

Internship Report on Starpath Holdings Ltd.

By

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A thesis submitted to the Department of Brac Business School in partial fulfillment of the requirements for the degree of Bachelor in Business Administration

Brac Business School
Brac University
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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing my degree at BRAC University.
2. The report does not have material previously published or written by a third party, except where this is appropriately cited through full and correct referencing.
3. The report does not have material that 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:

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Letter of Transmittal

Ms. Nusrat Hafiz

Lecturer

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66 Mohakhali, Dhaka-1212

Subject: Submission of internship report

Dear Mam,

As per your instruction, I have completed and now submitting my internship report on Starpath Holdings Ltd. I have successfully identified the drivers of brand divergences. To prepare this report, I needed to take interviews and perform analysis. I have followed all your instructions and BBS guidelines.

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

Sincerely yours,

K.M.Bakhtiar

16304182

BRAC Business School

BRAC University

Confidentiality Agreement:

1. The internship report, whether in draft or final form, is not secret and may be shared by students, employers, and teachers. The faculty supervisor may destroy the internship report after one year (during a grade review).
2. All materials provided by the employer to the student during the internship remain the employer's property, unless requested by the employer. Professor, supervisor, and student won't keep this knowledge hidden.
3. Information gained during the internship cannot be kept secret by any of the persons involved. And the undersigned student at BRAC University.

K.M.Bakhtiar
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Ms. Nusrat Hafiz
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Acknowledgement:

I would want to express my gratitude to Ms. Nusrat Hafiz, my internship academic supervisor, without whom this research work would not have been possible to prepare with almost zero margin of error. Mr. Sharar Muhammad Amir Rafi, my on-site supervisor, have offered unwavering support and direction throughout the study process. I would also like to thank the primary interviewees in this study. Without their valuable time and opinions, I would have been tougher for me to accurately show the drivers and reach towards my goal.

Executive Summary

Starpath Holdings Ltd. is one of the leading real estate companies in Bangladesh and they are growing continuously in the market with their great products and services. They started their journey on 2014 and they are working with various channels to build an image in the market and they are competing with the competitors.

In chapter one, I mentioned that I am responsible of the marketing and sales for the company. My job is to generate sales for the company and also do the branding in the local market via many social media platforms. With the help of my supervisor and other colleagues I manage to pull up many leads for the company.

In chapter two, I talk about the overview of the company that how they manage their operation and they are doing business in the local market and what are the positive side of the company. They maintain a certain level of management practices around the company. They try to focus on the leadership role and they also try to pull the from the employees. They work with different channels in the last 7 years and they follow various types of advertisement for reaching out to the customers. They also follow a great information system in their company. The system is protected and secured and employees give the service accordingly with the save information system. They maintain good relations with the buyers and suppliers and they follow some certain theories.

In chapter three, I talk about how pandemic is affecting consumer behavior and brand equity of the company and also the theory about the individual's consumer behavior and the brand equity. I also mentioned the methodology and the findings that I have found from the 13 different customers of ours and also the analysis with the help of thematic content analysis. Through the coding analysis and discussion, I manage to find out the research objectives.

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Chapter 1: Overview of the internship

1.1: Student Information

Name: K.M.Bakhtiar

ID: 16304182

Program: BBS

Major: Marketing

1.2: Internship Information

1.2.1: Period, Company Name, Department/Division, Address

Period: Spring 2022

Company Name: Starpath Holdings LTD.

Department: Marketing and Sales

Address: House# 21CWN(C), Road#24, Gulshan, Dhaka-1212

1.2.2: Internship Company Supervisor's Information: Name and Position

Supervisor's name: Sharar Muhammad Amir Rafi

Position: Senior Executive of Marketing, Sales & Land Dev.

1.2.3: Job Scope – Job Description/Duties/Responsibilities

Job scope: The job description states that I must do the marketing and sell real estate items in order to generate profit for the company.

1.3: Internship Outcomes:

1.3.1: Student's contribution to the company

I joined this company back on February 9 2022, and from that, I sell more than 15 real estate products and I also did the marketing internally and also externally. Moreover, I also conducted many calls of the customers to give them the idea about my company and the products and service.

1.3.2: Benefits to the student

The benefits I got from these jobs were that I got to know about the corporate environment and also I got to know about the direct knowledge about marketing and sales. I also got educated with the other departments as well. Moreover, I got to learn how a business can be run and what problems can come to the operation and what are the possible ways that we can overcome the problems.

1.3.3: Problems/Difficulties (faced during the internship period)

The main problem I had faced during the internship period was the minimum sales of our products because of the pandemic. As my company's products were real estate products and those were very expensive, people were not very interested and capable of buying those products in the time of pandemic. Also, we had to show our customers the flats and the projects in the different locations in the city and because of the social distance they were not very interested with the project visit. Hence, we lost many potential customers during the time of pandemic.

1.3.4: Recommendations (to the company on future internships)

The recommendation to the company I want to give to the company on future internships is that they should maintain a good business environment like they are maintaining right now. They should arrange many seminars and orientation programs for the interns. Also, they should give the freedom to the new interns to glow and they can also give the interns more projects so that they can learn or can grab as much information as soon as possible. Moreover, they should give them more incentives and appreciation for their achievements.

Chapter 2: Organization part

2.1: Introduction

To complete this chapter I used both of the data primary and secondary. I talked with my supervisor, colleagues and with some channels about how the business ran for the past 10 years. I also connected much information from my own observation and research. Moreover, I collected some information from their page in the web. From this chapter we will get to know the overall business operation and how they can sustain in the market. I also got to know their contribution

and the growth of the company in the local market. How they used their planning and strategies to increase the profit and the competitive advantage from others. I also was not able to collect a lot of data because of the sacred policies of the company and the higher security of Starpath Holding Ltd.

2.2: Overview of Starpath Holdings Ltd.

Md. Wahiduzzaman had a dream during his long building career. Starpath Holdings Ltd. is a perfect representation of his ambition come true. The company has maintained devotion, quality, and honesty since its inception. Starpath Holdings Ltd. has committed and concentrated its technical personnel and professionals throughout the past seven years of glory, with overwhelming collaboration and goodwill from all of their business partners. Every employee hopes that Starpath Holdings Ltd. will achieve higher heights in the next years by setting new goals and working hard to achieve them. The goal is to improve the people's quality of life in Bangladesh by providing professional competence in the sector. This company began operations in 2014. Starting from the ground up, this company has grown into a major player in the industry. This corporation really purchases the property, develops the project, and then sells the shares. Right now 25+ projects are ongoing for this company and they create 57 projects in total. Some projects are mentioning below,

1. Dream Stone: This is a 10 story building. It has 3 units and it is named A, B and C. A unit has 3 bedrooms, 4 bathrooms and 5 verandas. The B and C unit has 4 bedrooms, 4 bathrooms and 3 verandas. The area is 1625-1700 square ft. The location of this project is Plot# 78/A, and 78/C, Indira Road, Tejgaon, Dhaka.
2. Wafeqaa de Palace: The address of this on 2, Central Road. This is a 10 storied building. This project has 1 unit and the land size is 12.5 Katha. The unit size is 1880 square ft. The project has 3 bedrooms, 4 bathrooms and 5 verandas.
3. Star Light: This project has 4 units and its location is on Mirpur 2. The land area is 14.5 katha. The project has 4 bedrooms, 4 toilets and 4 verandas on each unit. The unit size is from 1300-1800 square ft.

4. Dream Rosetate: This project located on 98/E, Lake Circus, Kalabagan, Dhaka. The project has 3 bedrooms, 4 bathrooms and 4 verandas. The area size is 1775 square ft.

5. Astoria: This project is located on the Plot – 32, Road -1, Sector – 6, Uttara. This project has 4 bedrooms, 5 bathrooms and 4 verandas. This has 1 unit and the area size of the unit is 2025 square ft.

6. Nizam Royal Palace: This project is located on plot 64, Dolphin Goli, Kalabagan. This project has 4 bedrooms, 5 bathrooms and 3 verandas and the unit size is 1931 square ft.

7. Shahrin: This project is located on 16/5, Lake Circus, Kalabagan, Dhaka. The project has 3 bedrooms, 4 bathrooms and 4 verandas. The area size of the unit is 1767 square ft.

8. Inspire: The project's location is on Plot 17/1, Road 3/A, Dhanmondi R/A, Dhaka. This project has 3 bedrooms, 3 bathrooms and 3 verandas. The area size of the unit is 1710 square ft.

9. Villa de Noor: This project's location is on House 137, Crescent Road, Green Road, and Dhaka. This project has 3 bedrooms, 3 bathrooms and 3 verandas. The area size of the unit is 1375 square ft.

2.3: Management Practice

Management practices are very vital for any organization to make progress and prosper in the market. Starpath Holdings also focuses on the various functions in the management practices. They mainly focus on the main five fundamental functions of management.

2.3.1: Management planning

The HR manager of the company navigates the decision-making process and that helps their team to reach the company goal. Manager is aware of the challenges they are facing and he knows what potential solutions are available so that they can handle the situation. Management team and the employees forecast the future impacts of each particular solution on the business to control the proper solutions to each trial. Management team also set an appropriate deadline and time frame to plan out the individual steps for the progress. They are always ready for any changing situations and for the adjustments. And throughout the whole process of planning they know how to use resources and how they can reduce the cost.

2.3.2: Management organizing

To complete projects and reach the company goal management team effectively organize capitals for the company. For this the team often has to give minimum cost and the human workers to accomplish the objectives. Management team organizes the resources by classifying the activities, assigning the activities to an individual or in a group. By the activities they create responsibilities and also enjoy the authority to reach a certain goal.

2.3.3: Management leading

The management team of this company is very much responsible to motivate each and every employee from every department in the organization and get the direction to reach the goals and objectives. The management said that to reach the goal every individual should understand the responsibilities and it's their duty to communicate with each one with the ideas and ensure that everyone is in the team. They know that communication means not only having the conversation. Communication means how someone can listen to questions and queries and also the concerns. The management team handles every communication with empathy and that is the biggest thing that boosts up every employee in Starpath Holdings Ltd.

2.3.4: Management staffing

Management team selects new employees for the position needed in the organization. The management team gives the tasks to some members to train them about the product and services of the company. The training is based on the difficulties of the role and how much time the new employee should need to cope up with the environment and with the existing members of the company.

2.3.5: Management Controlling

Management controls the whole management of the business not like they control every person related to the organization. Sometimes it's not possible to get success almost immediately, so the management of this company try to locate the problems and guide the team members to the success in every possible way. If the problem occurs by the individual or by the groups, management changes the tactics and the strategy to solve the issue.

2.4: Marketing Practices

On a daily basis, the real estate market faces numerous challenges, which are influenced by a variety of factors such as interest rates, economic conditions, and job growth. Starpath Holdings

Ltd employs marketing tactics, channels, and advertising to propel their company forward in the marketplace.

2.4.1: Marketing strategy

Starpath Holdings Ltd. follow some crucial marketing strategies and for this they are still holding a very tight position in the market in the time of this pandemic

- Identify the target market
- Budget for the whole market expenses.
- Encourage the word-of-mouth in the employees
- Create website
- Publish a newsletter
- Quick respond
- Develop brand awareness
- Plan for success

2.4.2: Target market

Starpath Holding Ltd. mainly focuses on the target market of those who maintain a standard of living in this country. All of this company's products are more expensive than the 60% population of the country. Only 40% of people are the target customers of this company. The target customers are rich and those who have a standard of living in this country. That is why this company did not take any project rather than the high class society of the city. This company mainly focuses on the upper middle class and the above and those who have family.

2.4.3: Marketing Channels

For this company, the management mainly focuses on the basic channels that a real estate SME company can follow. This company's marketing specialists engage with potential customers about their products and services through a variety of media. Marketing channels encompass a wide range of tactics, from distribution methods to communication methods. If you're interested in marketing, learning more about these distinct types of channels could be beneficial. The channels Starpath Holdings Ltd follows are given below,

- Direct selling
- Network marketing

- Digital advertisements
- SEO marketing
- Email marketing
- Indirect marketing
- Events

2.4.4: Advertising and promotional strategy

Starpath Holdings Ltd. is one of the fastest growing company in the real estate sector because they are maintaining a good promotional strategy and for that customers are focusing more on the products of this company.

- Email marketing campaigns: The Company sends out a monthly email with highlights from their blog and notifies contacts when new property listings become available. We add a link to the website's property page with a complete listing of all products, as well as a video walkthrough of the house and a simulation of the home's performance.
- Run a paid Instagram promotion: Another method for connecting with home buyers, promoting their product listings, and growing their brand is Instagram. They also post the most gorgeous photographs, which are promoted to reach even more people. They can choose their target audience, budget, post kind, and promotion length with Instagram advertisements.
- Transparent on the social media marketing: The Company stays truthful and honest when they launch any kind of video on Facebook or any other social media platform. Starpath Holdings Ltd. are very much focused on the marketing sector and they made a lot of changes in the couple of years. They made the video using the drone shot and also with the very specific video quality. However, they did not use any kind of visual effects that can trick the customers. All the videos and the descriptions are fully made by the current employees and uploaded in different social media.
- Optimize the application: They are now planning to create and develop a mobile app by which customers can easily see the projects that are running, description, price and the agent can also make conversation with the customers and negotiate with the price or they can invite them to visit the running projects.

2.5: Operation Managements and Information System

The information is collected through the support of different data sheets. They protect the information system with the help of the antivirus that they had purchased from one of the biggest companies in the IT sector. The company follow data according this three system functions,

- Register function
- Monitoring function
- Historical function

The Software this company uses simply is the Microsoft office and for the information system the IT team has a secure IP to secure all the information and the domain of the company. Also, they use some protected WAP layer while making the transaction with the banks or with the customer and the information system changes the system password after every seven days for the safety purpose.

2.6: Industry and Competitive Analysis

2.6.1: Porter Five Forces Analysis

The Porter Five Forces Analysis is a method for gaining a better understanding of an organization and its chances of profitability. Managers at Starpath Holdings Ltd may use Porter Five Forces to better understand how the five competing forces influence success and to design a strategy for improving their market position, competitive advantage, and long-term profitability in the Real Estate industry.

- **Competitive Rivalry:** This is extremely common in the real estate industry. Right now, there is a lot of competitive rivalry. In Dhaka, a number of players are developing and marketing ultra-high-end luxury homes. If there is more competition in the existing market, prices will fall, which would reduce the profitability of the businesses. Starpath Holdings Ltd competes in a crowded Real Estate market. This competition has a negative impact on the organization's overall long-term profitability.
- **Threat of New Entrants:** This item is very low or middling in the real estate sector. It is not easy to simply go out and construct an extremely high-end luxury residence in the city. There are numerous restrictions and other criteria that must be ignored. Furthermore,

the reputation of the party building the residences has a significant impact on the project's performance, which is an additional hurdle for a newcomer. As a result, a new player will have a difficult time breaking into this industry.

- **Threat of Substitutes:** This one appears to be really low. Because there is only one Dhaka city, finding a substitute for this product is challenging. If a substitute product or service offers a value proposition that is significantly different from the industry's current offerings, it poses a significant threat.
- **Bargaining Power of Buyers:** Buyers can be a demanding bunch. They want to get the greatest deal possible by paying the least amount of money. The obvious difficulties in assessing a sector as complex as creating and marketing ultra-high-end luxury homes exacerbates the risk. Even if there is a shortage of luxury high-end apartments, the corporation would have to assume the negotiation power of purchasers even if there isn't one.
- **Bargaining Power of Suppliers:** The intensity of this item in the real estate sector appears to be quite high because one of the issues with suppliers making a profit in the market is that it takes longer to receive supplies from suppliers right now, and they have already increased the price for these supplies. Certainly, workers are theoretically suppliers to the corporation; nevertheless, due to the high cost of building resources, the cost of labor is substantially higher.

2.6.2: SWOT Analysis

1. Strengths

- Market knowledge
- Community connections
- Industry reputation
- Traded in the open market
- Strong balance sheet
- Brand identity

2. Weakness

- Loss of employee

- Negative online reviews
- Asset losses
- Difficult to transfer ownership
- Huge capital required

3. Opportunities

- Global demand
- Investments opportunities
- New commercial areas
- New market
- Demographic shifts
- Technological innovation
- Transportation growth
- Rapidly growing

4. Threats

- Economic recession
- Rising interest rates
- Rising cost for materials
- Market shifts
- More competitors
- Technological innovations

2.8: Summary and Conclusion

Starpath Holdings Ltd. started their career in 2014 and after all this year in the competition with all the other big companies they still manage their business with the different strategies and ideas. They are focusing on more customer engagement and more recognition in the market. They are willing to take any kind of comments because this will help to improve and by these comments they can come up with the innovation. They are also focusing on the channels they are getting help from and they are very much maintaining the relationship with all of their

shareholders and they have that belief that they will become one of the best in the real estate business.

2.9: Recommendation

- They should improve the time management in every sector
- They should ask for more referrals if they want to progress in the real estate market
- They must focus more on the user experience and satisfaction.
- They should also focus on the local partnership and sponsorship.
- Create more training and orientation of existing and new employees.

Chapter 3: Project Part

Title:

Impact of COVID on individual's consumer behavior, brand equity of Starpath Holdings Ltd.

3.1 Introduction:

Millions of people are experiencing income troubles as a result of the ongoing pandemic, and Bangladesh's economy is much more lopsided than it was previously. People from all sectors of the country are losing their employment due to the pandemic. Consumer behavior has changed as a result of the ongoing COVID-19 outbreak and threats of country-wide lockdowns. Hoarding behaviors have been reported all around the world, resulting in shortages of basic things such as toilet paper, hygiene products, and hand sanitizer (Ward, 2020; Sheth 2020). Meanwhile, internet and social media usage has skyrocketed (Donthu & Gustafsson, 2020). Many goods prices have risen, causing hardship for consumers. Businesses are concentrating their efforts in the proper direction. This study targets to explore how COVID can create impacts on the individual's consumer behavior and brand equity of Starpath Holdings Ltd. The method of this study will be an inductive qualitative one by using the focus groups and qualitative interviews. The study will be focusing on what are the changes that can be observed in the Starpath Holdings Ltd and for this we consider it essential to fill that research gap.

3.1.1 Background:

Starpath Holdings Ltd is the real estate company. Real estate business is one of the business where the revenue is very high as well as the risk. In the current pandemic situation like any other business this sector is also losing their revenues and sales from the market. For this Starpath is very concern about this situation, and they are using way cheaper product while making a product. The market structure may have been permanently shifted toward the e-commerce domain market due to the lowering of off-line activities (Kim, 2020). According to (Dollens et al. 2020), in times of crisis, buyers neglect brand loyalty and "luxury" items in favor of what is necessary. This suggests that customers' priorities and decision-making when it comes to consumption may alter (Ward, 2020: Sheth 2020), and that these changes may have an impact on companies' brand loyalty and brand equity. At the same time, enterprises must protect their brand loyalty and brand equity in order to overcome COVID-19's challenges, such as out-of-stock products and consumers with lesser consumption capacity (Dollens et al., 2020)

3.1.2 Problem Statement:

The impacts in individual's consumer behavior, brand equity of Starpath Holdings Ltd in this pandemic.

3.1.3 Research objective:

This study targets to explore how the deviations in individual's consumer behavior and brand equity are affected by the ongoing pandemic for Starpath Holdings Ltd. and what are the solutions of this impacts.

3.1.4 Theory:

Consumer behavior:

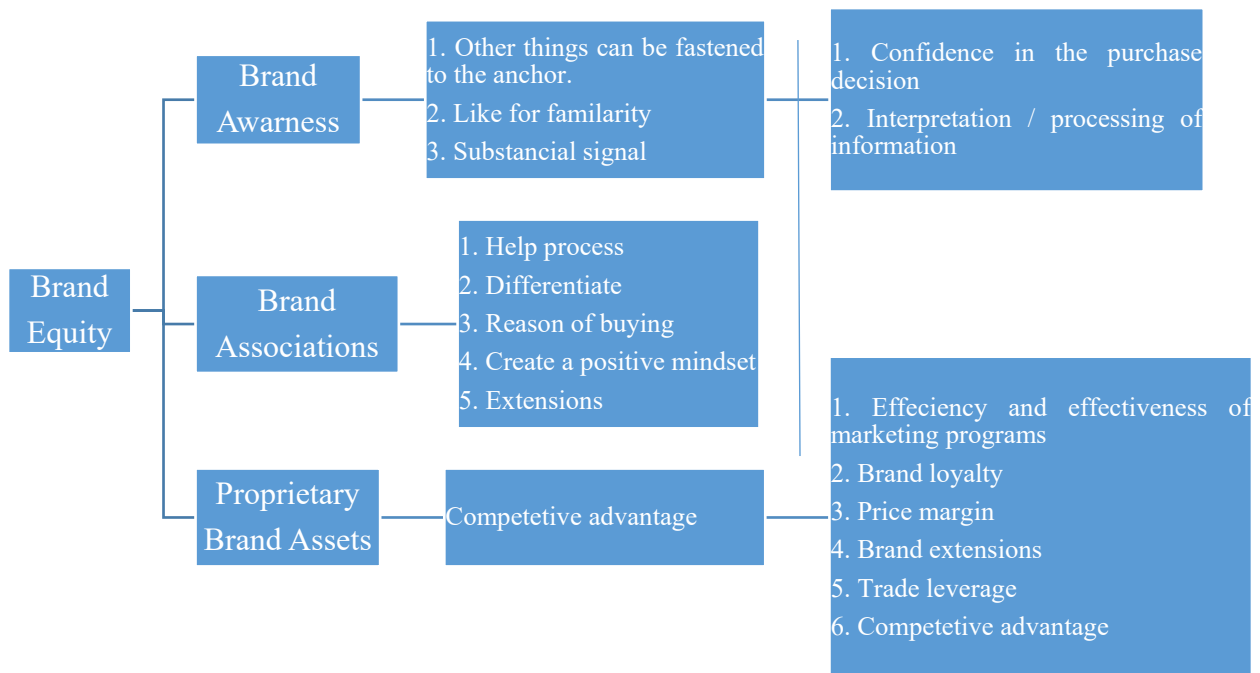
Consumer behavior theory enables firms to gain a better understanding of their target market and thus develop products, services, and company culture to impact purchasing behaviors. Consumer behavior is very important for companies to emphasize in order to endure in the very economical market. Consumer behavior is significant because it helps sellers understand what stimulates consumers' buying decisions. Knowing how to study consumer behavior is essential for connecting a company's product value proposition to new market trends and consumer behavior (Sorrentino, 2020, p16-17). According to Sorrentino (2020), analyzing consumer behavior could be one of the most effective strategies for organizations to reduce the

gap between supply and demand because of its strategic function. According to Sorrentino (2020), it is critical to match consumers' preferences and allow them to feel self-congruent with the brand in order for them to interact with it. They can seal in the breach in the market and classify the products that are needed and the products that are superseded by understanding how consumers decide on a product. This behavior often influenced by many factors like personal, psychological and social factors.

- Sociodemographic variables: Income, gender, age, and education are the primary sociodemographic factors that influence consumer behavior (Sorrentino, 2020). Consumer behavior is also influenced by the consumer's cultural background (Sorrentino, 2020, p18). Consumer behavior is influenced by an individual's psychological state and perceptions, which include their ability to process information, how they respond to environmental cues, and their mood, as a positive attitude is linked to a proclivity to make a purchase (Sorrentino, 2020). The final component that determines consumer behavior is attitudes, or how strongly an individual prefers or dislikes a particular product, scenario, place, or person (Sorrentino, 2020).
- The consumer journey: The consumer journey begins with a determination to meet a need, followed by an inspection and evaluation of products and substitutes, real purchasing decisions, and ultimately, post-engagement. This is the most difficult stage since people's emotions and attitudes influence behaviors including selection, direction, and payment (Sorrentino, 2020, p28-30). As a result, firms should strive to not just focus on the stages of the consumer journey, but also to provide value at each stage through interactions along the way (Sorrentino, 2020, p28-30).
- Value and satisfaction: This is a more unique approach, demonstrating value as a trade-off between benefits and costs. There are several aspects that will eventually influence a consumer's professed internalized value from consuming whether it comes to experiences or services.
- COVID-19 impacts on consumer behavior: We still do not have any idea that how long this pandemic can extend, and the consumer get used to it and the consumer buying behavior changed a lot over this years. Health and the environment are still the priority

and the seller and big organization know this very well and that is why they are very empathetic over these years. COVID-19 has prompted new imaginative and innovative solutions in a variety of fields, ranging from ordinary shopping to social gatherings (Sheth, 2020). Because physical space is limited, consumers and businesses have been pushed to rely more on digital technology (Ward, 2020; Sheth, 2020). There has been a rise in online purchases throughout the pandemic, particularly among millennials (Garner et.al, 2020). Stores and other outlets of any organizations are making proper cleaning and they are requiring masks and social distance behavior and by this the other customers are feeling safe. Customers see and measures the safety of the companies how they are handling the situation and that is how companies are increasing consumer behavior. Companies make online selling also the video streaming, online gaming and also the social media usage. By this customer did not get bored while they stayed in the lockdown and they easily can purchase the product. In Starpath Holdings Ltd seller send the brochure through the social media and then they make the video call through Zoom and other platforms to give the consumers the feel that they are present in the house right now. In the pandemic e-commerce sectors become more active than before and consumers are focusing on the online shopping than the online shopping. After the lockdown in Bangladesh people still focusing on the online shopping for the large and small purchase.

Brand equity:



Since the 1980s, brand equity has been a key marketing term (Kim, M.J. 2020), and it has recently become even more essential for cultural organizations (Trunfio, M, 2019). The worth of a brand is known as brand equity. However, the idea of assigning a value to a brand is intriguing and has a deeper meaning. In general, greater brand equity is thought to lead to better pricing and, as a result, higher revenue for a corporation. Brand equity models are used to figure out how a company's brand value is generated. Each of the brand equity models delves further into the concept of brand value and how to assess it. At various stages of the marketing process, brand equity models are utilized to build marketing strategies. Some of the key activities that may be made utilizing these brand equity models include improving a product's perception, gaining more loyal customers, gaining a competitive advantage, and so on.

3.2 Methodology:

- Literature search:

The data was used to conduct the literature search for this survey. We gather information from Starpath Holdings Ltd staff and focus group participants, and then analyze the findings in the literature review. The search and data collecting will be centered on customer behavior and brand equity in the context of a pandemic or similar situation.

- Data collection:

In this study, interviews was employed to acquire qualitative data. The study's validity will be increased by employing two separate channels. The use of qualitative methodologies in this study would be an abrasion of the problem, with results based on assumptions rather than actual consumer opinions and experiences.

- Interviews:

In qualitative research, interviews are a common data collection strategy. The sociodemographic data such as sex, age, income, nationality, and marital status will be requested on the application form. Capacity is reached when I sense that the same information is being offered at the discussions. After then, it's time to stop gathering information and start analyzing it. More than 12 interviews will suffice to make a conclusion, and the study will have enough data to analyze. The interview will be conducted by using video call software because of the current situation of social distancing and also many general people will not agree to give the interview face to face in this situation of the pandemic. The interview questions will be focused on the customer's consumer behavior on the real estate product purchase. The conversation will be recorded for the future analysis and compiled into coding charts and framework.

3.3 Findings and Analysis

3.3.1 Findings

I did qualitative research on 13 people and they responded in different ways. The individual responses and findings are given below for the further analysis and discussion,

Respondent 1:

The age range of this man is 36-45 and the highest degree of education he has completed in Bangladesh is H.S.C. He is currently a full time employer and he is also a respected businessman in the society. When the question asked him that income is an important thing or not, he replied affirmatively. After that in the reply of the question when I asked him about the experience of our products before and after COVID then, he said, *“I had good experience of your products and services before pandemic situation also I am experiencing good services currently”* he buy a property before the time of the pandemic and in the time of the pandemic he is experiencing good service from us. Then when I asked him that how our products and services solved the problem during the time of the pandemic and then in reply he said that, *“During pandemic time it was impossible for me to go out and buy daily needs like groceries and others, so I used to call security guard and I gave them the list, they bought the groceries and brought it to my doorstep”* he mentioned about the well service he was being given in the time of the pandemic. The next question I asked him that what values we have provided that were different from other companies and in reply he said, *“I, do”*. He was trying to say that there are a lot of values we had provided to him which were different from others. He also replied affirmatively when I asked him if he would recommend our company to anyone. Lastly, in the answer to the question of the recommendation, he replied that, *“I have no complaints about your products and services”* he mentioned that he does not have any complaints about our products and service during the pandemic.

Respondent 2:

The age range of this woman is 46-55 and the highest degree of education she has completed in Bangladesh is Bachelor’s degree. She did not want to mention the current employment status. When the question asked to her whether income is an important thing or not then she replied affirmatively. After that, in the reply of the question when I asked her about the experience of our products before and after COVID then, she replied, *“During the tough time of Covid-19, the products services of your brand makes our life comfortable. It provides services like utility which is very essential in our every day’s life. The real estate flats are very good. We can take all the advantages of living in those flats before and after the pandemic. The flats are well organized. It has modern services.”* She bought a property before the time of the pandemic and in the time of the pandemic she is experiencing good service from us. Then when I asked her how our products

and services solved the problem during the time of the pandemic and then in reply she said that, *“The flats are necessary for us to live in the crucial moment of covid-19. Also utility services help us to live a comfortable life during the pandemic. We didn't face trouble because of your products & services”* she mentioned about the well service she was being given in the time of the pandemic. The next question I asked her was what values we have provided that were different from other companies and in reply she said, *“It provides a home to live which is essential. Even services like utilities are our need to live a comfortable life.”* she was trying to say that there are a lot of values we had provided to her and her family which were different from others. She also replied affirmatively when I asked her if she would recommend our company to anyone. Lastly, in the answer to the question of the recommendation for us, she replied that, *“Try to provide us more services so that people can get all the advantages.”* She said that it will also be very helpful if we provide more services so that they can take the fullest advantage of our products and services.

Respondent 3:

The age range of this man is 46-55 and the highest degree of education he has completed in Bangladesh is Bachelor's degree. He is currently a full time employee and he is doing corporate work in one of the biggest companies in the country. When the question asked him whether income is an important thing or not then he replied affirmatively. After that in the reply of the question when I asked him about the experience of our products before and after COVID then, he said, *“Before COVID-19 pandemic situation, I was handed over a flat where I took the services of electricity and gas lines. In COVID-19 situation, I got the help of technician of this company for servicing purpose of our electricity lines.”* he bought a property before the time of the pandemic and in the time of the pandemic he is experiencing good service from us. Then when I asked him how our products and services solved the problem during the time of the pandemic and then in reply he said that, *“During COVID-19 pandemic situation, I faced a problem in my apartment. My electricity lines had many problems. Then I got help of servicing from this company. They provided me with a technician who helped to resolve my problems as well as help to provide some of new electricity lines for my better uses.”* he mentioned about the well service he was being given in the time of the pandemic from our company. The next question I asked him was what values we have provided that were different from other companies and in reply he said, *“This brand shows very activeness than others. This company*

provides services in a very short time.” He mentioned a story that how fast we gave him service in the time of the pandemic and that is very unusual from others in the pandemic. He also replied affirmatively when I asked him if he would recommend our company to anyone. Lastly, in the answer of the question of the recommendation, he replied that, *“I think online platform or a featured application can be provided for betterment of customer”* he mentioned that he think it will better for us if we launch an application in the mobile phone then it will be more easier for them and also for us to give the best service to our customers.

Respondent 4:

The age range of this man is 46-55 and the highest degree of education he has completed in Bangladesh is Bachelor’s degree. He is currently a full time employee and he is doing corporate work in one of the biggest companies in the country. When the question asked him whether income is an important thing or not then he replied affirmatively. After that in the reply of the question when I asked him about the experience of our products before and after COVID then, he said, he buy a property before the time of the pandemic and in the time of the pandemic he is experiencing good service from us. Then when I asked him how our products and services solved the problem during the time of the pandemic and then in reply he mentioned about the well service he was being given in the time of the pandemic from our company. The next question I asked him was what values we have provided that were different from other companies and in reply he mentioned a story that how fast we gave him service in the time of pandemic and that is very unusual from others in the pandemic. He also replied affirmatively when I asked him if he would recommend our company to anyone. Lastly, in the answer to the question of the recommendation, he mentioned that he does not have any complaints about our products and service during the pandemic.

Respondent 5:

The age range of this woman is 46-55 and the highest degree of education she has completed in Bangladesh is Bachelor’s degree. She mentioned that the current employment status of her is house wife. When the question asked to her whether income is an important thing or not then she replied she did not want to mention. After that in the reply of the question when I asked her about the experience of our products before and after COVID then, she replied, *“I purchased a flat from through their service”* she buy a property in the time of the pandemic and in the time of

the pandemic she is experiencing good service from us. Then when I asked her that how our products and services solved the problem during the time of the pandemic and then in reply she said that, *“in pandemic I called for their service to fix my flat design and they solved it quickly and I am really happy with their service”* she mentioned about the well service she was being given in the time of the pandemic. The next question I asked her was what values we have provided that were different from other companies and in reply she said, *“Best quick service and continent creates more value for a customer like me.”* She was trying to say that there are a lot of values we had provided to her and her family which were different from others. She also replied affirmatively when I asked her if she would recommend our company to anyone. Lastly, in the answer of the question of the recommendation for us, she replied that, *“I got the best service so I got nothing to add”* she mentioned that she does not have any complaints about our products and service during the pandemic.

Respondent 6:

The age range of this woman is 46-55 and the highest degree of education she has completed in Bangladesh is Bachelor's degree. She mentioned the current employment status she did not want to mention. When the question asked him whether income is an important thing or not then he replied affirmatively. After that in the reply of the question when I asked her about the experience of our products before and after COVID then, she replied, *“Before COVID I got to know about this brand from my brother then during COVID I had a meeting with them via zoom call where they showed me the whole flat and instantly I booked one for my family. And me along with my family staying here for 1year and I would say this is my best decision that I have ever taken.”* she bought a property in the time of the pandemic and in the time of the pandemic she is experiencing good service from us. Then when I asked her how our products and services solved the problem during the time of the pandemic and then in reply she said that, *“During pandemic I had a severe problem with geyser. I called them and they instantly came to fix that. Didn't even asked for money. I found that a very humble gesture.”* she mentioned the well service she was being given in the time of the pandemic and the kind gesture we had given her. The next question I asked her was what values we have provided that was different from other companies and in reply she said, *“They represents good deals along with good services. They have a very good communication skills with their customers. They are investing their sugar coated words to attract customers which is a very good marketing skill.”* she was trying to say that there are a lot

of values we had provided to her and her family which were different from others. She also replied affirmatively when I asked her if she would recommend our company to anyone. Lastly, in the answer to the question of the recommendation for us, she replied that, *“I will say they should bring in-house gym for fitness freaks. So that it will save their time and money which they are investing outside.”* she mentioned that it will be very helpful if we implanted a gym in the properties.

Respondents 7:

The age range of this man is 25-35 and the highest degree of education he has completed in Bangladesh is Bachelor's degree. He is currently a full time employee and he is doing corporate work in one of the biggest companies in the country. When the question asked him whether income is an important thing or not, he replied affirmatively. After that in the reply of the question when I asked him about the experience of our products before and after COVID then, he said, *“I bought a flat form Starpath but never faced any lack of support from the employees of Starpath. My experience with them is satisfactory whether it was before the pandemic and after”* he bought a property before the time of the pandemic and he is experiencing good service from us. Then when I asked him how our products and services solved the problem during the time of the pandemic and then in reply he said that, *“On pandemic time my lift was not working for 3 days. When I have contacted with one of their customer service agent he sent a technician on next day. This was so overwhelming for me.”* he mentioned about the well service he was being given in the time of the pandemic from our company. The next question I asked him was what values we have provided that were different from other companies and in reply he said, *“As I have mentioned earlier their helpfulness and support which add values to their organization.”* He mentioned a story about how fast we gave him service in the time of the pandemic and that is very unusual from others in the pandemic. He also replied affirmatively when I asked him if he would recommend our company to anyone. Lastly, in the answer to the question of the recommendation, he replied that, *“Keep doing what you are doing. Best of luck”* he mentioned that he does not have any complaints about our products and service during the pandemic.

Respondent 8:

The age range of this man is 25-35 and the highest degree of education he has completed in Bangladesh is Bachelor's degree. He is currently a full time employee and he is doing corporate

work in one of the biggest companies in the country. When the question asked him whether income is an important thing or not then he replied affirmatively. After that in the reply of the question when I asked him about the experience of our products before and after COVID then, he said, *“Before covid19 I did not know about the company. But after COVID I got to know about this company”* he buy a property in the time of the pandemic and he is experiencing good service from us. Then when I asked him how our products and services solved the problem during the time of the pandemic and then in reply he mentioned about the well service he was being given in the time of the pandemic from our company. The next question I asked him was what values we have provided that were different from other companies and in reply he said, *“It gave us more reliable things to buy which is value for money.”* He mentioned a story that how fast we gave him service in the time of the pandemic and that is very unusual from others in the pandemic. He also replied affirmatively when I asked him if he would recommend our company to anyone. Lastly, in the answer to the question of the recommendation, he replied that, *“As I got to know about the company after COVID. I think you guys should advertise more to reach more people. And you guys are doing great”* he mentioned that he does not have any complaints but he suggested we make more advertising for our company.

Respondent 9:

The age range of this man is 25-35 and the highest degree of education he has completed in Bangladesh is Bachelor’s degree. He is currently a full time employee and he is doing corporate work in one of the biggest companies in the country. When the question asked him whether income is an important thing or not then he replied affirmatively. After that in the reply of the question when I asked him about the experience of our products before and after COVID then, he said, *“It was good”* he buy a property before the time of the pandemic and he is experiencing good service from us. Then when I asked him how our products and services solved the problem during the time of the pandemic and then in reply he said that, *“Solved my lift issues”* he mentioned about the well service he was being given in the time of the pandemic from our company. The next question I asked him was what values we have provided that was different from other companies and in reply he said, *“On time”* He mentioned a story about how fast we gave him service in the time of pandemic and that is very unusual from others in the pandemic. He also replied affirmatively when I asked him if he would recommend our company to anyone. Lastly, in the answer of the question of the recommendation, he replied that, *“More responsive”*

he mentioned that he does not have any complaints about our products and service during the pandemic but he suggested that we should be more responsive.

Respondent 10:

The age range of this woman is 55+ and the highest degree of education she has completed in Bangladesh is Master's degree. She is currently a full time employer and she is also a respected businessman in the society. When the question asked to her whether income is an important thing or not, she replied affirmatively. After that in the reply of the question when I asked her about the experience of our products before and after COVID then, she said, *"Before covid-19 I wanted to buy a flat. And Starpath helped me to find the desired one. After COVID I recommended the service to my brother and he also got satisfied with the service"* she bought a property before the time of the pandemic and in the time of the pandemic she is experiencing good service from us. Then when I asked her how our products and services solved the problem during the time of the pandemic and then in reply she said that, *"During the time of pandemic, I wanted to change the color of some parts of my flat. Starpath made it easy for me by giving me a free service."* she mentioned about the well service she was being given in the time of the pandemic. The next question I asked her that what values we have provided that was different from other companies and in reply she said, *"In pandemic Starpath stayed in touch with us through online and phone calls regarding feedbacks which is a nice gesture"* she was trying to say that there are a lot of values we had provided to her which was different from others. She also replied affirmatively when I asked her if she would recommend our company to anyone. Lastly, in the answer to the question of the recommendation, she mentioned that she does not have any complaints about our products and service during the pandemic.

Respondent 11:

The age range of this woman is 46-55 and the highest degree of education she has completed in Bangladesh is Bachelor's degree. About her current employment she did not want to mention. When the question asked to her whether income is an important thing or not, she replied affirmatively. After that in the reply of the question when I asked her about the experience of our products before and after COVID then, she said, *"It was a nice experience."* She bought a property before the time of the pandemic and in the time of the pandemic she had experienced good service from us. Then when I asked her how our products and services solved the problem

during the time of the pandemic and then in reply she said that, *“During pandemic your utility service help us to lead a problem free days. As I didn’t face any problem”* she mentioned about the well service she was being given in the time of the pandemic from our company. The next question I asked her was what values we have provided that were different from other companies and in reply she said, *“Yes they do. They provide me an excellent service in the pandemic. Their client service procedure is very fast and take necessary step very quickly”* she mentioned how fast we gave her service in the time of pandemic and that is very different from other companies in the pandemic. She also replied affirmatively when I asked her if she would recommend our company to anyone. Lastly, in the answer to the question of the recommendation, she replied that, *“I don’t think any Improvement is needed”* she mentioned that we are doing great work and no kind of improvement is needed in the time of the pandemic.

Respondent 12:

The age range of this respondent is 55+ and the highest degree of education he has completed in Bangladesh is Master’s degree. About his employment status he replied that he did not want to mention. When the question asked him whether income is an important thing or not then he replied he would rather not share about this topic. After that in the reply of the question when I asked him about the experience of our products before and after COVID then, he said, *“Helped with brand real estate & utility services: water, gas etc.”* he buy a property in the time of the pandemic and he is experiencing good service from us. Then when I asked him how our products and services solved the problem during the time of the pandemic and then in reply he said that *“Got help from them much quicker than others.”* And he mentioned about the well service he was being given in the time of the pandemic from our company. The next question I asked him was what values we have provided that were different from other companies and in reply he said, *“Their services are better than others”* He mentioned a story that how fast we gave him service in the time of pandemic and that is very unusual from others in the pandemic. He also replied affirmatively when I asked him if he would recommend our company to anyone. Lastly, in the answer to the question of the recommendation, he replied that, *“Communication skills with customers”* he mentioned that he does not have any complaints but he suggested we make more communicative with the customer and help them with the issues.

Respondent 13:

The age range of this man is 25-35 and the highest degree of education he has completed in Bangladesh is Bachelor's degree. He is currently a full time employee and he is doing corporate work in one of the biggest companies in the country. When the question asked him whether income is an important thing or not then he replied affirmatively. After that in the reply of the question when I asked him about the experience of our products before and after COVID then, he said, *"It was a great experience"* he bought a property before the time of the pandemic and he is experiencing good service from us. Then when I asked him that how our products and services solved the problem during the time of the pandemic and then in reply he said that, *"During the time of the pandemic thanks to the services I didn't face any problem in my day to day life"* he mentioned about the well service he was being given in the time of the pandemic from our company. The next question I asked him that what values we have provided that was different from other companies and in reply he said, *"the brand got really good client support which is fast and reliable"* He mentioned an incident that how fast we gave him service in the time of pandemic and that is very unusual from others in the pandemic. He also replied affirmatively when I asked him if he would recommend our company to anyone. Lastly, in the answer of the question of the recommendation, he replied that, *"There is no recommendation"* he mentioned that he does not have any complaints about our products and service during the pandemic.

3.3.2 Analysis and coding:

Thematic Content Analysis is a descriptive presentation of qualitative data in English. Interview transcripts from research participants or other identifiable writings that reflect experientially on the study's topic are examples of qualitative data. The first step in a **thematic content analysis** is to eliminate biases and develop your overall perceptions of the data. **The purpose of thematic content analysis is to uncover common themes across a data set.** In this epidemic, the vast majority of respondents responded online or using digital devices. The impacts of COVID in consumer behavior of Starpath Holdings Ltd. are very positive because while taking the interviews. As reference respondent 1: *"I had good experience of your products and services before pandemic situation also I am experiencing good services currently"* and respondent 2: *"During the tough time of Covid-19, the products services of your brand makes our life comfortable. It provides services like utility which is very essential of our every day's life. The real estate flats are very good. We can take all the advantages of living in those flats before and*

after the pandemic. The flats are well organized. It has modern services “like this all the other respondents made a positive approach about the experience of the company. They use some words like *satisfactory*, *goodandgreat* while I asked about the company experience. While asked about how our services help them in the pandemic they respond very happily and as reference respondent 3: “During COVID-19 pandemic situation, I faced a problem in my apartment. My electricity lines seemed many problems. Then I got help of servicing from this company. They provided me a technician who helped to resolve my problems as well as help to provide some of new electricity lines for my better uses” and also as reference respondent 6: “During pandemic I had a severe problem with geyser. I called them and they instantly came to fix that. Didn't even asked for money. I found that a very humble gesture.” All of them very much appreciated the work and the services we have provided in the pandemic. They were facing problem in the flats like some of them was trying to renovate the house, however because of the pandemic they could not able to help themselves and they called on our customer service and seek for the help and as reference respondent 5: “In pandemic I called for their service to fix my flat design and they solved it quickly and I am really happy with their service” and by this I got to know that the impacts of individual’s consumer behavior of Starpath Holdings Ltd. is positive because we were able to serve them with the fullest and they are positive about the brand and the response.

According to the data gathered during the interviews, respondents have varying requirements and needs based on the type of goods. There is a general pattern where greater effort is placed into product study, valuation, and comparison. While taking the interview when I ask them what the things are which are different from others in the pandemic. They replied that Starpath Holdings Ltd knows how to please the customers and how to deal with the problematic situations. As reference, respondent 6: “they represent good deals along with good services. They have very good communication skills with their customers. They are investing their sugar quoted words to attract customers which is a very good marketing skill” and also respondent 11: “Yes they do. They provide me excellent service in the pandemic. Their client service procedure is very fast and takes necessary steps very quickly” the frequently used word in the brand equity part was we were *fast* and *effective* while giving the services. They also praised our **client service** department. As reference respondent 13: “The brand got really good client support which is fast and reliable” and also respondent 5: “Best quick service and continent creates more value for a customer like me”. When I asked if they would recommend us to any other people, the 100%

response was that they must recommend us to the other people. And that shows the brand equity in the market that Starpath is making good responses in the past and is doing well as a brand in the present too. The choice of the thematic content analysis for this report is because from this method I manage to analyze the big texts of the respondents very easily. I was able to choose the theme of my research and find the findings very easily. What were the impacts of the pandemic on individual's consumer behavior and brand equity I was able to find it by selecting some specific words that was used very frequently from the interviews of the respondents and I used both the inductive and deductive approach of the research and that is why I choose thematic content analysis for my research.

3.3.3 Discussion:

We may identify many behavioral changes produced by the pandemic based on the data. Sheth (2020) anticipated that as the pandemic progressed, causing lockdowns and limitations throughout countries and towns, some people would begin to hoard goods, food, and essentials. The bulk of the participants have cut back on their spending and changed their previous shopping habits, shifting from retail to online purchases when possible, as Sheth predicted (2020). However, the focus was not solely on what people could do as a result of the restrictions; for some people, the uncertainty of future employment was a factor in deferring large purchases, which Ward (2020) and Sheth (2020) suggest is one of the main contributing factors why people are choosing to spend less and postpone more expensive purchases. Real estate is one of the most expensive sectors of business and there are some of the same kinds of customers for this market. We look in the analysis part that we give the service and the customer responded very positively. Many customers behave differently in the time of the pandemic and they make the urge for different things in our door. However, we tried to give our customer comfort to the fullest and they seemed very positive and satisfied from the service. Customers are also very happy that we made the fast and effective service in the type of the pandemic and that's the thing which made our company different from others. They also mentioned our customer service department and customers mentioned that it is one of the fastest services in the market. Most have stated that being unable to mingle as much as they used to have harmed their productivity and focus, leading in greater use of social media and other entertainment services, as Sheth (2020) has stated in his research and as Ward has also stated (2020). The inability to socialize with friends and family, particularly because participants' family members are often older, is a common

problem. Ward claims that it is too early to predict how people would react if the restrictions are relaxed (2020).

3.4 Conclusion:

Through qualitative research interviews conducted utilizing the video-call program Zoom and form filling, this study explored the influence of the continuing COVID-19 pandemic on individual customer behavior and Starpath Holdings Ltd. brand equity. From our research we can say that there are some changes in the consumer's behavior and brand equity because of the pandemic. People have kept the morale in the consumer behavior and the brand equity because of the continuation of the good service. Also, many companies could not cope up with the situation. Because of the epidemic, consumers have not abandoned their expectations for quality and service. They are also more concerned about availability in the event of a pandemic. We discovered via our study that they made a request that they had not made previously. According to our results, the pandemic has caused customers to pay much more attention to the customer service department, and they are constantly making demands over the phone. As a result, Starpath Holdings Ltd. must focus more on developing brand equity through their channels, such as how they now maintain customer relationships. To maintain the brand overtone, Starpath must consider supplying products of exceptional value. It's also critical for Starpath to consider the value that brand equity gives to customers. Consumers may have unfavorable feelings as a result of aggressive marketing methods, which reduces the value corporations should derive from brand equity.

Appendix:

1. Can you kindly confirm your age range?
2. What is your highest educational degree or level of education?
3. What is your present job situation?
4. Does income play a vital role in your life?
5. What is your experience of our products and services before and after COVID-19?
6. How our products and services solved your problem during the time of the pandemic?
7. In the pandemic what values do you think our brand best represents from others?
8. What other features would you recommend us to improve during the time of this pandemic?
9. If anyone wants to know about our products will you recommend our products and services?

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