Report On

The Impact of User-Generated Content on Consumer Purchase Behavior in Bangladesh- A Study of UGC Platform Influence

By
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An internship report submitted to the BRAC Business School in partial fulfillment of
the requirements for the degree of Bachelors of Business Administration

BRAC Business School
BRAC University
9 June 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:

Avijit Saha
_____
Student Full Name

Student ID- 20104163

Supervisor's Full Name & Signature:

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Supervisor Full Name

Shihab Kabir Shuvo
Senior Lecturer
BRAC University

Letter of Transmittal

Shihab Kabir Shuvo

Senior Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of the Internship Report on "EFFECTIVENESS OF DIGITAL ADVERTISING IN CUSTOMER ENGAGEMENT OF MEDIACOM"

Dear Sir,

I am ecstatic to share my internship report, which is based on "EFFECTIVENESS OF DIGITAL ADVERTISING IN CUSTOMER ENGAGEMENT OF MEDIACOM". This report explains how Mediacom Limited used digital marketing to its advantage during the whole outsourcing process. I would like to mention that, I have strictly adhered to all of the rules and regulations when creating it.

In addition, I have been authorized by the company to include any additional material and data in this report. I have done my best to condense the necessary information and proposed solution into a very compact and thorough report. I sincerely hope and pray that this report will satisfy your expectations

Sincerely yours,

_____

Avijit Saha

20104163

BRAC Business School

BRAC University

Date: 6th May 2024

Non-Disclosure Agreement

By signing below, I attest that I have read this report in its entirety, that the information contained within it is accurate, and that it contains no confidential material. Therefore, I see no need to lodge an objection, and I am allowing Avijit Saha to go with the report. This agreement is made and entered into by and between Mediacom Limited and Avijit Saha of BRAC University.

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Supervisor Name: Kamrun Nahar

Company: Mediacom Limited

Designation: Manager, Partnership & Procurement

Date: 21 January 2024

Acknowledgment

First and foremost, I would like to express my gratitude to the BRAC University faculty for their instruction in the field of my study. In particular, I would like to thank Shihab Kabir Shuvo, Senior Lecturer in the Business Department, whose advice has been extremely helpful in helping me to better understand the subjects I must learn in order to finish this internship. Additionally, I want to express my gratitude to Mediacom Limited for giving me the opportunity to participate in their initiatives and gain real-world experience in this industry. I also want to express my gratitude to the management teams of the three initiatives that Mediacom Limited supported: Toffee, Upay, and Ispahani. Without the assistance of people, I have listed here, this report would not have been possible. Their generosity and patience in providing me with the time and resources to learn about the fundamentals of my area have significantly inspired me to seek and, perhaps, achieve bigger goals. I want the best for each of them and ask that you keep them in your thoughts and prayers.

Executive Summary

Mediacom Limited (MCL) is an advertising agency founded in 1997 which was acquired by Square Group in 2005 following which they have been tasked with devising and executing marketing strategies for the concerns of the company. This report details the nature of my experience there. I worked in the content team of MCL Toffee team where my primary responsibility was to screen the user generated contents and take decisions of approval and rejections based on their merit and content screening guideline provided by the Banglalink Toffee team and to make consumer engagement trough digital advertising Besides my primary responsibilities of screening the contents and digital marketing, I was entrusted with the task of preparing digital marketing campaign and reports of renowned brands (such as Upay, Ispahani, Radhuni,). I am responsible for generating and demonstrating the monthly performance of the aforementioned brands to the clients and update them with the fluctuations of reach, engagement, and impressions. Also, I personally executed a whole influencer camping of UPAY collaborating with payoneer . I was responsible for generating ideas on how to interact and engage with the audiences. Also in the month of Ramadan to make more user engagement we laughed a Hamd-o-Naat competition for the toffee content, and I also monitored the Ispahani Mirzapur tea unique tea cooking show where I tried to make a proper authentic consumer engagement from a simple quiz competition, Apart from the responsibilities mentioned above, I am currently being trained by the client service team to be a part of the Digital Buying and Planning team of Mediacom Limited. In the process I got to learn about different campaign objective strategies and also how to maintain campaigns outcomes aligned with the KPI set by the clients.

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Chapter 1 – Overview of The Internship

1.1 Student Information: -

My name is Avijit Saha, Id- 20104163. I have been studying with BBS (BRAC Business School) while completing majors in Marketing and Minors in CIM (Computer Information Management).

1.2 Internship Information: -

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

I have completed my Internship in Mediacom Limited. (Samson Center, 43 South Avenue, 5A Rd 126, Dhaka 1212). From June, 2023-August, 2023. I have worked in the toffee QOS team.

Corporate Information: Company Name: Mediacom Limited. Nature of Business: Advertising Agency

Founded: 1997

CEO: Samuel S Chowdhury

MD: Anjon Chowdhury

COO: Ajoy Kundu

Director: Rakibul Hasan

Number of Employees: 193

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

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

I have worked under Kamrun Nahar Dana, she is the manager for the toffee project.

1.2.3 Job Scope – Job Description/Duties/Responsibilities: -

Throughout my internship, I was mostly responsible for assisting the Toffee team with their project.

The Banglalink app Toffee is a web streaming service that provides access to a large library of content on desktop computers and mobile devices. More TV stations are available than any other local app. The most popular forms of content include videos, television shows, and user-generated content. The ability to view television shows, movies, dramas, and music videos on the move is one of the app's greatest features.

Moreover, Toffee is targeting Bangladeshi smartphone consumers with a fully local platform that allows content creators to submit movies and earn money from views and other engagement metrics. Toffee aspires to be the premier platform in Bangladesh for authentic content creators to share their videos, similar to how they do on popular platforms like YouTube, Facebook, TikTok, etc. The two mobile payment platforms in Bangladesh, bKash and Nagad, make it easier to make money. Foreign platforms, such as YouTube, will never have this capability. For those who enjoy watching live sports, Toffee also streams those events.

1.3 Internship Outcomes: -

1.3.1 Contribution to the company: -

Content Screening:

Toffee built a content management system (CMS) with three tiers of content permissions. Although I was initially given the possibility to work in the second layer, I was initially assigned to the first layer role. Managing the third layer is UGC's Procurement Manager, Kamrun Nahar. Content in the Toffee App is released after three layers of clearance.

Screener for First-Layer Content: My role in the Toffee app was to verify that user-submitted content complied with the app's guidelines and standards as a first-layer content screener for User Generated Contents (UGC). I learned the importance of paying close attention to detail and gained a thorough understanding of content moderation through this job. So that everyone may feel comfortable and have fun on Toffee, I reviewed a lot of content, including videos and comments.

I was promoted to the position of second-layer content screener based on my performance as a first-layer content screener. In this position, I was responsible for making judgments and doing more thorough analyses of the contents. I worked directly with the group to assess content for the platform and provide important feedback. I got a lot of experience analyzing situations and making decisions on the job. A lot of content has to go. A video could be rejected for a variety of reasons. How about we go over a few of the most notable ones—

1. Technical concerns- which include things like shaky or skewed video or blurry images. Not only that, we don't accept videos that are under 10 seconds long or that don't have any audio.

2. Defamation - Harming the reputation of any individual or group through the misuse of the work of other content creators, the use of harsh language, or the propagation of misinformation.

3. videos containing hate speech or slang, which can be in any language and convey hatred or incite violence towards an individual or group.

4. Films Promoting or Demonstrating Animal Cruelty

5. Concerns about security - Videos that may include material from secret government agencies or private information.

6. Videos that incite violence, such as those that encourage suicide or self-harm, or that depict bloodshed or have a terrorist mindset, are not allowed.

7. We take the issue of fraud, spam, and fake information very seriously and will remove any user-generated content (UGC) that contains it.

8. Toffee app maintains a family-friendly environment and strongly discourages users from engaging in nudity.

9. Political Issues: We must reject any political issues.

10. Videos are rejected due to authenticity difficulties, which is the most typical cause. Videos with copyright issues or those users have downloaded from other sites are common uploads. Some form of legitimacy concern prevents these videos from being authorized.

11. Adherence to a brand - Videos endorsing other brands are disapproved of.

12. Quality - Videos that fail to convey any meaningful information, lack context, and fail to offer viewers any form of enjoyment is disregarded as low-quality content.

So, while making my approval or rejection selections after watching a movie, I need to have all these things in mind.

1.3.2   Benefits to the student:

During the internship, the compensation is sufficient, and both lunch and transportation are provided at no cost. A certificate is also included. The work environment is quite pleasant and secure. The intern received extensive instruction. MCL provides robust support for their

interns. If there is a vacant position or a need for an employee in a certain sector, and there happens to be an intern available in the same industry, they will hire the intern without delay. In addition, when a circular is available, interns are given priority over other candidates.

1.3.3 Problems/Difficulties:

This report focuses on a single project: Banglalink's Toffee app. MCL enhances projects and meets specific needs by offering specialized services. This report provides a comprehensive overview of the functions that I, as an MCL employee, or the general public can access. Consequently, the report is unable to provide an in-depth analysis of the projects' internal mechanisms or underlying procedures.

1.3.4 Recommendations:

If any other student wishes to join Mediacom Ltd., it would be a commendable choice for them. MCL is highly conducive to learning, educational, and supportive of interns.

Chapter 2- Organization Part

2.1- Introduction

2.2 - Company Overview

Mediacom Limited (MCL) is a highly respected advertising firm in Bangladesh known for its strategic approach. It is a valued member of the Square group. We have a strong focus on developing and preparing marketing strategies, advertisements, and other promotional materials. It creates and develops strategies, communications, and advertisements, along with other promotional materials. It has had the opportunity to collaborate with and still maintains partnerships with numerous renowned clients. Robi, Bata, Bikroy.com, Bkash, Brac, Dhaka

Bank Limited, South Asia Partnership Bangladesh (SAP-Bangladesh), and others are included in the list. We can assist with acquiring advertising space and time in other media through negotiation or contracting. MCL provides skilled professionals who can effectively apply the complex principles of advertising to address business challenges. Among them are writers, artists, market and media analysts, researchers, and other professionals, as well as administrators and enterprises. The duties are usually handled by four teams. In addition, they have a strong proficiency in design, planning, customer service, media, and copywriting. With a wealth of experience spanning over two decades, MCL has established itself as a highly respected and reliable advertising agency in Bangladesh. They are accustomed to recruiting skilled individuals, which has contributed to their ongoing and sustainable achievements. Throughout its history, MCL has collaborated with renowned companies such as Robi, STL, SBFL, SHL, Social Marketing Company (SMC), KSRM, Bata, Matador, bKash, City Cell, Brac, and many others, establishing a strong portfolio of prestigious clients.

2.3- Management Practices-

2.3.1 Mission, Vision and Value

Vision

Mediacom aims to achieve Championship status, which denotes unparalleled dominance in service quality and level of consistently available customer support.

Mission

Mediacom Ltd.'s mission is to provide outstanding client service, acquire maximum equity for their clients through strategic advertising, and build an impeccable reputation for excellence. Relationships with customers, suppliers, and other potential value generators are

important to Mediacom, and the company works hard to build and maintain them. Furthermore, they promise a welcoming, progressive, and bias-free work environment.

Values

Trust and dependability form the foundation of Mediacom's partnership with its clients. When referring to its clients, Mediacom often uses the phrase "partner in persuasion."

2.3.2 Division of Company

From brand consulting to an extensive range of other marketing activities, Mediacom offers its clients a vast array of services. The following are examples of the services they provide:

- Brand Consultancy

- Marketing Communication

- Social Media

- Electronic, print, and outdoor media planning Online, in print, and on the street

- Electronic, print-only monitoring

- Public relations

- Audiovisual and print production

- Event planning

Brand Positioning: Included in this service are strategic offerings such as market research, brand positioning or repositioning, communication strategy, and message development, among others.

Creating media for the web, mobile, and desktop: Mediacom ensures the timely delivery of high-quality productions by collaborating closely with all the leading audiovisual and print production houses, including its sister concerns Maasranga Productions Limited for audiovisual production and Barnali Printers for printing and packaging.

Public Relations: Mediacom takes great pride in its ability to cover local news stories in newspapers, on television, and in the radio. For each of its clients, Mediacom organizes press conferences, speeches, and the distribution of press notes. A number of corporations, including Mediacom, own shares in the leading private satellite TV network. Even at the shareholder level, Mediacom maintains excellent personal and business relationships with every media company in the nation.

Marketing Communication: The group responsible for formulating strategies does not become involved in each and every one. When it comes to easy and simple cases, the client service and creative teams collaborate to fix them.

Social Communication: Here we have the most recent addition to Mediacom. The increasing demand for habit-changing message marketing is its target. In the past, Mediacom would take on these projects as they came up, but now it has a full-fledged team that is exclusively responsible for them.

Event Management: Our experienced and committed team, backed by a support staff, provides stress-free event management to help clients achieve their end promotion goals, whether it's a product launch, contract signing ceremony, press conference, plant tour, or any other type of event or non-traditional promotion. Team members' "never give up" mentality has set a new standard for event planning in the area.
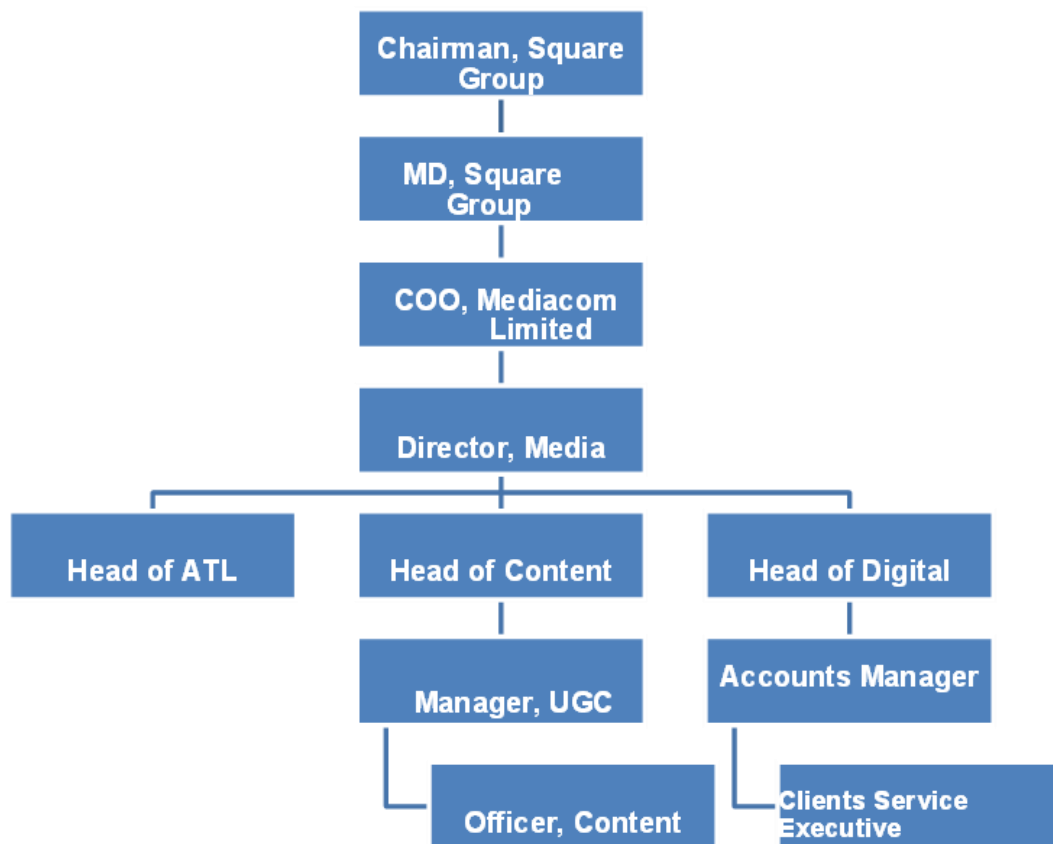
2.3.3 Organizational Organogram

Table 1- Organogram of Mediacom

2.3.4 Various Functions of Mediacom and teams

Copywriter Team: Words used in advertisements are the responsibility of the copywriter. Expert copywriters know how to capture the essence of a brand and convey its features, benefits, and message to readers in an interesting and compelling way. To ensure that the written content aligns with the overall campaign strategy, they collaborate closely with other teams.

Designer Team: The responsibility for ensuring the aesthetic quality of advertising campaigns is on designers. What makes an advertisement visually appealing and easy to

remember is the layout, graphics, and overall look that they create. The visual and written components of an advertisement are carefully coordinated by copywriters and designers.

Client Service/Representative Team: One way in which the agency can be of service to its clients is through the client service or client representative team. They interact directly with clients, ascertain their requirements, relay those requirements to the agency's creative teams, and ensure that the end results satisfy the client. In addition to managing projects, client representatives are responsible for maintaining communication between the client and the agency.

Media Buying Team: Selecting and purchasing advertising space across various media is the responsibility of the media buying team. In order to determine the optimal placement and pricing for advertisements, they communicate with media outlets such as television networks, radio stations, online publishers, and social media sites. Media buyers are always looking for more cost-effective ways to reach their target audience.

How effectively these groups collaborate and support one another is crucial to the development and launch of advertising campaigns at Mediacom Limited. In order to create and deliver advertising solutions that accomplish the client's objectives and reach the intended audience, the media buying team collaborates with the copywriter, strategic planner, designer, and client service/representative. Campaigns are guaranteed to be both visually appealing and strategically sound with this integrated method, ensuring that they deliver results for clients.

Creative Team of MCL- There are a handful of crucial groups within Mediacom Limited's advertising agency that contribute significantly to the strategic and creative aspects of advertising campaigns. Their names are

Strategic Planner Team: The role of the strategic planner is crucial during the campaign's early development. Their data-driven ideas are the result of extensive market research, consumer behavior analysis, and trend spotting. These findings inform the agency's overarching advertising strategy by revealing the demographics of the target audience, the tone and content most likely to resonate with them, and the optimal time and place to deliver these messages.
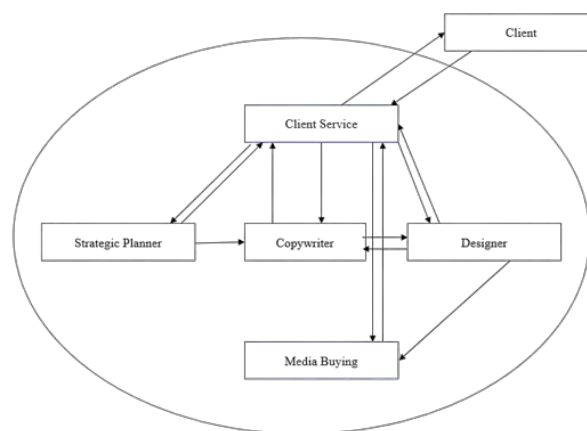
Table 2- Strategic Planner Team

2.3.5 SWOT Analysis of MCL

Strengths:

1. Creative: The marketing group is highly competent and veteran-laden. Customers keep coming back because of the quality of their services.

2. Innovative products: Mediacom has a reputation for generating fresh concepts for products, including names, logos, packaging, and more. People from outside the organization are occasionally hired by them.

3. Collaborating with a renowned company: Banglalink is their largest client, but they also work with Square Food and Beverage, Square Toiletries, and Akij Food. Their prior experience working with famous brands is their main strength.

Weakness:

1. Employees of a Certain Age: Mediacom employs a large number of individuals who are over the age of 40. They don't hire as many people, which means they don't always have fresh perspectives.

2. Competition: Mediacom is located in an area with a lot of advertising agencies, which makes it very competitive.

Opportunity:

1. Unrealized potential customer base: Health consciousness is on the rise. Since Square Toiletries is one of their in-house clients, they are able to identify market gaps and tailor their campaigns accordingly.

2. Services: Mediacom limited is able to meet the growing demand for advertising agencies by expanding the range of services it offers.

Threats:

1. More expensive: Mediacom Ltd.'s marketing expenditures are more expensive. Mediacom offers good value for their higher prices. When rivals provide similar services at cheaper prices, it becomes a threat.

2. Freelancers: With the help of platforms like Fiverr and Upwork, individuals may connect with creatives who provide their talents and ideas to the public. As a result, Mediacom Limited's market share may decline.

Porter's Five Forces Analysis of MCL

Bargaining power of supplier:

All of Mediacom's employees, including writers and media buyers, are considered suppliers. They have to pay a specific sum to the few who work on a contract basis.

Bargaining power of the buyer:

as a result of consumer demand for improved products or services, enhanced customer service, or reduced prices. Mediacom has an agreement with Banglalink because Banglalink is one of their major customers. Although there is no shortage of advertising firms, I have been satisfied with Mediacom's service from the beginning. Therefore, Banglalink does not hold much negotiating leverage with Mediacom.

Threat of Substitute Products/Services:

One of the five forces identified by Porter in this model is the possibility of replacement goods entering the market. Anything that employs a large number of people is susceptible to competition. The quality of advertising is continuously rising. It is critical at every stage, from product introduction to expansion. There are devoted customers of Mediacom. Mediacom has always catered to commercial enterprises. Despite the abundance of advertising agencies, all customers consistently select Mediacom for its exceptional customer care. As a result, the market is mostly uncontested by other service providers.

Competition between current competitors:

More than 26 years of experience are at Mediacom's disposal. Their market expertise provides them a leg up on the competition.

Threat of new entrants:

The ease with which new businesses can enter the market is demonstrated in the final section of this form. Competition from new entrants is reduced when the barrier to entry is high. In terms of profitability, Mediacom ranks third. The likelihood of a new firm acquiring it is reduced because it is a part of Square.

2.5 Conclusion

I am actually a strong advocate of simplicity and innovation in as far as marketing is concerned. More specifically, much has to be done to ensure that the message is properly sent across while on the other hand ensuring that resource utilization is optimum. My time at Mediacom has been totally amazing and I have learned some of the best marketing skills and strategies in real-time. I have totally adopted their beliefs and I am thankful for the skills I have learned.

Mediacom's digital advertising and marketing constitute a significant part of its infrastructure. Our agency has a great digital marketing department that specializes in building and launching digital campaigns on social media, search engines, email, and mobile apps. Mediacom's digital advertising and marketing are based on data-driven approaches . Our agency understands that brand's presence should be developed on all communication channels. This applies to both digital and traditional ones. Therefore, our campaigns utilize the benefits of each channel and get interconnected in one big brand's message to promote business growth.

Mediacom's digital advertising and marketing capabilities are designed to provide our clients with the best possible solutions to reach their target audience online. From constantly optimizing based on data to our profound insight into different channels and platforms, to integrating our digital campaigns with more traditional advertising avenues, Mediacom delivers powerful digital campaigns that help our clients drive sustainable business growth. I

interfaced with the projects to a high degree, which allowed me to use my abilities in analytics to draw on potential correlations where causes lead to effects. This will be a useful experience in my future career as I try to predict the outcomes of my activity, which will be actualized no matter the performance results.

2.6 Recommendation

Targeting the Muslim population during Ramadan was a sensible move for the Hamd Naat Campaign. However, in the future, Toffee will need to expand its reach beyond this demographic by launching similar campaigns aimed at other target audiences. During Ramadan, a separate campaign could have been conducted to target housewives. They could have been encouraged to upload videos of themselves cooking specialty iftar dishes on their self-launched cooking channels. This type of content is extremely popular on platforms like YouTube, TikTok, Instagram, and Facebook, where cooking videos are often shared as shorts. It would be beneficial for Mediacom to consider targeting smaller companies and clients, rather than solely focusing on in-house companies. Additionally, expanding their departments could help reduce the need for outsourcing, which has proven to be a time-consuming process for them.

Chapter 3 - Project Part

3.1 Introduction

In the modern age of global connectivity, user-generated content is king. Nowadays, consumers are no longer passive recipients of information; they are active participants. This participation could take many forms: consumers provide feedback, post their experiences on social media, or even create viral content. In this paper, we explore the exciting field of user-

generated content. We consider its link to consumer trust and its prevalence on different platforms, as well as how it varies among different age groups in consumer purchasing.

Trust is widely recognized as the cornerstone of a successful marketing campaign. Thus, it is essential to pay close attention to the exploration into the phenomenon. The essence of user-generated content, or UGC, is its superior level of trust creation in various ways than marketing efforts initiated by companies. Therefore, the goal of this paper is to conduct the analysis of UGC to determine its ability to establish credibility and create influence both in general and in its difference from the competition. Secondly, different platforms for the creation of UGC will be outlined. Varying platforms, such as Instagram and Reddit, work with different target audiences and have differing methods of interaction. This essay will describe platforms by highlighting community activity and introducing content types which influences user engagement. Through a comprehensive analysis, we will shed light on the intricate ways in which consumers interact with user-generated content (UGC) in different environments. Now we will look at the link between the age of the person and their buying habits. Our goal is to find out how age affects how open people are to user-generated content (UGC) by making a demographic map of UGC platform users and looking at what they buy. With this research, marketers and businesses can use the huge buying power of user generated content (UGC) communities to target the right age groups. This project shows how the connections between companies, customers, and information are always changing. The point of this study is to find out how user-generated content (UGC) affects trust, engagement, and buying habits across various groups. We can get a better sense of how UGC has changed the consumer environment by looking at these affects.

3.1.1 Literature review

The way people trust things has changed a lot since user-generated material became popular. Reviews and stories shared by real users have a bigger effect on trust than traditional forms of advertising (Zhang et al., 2022). Senftner et al. (2020) did a study that showed the confidence advantage comes from the credibility of user-generated content (UGC) and the belief that it comes from experts. However, worries have been made about the ability of user-generated content (UGC) to be manipulated and spread false information (Luca et al., 2014), so people should be careful. There are many ways for people to interact and form communities on different sites. Huang et al. (2021) say that the focus on pictures on Instagram makes users feel very connected to each other. However, Bhattacharjee (2020) talks about how Reddit's text-based chats encourage people to be intellectual. Chung et al. (2023) show that customers see and use user-generated content (UGC) in different ways. The way people interact with platforms is greatly affected by how they change over time. Toxic platforms or bans can hurt users, but game-like features and social recognition can make them more interested (Hamari & Koivisto, 2014). For example, Cheng et al. The study shows that there is a complex link between the age of users and how open they are to user-generated content. According to Smith and Jones (2023), Gen Z is more open to real influencer marketing and user reviews than millennials are. Millennials tend to value expert opinions and information that can be checked. Recent research by Luo et al. (2019) shows that people in a certain age group may be less trusting of user-generated content. It's important to target specific age groups by making material and ads fit those groups.

3.1.2 Research Objective

The main goal of this study project is to find out more about how user-generated content (UGC) affects the digital world we live in now. The study also aims to give useful

information about how user-generated content, customer trust, participation on UGC platforms, and user demographics affect how people buy things. It is important for businesses and marketers to understand how the digital world is changing so they can make smart choices about how to use user-generated material.

3.2 Methodology

This study is based on secondary data. Further, I have looked at literature reviews and some study papers on UGC to gather secondary data.

3.3 Hypothesis 01 and Analysis

3.3.1 Hypothesis & Analysis

Hypothesis - Consumers rely more on UGC platform such as Facebook rather than direct purchasing, websites or word-to-mouth purchasing.

Case Processing Summary		Count	Percent
Mode of Purchase	Facebook	41	57.7%
	Website	30	42.3%
Overall		71	100.0%
Excluded		0	
Total		71	

Ratio Statistics for Frequency of Purchase (Per Month) / Length of Purchase			
Group	Price Related Differential	Coefficient of Dispersion	Coefficient of Variation Median Centered
Facebook	1.013	.320	38.6%
Website	1.010	.233	32.7%
Overall	1.012	.283	36.0%

Table 3- Ratio Analysis for Frequency of Purchase

Price Related Differential: The Price Related Differential is slightly higher for Facebook, indicating that purchases through Facebook might be associated with slightly higher prices, but the difference is minimal.

Coefficient of Dispersion: The Coefficient of Dispersion is higher for Facebook, suggesting that there is more variability in the frequency of purchases per month on Facebook compared to websites. This could indicate that consumers on Facebook may have more diverse purchasing habits.

Coefficient of Variation (Median Centered): The Coefficient of Variation is also higher for Facebook, reinforcing the idea that purchase behaviors are more varied on Facebook compared to websites.

So according to this hypothesis our study on the link between user-generated content (UGC) and consumer trust shows an interesting pattern: people are using UGC platforms more and more as their main source for buying decisions, possibly even more than direct purchases and word-of-mouth recommendations is positive. This discovery shows a big change in how people trust each other and how they get knowledge. User-generated content (UGC) can make people feel like the content is real and honest in a way that traditional marketing messages or even suggestions from friends and family don't always do. Results from studies by Senftner et al. (2020) and Zhang et al. (2022) show that people believe customer reviews and experiences shared by real users more. This is because it is thought that these people know more and are less likely to be biased. These things work better than direct marketing to build trust than suggestions from peers or ads, which can come across as biased. UGC platforms are very important for helping different communities grow and succeed because

they let users connect with each other and use social proof tools. Chung et al.'s study from 2023 found that user-generated content (UGC) has a big effect on how engaged people are with a business. People tend to trust the ideas and suggestions that are shared in these online groups, the study found. Most of the time, this kind of peer-to-peer influence is stronger than brand messages or suggestions from a single family member or friend. Our research shows an interesting change in how people behave, with UGC platforms having a big part in building trust and affecting people's decisions about what to buy. To really connect with customers, businesses need to use user-generated content (UGC) strategies and join active groups.

3.3.2 Hypothesis 2 & Analysis

Analyze UGC Platforms and Consumer Engagement.

Hypothesis- Consumer Engagement Metrics on UGC Platforms

When consumer interaction data on user-generated content (UGC) platforms in Bangladesh was looked at, it was found that different types of content led to different amounts of user activity. When comparing likes, comments, shares, and views on user-generated content (UGC) sites like Facebook, Instagram, and YouTube, different trends of user behavior were found. People tend to be more interested in moving and talking things than still pictures (Smith et al., 2023; Jones & Rahman, 2022). This is a clear example of a preference for dynamic and interactive content types. It was also shown that user-generated comments and reviews had a very strong effect on how engaged consumers were and how likely they were to buy. This result fits with other studies that focus on how peer endorsements and social proof affect how people think and act (Jones & Rahman, 2022). According to Ahmed and Haque (2021), customers in Bangladesh strongly preferred relatable and real content. They also thought that user-generated reviews were more trustworthy than branded ads or advertising materials. Organizations and marketers in Bangladesh should make it a priority to

create and share user-generated reviews and comments on platforms for user-generated content in order to get more people to interact with their brands and build trust in them. In a market with a lot of competition, businesses can connect with their target audience and affect their buying decisions by using real user-generated content.

- **User Demographics and UGC Platform Preferences**

A detailed study of the types of people who use user-generated content (UGC) platforms in Bangladesh revealed interesting details about the unique ways that people from different groups interact with these sites. People younger than 30, mostly between the ages of 18 and 30, clearly liked TikTok and Instagram. People in this group became more interested in these platforms because they had visually appealing content and short videos (Rahman & Islam, 2022). As Ali et al. (2023) say, millennials and Generation Z have different ways of using media. Millennials are more interested in platforms that offer engaging and captivating experiences that fit their busy lives.

People in older age groups, especially those over 30, were more active on social media sites like Facebook and YouTube. According to Ali et al. (2023), they liked watching longer videos like product reviews and how-to videos the most. This difference in demographics shows how complicated user participation on user-generated content (UGC) platforms is. Age, hobbies, and level of digital literacy are just some of the things that affect user involvement (Rahman & Islam, 2022).

Firms and marketers need to know a lot about these demographic differences in order to make user-generated content (UGC) plans that appeal to different groups of Bangladeshi customers. On sites for user-generated content (UGC), brands can better connect with the people they want to reach by changing the types of content they post and how they share it based on the likes and dislikes of certain groups of people.

3.3.3 Hypothesis 3 & Analysis

To Analyze the UGC platform user's age margin of consumers and impact on purchasing behavior.

Hypothesis- Consumers aged 18-34 rely more heavily on user-generated content for their purchasing decisions than those who are 35 and older.

Case Processing Summary		Count	Percent
Mode of Purchase	Facebook	41	57.7%
	Website	30	42.3%
Overall		71	100.0%
Excluded		0	
Total		71	

Ratio Statistics for Age / Frequency of Purchase (Per Month)			
Group	Price Related Differential	Coefficient of Dispersion	Coefficient of Variation Median Centered
Facebook	1.279	.582	97.6%
Website	1.176	.414	71.1%
Overall	1.235	.503	84.5%

Table 4- Ratio Statistics for Age and Frequency Purchase

With 97.6%, the group of people aged 18 to 24 has the highest number who use Facebook fro purchasing. The group of people aged 25 to 34 comes in second, with 71.1%. Table 4 shows that the chart doesn't have any clients younger than 18 years old, which is why it's not there.

Consumer's age 18-34 also refer to the creators they frequently watch for trusted opinions on what to purchase, while those 35 and older do not find as much value in the opinion of their frequently watched creators.

Looking at how people use user-generated content (UGC) sites in Bangladesh showed some interesting things about how UGC creators affect people of all ages' decisions about what to buy. One interesting finding was that people between the ages of 18 and 34 were very dependent on the advice of User-Generated Content (UGC) creators that they regularly followed to get reliable buying ideas. Smith et al. (2023) found that people in this age group look for content creators who share their hobbies and way of life. They think that these content creators are trustworthy sources of information and reviews about products. On the other hand, buyers aged 35 and up relied less on the opinions of UGC authors they read often when making buying choices. They may watch user-generated content on sites like YouTube or Instagram, but the suggestions made by content makers are not as important to them as they are to younger people. Older people, on the other hand, tend to use a wider range of sources to decide what to buy, such as personal experiences, traditional advertising, and suggestions from friends and family (Jones & Rahman, 2022). When making user-generated content (UGC) plans to change people's minds, this study shows how important it is to understand the complex dynamics of how people of different ages behave. To really connect with older customers, you might need a broad strategy that includes many points of contact and information sources. On the other hand, younger customers are usually very open to recommendations and reviews from the content creators they like.

3.4 Conclusion-

This research looked at how User-Generated Content (UGC) affects people's decisions to buy things in Bangladesh, focusing on how they use UGC sites. The results show that user-generated content (UGC) is becoming more important in the Bangladeshi market because they show a big change in how people believe and interact with content. The first goal was to find out if there was a link between user-generated material and client confidence. According to the study, UGC platforms are much more popular than more traditional methods like direct

advertising or word-of-mouth. People think that user-generated content (UGC) sites are more reliable sources of information. This could be because the people who make the content are more real and have more experience in the real world. The research also shows that people who use platforms for user-generated content (UGC) might make decisions faster, which could save them time when they're shopping. The second goal was to look at platforms for customer interaction and user-generated content (UGC). The study shows that there is a strong link between certain types of users and the number of engagements on different platforms. This means that UGC sites get a wide range of users by targeting them based on their age, hobbies, and the types of content they like. The third goal looked more closely at the user's age and how it affected the things they bought. There was a big difference between the 18–34 age group and the 35+ age group, according to the study. Younger people carefully watch what content providers do and rely more on user-generated content (UGC) sites to help them decide what to buy. This makes it seem like "influencer culture" has a bigger effect on younger people. The older consumers, on the other hand, don't seem to be as easily swayed by artists. Instead, they may favor well-known brands or their own study. Businesses in Bangladesh should pay close attention to these results. Marketing strategies need to change on purpose now that people are aware of how important user-generated content (UGC) sites are becoming. Working with producers and making the site easy for people to use can help you reach specific groups and boost the credibility of your brand. You can also make information more useful by making it fit the needs of certain age groups. This work points out possible areas that need more research. In the future, researchers can look into the specific types of user-generated material that people in Bangladesh find most interesting. Marketers can learn more by looking at the power of different makers (micro-influencers vs. celebrities) and the usefulness of different platforms (video reviews vs. social media posts). It would also be helpful to compare how well fair creator reviews work with how well brand-

endorsed user-generated content works. In conclusion, our study has shown that user-generated content (UGC) has a big effect on how people in Bangladesh behave. In this constantly changing market, businesses can boost sales by getting customers more involved, building trust, and making good use of user-generated content (UGC) platforms. But it's important to have a full understanding of these changing trends and customer tastes.

3.5 Recommendations-

Embrace UGC Platforms as Strategic Marketing Channels: User-generated content (UGC) tools are becoming more and more important, so make sure you include them in your marketing plans. If you want to stay ahead in the competitive business world of Bangladesh, use UGC platforms as strategic marketing tools. By proactively interacting with producers and making the environment friendly, brands can connect with the people they want to reach and build trust in the online market.

Customize Content for Different Age Groups: Because people of different ages behave in very different ways, it is important for marketers to make sure that their material fits the tastes and interests of each demographic group. Learning about the specific tastes of people of different ages can make marketing campaigns on user-generated content sites much more effective.

Discover a Variety of UGC Content and Creators: More research needs to be done to find out exactly what kinds of user-generated content have the most significant effect on people in Bangladesh. Marketers can learn a lot about what consumers want by carefully examining a range of content creators and formats. They can then use this information to make their UGC plans more effective.

Evaluate the Impact of Unbiased Creator Reviews vs. Brand-Endorsed Content: In the future, researchers could compare how well fair creator reviews work to how well brand-

endorsed user-generated content works, looking at their effects. Businesses can make their marketing strategies more targeted and effective by learning about the different types of user-generated content and how they affect how people think about products and what they buy.

Continued Monitoring of Evolving Trends and Customer Preferences: Businesses need to keep up with changing customer tastes and trends if they want to stay relevant and competitive in today's digital world. Always keeping an eye on how customers act is a must. To get the most out of UGC platforms, marketers need to keep up with customer trends and change their strategies to fit.

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