communication tactics for growth. Using this knowledge, they may create and implement convincing campaigns that favorably affect the target audience's views and actions. The department collaborates with a diverse set of suppliers, including community groups, non-profits,

government agencies, and other socioeconomic development-related businesses. Their purpose is to use tactical scheduling and execution to impact the views and behaviors of the societal sector's clientele, therefore addressing major social challenges, advancing societal reforms, and achieving substantial outcomes. These advertising campaigns are methodically crafted to connect with the specific requirements and circumstances of the intended audience, eventually working to enhance development and improve the overall well-being of the community.

## **Media**

During the October 17, 2023 session, Sabbir Ahmed (Assistant Manager of Media Planning at Mediacom Ltd) said that the media unit is in charge of managing the production and procurement of various adverts and paid posts across social media platforms. He remarked that our company's media planning and buying departments work together. Essentially, media planners develop all plans, including establishing the target audience and the communication methods to be used to reach them. The media procurement team assists with the implementation of these plans. I've provided a full explanation below.

## **Planning**

According to Sabbir Ahmed (Assistant Manager of Media Planning at Mediacom Ltd), the achievement of a marketing campaign is dependent on novel ideas generated by the creative team to optimize reach. Strategies include a variety of advertising mediums such as social media postings, TV commercials, and Google Display Network advertisements. Key areas of attention include channel selection, using Google AdSense, and targeting online consumers. TOSS on RTV is prioritized by the media team for greater viewership, and ad frequency is managed. Meanwhile,

the editorial team fine-tunes social media methods to increase post reach and strategically inserts material in viewer feeds via platforms such as YouTube and Facebook advertisements.

### **Buying**

Sabbir Ahmed (Assistant Manager of Media Planning at Mediacom Ltd) also discussed media buying, such as purchasing and discussing attractive bids based on planning group preferences, with an emphasis on scheduling and payment conditions. In collaboration with the planning crew, they examine the efficiency of cost-per-reach and align efforts with long-term goals. The buying group is in charge of guaranteeing timely ad broadcasts and efficient social media outreach. Following buying, they monitor ad delivery and provide feedback for further improvement.

### **Toffee**

Team Toffee is managed by Kamrun Nahar Dana (Manager, Partnership & Procurement, UGC). My job experience has provided me with great insights since I am also a member of the Toffee team. Like,

Toffee, Bangladesh's top broadcasting installation, made its global debut on November 6, 2019. Banglalink, one of Bangladesh's top suppliers of internet-based networking services, has officially launched 'Toffee' as a digital entertainment platform, providing fans with access to a varied choice of compelling entertainment material. The site presently includes 125 local and international broadcasts, with additional channels planned in future upgrades. While numerous channels are available for free, users must subscribe to have access to special channels. Along with renowned TV networks, users may access a variety of content categories such as television series, movies, and music videos. Also, individuals may make money by uploading their material to the network.

S. Afrin (18 November 2019). Banglalink has launched the 'Toffee' digital entertainment platform. The Dhaka Tribune.

Mediacom's Toffee business, in collaboration with Banglalink, maintains user-generated content. They have strong procedures in place to regulate information, which includes delicate themes like democracy and religion. They assure compliance with legislation, government regulations, and copyrighted content by adhering to legal standards. Through a three-layer screening system managed by Mediacom's dedicated UGC section, the team ensures high content standards, user privacy, and the reputation of both Toffee and Banglalink. Their top objective is to produce dependable, high-quality material that is consistent with Banglalink's ideals.

## **2.5 ACCOUNTING AND FINANCIAL PRACTICES OF MEDIACOM LIMITED:**

The Accounts and Finance branch works with different units to produce complete yearly expenses for specific campaigns. They use a tactical strategy to examine past results, market dynamics, and specific project funds wisely. Keeping a close watch on expenditures during the whole year, the crew conducts appropriate modifications so that operations remain on time and below cost and optimize return on investment (ROI). They carefully evaluate costs, identifying possible areas for cost-cutting and making suggestions to group managers. Plus, the accounting division is responsible for providing precise accounting data, such as the flow of cash, balancing, and revenue statements, which can be utilized to gauge the organization's monetary health. Along with monitoring producers' labor, viewing, and revenue, the crew oversees the billing procedure for vendors of content linked to Banglalink's Toffee app. Likewise, they ensure that tax laws and ordinances are followed in the advertising sector by managing the collection of taxes,

documentation, and completing tax returns and submissions. It performs extensive risk evaluations and creates measures, such as subscriber growth, foreign exchange hedges, and strong internal oversight, to protect Mediacom Limited's assets and reduce the financial hazards in the tough commercial industry.

## **2.6 SERVICES OFFERED**

Mediacom provides users with a variety of services, ranging from brand consulting to a full range of promotional campaigns. Some of the services they offer are:

- Public Collaborations
- Brand Advising
- Event Coordination
- Audiovisual and Print Manufacturing
- Surveillance: Electronic, exclusively in print
- Media Strategy: Electronic, in print, and outdoor Placement: Electronic, in print, and outdoor

### **Public Collaborations**

Effective public collaboration strategies are taken seriously by Mediacom, which also promotes staff members' proficiency in this field. Their offerings offer thorough event coverage for both print and online media. It conducts press events, interviews, and publications for clientele, focusing on solid ties with multiple outlets for effective exposure and easy engagement for reporters, allowing for effortless interaction and broad reach.



**Brand Advising**

At Mediacom, brand consulting is made up of a rigorous and careful strategy. The initial action in this technique is to do a thorough investigation of the target demographic's habits, demands, and desires. The outcomes of this report are used to determine the brand's trade positioning and to develop lucrative advertising techniques. The accomplishment of these objectives is dependent on the insight provided by this study. Through our consultancy experience, we specialize in establishing audience-resonant brand messaging and communication tactics. Whether the objective is to build a new image or reinterpret an existing one, this understanding is essential since both need the development of strong brand statements and effective communication strategies.

**Event Coordination**

Mediacom's planning department organizes a wide range of events, including press briefings, brand debuts, agreement signings, factory trips, and innovative marketing initiatives. The experienced and dedicated organizing team, assisted by skilled auxiliary workers, ensures an intuitive and calm event planning and implementation process. Their unwavering dedication usually exceeds their customers' advertising goals and sets new benchmarks in local event organization.

**Audiovisual and Print Manufacturing**

Maasranga Productions Limited and Barnali Printers are only two of the many businesses managed by Mediacom that comprise its enormous partner network. Mediacom manages a large network of colleagues, including Barnali Printers, which produces printed items and wrapping, and Maasranga Productions Limited, which produces multimedia content. The immediate and steady transmission of excellent printed and video information is guaranteed by this network under all circumstances. To generate attractive publications and audiovisual material, Mediacom employs cutting-edge

technology and the know-how of leading production companies through an alliance strategy. Mediacom's tactics make it easier to create appealing print products and audiovisual material, resulting in a significant effect on the business.

### 2.6.1 COMPANY STRUCTURE

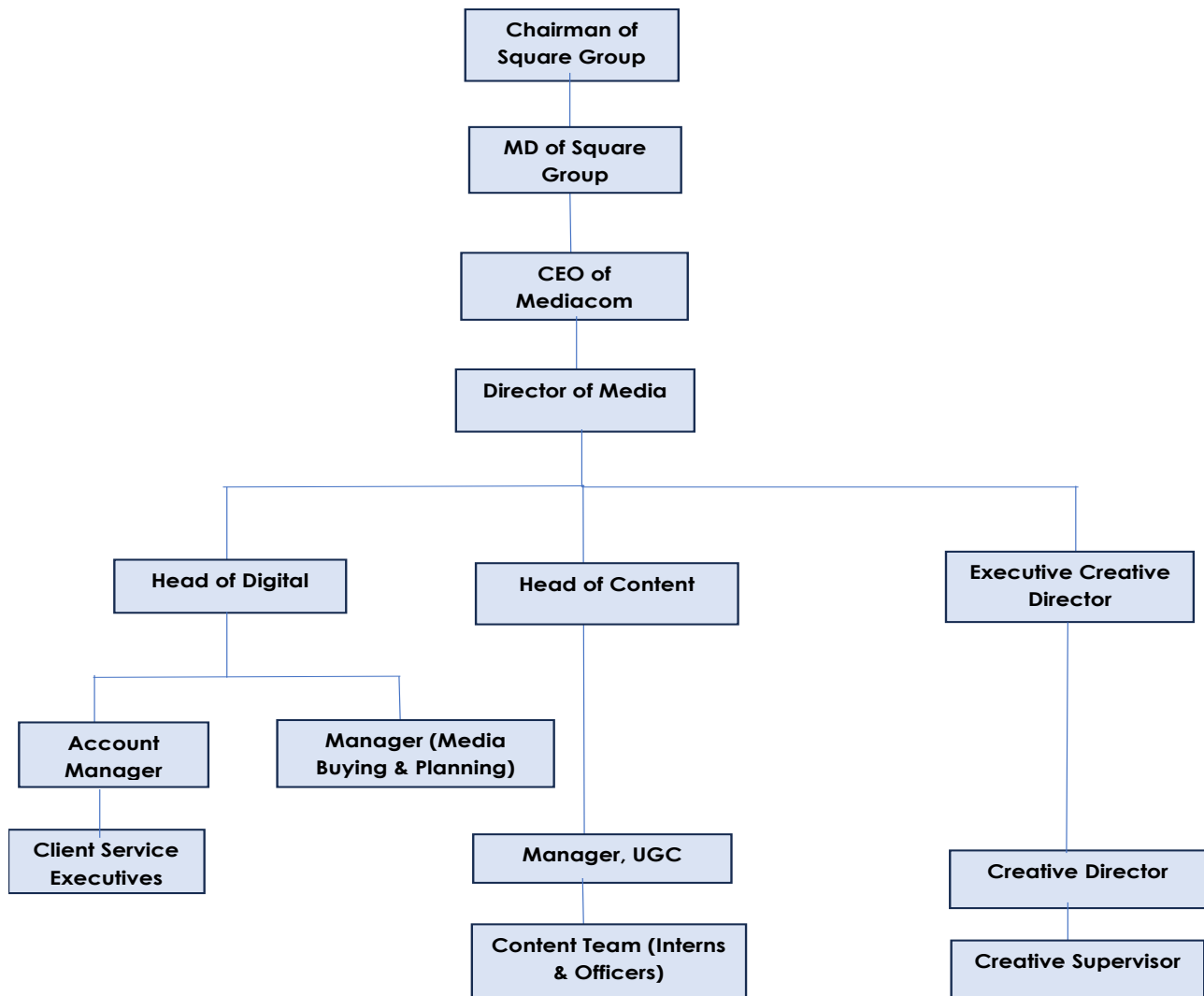


FIGURE 4 COMPANY STRUCTURE OF MEDIACOM LTD

## 2.6.2 CLIENTS OF MEDIACOM LIMITED

<b>Clients</b>	<b>Products / Services</b>
Square Toiletries Limited	Sepnil, Magic, White Plus, Rain Shower, Xpel, Senora, Jui, Meril, Revive, Kool, Supermom, Zerocal, Shakti, Spring, Max Clean, Chaka, and Chamak.
Square Food & Beverage Limited	Chopstick, Aaram and Ruchi, Chashi, Radhuni.
Akash DTH	Akash DTH
UCB	UPAY
Arla Foods	Dano
Banglalink	Toffee
Ispahani Foods and Tea	Mirzapur Best Leaf
Akij Food & Beverage Limited	Akij Food & Beverage Limited
Partex	Danish Aryan Yoghurt, Danish Condensed Milk
Robi	Advertisement
bKash	Advertisement

TABLE 2.1 CLIENT'S & PRODUCTS OF MEDIACOM LTD

## **2.7 ANALYSIS OF THE INDUSTRY AND COMPETITORS**

### **2.7.1 PORTER'S FIVE FORCES ANALYSIS**

For the benefit of the examination of the industry's strengths and weaknesses, Porter's Five Forces framework defines and analyses the five competitive factors that impact every given area. The subsequent study employs Porter's Five Forces framework to examine Mediacom Limited.

#### **Low risk of new Entrants:**

Since operating a marketing firm in this market takes notable expenditures, industry experience, excellent client relationships, and a reputation for innovation, Mediacom Limited's affiliation with Square Group boosts credibility while increasing obstacles to entry for potential competitors. Also, Mediacom Limited benefits from the advantages of scale, as it has a framework and extensive marketplace connections that rivals find tough to replicate. Furthermore, the industry requires a detailed understanding of technical trends, making it difficult for startups to quickly overtake existing rivals.

#### **Moderate negotiating influence of buyers (clients):**

The existence of numerous agencies provides Mediacom Limited's suppliers with some negotiation power. These suppliers often have the specialized knowledge, proprietary technology, and particular talents required to generate captivating advertisements. However, because Mediacom Limited is a recognized agency, it may be able to strike lucrative arrangements. This advantage is provided by the agency's 25 years of industry experience paired with its long-standing connections.

**Moderate negotiating power of suppliers (Mediacom):**

The central sources in the digital advertising market are platforms such as Google, Facebook, Instagram, and others that provide advertising services. Because they control the delivery and optimization of digital ads, these platforms have tremendous bargaining power. Mediacom Limited guide's its clients with product or service branding advisory, promotions, and digital marketing campaigns. As a result, the supplier's bargaining power is considering moderate.

**Moderate Risk of substitutes:**

While Mediacom Limited has multiple rivals, such as hiring social public figures, developing internal ties with online advertisement units, and creating ad teams, evolving platforms and tools may give alternatives to traditional commercial corporations. It is still correct, Mediacom Limited now has competitors. Artificial intelligence-powered promotional devices, virtual reality (VR), and Augmented reality (AR) are increasing popularity as possible considerations. Yet, it is crucial to analyze that Mediacom has a crew of very skilled staff with a wide range of abilities in many areas, including copywriting, promotional materials, media strategy, visual design, and internet advertising. In a setting of rivalry, an advisor itself is a viable choice.

**High competitive rivalry:**

It should come as no surprise that Mediacom Limited operates in such a highly competitive setting with the fierce competition present in the audiovisual business more broadly. Many ad firms compete for customers in this industry; their sizes range from big worldwide corporations like Mindshare Bangladesh and Grey Advertising Bangladesh Ltd. to highly trained upmarket enterprises like Adkey Bangladesh and IMBD Agency. Standard media firms are only one component of this intense climate; there are several other online marketing organizations, artistic

production firms, and promising tech-savvy enterprises fighting for customers' attention and market supremacy.

### **2.7.2 SWOT ANALYSIS**

Identifying a company's unique defects, advantages risks, and possibilities is critical for maintaining a competitive advantage in the advertising sector. A thorough review of Mediacom Limited, a reputable advertising agency and member of the SQUARE Group, may provide light on numerous critical aspects of its position:

#### **Strengths:**

1. Mediacom can create unique strategies for advertising and marketing that often yield fantastic outcomes for clientele since the business has a workforce of superbly skilled experts famous for their ability to plan for success. Their broad expertise in their respective fields has given them a good distinction. This awareness is one of many vital elements for improving the total effect and profitability of all that they do, which impacts everything.
2. Mediacom's unique relationships allow for a full understanding of the local market, including cultural quirks and customer behaviors. This insight is critical for establishing genuine activities that interact with the target audience and generate customer loyalty.
3. Firms can get better pricing and approval for their clients, allowing them an advantage over competitors in advertising, thanks to Mediacom's dominant position as the major media vendor among freelancers.

**Weaknesses:**

1. Insufficient interaction between Mediacom and rivals might impede the agency's global potential and grasp, perhaps restricting access to global networks, partnerships, and potential clients seeking global marketing initiatives.
2. Mediacom risks having its economic stability and development plans affected by disruptions or swings related to these large contacts, which are an important source of revenue for the company.
3. Due to a staff shortfall, campaign execution may be delayed, affecting project timelines and maintaining clients. Servicing client requirements and keeping up revenue are dependent on closing this gap.

**Opportunities:**

1. With the progression and strengthening of its economic sector, Mediacom Limited has the chance to extend its clientele and facilities in light of Bangladesh's expanding focus on brand building.
2. Mediacom Limited may use the competitive advertising climate to draw in customers searching for affordable campaigns and increase media expenses, perhaps increasing sales and market share.
3. As more individuals utilize the internet, Mediacom Limited has an excellent opportunity to expand into digital marketing and meet evolving client expectations while reaching a broader online demographic.

**Threat:**

1. Mediacom is competing with worldwide advertising titans like Grey and Mindshare Bangladesh, which may damage its market share and capacity to attract prospective clients in Bangladesh.
2. Clients may reduce commercial spending in reaction to fiscal downturns and fund cuts, which could have a rapid effect on Mediacom Limited's sales and workload. Local companies' lack of understanding of marketing could render it harder for Mediacom Limited to express the value and relevance of their products; as a result, it must decide if to educate and show their expertise.
3. Local companies' lack of understanding of marketing could render it harder for Mediacom Limited to express the value and relevance of its products; as a result, it must decide if to educate and show their expertise.

**2.7.3 SUMMARY AND CONCLUSION:**

During my internship at Mediacom Ltd-Bangladesh, I obtained an in-depth knowledge of branding and media outlets, having a particular emphasis on Toffee's Super-Office CRM and CMS. Studying user-generated material and dealing with client inquiries improved my communication abilities. The event broadened the scope of copyright and content control rules, besides media tactics and commercial realities. The internship increased my knowledge of cultures, spurred fresh advertising concepts, and helped me discover talent. Mediacom Limited, an important part of Bangladesh's positioning, stresses ethical principles, regulatory accountability, and trademark conservation. As a major participant in the advertising industry, Mediacom is dedicated to solving obstacles, providing excellent value, and upholding corporate ethics. The Square Group firm stresses the significance of legal and fiscal accountability across all of its activities, supporting trademark laws and preserving the value of creativity protected by copyright.



### **2.7.2 RECOMMENDATION:**

- **Increasing the size of the Rural Market:**

To increase its position in Bangladesh, Mediacom Limited needs to actively implement its natural benefits, particularly its deep knowledge of the regional marketplace and customer purchasing patterns. It must be completed to boost the company's chances of fame. To actively exploit its skills, the corporation should focus on the rising demand for brand building and the ever-acquiring industry of online marketing. Mediacom expects that this strategic decision will help them acquire new customers while also strengthening their position in the community sector. The goal of this strategy is to raise Mediacom's market share. Mediacom can boost brand loyalty while creating closer links with the country's market by implementing bespoke efforts that appeal to Bangladesh's distinct cultural peculiarities and consumer behaviors. It allows Mediacom to cement itself in the region's active and competitive commercial sector.

- **International Organizations:**

To make up for Mediacom's lack of international connections, the company ought to investigate the potential of establishing collaborative and operational relationships with well-known advertising firms worldwide. It is envisaged that Mediacom would be able to use these groups as a middleman to contact a wide variety of clients who are actively looking for overseas ad agencies. Therefore, the business will become stronger on a worldwide scale and will soon be able to solidify its position in the worldwide communications market while providing customers with comprehensive and internationally aware services.

- **Improving Digital Expertise and Talents:**

Since digital media will surely have a major part in forming the future of advertisers, Mediacom wants to grant a substantial amount of its assets toward providing its workers with sufficient coaching and advice. Increasing one's level of proficiency in forefront technology like virtual reality (VR), artificial intelligence (AI), and others necessitate a high range of concentration on detail. With technology and coaching, Mediacom's staff can not only gain but greatly excel, in the ever-evolving conditions of customers in the uncertain media trades. As a consequence, Mediacom will be better able to provide a good service to its customers. It may allow Mediacom to give more importance to its present consumers.

## **CHAPTER: 3 PROJECT PART**

### **3.1 INTRODUCTION**

Social media operates as a networked online forum that encourages connection between huge demographics. It functions as a medium for collaboration, enabling members of online groups to share their opinions, concepts, feelings, and creative works. Driven by the most recent technology revolution, its rapid expansion has blended in with day-to-day existence (Robinson & Priyanka, 2023).

Experts with a sizable social media audience, known as social media influencers, present businesses or items to their consumer base. Because of a surge in social media consumption and the increasing effect of internet critiques and suggestions on consumer decisions, this tendency is becoming more and more common (Kumavat & Chandrakant, 2023).

Influencers on the internet are very valuable to companies because they can create advances and encourage viewers to purchase promoted goods and services. Influencers have the power to shape others' buying decisions due to their standing, reputation, knowledge, or closeness to their target market. The number of fans a person has depends on how much of an impact they have in the professional world.

One significant development in Bangladeshi social media marketing is the emergence of advertising via video. Customers' posting of videos on websites like Facebook and YouTube has increased dramatically. Influencer advertising leverages a blogger's reputation with their following to increase interaction and revenue. Firms may reach more customers, build their reputation, and eventually increase sales by working with celebrities.

Effective storytellers can captivate their target group. Influencers may build sincere relationships with those they influence through honest messages while coming out as unduly promotional. Influencers foster an awareness of closeness and prestige within their audience because of their resemblance. Influencers answer frequently posed inquiries regarding items and offer deep views, rather than merely showing commercials. Making use of this faith may improve the standing of a company considerably and provide observable outcomes.

It's critical to comprehend customer attitudes, beliefs, and perceptions regarding influencer marketing in Dhaka City to spot development prospects and resolve current issues. Earlier research shows that in Dhaka City, buyers' perceptions of social media influencers help to increase brand recognition and boost sales (Jamil et al., 2023).

Hence, learning about customers' perceptions of how well influencer marketing works to boost the profit and popularity of a brand would assist businesses gather the confidence of their clients. This

research intends to gain insights into how influencer advertising impacts consumer choices, with an emphasis on how well it works to raise brand reputations, improve perception of the brand, and increase revenues.

### **3.1.1 BACKGROUND**

As consumer tastes and habits change, social influencer marketing in Dhaka City has grown and changed significantly. Social media advertising is becoming more prevalent in Dhaka City since neighborhood influencers work with companies to reach particular niches. Forming real bonds with prospective clients and raising brand recognition are two benefits of collaborating with relevant influencers. Bangladesh is now witnessing an increase in the range of social media influencers and content producers across all industries, as stated by The Business Standards.

Influencers have an immense impact on their audience's views since they are seen as trustworthy sources for product suggestions. Product reviews have a crucial effect on social media advertising since they significantly increase both revenue and awareness when they are favorable. Because social media influencers in Dhaka City often express their insights and opinions, which adds to their legitimacy and resemblance many residents in the city look to them for advice before making purchases. In modern times, critiques of goods play a vital role in shaping consumer choices by influencing purchase decisions and cultivating brand loyalty. Owing to handy accessibility to a wealth of data, clients rely on reviews to make educated decisions. Whereas adverse feedback might deter prospective clients, positive ratings foster confidence. BrightLocal reports that 84% of clients believe reviews on the internet as much as personal guidance and 91% of customers check comments before investing. (Team AIContentfy, 2023). Influencer critiques have implications for a brand's reputation and exposure. Through partnerships with reputable public figures, companies

may increase their exposure, develop credibility, and promote genuineness. This aids in the management of their brand's reputation, the development of a loyal and engaged fan base, and the raising of consumer awareness (AIContentfy team, 2023).

This study examines how influencer marketing affects consumer choices, highlighting how well it works to increase sales and brand exposure. By carefully investigating influencer marketing tactics in these specific areas, the research seeks to give companies and marketers insightful information.

### **3.1.2 OBJECTIVE(S)**

This study aims to provide informative insights into consumers' choice-making by thoroughly evaluating the implications of influencer advertising on consumer habits. Specifically, the research will concentrate on the results of influencer promotion in generating sales and brand recognition.

Thus, to sum up, the primary goals are:

1. To investigate how important it is for consumers' behavioral intentions to be derived from SMI performance expectations in the light of social media influencer marketing.

**Explanation:** Examine how customers see materials driven by influencers, paying particular attention to the quality, perceived value, and abilities of social media influencers. Analyze how specific criteria of performance affect customer views and intents when they are required to interact with products and offerings that influencers advocate.

2. To explore the impact of hedonic motives on influencing the spending experience in social media influencer marketing, such as adventure, pleasure, social engagement, and visual attractiveness.

**Explanation:** Examine how social media influencers use hedonic incentives to their advantage to make the buying experience more enjoyable and to affect the opinions, loyalty, and intentions of their followers to make purchases. Examine the particular hedonic.

3.To investigate how customer perceptions and purchase intentions about social media influencer marketing are affected by the attraction and relevancy of content.

**Explanation:** Investigate how the alignment of influencer content with consumer interests, needs, and preferences, coupled with the visual appeal of the content, influences the formation of positive attitudes and intentions to make a purchase. Evaluate the specific dimensions of content relevance and appeal that contribute significantly to increasing brand awareness and driving sales in the context of influencer endorsements.

### **3.1.3 LITERATURE REVIEW**

Social media may be applied for a range of marketing goals, from raising customer visibility of the newest item to impacting their purchase choices. This section explores previous studies on social media influencers (SMIs), explaining their function and effect on their readership.

The emergence of social networking platforms has transformed the way businesses engage with the populations they seek (Azhar, Shah, & Ahmed, 2023). Since people began devoting longer to online platforms, especially social networking sites, over a decade earlier, the marketing environment has radically changed.

Previous studies show that customers are more inclined to trust referrals from relatives and close friends than advertisements that are sponsored (Azhar, Shah, & Ahmed, 2023). Influencer marketing uses the peer-to-peer recommendations of influencers to sell businesses in ways that

encourage engagement from desired audiences. Influencer marketing leverages the talents of social media influencers to advertise and sell businesses to increase visibility and foster engagement (Azhar, Shah, & Ahmed, 2023). Influencer advertising is a very effective tactic for increasing brand awareness and encouraging more social media engagement with target audiences (Azhar, Shah, & Ahmed, 2023). A case study taken by “Marriott Rewards Snapchat Ads” has shown how social media influencers influence the behavioral intentions of customers. In this case, the Marriott International Rewards Program partnered with four social site influencers (Millennials and Gen Z) to reach a younger demographic of customers (Shrivastava et al., 2023). Using Marriott's official Snapchat account, these celebrities took over and shared travelogues from Berlin, Seoul, Dubai, and New York for seven days. According to Snapchat Business, this campaign increased the popularity of the brand by 6% and produced a total of 934k minutes seen. To connect with the intended demographic. Both the popularity of the brand also involvement in the incentive scheme increased as a result of the scheme (Shrivastava et al., 2023).

Research by Raj and Ved (2023) claims that influencer marketing often aims to improve brand qualities, especially exposure appearance, and customer attitudes. Customers' impressions of the advertised brand are strongly impacted by the extent of alignment between influencers and companies, which in turn influences their intention to complete an investment.

The objective of the document is to examine how client buying intentions and popularity of brands are affected by influencer marketing. The results came from looking at statistical information like gender and profession. The preliminary aim of the study was to analyze how social media influencers influence customer behavior, particularly concerning raising brand recognition and encouraging purchases by strategically distributing pertinent material (Raj and Ved, 2023). Respondents in the study, who were all regular users of social media networks relevant to the

research topic, comprised a wide range of age categories, academic degrees, and career paths. The research effort used an online exploration.

The most significant predictor of behavioral intention is performance expectancy (PE) (Kaluarachchi, 2023). Loyal fans or viewers of social networks believe that online influencers have a more reliable voice, especially if they think that the large number of subscribers indicates trustworthiness (Okono, 2022). According to Sijabat, L., Rantung, D. I., and Mandagi, D. W. (2022) research, Social Media Influencers (SMI) are unique in that they offer a comprehensive strategy for improving brand awareness. Furthermore, it is recognized that SMI has a critical role in shaping crucial brand attributes such as ownership, reputation, and consciousness. Social media celebrities create and disseminate material on YouTube, Twitter, Instagram, and other sites that showcase their artistic endeavors in specific niches or areas of expertise, such as video games, fashion, travel, gastronomy, or cosmetics (Gubalane & Ha, 2023). In the realm of trends, for example, social media influencers deliberately select and edit photographs that showcase their style and the clothing they have bought. Their purposeful choice positions them as content producers of sponsored material. They showcase their skill and expertise in the industry by posting plenty of pictures of themselves decked up in certain goods and labels. In addition, they provide tips and guidance on how to use the items, along with thoughts and evaluations on a range of products. These are sometimes accompanied by images or videos that showcase the highlighted goods or services (Gubalane & Ha, 2023). Moreover, online trading facilitates communication between partners and sparks discussions about requirements for performance (Okono, 2022). As consumers engage in activities like leaving feedback and critiques, promoting and referencing items, and starting clubs and events, data on how well a product works is unavoidably shared (Okono, 2022). By communicating sincere confidence in the qualities and advantages of the



product, social media influencers can promote positive customer attitudes about goods or services. Customers are more inclined to buy a specific product when they adopt an upbeat viewpoint on it. The attributes of an influencer might change depending on the platform and content kind. However, there is a general methodology that is sometimes used to evaluate the effectiveness of celebrity marketing. According to research, audiences—women in particular—follow influencers due to their past passion for a given subject or product, their perception of the influencer's dependability, and their genuineness (Dewangan, Siddiqui, & Trehan, 2022). In terms of influencer marketing goals, companies are actively working to increase brand recognition and exposure. This objective is essential for influencing the habits and purchases of customers. Those who have interacted with customers on the social commerce platform are less likely to purchase an item if it does not live up to their expectations, as stated by the consumers (Okono, 2022). Customers' knowledge of the brand establishes the link between their exposure to the brand and their trust when rendering judgments about purchases. Marketers are primarily interested in determining if prospective customers are likely to make a purchase, and several studies have continuously highlighted the clear benefit of using influencers rather than celebrities in terms of buying intention. These days, kids spend endless amounts of time observing YouTube videos of their favorite influencers performing games, opening toys, giving opinions on goods, cracking jokes, or chronicling their daily routines. The purpose of the content that these YouTube celebrities produce is to draw in younger viewers and increase their number of followers (Dewangan, Siddiqui, & Trehan, 2022). Therefore, customers' favorable opinions of the advertised businesses are more likely to be influenced by the interpreted competence of social media celebrities, as determined via the information published on their social media accounts (Gubalane & Ha, 2023). The hypothesis put out by Alalwan (2018) states that there is a positive connection between purchase

intent and the inadvertent disclosure of performance expectancy in social trading. Therefore, the ability of social media celebrities to guide clients' purchasing choices by disseminating performance expectation material is extremely valuable (Okono, 2022).

Marketers are primarily interested in determining if prospective customers are likely to make an order, and several studies have continuously highlighted the clear benefit of using celebrities in comparison to celebrities' buying intentions (Dewangan, Siddiqui, & Trehan, 2022). Furthermore, hedonic motives are used by social media experts to improve the enjoyable purchasing experience. People's emotional needs for a pleasurable and captivating shopping experience are linked to the hedonic buying incentive (Fernandes, Samuel, & Adiwijaya, 2020). Adventure, satisfaction, duties, value, community, and concept browsing are the six hedonic motives that are underlined. These motivations play a vital influence in the formation of joyful shopping outcomes. Influencers connect with consumers' hedonic inclinations by delivering visually appealing information and captivating stories; this enhances the buying experience and affects customer loyalty (Linge, Singh, Kakde, and Singh, 2022). Prior studies have demonstrated a relationship between an individual's hedonic motivation and impulsive buying behavior (Fernandes, Samuel, & Adiwijaya, 2020). Best of Class Multiple studies have demonstrated that influencer promotion, in all its incarnations, has a major effect on consumers' purchasing decisions. Still, most buyers look at reviews of goods before making a purchase; a few do this before directly purchasing an item that a celebrity has suggested (Raj & Ved, 2023). Furthermore, when consumers are engaged, barriers to connection are reduced, and marketers need to maintain a balance between high-touch, customized, and modern-day encounters. In the current digital landscape, using online influencers is one way to improve involvement (Pramesti & Rubiyanti, 2023). In the context of hedonistic buying inspiration, it is recognized that inquisitiveness acts as an innate motivator for people,

encouraging discovery and education. On the other hand, internet shoppers' propensity to interact with activities that arouse fresh feelings and offer enjoyment is reflected in the level of thrill and enjoyment. Erdem and Yilmaz's (2021) study shows that people who access webpages that satisfy their need for thrills and adventures by taking them to a realm of their own are inclined to return there. Also, they have a beneficial impact on their intent to make an online buy. The final aspect that is looked at is tactile appeal within the context of hedonistic purchasing incentives. It consists of components like style, enticing content, compelling concepts, and internet themes. According to studies on the visual desire magnitude, when it pertains to online shopping, sites that look good make people feel more satisfied with the whole experience, are more likely to make a purchase, spend more time on the internet site, and are more likely to recommend it to others (Erdem & Yilmaz, 2021).

Shimp (2003) found that the main goal of getting consumers interested in purchasing a product is to match an ambassador with the company's image. Customers perceive celebrity endorsements to be more successful when they are more compatible with the items (Azkiah & Hartono, 2023). Using social networking influencers—who could be from a variety of backgrounds, such as celebrities, artists, bloggers, and content creators is a popular strategy among companies (Azkiah & Hartono, 2023). Using social networking influencers—who could be from a variety of backgrounds, such as celebrities, artists, bloggers, and content creators is a popular strategy among industry players (Azkiah & Hartono, 2023). The term "expertise" refers to the level of talent, wisdom, and abilities that social media influencers contend they possess. This also indicates how accurately the data is conveyed by them.

Influencers' degree of knowledge is correlated with their background or education in a certain field. Customers evaluate this knowledge in several ways, such as through evaluations, content feedback,

and the length of the influencer's social media engagement (Gubalane & Ha, 2023). McGuire (1985) asserted that social media influencers' physical appeal increases the acceptability of advertisements. Referral efficacy is strongly influenced by the source's attractiveness; attractive promoters draw in customers. Since reputable individuals are more persuasive and have a favorable impact on purchase intent, influencer reputation is crucial in influencing client opinions and inclinations. (Hardono & Azkiah, 2023). Customers respond to social media celebrities who are viewed as knowledgeable and whose material reflects their everyday pleasures and passions, such as cuisine, style, wellness, and aesthetics. As they enter the workforce, these notable individuals share their own tales and product expertise. Because customers regard influencers as reliable sources for details, they take the news seriously and positively evaluate brands (Gubalane & Ha, 2023).

The interaction of the origin, information, medium, recipient, and endpoint dictates the value of interaction, according to McGuire's communication-persuasion matrix. Our analysis aligns with McGuire's framework and Lou and Yuan's (2019) study, focusing on the influencer marketing scenario and mostly dealing with the pitch and provider elements (Bogoevska-Gavrilova, 2022). Influencers who effectively describe products might influence consumers' inclinations to buy. Lim (2017) found that customer purchase intent and product promotion through influencers are positively correlated. Consumer views and buying intents are shaped by the information influencers provide in product blurbs, which include features, advantages, and directions for use. (Hardono & Azkiah, 2023).

The investigation, which is based on the results of several tests, is going to investigate the factors that impact the intention to act in the context of social media influencer promotion in greater detail.

It aims to investigate and evaluate the effects of many elements, including performance expectation, hedonic motivation, content relevance, and influencer attractiveness, on brand recognition and sales.

The anticipated results of this study will add to the textual idea already available in marketing circles, particularly about well-known social media experts. In the context of social media influencer referrals, this research is linked to functioning as literature that elucidates the effect of influencers on purchases and brand awareness about buy intentions.

### **3.1.4 RESEARCH HYPOTHESIS**

Relevant to an in-depth evaluation of scientific literature on the same topic, the below-mentioned hypotheses have been formed.

1. This study investigates the positive relationship between consumer behavioral intentions and performance expectancies, focusing on influencer skill and content quality as key determinants of engagement.

Evidence: Since Kaluarachchi (2023) defines performance expectation as a crucial indication of behavioral intention, the literature emphasizes the crucial role that performance expectancy plays in social commerce. Okono (2022) emphasizes the conversation about performance expectations and the dynamic interchange that occurs between customers and influencers. The favorable relationship between purchase intention and indirect performance anticipation presentation is further highlighted by Alalwan's (2018) proposition. All of these results highlight how important it is for social media influencers to convey performance expectations to shape customer attitudes and decisions around social commerce.

2. A positive relationship is projected between social media influencers' strategic use of hedonic motives (adventure, satisfaction, social engagement, and visual appeal) and customer views, loyalty, and purchase intentions.

Evidence: According to research (Fernandes et al., 2020; Linge et al., 2022; Pramesti & Rubiyanti, 2023; Erdem & Yilmaz, 2021), social media influencers that use hedonic motivations are expected to positively correlate with consumer perceptions, loyalty, and purchase intentions. This will improve the shopping experience and shape consumer loyalty through elevated purchase intentions and increased satisfaction.

3. There remains a positive correlation between the relevance and visual appeal of content produced by social media influencers and consumers' behavioral intentions.

Evidence: A positive correlation has been found between the relevance and visual appeal of social media influencers' content and consumers' behavioral intentions (Azkiah & Hartono, 2023; Gubalane & Ha, 2023; McGuire, 1985). Aligning influencers with the brand, leveraging their expertise, attractiveness, and credibility significantly influences consumer perceptions and purchasing intent (Azkiah & Hartono, 2023), supporting the hypothesis on the impact of influencer-produced content on behavioral intentions (Gubalane & Ha, 2023; McGuire, 1985).

### **3.1.5 CONCEPTUAL FRAMEWORK**

This conceptual framework illustrates the complex interconnection between consumer behavioral intentions and the performance expectation, hedonic motivation, content relevancy, and attraction of Dhaka City's social media experts. The purpose of this investigation is to analyze how social media influencers affect consumers by enhancing brand awareness and boosting sales by examining the links between these factors.

### **The study's dependent variable**

Behavioral Intention (BI): Perceived behavioral benchmark, one's predations of the practice, and one's instructions all play a part in the importance of behavioral grounds, as defined by Ajzen (2002). The preliminary aim of this study is to analyze how social media influencers affect consumers' behavioral intentions while enhancing brand awareness and sales.

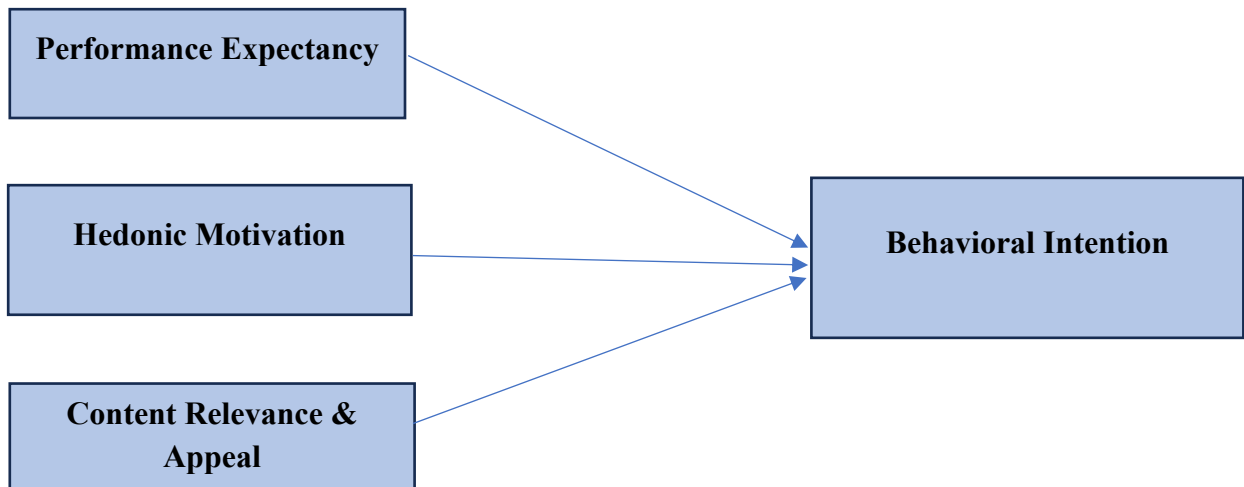
### **The research's Independent variables**

Performance Expectancy (PE): The primary indicator of behavioral intention is found to be Performance Expectancy (PE) (Kaluarachchi, 2023). Followers of social networks feel that internet personalities have additional reliable words, particularly if they have a significant number of subscribers (Okono, 2022). This variable measures how social media influencers' performance creates an impact on consumers' behavioral intentions in terms of making purchase decisions and sales.

Hedonic Motivation (HM): The innate incentive for fostering acquiring knowledge and adding to the pleasurable shopping urge is curiosity (Fernandes, Semuel, & Adiwijaya, 2020). The parameter tracks how buyers' hedonic motivations—which determine their behavioral intention—are used by online celebrities to boost revenue and establish the brand.

Content relevance and appeal (CRA): The significance of aligning an ambassador with the brand of the firm to encourage customers to buy a product. When celebrities support products that fit the brand, it's thought that approval is effective (Gubalane & Ha, 2023). This variable suggests that customers' behavioral intentions when it comes to improving brand recognition and sales are highly dependent on the visual attractiveness and relevancy of material generated by social media celebrities.

Collectively, the interconnection between the variables examined in this study and the associated hypotheses is succinctly presented in Figure 1



### 3.1.6 SIGNIFICANCE OF THE STUDY

This study peaks influencer marketing's volumes to raise brand awareness and encourages sales as it examines how it affects consumer purchasing decisions. Its importance extends beyond specific companies as it offers insightful information about ways consumers make decisions, promotes corporate expansion, and raises customer satisfaction scales.

**Promoting Brands with Effective Influencer Marketing:** This research is essential for brands and companies using influencer marketing, especially in Dhaka City. By exploring how influencer marketing affects customer behavior, the study seeks to clarify the complexities surrounding elements like content relevancy, hedonic motives, and efficacy expectations. The results have the potential to provide useful information that will enable firms to improve their influencer marketing tactics. Knowing how brand visibility, senses, and sales are affected by influencer-led content may



help businesses maximize their influencer partnerships, which will eventually improve their market position and increase income.

### **Improving Consumer Decision-Making and Trust:**

This study adds to our knowledge of the nuances of customer trust in the setting of Dhaka City's social media ecosystem, where influencers are crucial in influencing purchasing choices. Through examining the relationship between consumer behavioral intentions, influencer expertise, and content quality, the research seeks to provide insights into the elements that contribute to or detract from confidence in influencer referrals. The knowledge acquired may help marketers and customers alike understand the subtleties of influencer marketing, resulting in a more transparent and educated connection between influencers and customers. This knowledge is vital in a world where buying decisions are frequently influenced by the concepts of influencers.

**Inspiring Development in Bangladesh's Social Media Environment:** As the country's population's tastes and habits change, social media influencers are becoming more prevalent in Bangladesh. Considering this tendency, the study attempts to advance awareness of its effects on sales and brand reputation. Through an examination of the particular elements that shape consumer perceptions—such as visual appeal, social connection, adventure, and satisfaction—the research seeks to spur development in Bangladesh's social media market. It is relevant not only for companies looking to reach more viewers but also for influencers trying to produce content that successfully connects with their followers.

The importance of this subject goes above scholarly investigation. The concrete effects of influencer marketing on brand-consumer connections in Dhaka City are solved, offering insightful information to organizations, celebrities, and customers equally. The results might impact tactics, establish credibility, and promote expansion in a constantly changing social media environment.

In the end, they could add to the larger conversation about the effectiveness of influencer advertising and how it affects consumer preferences.

## **3.2 RESEARCH METHOD**

### **RESEARCH DESIGN**

To achieve the goals of the study, a descriptive quantitative design was used to assess the hypotheses and the research questions. Quantitative research methods were used to accomplish the study's goals. An essay titled "Do Consumers Trust Social Media Influencers? "What Statistics Show" (3 Feb 2023) from Google was a key source. The post included survey data to illuminate how consumers view social media influencers and how they affect social media marketing. These findings were pertinent to the objectives of my research. Yet, I made several adjustments to the questionnaire to ensure it fit the specifics of my research. According to Leavy (2017), these approaches use logical designs to establish or refute certain ideas and hypotheses. On the opposite side, descriptive research, according to Kaur et al. (2018), aims to clarify the link between the variables in the collection or population. Furthermore, a quantitative survey was utilized to gather primary data from the participants, and structural equation modeling (SEM) was applied for data interpretation.

### **Sample and Sampling Technique**

The intentional sampling strategy was chosen for this study to correctly determine the research-relevant samples. This sampling approach can be referred to as a random sampling methodology used by scientists to select people or entities from a group based on predetermined criteria (Sijabat, L., Rantung, D. I., and Mandagi, D. W. 2022). Respondents in this study were customers who satisfied particular requirements. The study looked at how brand perceptions and brand awareness

are affected by social media influencers while consumers are making purchases. These standards are as follows: To assess social media influencers' objectives for influencer marketing, participants must interact with them. Additionally, they must declare their aim to buy products affected by influencers' hedonistic content and consistently watch material made by them.

### **Data and Instrumentation**

This study employed a questionnaire based on a Five-point Likert Scale to assess all variables. The scale spans from 1, pointing strong disagreement, to 5, referring to strong agreement. The questionnaire comprises two sections. The first section focused on gathering demographic details from participants, encompassing age, gender, educational qualifications, occupation, and income range. The subsequent section addressed the measurement of all three variables, covering a sum of 10-item indicators.

The assessment of Social Media Influencers' (SMI) efficacy and consumer involvement was taken from a 2022 study conducted by Sijabat, L., Rantung, D. I., and Mandagi, D. W. The SMI was assessed using five questionnaires, while the demographic portion included five items. The two-item measuring set for the independent variable "performance expectancy" was changed from Okono's work in 2022. Derived from the research by Linge, Singh, Kakde, and Singh in 2022, the independent variable "hedonic motivation" consists of three measuring items. Furthermore, according to research conducted in 2023 by Gubalane & Ha, the independent variable "content relevance and appeal" was added, containing two assessment items. Finally, the dependent variable "behavioral intention" was taken from Raj and Ved's 2023 study, which included three items for measurement.

### **Data Collection Procedure**

The survey was entirely verified and the credibility of the selected indicator variables was evaluated after a preliminary prior test analysis. The finished questionnaire was then distributed to the primary responders using an online Google Forms interface. The scholar clearly stated the purposes and goals that supported the questionnaire dissemination in the Google Form. After being methodically organized in a spreadsheet, the obtained responses were exported for additional analysis with programs like SPSS data analysis.

### **Data Analysis**

To obtain an in-depth insight into the study goals, data will be analyzed using SPSS 29.0, which includes descriptive and inferential statistical analyses. (Statistics, 2013) states that descriptive statistics will be applied during this research to compile information on variables such as the behavioral intentions of clients, performance expectations of social media influencers, hedonic motivations, and the relevance of content in influencing brand awareness, perceptions, and sales. Before doing an inferential analysis, this method helps identify and address data abnormalities.

Moreover, this research will use inferential statistics to examine hypotheses to determine how customers' behavioral intentions toward social media influencers relate to changes in brand recognition, perceptions, and sales. It entails assessing content relevancy, hedonic motivation, and performance expectancy of influencers. As suggested by (Statistics, 2013), inferential tests such as analysis of variance (ANOVA) may be employed for statistical interpretation also evaluating the degree of correlation among variables.

Statistical analysis frequently uses SPSS 29.0, which is renowned for its strong analysis of data and user-friendly interface (Verma, 2012). Because of its wide range of statistical techniques, it is

helpful for both descriptive and inferential studies, which helps this research understand the data and test hypotheses. It concentrates on how social media influencers affect revenues, perceptions, and brand awareness in Dhaka City.

### 3.3 FINDINGS AND ANALYSIS

#### 3.3.1 DESCRIPTIVE STATISTICS

Demographic analysis and scale reliability in data analysis are the main topics of this chapter. With a sample of 153 survey respondents, it looks at demographic variables (gender, age, education, employment, work position, and income). To correlate consumer behavioral intentions about the impact of social media experts on brand recognition, perceptions, and sales, the study also evaluates the reliability of the measuring scales using correlation studies. We investigate variables such as content relevance, hedonic motives, and influencers' performance anticipation. By analyzing data and applying statistical techniques, the research seeks to provide crucial discoveries on variable correlations and customer intents while also assessing the dependability of the dataset.

#### Response Rate

**Table 1**

*TABLE 3.1 FREQUENCY DISTRIBUTION BASED ON GENDER*

		Frequency		Percent	Valid Percent	Cumulative Percent
Valid	Female	87		56.9	56.9	56.9
	Male	66		43.1	43.1	100.0
	Total	153		100.0	100.0	

The demographic information on gender distribution among the 153 participants in the study sample is highlighted in the table. According to the split, we have 66 replies (43.1%) and 87 participants (56.9%) of whom are male. The total allocation has been exhibited in the progressive percent column, where women make up 56.9% and men 43.1% of the entire sample. Out of the 153 attendees, the percent column shows the percentage of females (56.9%) and males (43.1%). When counting the gender division spectrum of the demographics, any excluded or erroneous data points are debited from the valid percent column, which reflects these proportions.

**Table 2**

**Age (In Years)**

*TABLE 3.2 FREQUENCY TABLE BASED ON AGE*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 25	76	49.7	49.7	49.7
	25 to 40	69	45.1	45.1	94.8
	40 to 55	5	3.3	3.3	98.0
	More than 55	3	2.0	2.0	100.0
	Total	153	100.0	100.0	

The demographic analysis of the age position of the 153 survey respondents is given in the table below. Among all participants highest figure of respondents was, 76 (49.7%) were linking the ages of 18 and 25, 69 respondents (45.1%) were between the ages of 25 and 40, 5 participants (3.3%) were between the age scales of 40 and 55, and the less number of participants, which is 3 (2.0%) are senior to 55. There are no absent or erroneous replies, observed by the equal valid percent column. The common distribution is shifted in the cumulative percent area, with

respondents over the age range of 55 making up 100.0% of the sample, 94.8% falling between the 18 and 25 age scale, and 49.7% in the 40 to 55 range.

**Table 3**

### Educational Qualification

*TABLE 3.3 FREQUENCY DISTRIBUTION BASED ON EDUCATIONAL QUALIFICATION*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undergraduate	57	37.3	37.3	37.3
	Graduate	25	16.3	16.3	53.6
	Post-Graduate	71	46.4	46.4	100.0
	Total	153	100.0	100.0	

The demographic profile of the participants includes classifying them into different groups based on their level of education. A total of 153 participants' demographic information on their educational background is given in the table. It shows that 57 individuals (37.3%) are undergraduate graduates, 25 individuals (16.3%) are graduate degree holders, and 71 individuals (46.4%) are post-graduate graduates. The percentages in the percent section show how many participants in each education group there were to the sample size as a whole. Valid percentages reflect these percentages but only take into account valid replies. Indicating that there are no erroneous or unavailable data points in the education qualification category, the percent and valid % are equal. The total distribution is displayed in the cumulative percent column, where 37.3% of participants hold undergraduate degrees, 53.6% hold graduate degrees, and 100.0% hold post-

graduate degrees. It gives a thorough picture of the range of educational backgrounds within the sample.

**Table 4**

**Job position**

*TABLE 3.4 FREQUENCY DISTRIBUTION BASED ON JOB POSITION*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	69	45.1	45.1	45.1
	Self-Employed	8	5.2	5.2	50.3
	Unemployed	76	49.7	49.7	100.0
	Total	153	100.0	100.0	

The table demonstrates how participants were categorized into different categories according to their work or job status in this particular demographic profile.

The 153 respondents to the survey are shown in the table with information about their jobs. Out of them, 76 individuals (49.7%) are jobless, 8 individuals (5.2%) work for themselves, and 69 people (45.1%) are working. The valid percent column only takes into consideration valid replies, whereas the percent column shows the percentage of participants in each employment group to the sample size as a whole. The whole distribution is shown in the cumulative percent column: 45.1% of the sample is employed, 50.3% includes both employed and self-employed people, and 100.0% represents the sample as a whole. The percentage (e.g., 45.1% employed) indicates the percentage of participants in each group as a whole. This is mirrored by valid percent, which solely takes into account valid answers—that is, data that is neither missing nor erroneous.



**Table 5****Income (BDT)**

TABLE 3.5 FREQUENCY TABLE BASED ON INCOME (BDT)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-10,000	69	45.1	45.1	45.1
	11,000-24,000	49	32.0	32.0	77.1
	25,000-50,000	28	18.3	18.3	95.4
	Above 50,000	7	4.6	4.6	100.0
	Total	153	100.0	100.0	

The study paper's demographic data on income distribution give readers a thorough understanding of the financial histories of the survey respondents. The amount of participants in each of the 153 total sample size's income categories is demonstrated as a percentage in the "Percent" column. Such as, 45.1% of respondents report making between 0 and 10,000 BDT, 32.0% between 11,000 and 24,000 BDT, 18.3% between 25,000 and 50,000 BDT, and 4.6% above 50,000 BDT. These percentages are absorbed in the "Valid Percent" column, which merely takes into account legitimate answers and shows that there are no missing or erroneous income data points. The column labeled "Cumulative Percent" provides a cumulative view of income distribution by outlining the running sum of percentages. The cumulative percent reaches 100.0% at the last entry, indicating that the income data supplied in the study is rigorous and encompasses the whole questioned sample.

### 3.3.2 RELIABILITY TEST

**Table 6**

TABLE 3.6 RELIABILITY TEST FOR THE FOUR PRESUMED VARIABLES

Scale	Variable	Cronbach's Alpha	Status
03	Behavioural Intention	0.846	Accepted
02	Performance expectancy	0.713	Accepted
03	Hedonic Motivation	0.763	Accepted
02	Content Relevance & Appeal	0.806	Accepted

Each scale in the survey dataset has to be reviewed, taking into account several factors to evaluate consistency and reliability. For this, Cronbach's Alpha coefficients have been used. Shelby (2011) states that an item's internal consistency is considered adequate if its Cronbach's Alpha score is larger than 0.7.

Here, the table reveals a Cronbach's Alpha coefficient of 0.846 for the scale that is served to measure the consumers' behavioral intention (dependent variable). It suggests that the scale's components have a high degree of internal consistency, which indicates that the scale's items will probably be accurate and dependable in assessing consumers' behavioral intentions for the thesis.

The performance expectation scale's independent variable has a Cronbach's Alpha value of 0.713. This number is within an acceptable range even if it is somewhat over the suggested threshold of 0.7. Thus, it may be concluded that the scale that was seen has a precise degree of internal consistency. This outcome demonstrates the scale's potential efficacy in accurately and satisfactorily assessing consumers' performance expectations.

The Cronbach's Alpha coefficient for the independent variable of hedonic motivation yields a value of 0.763. In line with the previous variable, this value satisfies the predetermined criterion of 0.7, signifying a sufficient degree of satisfaction. The scale notably exhibits an intense internal consistency, verifying its effectiveness as a dependable measure for assessing people's opinions of how customers' hedonic motivation influences their decisions to buy via social media influencers.

Last but not least, the scale used to assess the attractiveness and relevance of the material (an additional independent variable) has a Cronbach's Alpha coefficient of 0.806. This number is regarded as acceptable even though it is higher than the ideal cutoff of 0.7, reflecting the conditions of the two independent variables that came before it. As a result, it can be concluded that the scale exhibits a high degree of internal consistency, confirming its applicability as a trustworthy tool for evaluating the attraction of social media influencers and the impact of their material.

The scales used to assess customers' behavioral intention, social media influencers' performance expectancy, customers' hedonic motivation in making purchases, and the relevance and appeal of the content uploads by social media influencers show a significant level of internal consistency and reliability in recording their respective constructs, according to the overall Cronbach's Alpha coefficients. Each scale's items have a reasonable range of dependability for the measured variable if all values meet the acceptable threshold of 0.7.

### 3.3.3 FREQUENCY DISTRIBUTION

**Table 7**

TABLE 3.7 FREQUENCY DISTRIBUTION OF THE VARIABLES

	N	Minimum	Maximum	Mean	Std. Deviation
Behavioral Intention	153	1.00	5.00	3.2288	0.81063
Performance Expectancy	153	1.00	5.00	3.3007	0.78711
Hedonic Motivation	153	1.00	5.00	3.3660	0.73226
Content relevance & appeal	153	1.00	5.00	3.2810	0.84260
Valid N (listwise)	153				

This table's descriptive statistics provide an overview of the distribution of answers among the dataset's four assumed variables.

The Behavioral Intention (BI) in this case study displays a range of values evaluated from 1 to 5, with a computed mean of 3.2288 and a standard deviation of 0.81063. Based on the available data, it appears that a maximum of 3 neutral survey respondents gave BI. Significant differences in respondents' viewpoints are depicted in the table, and the replies' modest range of variability is indicated by the standard deviation of 0.81063. It suggests that the highest number of survey respondents yielded similar results for the given variable, as described by Lotka (1926).

The mean score for the performance expectation variable (PE) is around 3.3007, indicating that the maximum of the survey participants gave the item a 3 (neutral) rating. The average score for performance expectancy is shown by this mean, which shows that, on a scale from 1 to 5, participants generally gave the SMI's performance expectancy a rating of about 3.30. A standard deviation of 0.78711 implies that there was variation in the replies, implying that they were not all the same. It suggests that people ranked this specific variable differently (Lotka, 1926).

The mean value of the variable hedonic motivation (HM) is around 3.3660. On a scale of 1.00 to 5.00, participants' average rating for hedonic motivation was 3.37. In comparison to the variables that came before it, the standard deviation of 0.73226 shows that responses for hedonic motivation are somewhat less varied. It implies a more dependable trend in the participant assessments.

Lastly, the average marking for content relevance and appeal is shown by the variable content relevance and appeal (CRA), which displays a mean score of almost 3.2810. The standard deviation (0.84260) indicates that there is more variation in the area surrounding the mean. It suggests that replies from participants about the attractiveness and relevance of the material are more scattered from the average score, revealing a wider range of viewpoints.

In summary, the aforementioned descriptive statistics provide light on the four variables under study, with the mean representing central tendency and the standard deviation showing value dispersion. According to the statistics, most of the respondents rated the factors as neutral (within 3=neutral). Standard deviations for all four variables point to a moderate range of response dispersion. To summarize, the standard deviation quantifies the range of individual responses from the mean, which serves as a central reference point for each variable. Higher variability is indicated

by a higher standard deviation, whereas greater consistency in answers is indicated by a smaller standard deviation.

### 3.3.8 INFERENCE STATISTICS

**Table 8**

*TABLE 3.8 CORRELATIONS (BEHAVIORAL INTENTIONS & PERFORMANCE EXPECTANCY OF SMI)*

		Behavioural Intention	Performance Expectancy
Behavioural Intention	Pearson Correlation	1	.570**
	Sig. (2-tailed)		0.000
	N	153	153
Performance Expectancy	Pearson Correlation	.570**	1
	Sig. (2-tailed)	0.000	
	N	153	153

This correlation analysis focuses on the link between "Behavioral Intention" and "Performance Expectancy," two variables.

The direction and importance of this link are determined by looking at the correlation coefficient in this table. It is consistent with the postulated hypothesis H1 in this particular scenario.

H1: This study investigates the positive correlation between consumer behavioral intentions and performance expectancies, focusing on influencer skill and content quality as key determinants of engagement.

The variables "Behavioral Intention" and "Performance Expectancy" have a Pearson correlation value of around 0.570. This correlation's significance value is 0.000, which denotes statistical significance at a level lower than the generally recognized alpha threshold of 0.05 (Schober et al., 2018). A statistically significant link is implied by this finding. Furthermore, a positive linear

relationship between the degree of Performance Expectancy of SMI and the Behavioral Intention of consumers' purchasing decisions is suggested by the correlation coefficient, which is around 0.570.

In conclusion, both behavioral intention and performance expectation show a perfect association with one another, and the correlation table shows a strong and statistically significant positive connection between the two variables. The results corroborate the hypothesis that behavioral intention is influenced by increases in performance expectations and vice versa.

**Table 9**

*TABLE 3.9 CORRELATIONS (BEHAVIORAL INTENTION & HEDONIC MOTIVATION OF SMI)*

		Behavioural Intention	Hedonic Motivation
Behavioural Intention	Pearson Correlation	1	.497**
	Sig. (2-tailed)		0.000
	N	153	153
Hedonic Motivation	Pearson Correlation	.497**	1
	Sig. (2-tailed)	0.000	
	N	153	153

The relationship between two variables—customers' "Behavioral Intention" and "Hedonic Motivation" of SMI—is evaluated by doing a correlation analysis. The Pearson r is a measure of the direction and magnitude of this relationship, supporting hypothesis H2.

H2: A positive relationship is projected between social media influencers' strategic use of hedonic motives (adventure, satisfaction, social engagement, and visual appeal) and customer views, loyalty, and purchase intentions.

Between the variables BI and HM, the predicted Pearson correlation coefficient is around 0.497. Statistical significance is shown by the observed significance value of 0.000, which is less than

the generally recognized alpha threshold of 0.05 (Schober et al., 2018). This result implies that the relationship is statistically significant. Here, a positive linear relationship between the Behavioral Intention of Dhaka City consumers and the Hedonic Motivation of SMI is indicated by the correlation value of around 0.497. Sales essentially rise when social media influencers encourage consumers to make purchases by using material that has hedonic features, such as impulsive buying or emotionally appealing content.

It is consistent with hypothesis H2, which states that customers' behavioral intentions while making new product purchases are greatly influenced by hedonic incentives. The results of the study provide empirical evidence for hypothesis H2, showing a statistically significant positive connection ( $p < 0.05$ ) between the "Behavioral Intention" of consumers in Dhaka City and the "Hedonic motivation" of SMI. This shows that among Dhaka City's patrons, hedonic motivation and behavioral intention are positively correlated.

**Table 10**

*TABLE 3.9 CORRELATIONS (BEHAVIORAL INTENTION & CONTENT RELEVANCE AND APPEAL OF SMI)*

		Behavioural Intention	Content relevance & appeal
Behavioural Intention	Pearson Correlation	1	.405**
	Sig. (2-tailed)		0.000
	N	153	153
Content relevance & appeal	Pearson Correlation	.405**	1
	Sig. (2-tailed)	0.000	
	N	153	153

Correlation research looks at the relationship between "Behavioral Intention" and "Content Relevance and appeal." To evaluate the direction and strength of this association, one uses Pearson's r. It is consistent with the postulated hypothesis H3 in this particular scenario.



Hypothesis 3: There stands a positive correlation between the relevance and visual appeal of content produced by social media influencers and consumers' behavioral intentions.

The Pearson correlation value in this case, which is close to 0.405, indicates the relationship between GDW and MO. A significance value of 0.000 for the observed correlation indicates statistical significance below the generally accepted alpha threshold of 0.05 (Schober et al., 2018). This result suggests that there is a statistically crucial correlation. To give an example, the correlation value, which is around 0.405, determines that there is a positive linear association between the consumers' behavioral intention and the relevancy and attraction of the material. In summary, the influencers' communication approach improves brand perception and has a good effect on customers. When buyers are given enough knowledge about the things being supplied, it also increases their interest in making a purchase from that business.

The statistical analysis is in line with hypothesis H3, which states that customer behavioral intention is greatly influenced by the content relevance and appeal of SMI based on the influencers' communication style to increase brand awareness and sales across various sectors in Dhaka City. The association that has been seen, which is statistically significant at a  $p < 0.05$  range, suggests that a proficient communication style can reinforce the favorable correlation between behavioral intention and content relevance, hence augmenting brand recognition and sales. Thus, this study offers empirical support for hypothesis H3, which proposes a positive relationship between the behavioral intention of Dhaka City customers and the relevance and attraction of the material.

### 3.3.9 REGRESSION ANALYSIS

TABLE 3.11 MODEL SUMMARY

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.608 <sup>a</sup>	0.370	0.357	0.64995	0.370	29.149	3	149	0.000

- a. Predictors: (Constant), CRA (Content Relevance and Appeal), PE (Performance expectancy), HM (hedonic Motivation).
- b. Dependent Variable: BI (Behavioral Intention)

Table 3.12 Analysis of Variance (Anova)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regre	36.940	3	12.313	29.149	<.001 <sup>b</sup>
	Residu	62.942	149	0.422		
	Total	99.882	152			

TABLE 3.13 COEFFICIENTS

Coefficients <sup>a</sup>						
Model		Unstandardized		ed	t	Sig.
		B	Std. Error	Beta		
1	(Const	0.794	0.274		2.902	0.004
	PE	0.413	0.086	0.401	4.802	0.000
	HM	0.220	0.097	0.199	2.273	0.024
	CRA	0.101	0.077	0.105	1.313	0.191

- a. Dependent Variable: BI (Behavioral Intention)

Regression analysis measures the linear association or link between a continuous response/outcome variable or dependent variable and a maximum of one independent or explanation variable using a linear equation tailored to the gathered data (In-text citation: (Bzovsky et al., 2022)).

### **Model Summary:**

Regression analysis looks at the relationship between a variety of indicators, such as Performance Expectancy (PE), Hedonic Motivation (HM), and Content Relevance and Appeal (CRA), and the dependent component, behavioral intention (BI). The overall appropriateness of the model is determined using the Model Summary.

The degree and direction of a linear association among the variables can be predicted and the dependent variable can be determined by the correlation coefficient (R). The correlation coefficient (R) may be applied to detect the dependent variable and anticipate the degree and direction of a linear link between the variables. R, at 0.608, indicates a relatively favorable connection in this case. R Square is the amount of dissonance in the variable of interest (BI) that can be described by the predictors. Here is an estimate of  $R^2$ : (37%), or  $0.608^2 = 0.370$ . The Adjusted R Square provides a more accurate representation through the figure of variables in the model into consideration. In this case, it is 0.357, meaning that about 35.7% of the variability in BI may be related to predicting variables. The Standard Error of the Estimate is a gauge of how much actual values deviate from anticipated values. Here, it is 0.64995.

### **ANOVA:**

The ANOVA table segregates the general variability in BI from the residuals, or variability not explained by the regression model.

Regression's sum of squares (SSR) is 36.940.

The residual sum of squares (SSE) is 62.942.

The aggregate sum of squares, or SST, is 99.882 when SSR and SSE are incorporated.

Degrees of freedom (df) for the Regression and Residual are 3 and 149, respectively. The mean square is calculated by allocating the total squares by the amount of levels of movement. For regression analysis, the result is  $36.940 / 3 = 12.313$  and for residual, it is  $62.942 / 149 = 0.422$ .

The F-statistic is the proportion of Mean Square Regression to Mean Square Residual, which can be counted as  $12.313 / 0.422 = 29.149$ . When the related p-value is less than 0.001, it indicates that the model is statistically pivotal.

The ANOVA study's findings demonstrate that the regression model significantly clarifies variance in Behavioral Intention (BI), with an extremely significant F-statistic of 29.149,  $p < 0.001$ .

The framework's capacity to describe the entire variance in BI is strengthened by the way the sum of squares for regression (SSR) and the residual sum of squares (SSE) differ from one another

### **Coefficients:**

The coefficients displayed in Table 4 offer a comprehensive and in-details analysis of the multiple impacts of indicators on the dependent variable, behavioral intention (BI). The estimated BI is shown with a score of 0.794 if all indicators are zero and the analysis is started with the point intercept. The statistical significance ( $p = 0.004$ ) of the intercept indicates its significant deviation from zero and provides an essential foundation for further investigation. It makes it easier to assess how reliable the estimate is. The standard error of the intercept (0.274) measures the estimate's variability.

Continuing, Performance Expectancy (PE) has a coefficient of 0.413, meaning that for every increase in PE, BI is predicted to increase by 0.413 units. The Beta (0.401) offers a conventional assessment of PE's proportionate importance in BI prediction, and the estimate's correctness is supported by its low standard error (0.086). An independent investigation of hedonic motivation (HM) reveals that it has a positive effect on BI, as evidenced by a coefficient of 0.220 and a significant t-statistic (2.273,  $p = 0.024$ ). Nevertheless, Content Relevance and Appeal (CRA) does not show any statistical significance ( $p = 0.191$ ), suggesting that CRA's contribution to BI in this model is negligible. The standard coefficient (Beta) for the CRA is 0.105. In conclusion, these coefficients offer a comprehensive understanding of the many relationships between factors and BI.

### **3.4 SUMMARY AND CONCLUSION:**

This study is an in-depth investigation of the dynamic field of influencer advertising in Dhaka City, in which social media influencers have a profound impact on sales, brand recognition, and customer behavior. Recognizing the growing power of online reviews and suggestions, the research focuses on influencers who have substantial followings, recognizing their huge capacity to create strong relationships that increase interaction and income. A major topic is the preference for authenticity out of overt marketing, with social media stars being portrayed as the creators of sincere connections and upending conventional advertising frameworks. The complexity of influencer qualities and their enormous power are highlighted, with a focus on the importance of integrity in creating intimacy and status. These influencers represent a break from norms because of their ability to alter customer views and undermine mainstream marketing.

The research describes particular objectives, emphasizing the investigation of performance expectations, hedonic reasons, and the effect of content relevancy and appeal in influencer marketing techniques. It acknowledges the crucial role of recognizing consumer views. The literature study skillfully integrates the many dimensions of social media influencers, presenting influencer marketing as a strong tactic for increasing brand recognition and promoting social media engagement. The study anticipated favorable correlations between influencers' performance expectations, hedonic motives, content excellence, and customer behavioral intents. It bases these predictions on previous literature. The conceptual framework provides a thorough guide to comprehending the various ways in which influencers lead to brand recognition and revenues by skillfully illuminating the complex links among consumer behavioral intents and independent factors. In summary, this study significantly advances our understanding of how influencer marketing affects consumer behavior, brand recognition, and sales in Dhaka City. These results shed light on important factors such as hedonic reasons, performance expectations, and content relevance. These discoveries may be used to improve influencer marketing tactics. Despite its current uses, the study has wider ramifications for promoting social media ecosystem development in Bangladesh and identifying and adjusting to changing behaviors and practices. The validity of the study is ensured by the rigorous research methodology, which includes a descriptive quantitative design, targeted sampling, and careful data analysis using SPSS 29.0. This strategy also provides businesses and marketers looking to improve their influencer marketing strategies with valuable advice.

### **3.5 RECOMMENDATIONS:**

Several suggestions are given in light of the research conducted on customers' behavioral intentions on Social Media Influencers (SMI) about raising brand recognition and sales in Dhaka City:

- **Improving Influencer Appeal to Promote Favorable Customer Perceptions:**

Influencers need to make improving their appearance a top priority if they want to foster favorable customer sentiments. It entails making investments in impression-building, developing one's self-identity, and sustaining an eye-catching internet existence. Knowing that consumer sentiments are favorably impacted by beauty, influencers ought to always try to portray themselves in a way that appeals to their consumers. An influencer's appeal may be enhanced while, as a result, favorable customer perceptions can be fostered by working with skilled photographers, using eye-catching material, and keeping up with current market conditions.

- **Increasing Trust with Precise Product Expertise:**

Influencers need to concentrate on establishing and enhancing their reputation to have beneficial impacts on customer views. This entails learning all there is to know about the products or solutions they recommend. Influencers must make the time to learn about the nuances of the things they are endorsing so that their advertising conveys a sincere and knowledgeable viewpoint. Trust is boosted by working with companies that share their beliefs and areas of competence. Influencers should also be open and honest in sharing the details of products and industry experiences with their followers to build trust and increase the efficacy of their marketing campaigns.

- **Providing Product Compatibility and Alignment:**

Since product compatibility has a big impact on customer sentiments, influencers need to give priority to partnerships that are consistent with their brand and appeal to their followers. Choosing items or offerings that suit the influencer's tastes and daily life is essential. Customers might take this alignment as an indication of how the influencer genuinely uses or consumes the things they are endorsing. Influencers may reinforce positive reviews and improve customer sentiments toward them and the goods they support by continuously highlighting true product incorporation and compatibility.

To sum up, influencers may maximize customer perceptions by emphasizing appearance, establishing trustworthiness with comprehensive product expertise, and making sure that their brand and the things they promote are strongly aligned. These suggestions support the study's conclusions and offer useful advice to influencers looking to optimize their power over the opinions of consumers.



**REFERENCE:**

- Afrin, S. (2019, November 18). Banglalink launches digital entertainment platform 'Toffee'. Dhaka Tribune.
- Azhar, K. A., Shah, Z., & Ahmed, H. (2023). HOW DO SOCIAL MEDIA INFLUENCERS DRIVE CONSUMER BEHAVIOUR?. *Pakistan Journal of International Affairs*, 6(2).
- Azkiah, M. R., & Hartono, A. (2023). The Influence of Social Media Influencers on Consumers' Buying Attitudes and Intentions. *Business and Investment Review*, 1(3), 147-167.
- Billah, M. (2023). The impact of Instagram influencer marketing on consumer behaviour in Bangladesh. THE BUSINESS STANDARD.
- Dewangan, J., Siddiqui, I., & Trehan, U. (2022). Social media influencer marketing: A systematic literature review. *Int. J. Bus. Excell*, 1, 1-18.
- Dhaka Tribune. (2022, September 8). Arla Foods Bangladesh signs agreement with Mediacom.
- Dhaka Tribune. (2023, October 28).
- ERDEM, A., & YILMAZ, E. S. (2021). Investigation of hedonic shopping motivation effective in impulse buying behavior of female consumers on Instagram. *Yaşar Üniversitesi E-Dergisi*, 16(64), 1605-1623.
- Gubalane, A., & Ha, Y. (2023). The effects of social media influencers' credibility on product evaluation, product attitude, and purchase intention: The mediating effects of product-influencer fit. *International Journal of Innovative Research and Scientific Studies*, 6(4), 946-959.
- Holmes, E. (2018, March 9). Fifa World Cup broadcast deals agreed in Bangladesh.
- Hake, C., Nath, U., & Kumavat, R. THE IMPACT OF INFLUENCER MARKETING ON CONSUMER BEHAVIOUR: EFFECTIVENESS ON INCREASING BRAND AWARENESS, IMPROVING BRAND PERCEPTION, AND DRIVING SALES.
- ICE Business Times. (2022, July 4). Made in Bangladesh.

- Jamil, R. A., Qayyum, U., ul Hassan, S. R., & Khan, T. I. (2023). Impact of social media influencers on consumers' well-being and purchase intention: a TikTok perspective. *European Journal of Management and Business Economics*, (ahead-of-print).
- Kaur, P., Stoltzfus, J., & Yellapu, V. (2018). Descriptive statistics. *International Journal of Academic Medicine*, 4(1), 60-63.
- Lim, W. M., & Rasul, T. (2022). Customer engagement and social media: Revisiting the past to inform the future. *Journal of Business Research*, 148, 325-342.
- Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of interactive advertising*, 19(1), 58-73.
- Linge, A., Singh, S., Kakde, B., & Singh, M. Impact of Hedonic Motivation, Utilitarian Motivation and Safety on Customer Loyalty in Online Shopping.
- Leavy, P. (2022). *Research design: Quantitative, qualitative, mixed methods, arts-based, and community-based participatory research approaches*. Guilford Publications.
- Linnér, E., Taha, S., & Carlsson, J. (2018). What Characterizes an Influential Instagram Fashion Influencer?: A Descriptive Research.
- Mediacom Limited. (2022). Ruchi Chanachur FIFA World Cup 2022.
- Matin, A., Khoshtaria, T., & Todua, N. (2022). The Impact of Social Media Influencers on Brand Awareness, Image and Trust in their Sponsored Content: An Empirical Study from Georgian Social Media Users. *International Journal of Marketing, Communication and New Media*, 10(18).
- Mandagi, D., Rantung, D. I., & Mandagi, D. W. (2022). The role of social media influencers in shaping customer brand engagement and brand perception. *Jurnal Manajemen Bisnis*, 9(2), 1-15.
- Okono, A. (2022). Social Media Influencers: Talk is Not Cheap!

Prothom Alo (2023, September 15). Mediacom to oversee advertising campaigns within Metrorail. Dhaka.

Pramesti, E. A., & Rubiyanti, N. (2023, August). The Effect of Social Media Influencer on Purchase Intention with Brand Image and Customer Engagement as Intervening Variables. In *Journal of International Conference Proceedings* (Vol. 6, No. 2, pp. 211-221).

Schober, Patrick, Christa Boer, and Lothar A. Schwarte. "Correlation coefficients: appropriate use and interpretation." *Anesthesia & analgesia* 126, no. 5 (2018): 1763-1768.

Shrivastava, A., Jodhana, L. S., Chourasia, S., & Verma, B. L. Analyzing the Effect of Social Media Influencers on the Purchase Decision of Consumers. *GURUGRAM UNIVERSITY BUSINESS REVIEW (GUBR)*, 34.

"ThreeBangladeshichannelstobroadcastFIFAWorldCup2018,"March6,2018,6:00PM

The Daily Star. (2022, May 16). More youths needed in ad industry.

van Elst, H. (2013). Foundations of descriptive and inferential statistics. *arXiv preprint arXiv:1302.2525*.

Verma, J. P. (2012). *Data analysis in management with SPSS software*. Springer Science & Business Media.

## APPENDIX

### Survey Question

#### Gender

- 4 Male
- 5 Female
- 6 Others

#### Age (In Years)

- 18 to 25
- 25 to 40
- 40 to 55
- 55 and above

#### Educational Qualification

- Undergraduate
- Graduate
- Post-Graduate
- PhD.
- Others

#### Job position

- Employed
- Unemployed
- Self-employed

#### Income (BDT)

- 0-10,000
- 11,000-24,000
- 25,000-50,000
- Above 50,000

Please share your response for the question below:

### Consumer's Behavioral Intention (CBI)

Constructs	Statements	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
CBI01	1. Social influencers impact your perception of a brand positively					
CBI02	2. You become aware of a brand through the contents of social media influencers					
CBI03	3. I am likely to remember a brand promoted by an influencer.					

### Performance Expectancy (PE)

Constructs	Statements	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
PE01	1. You are most influenced by videos, such as reviews, daily lifestyle vlogs, motivational posts, and memes, when it comes to purchasing products you find most appealing					
PE02	2. The expertise and proficiency of social media influencers impact your engagement with their content					

### Hedonic Motivation (HM)

Constructs	Statements	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)

HM01	1.The visual appeal of influencer content is important in shaping your positive perceptions and intentions towards a brand or product					
HM02	2. You search for influencers contents of online reviews when you plan to purchase a new product					
HM03	3.The social interaction aspect of influencer content impact your likelihood to make a purchase or engage with brands?					

### Content Relevance and Appeal (CRA)

Constructs	Statements	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
CRA01	1.The communication style of influencers positively influence your perception of a brand					
CRA02	2. Influencer's content increases your interest and aligns with your preference about a brand					

Excel Data

1	Age (In Years)	Educational Qualification	Job position	Income (BDT)	1.Social influencers	2. You become aw	3. I am likely to rem	1. You are most influ	2. The expertise an	1.The visual appeal	2. You search for in	3.The social interact	1.The communicatio	2. Influencer's content
2	18 to 25	Graduate	Employed	25,000-50,000	2	4	1	1	4	5	3	4	5	4
3	18 to 25	Undergraduate	Employed	0-10,000	4	4	4	4	4	4	3	4	4	4
4	18 to 25	Undergraduate	Unemployed	0-10,000	4	4	2	3	3	2	4	3	3	3
5	18 to 25	Undergraduate	Employed	11,000-24,000	3	3	5	4	4	4	5	5	4	5
6	25 to 40	Graduate	Employed	0-10,000	3	3	2	3	3	4	1	3	2	2
7	18 to 25	Undergraduate	Unemployed	0-10,000	1	1	1	1	1	1	1	1	1	1
8	18 to 25	Undergraduate	Unemployed	0-10,000	3	4	5	4	2	3	5	3	2	3
9	25 to 40	Graduate	Employed	11,000-24,000	2	2	2	2	2	2	2	2	2	2
10	18 to 25	Undergraduate	Employed	25,000-50,000	3	4	3	4	3	4	4	4	4	4
11	18 to 25	Post-Graduate	Self-Employed	0-10,000	4	4	2	3	3	3	2	3	3	3
12	18 to 25	Undergraduate	Employed	0-10,000	5	4	5	5	5	5	4	4	5	4
13	18 to 25	Undergraduate	Unemployed	0-10,000	2	4	4	3	3	3	3	3	4	3
14	18 to 25	Undergraduate	Unemployed	0-10,000	4	3	4	5	4	4	5	4	5	4
15	18 to 25	Undergraduate	Unemployed	0-10,000	4	3	4	5	3	3	4	4	3	3
16	18 to 25	Undergraduate	Employed	11,000-24,000	5	4	5	5	3	4	5	4	4	4
17	18 to 25	Undergraduate	Unemployed	0-10,000	1	2	1	3	2	4	4	3	3	3
18	25 to 40	Graduate	Unemployed	0-10,000	2	2	2	2	2	2	4	3	3	2
19	18 to 25	Undergraduate	Employed	0-10,000	3	3	4	4	3	4	2	2	3	4
20	18 to 25	Undergraduate	Unemployed	0-10,000	4	4	5	4	4	2	3	4	4	4
21	18 to 25	Undergraduate	Employed	11,000-24,000	1	2	1	3	3	3	2	1	4	4
22	18 to 25	Undergraduate	Unemployed	0-10,000	3	4	3	3	3	4	3	4	4	4
23	25 to 40	Post-Graduate	Self-Employed	25,000-50,000	4	4	4	4	4	4	4	3	3	3
24	18 to 25	Undergraduate	Self-Employed	11,000-24,000	4	4	4	4	4	4	4	4	4	4
25	18 to 25	Undergraduate	Employed	0-10,000	3	5	4	3	3	3	2	3	4	4
26	18 to 25	Undergraduate	Unemployed	0-10,000	2	3	3	3	3	3	4	3	3	1
27	25 to 40	Post-Graduate	Unemployed	0-10,000	2	3	2	4	3	2	4	4	4	4
28	18 to 25	Graduate	Employed	0-10,000	2	3	2	1	2	3	2	3	2	2
29	18 to 25	Graduate	Unemployed	0-10,000	2	3	3	1	2	3	1	2	1	2
30	25 to 40	Post-Graduate	Unemployed	0-10,000	4	4	3	5	3	3	2	3	4	3
31	18 to 25	Graduate	Employed	11,000-24,000	4	5	1	1	2	4	1	3	4	5
32	18 to 25	Undergraduate	Employed	0-10,000	2	2	3	2	2	2	2	2	2	3
33	25 to 40	Undergraduate	Employed	11,000-24,000	4	3	4	4	3	3	5	3	4	2
34	18 to 25	Graduate	Unemployed	0-10,000	4	4	4	3	3	4	2	3	4	4
35	25 to 40	Undergraduate	Unemployed	0-10,000	5	5	4	5	4	5	4	4	4	5
36	18 to 25	Graduate	Employed	11,000-24,000	3	3	3	2	2	3	3	3	3	3
37	55 and above	Post-Graduate	Self-Employed	Above 50,000	4	4	4	4	4	4	4	4	5	5
38	40 to 55	Graduate	Employed	Above 50,000	3	4	4	4	4	3	3	4	5	3
39	25 to 40	Post-Graduate	Employed	25,000-50,000	2	2	2	3	2	3	2	3	3	3
40	18 to 25	Graduate	Employed	25,000-50,000	3	4	4	3	3	3	4	4	3	4
41	40 to 55	Undergraduate	Employed	25,000-50,000	3	3	4	4	4	3	3	3	4	3
42	25 to 40	Undergraduate	Employed	25,000-50,000	3	4	3	4	3	4	4	4	4	4
43	55 and above	Post-Graduate	Self-Employed	Above 50,000	4	3	3	4	4	3	4	3	3	4
44	25 to 40	Graduate	Unemployed	0-10,000	3	3	3	4	3	4	3	4	3	3
45	25 to 40	Post-Graduate	Employed	11,000-24,000	3	3	3	5	4	4	4	4	4	4
46	25 to 40	Post-Graduate	Unemployed	0-10,000	4	2	2	1	2	1	2	2	2	2
47	25 to 40	Undergraduate	Employed	11,000-24,000	4	4	4	4	4	3	3	4	4	3
48	18 to 25	Graduate	Unemployed	0-10,000	2	3	3	3	3	2	3	4	4	4
49	18 to 25	Graduate	Unemployed	0-10,000	2	3	3	4	3	3	4	4	4	3
50	18 to 25	Graduate	Unemployed	0-10,000	2	2	3	3	4	4	3	3	3	3
51	18 to 25	Undergraduate	Unemployed	0-10,000	4	5	5	3	4	3	4	4	3	4
52	25 to 40	Graduate	Unemployed	0-10,000	2	3	2	4	3	4	3	2	3	4
53	18 to 25	Undergraduate	Unemployed	0-10,000	2	1	3	3	2	3	4	1	2	2
54	18 to 25	Undergraduate	Unemployed	11,000-24,000	2	2	3	3	2	3	4	3	4	3
55	18 to 25	Undergraduate	Unemployed	0-10,000	3	3	3	4	4	4	4	4	4	4
56	25 to 40	Undergraduate	Employed	25,000-50,000	4	3	3	4	4	3	4	4	4	4
57	25 to 40	Graduate	Employed	11,000-24,000	3	4	3	2	3	3	3	4	3	4
58	40 to 55	Post-Graduate	Employed	25,000-50,000	3	3	3	4	4	3	5	5	4	3
59	40 to 55	Post-Graduate	Self-Employed	Above 50,000	3	3	3	4	5	5	4	3	5	4
60	40 to 55	Post-Graduate	Employed	25,000-50,000	3	3	3	4	3	4	4	3	4	3
61	18 to 25	Undergraduate	Unemployed	11,000-24,000	5	5	5	5	5	5	5	5	5	5
62	18 to 25	Graduate	Unemployed	0-10,000	2	2	2	2	1	2	3	3	3	3
63	25 to 40	Graduate	Employed	11,000-24,000	4	4	4	4	4	4	4	4	4	4
64	25 to 40	Graduate	Employed	11,000-24,000	4	4	4	4	4	4	4	4	3	3
65	25 to 40	Graduate	Employed	11,000-24,000	3	3	4	3	2	2	2	2	3	3
66	18 to 25	Undergraduate	Unemployed	0-10,000	1	1	1	3	2	1	2	1	2	2
67	18 to 25	Undergraduate	Unemployed	0-10,000	3	4	4	3	4	4	3	4	3	3
68	25 to 40	Post-Graduate	Employed	25,000-50,000	3	3	3	2	3	4	4	4	3	3
69	25 to 40	Post-Graduate	Employed	11,000-24,000	2	2	2	3	3	4	4	3	4	3
70	18 to 25	Undergraduate	Unemployed	0-10,000	2	3	3	3	4	3	4	2	4	4
71	18 to 25	Undergraduate	Unemployed	0-10,000	3	2	2	4	3	4	4	3	4	3
72	25 to 40	Graduate	Unemployed	0-10,000	3	4	2	2	4	4	4	3	2	4
73	18 to 25	Undergraduate	Unemployed	0-10,000	4	4	4	3	4	3	3	2	3	3
74	25 to 40	Graduate	Employed	11,000-24,000	3	4	3	1	3	3	3	4	3	3
75	25 to 40	Graduate	Unemployed	0-10,000	1	1	1	3	3	2	3	3	4	3
76	25 to 40	Graduate	Employed	11,000-24,000	4	4	3	3	4	3	4	3	3	3
77	25 to 40	Graduate	Employed	25,000-50,000	4	4	4	4	4	4	4	4	4	4
78	18 to 25	Undergraduate	Unemployed	0-10,000	4	4	4	2	4	4	4	4	4	4
79	25 to 40	Post-Graduate	Self-Employed	25,000-50,000	3	4	4	4	4	4	4	4	4	4
80	25 to 40	Post-Graduate	Employed	25,000-50,000	2	4	2	3	4	4	4	2	2	2

	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Age (In Years)	Educational Qualific	Job position	Income (BDT)	1.Social influencers	2. You become aw	3. I am likely to reme	1. You are most influ	2. The expertise an	1.The visual appeal	2. You search for in	3.The social interact	1.The communicatio	2. Influencer's s
80	25 to 40	Post-Graduate	Employed	25,000-50,000	2	4	2	3	4	4	4	2	2	
81	25 to 40	Post-Graduate	Employed	25,000-50,000	2	2	2	3	4	5	5	5	2	
82	25 to 40	Graduate	Employed	25,000-50,000	2	4	4	4	4	4	4	4	1	
83	25 to 40	Post-Graduate	Employed	25,000-50,000	3	3	3	2	4	4	4	4	1	
84	25 to 40	Post-Graduate	Employed	25,000-50,000	4	4	3	5	5	5	5	5	3	
85	25 to 40	Graduate	Employed	11,000-24,000	2	3	4	4	3	4	4	3	3	
86	25 to 40	Graduate	Employed	11,000-24,000	3	3	3	4	4	3	4	3	3	
87	25 to 40	Graduate	Employed	11,000-24,000	3	4	3	4	4	3	4	4	3	
88	25 to 40	Graduate	Employed	25,000-50,000	4	4	4	4	4	4	4	4	4	
89	25 to 40	Graduate	Employed	11,000-24,000	4	4	4	3	4	4	5	4	4	
90	25 to 40	Graduate	Employed	11,000-24,000	3	4	4	3	4	4	4	4	4	
91	18 to 25	Undergraduate	Unemployed	0-10,000	3	3	3	4	3	3	4	4	4	
92	25 to 40	Graduate	Self-Employed	25,000-50,000	3	4	4	3	4	3	4	3	4	
93	25 to 40	Graduate	Employed	25,000-50,000	4	4	4	4	4	3	4	4	3	
94	25 to 40	Graduate	Employed	11,000-24,000	4	4	4	4	4	3	4	3	4	
95	18 to 25	Undergraduate	Unemployed	0-10,000	3	3	3	3	4	4	4	4	3	
96	18 to 25	Undergraduate	Employed	0-10,000	3	5	4	3	3	4	4	4	4	
97	18 to 25	Undergraduate	Employed	11,000-24,000	4	4	4	2	4	4	4	4	4	
98	25 to 40	Graduate	Employed	Above 50,000	1	1	1	2	1	3	2	2	2	
99	25 to 40	Undergraduate	Employed	25,000-50,000	2	4	4	3	4	3	4	3	2	
100	55 and above	Undergraduate	Employed	Above 50,000	4	3	3	5	5	1	3	1	1	
101	25 to 40	Undergraduate	Unemployed	0-10,000	1	4	5	3	1	4	2	3	2	
102	25 to 40	Graduate	Employed	Above 50,000	1	1	1	3	2	1	1	1	1	
103	25 to 40	Undergraduate	Employed	25,000-50,000	1	2	2	2	2	2	2	2	2	
104	18 to 25	Undergraduate	Employed	11,000-24,000	3	2	4	3	2	4	5	3	1	
105	25 to 40	Graduate	Employed	25,000-50,000	5	4	4	4	4	4	3	4	3	
106	25 to 40	Graduate	Employed	25,000-50,000	4	4	4	4	4	4	3	4	4	
107	18 to 25	Undergraduate	Unemployed	0-10,000	3	3	3	3	4	3	3	3	3	
108	18 to 25	Undergraduate	Unemployed	0-10,000	2	3	3	3	4	3	3	3	3	
109	25 to 40	Post-Graduate	Employed	25,000-50,000	4	4	4	4	4	4	4	4	4	
110	25 to 40	Post-Graduate	Employed	11,000-24,000	3	4	3	4	4	3	4	3	3	
111	25 to 40	Post-Graduate	Employed	25,000-50,000	2	2	2	3	2	2	3	2	2	
112	18 to 25	Undergraduate	Unemployed	0-10,000	3	3	4	4	4	4	4	4	3	
113	25 to 40	Post-Graduate	Employed	25,000-50,000	2	2	2	3	3	3	4	3	4	
114	25 to 40	Post-Graduate	Employed	11,000-24,000	4	4	4	3	4	3	4	3	3	
115	25 to 40	Post-Graduate	Employed	11,000-24,000	3	3	3	3	4	3	3	3	4	
116	25 to 40	Graduate	Employed	11,000-24,000	4	4	4	3	3	4	3	3	3	
117	25 to 40	Graduate	Employed	11,000-24,000	4	4	4	4	4	4	4	4	4	
118	25 to 40	Graduate	Employed	11,000-24,000	3	3	3	3	3	4	4	4	4	
119	25 to 40	Graduate	Unemployed	0-10,000	3	3	3	3	3	3	3	4	3	
120	18 to 25	Undergraduate	Unemployed	0-10,000	4	4	4	4	4	4	3	4	2	
121	18 to 25	Graduate	Unemployed	11,000-24,000	4	3	4	2	2	2	2	2	2	
122	25 to 40	Graduate	Unemployed	11,000-24,000	3	3	3	4	4	4	4	4	4	



1	Age (In Years)	Educational Qualific	Job position	Income (EOT)	1.Social influencers	2. You become aw	3. I am likely to reme	1. You are most influ	2. The expertise an	1.The visual appeal	2. You search for in	3.The social interact	1.The communicato	2. Influencer's content ir
113	25 to 40	Post-Graduate	Employed	25,000-50,000	2	2	2	3	3	3	4	3	4	4
114	25 to 40	Post-Graduate	Employed	11,000-24,000	4	4	4	3	4	3	4	3	3	4
115	25 to 40	Post-Graduate	Employed	11,000-24,000	3	3	3	3	4	3	3	3	4	4
116	25 to 40	Graduate	Employed	11,000-24,000	4	4	4	3	3	4	3	3	3	3
117	25 to 40	Graduate	Employed	11,000-24,000	4	4	4	4	4	4	4	4	4	4
118	25 to 40	Graduate	Employed	11,000-24,000	3	3	3	3	3	4	4	4	4	4
119	25 to 40	Graduate	Unemployed	0-10,000	3	3	3	3	3	3	3	4	3	3
120	18 to 25	Undergraduate	Unemployed	0-10,000	4	4	4	4	4	4	3	4	2	2
121	18 to 25	Graduate	Unemployed	11,000-24,000	4	3	4	2	2	2	2	2	2	2
122	25 to 40	Graduate	Unemployed	11,000-24,000	3	3	3	4	4	4	4	4	4	4
123	25 to 40	Graduate	Employed	11,000-24,000	4	4	4	4	4	4	4	4	3	3
124	25 to 40	Graduate	Unemployed	11,000-24,000	4	4	4	2	2	3	3	3	3	3
125	25 to 40	Graduate	Unemployed	11,000-24,000	4	4	4	4	4	3	3	3	3	3
126	25 to 40	Graduate	Unemployed	11,000-24,000	3	3	3	3	3	3	3	3	3	3
127	18 to 25	Graduate	Unemployed	11,000-24,000	4	2	4	3	4	2	3	3	4	4
128	25 to 40	Graduate	Unemployed	11,000-24,000	4	4	4	4	4	4	4	4	3	4
129	25 to 40	Graduate	Unemployed	11,000-24,000	3	3	3	3	3	3	3	3	3	3
130	25 to 40	Graduate	Unemployed	11,000-24,000	4	4	4	4	4	4	4	4	4	4
131	25 to 40	Graduate	Unemployed	11,000-24,000	4	4	4	3	3	3	3	3	4	4
132	25 to 40	Graduate	Employed	0-10,000	3	4	3	3	4	4	3	4	3	4
133	18 to 25	Graduate	Employed	11,000-24,000	4	4	4	3	4	4	4	4	3	3
134	18 to 25	Undergraduate	Unemployed	0-10,000	3	3	3	3	3	3	4	3	4	4
135	18 to 25	Undergraduate	Unemployed	0-10,000	4	4	4	4	4	4	3	5	4	4
136	18 to 25	Undergraduate	Unemployed	0-10,000	4	4	4	3	3	3	4	3	3	3
137	18 to 25	Undergraduate	Unemployed	0-10,000	4	4	4	3	3	2	2	2	2	2
138	18 to 25	Undergraduate	Unemployed	0-10,000	3	3	3	3	3	3	3	3	2	2
139	18 to 25	Undergraduate	Unemployed	0-10,000	3	3	3	3	3	3	4	3	4	2
140	18 to 25	Undergraduate	Unemployed	0-10,000	3	3	3	3	3	3	4	3	4	4
141	18 to 25	Undergraduate	Unemployed	0-10,000	3	3	3	4	4	4	4	4	4	4
142	18 to 25	Undergraduate	Unemployed	0-10,000	4	3	3	4	3	2	3	2	2	2
143	18 to 25	Undergraduate	Unemployed	0-10,000	3	3	3	3	3	3	3	3	3	3
144	18 to 25	Undergraduate	Unemployed	0-10,000	2	3	2	4	3	4	3	3	4	3
145	18 to 25	Undergraduate	Unemployed	11,000-24,000	3	3	3	3	3	3	3	3	3	3
146	18 to 25	Undergraduate	Unemployed	0-10,000	3	3	3	3	3	3	3	3	3	3
147	18 to 25	Undergraduate	Unemployed	0-10,000	3	3	3	3	3	4	4	4	3	3
148	18 to 25	Undergraduate	Unemployed	0-10,000	4	4	4	4	3	3	4	3	3	3
149	18 to 25	Undergraduate	Unemployed	0-10,000	4	4	4	4	4	4	4	4	4	4
150	18 to 25	Undergraduate	Unemployed	0-10,000	4	4	4	4	3	3	3	4	2	2
151	18 to 25	Undergraduate	Unemployed	0-10,000	3	3	3	2	2	2	5	5	5	5
152	18 to 25	Undergraduate	Unemployed	11,000-24,000	3	3	3	3	3	4	5	2	2	2
153	18 to 25	Undergraduate	Unemployed	11,000-24,000	4	4	4	4	4	4	4	4	4	4
154	18 to 25	Undergraduate	Unemployed	11,000-24,000	3	3	3	3	3	2	3	3	3	3