

Report On
The Impact of Social Media Marketing on Brand Awareness: A Case
Study of New Zealand Dairy

By

Moshiur Rahman
19204033

An internship report submitted to the Marketing department in partial fulfillment of the
requirements for the degree of
Bachelors in Business Studies

BRAC Business School

Brac University

October, 2024

© 2024. Brac University
All rights reserved.

Declaration

It is hereby declared that the internship report submitted is my/our own original work while completing a degree at Brac University. 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. The report does not contain material that has been accepted or submitted for any other degree or diploma at a university or other institution. I have acknowledged all main sources of help.

Student's Full Name & Signature:
<hr/>
Name: Moshiur Rahman Student ID: 19204033
Supervisor's Full Name & Signature:
<hr/>

Tanzin Khan
Senior Lecturer,
BRAC Business School

Senior Lecturer, Organization Behavior and Green Marketing,
WEP

Letter of Transmittal

Tanzin Khan

Senior Lecturer,

BRAC Business School

BRAC University

Merul Badda, Dhaka 1212, Bangladesh

Subject: Submission of Report on the Impact of Social Media Marketing on Brand Awareness: A Case Study of New Zealand Dairy

Dear Sir,

I am pleased to submit my internship report titled "The Impact of Social Media Marketing on Brand Awareness: A Case Study of New Zealand Dairy" as part of the requirements for the degree of Bachelor in Business Studies. The report provides an analysis of how social media marketing influences brand awareness, based on my internship experience at New Zealand Dairy.

I trust this report will meet the academic expectations and demonstrate my understanding of the subject. Thank you for your guidance throughout this process.

Sincerely yours,

Moshiur Rahman

Student ID: 19204033

BRAC Business School

BRAC University

Date: 25th November, 2024

Non-Disclosure Agreement

The student agrees to keep all proprietary and confidential information, including but not limited to marketing strategies, internal reports, customer data, and any other sensitive company information, confidential during and after the internship. This information shall not be disclosed to any third party or used for purposes outside the internship.

Name: Moshiur Rahman

Student ID: 19204033

BRAC Business School

BRAC University

Acknowledgment

I would like to express my sincere gratitude to New Zealand Dairy for giving me the opportunity to intern and gain valuable experience in the field of social media marketing. Special thanks to MD. Rifat Uzzaman for their guidance, support, and mentorship throughout the internship. Additionally, I would like to thank all members of the marketing team for their contribution and for helping to improve myself.

I would therefore like to specially acknowledge BRAC University and my academic advisor Tanzin Khan for having encouraged me to write this report. To conclude I would like to thank all those who have supported me throughout this study, my family and friends.

Sincerely,

Moshiur Rahman

Student ID: 19204033

BRAC Business School

BRAC University

Executive Summary

This internship report, "The Impact of Social Media Marketing on Brand Awareness: Shining the Spotlight on the New Zealand Dairy Industry—Effects of Using Social Media Marketing as Brand Awareness: A Case Study of New Zealand Dairy," examines brand recognition in specific demographics in the New Zealand dairy industry: undergraduates, non-consumers of dairy products, and postgraduate students, consumers of dairy products. The study seeks to establish the extent to which social media marketing can be useful in increasing brand awareness of sports organizations among the two groups. The report also focuses on understanding consumer engagement activities done on social media by the dairy brands and assess the effectiveness of advertising placement on social media for the specific consumer segments. The research also shows that students utilize mainly Facebook and YouTube and that undergraduate students use varieties of social media platforms more than postgraduate students. As for brand familiarity, both groups rated themselves in the middle ground, but undergraduates acknowledged being more involved with the brand's social media accounts than postgrads. Of all the content types, undergraduate students most interacted with product information and promotions content types. For instance, social media networks had a positive effect on brand image, particularly among the undergraduate students, and also determined the purchase behavior among these students. However, the study identified that both groups tended to show low actual levels of interaction with New Zealand Dairy's content across the site, suggesting that more interactive approaches need to be employed. Based on the findings of the report, the following recommendations are proposed with a view to improving the social media marketing strategies used by the New Zealand dairy industry: targeted content to the audiences, concentrating on the mainstream platforms such as Facebook and Instagram, embracing market engagements, using analytical data, and testing various content types. By implementing these recommendations, the New Zealand dairy industry can effectively leverage social media to enhance brand awareness, drive consumer engagement, and ultimately, increase sales.

Table of Contents

Table of Contents	7
List of Tables	10
List of Acronyms	11
Chapter 1: Overview of Internship	13
1.1. Student Information	13
1.2. Internship Information	13
1.2.1 Period: 3 months	13
1.2.2 Internship Company Supervisor's Information	13
1.2.3 Job Scope	13
1.2.4 Job Description/Duties/Responsibilities	15
1.3 Internship Outcomes	15
<i>Student's contribution to the company</i>	15
1.3.2 Benefits to the student	16
1.3.3 Problems/Difficulties (faced during the internship period)	16
1.3.4 Recommendations (to the company on future internships)	17
2.2 Overview of the Company	20
2.2.1 Historical Background	20
2.2.2 Vision and Mission	20
Mission:	20
Vision:	20
2.2.3 Organizational Structure	20
2.2.4 Product Portfolio	21
2.2.5 Procurement and Supply Chain Management	22
2.2.6 Manufacturing and Packaging	22
2.2.7 Marketing and Sales	23
2.2.8 Quality Assurance and Regulatory Compliance	24
2.3 Management Practices	24
2.3.1 Leadership Style	24
2.3.2 Human Resource Planning Process	25
2.3.2.1 Recruitment and Selection Process	25
2.3.2.2 Compensation System	25
2.3.2.3 Training and Development Initiatives	25
2.3.2.4 Performance Appraisal System	26
2.4 Marketing Practices	26
2.4.1 Marketing Strategy	26
2.4.2 Target Customers, Targeting, and Positioning Strategy	26
2.4.3 Marketing Channels	27
2.4.4 Product/New Product Development and Competitive Practices	27
2.4.5 Branding Activities	28

2.4.6 Advertising and Promotion Strategies	28
2.4.7 Critical Marketing Issues and Gaps	29
2.5 Financial Performance and Accounting Practices	30
2.5.1 Financial Performance	30
2.5.2 Accounting Practices	30
2.5.2.1 Core Accounting Principles	30
2.5.2.2 Method of Accounting	31
2.5.2.3 Accounting Cycle	31
2.5.2.4 Depreciation Methods	31
2.5.2.5 Accounting Disclosures	31
2.5.2.6 Impairment Assessments	31
2.6 Operations Management and Information System Practices	32
2.6.1 Use of Information Systems	32
2.6.2 Database and Office Management Software	32
2.6.3 Quality Management, Scheduling, and Resource Allocation	33
2.7 Industry and Competitive Analysis	33
2.7.1 Porter’s Five Forces Analysis	33
2.7.3 SWOT Analysis	35
2.9 Summary and Conclusions	36
Chapter 3: Project Part	40
3.1 Introduction	40
3.1.1 Problem Statement	40
3.1.2 Objective(s)	41
3.1.3 Literature Review	41
3.1.4 Significance	43
3.2 Methodology	44
3.2.1 Research Design	44
3.2.2 Sample Population	44
3.2.3 Sampling Technique	44
3.2.4 Data Collection	45
3.2.5 Data Analysis	45
3.2.6 Ethical Considerations	46
3.2.7 Limitations	46
3.3 Findings and Analysis	47
Chapter 4: Summary and Conclusions	60
4.1 Recommendations for Enhancing Social Media Marketing	61
4.2 Recommendations and Implications	61
4.2.1 Tailor Content to Specific Demographics	61
4.2.2 Prioritize Key Platforms	61
4.2.3 Enhance Engagement Strategies	62
4.2.4 Leverage Data-Driven Insights	62

List of Tables

- [Table 2.1 Financial Ratio Analysis \(2023-2024\)](#)
- [Table 2.2 SWOT Analysis](#)
- [Table 6. PASTLE Analysis](#)

List of Images	Page No.
Figure 2.1 New Zealand Dairies Logo	18
Figure 2.2 Marketing Poster	19
Figure 2.3 Organizational Structure	21
Figure 2.4 Product Portfolio	22
Figure 2.5 Departmental Activities	23
Figure 2.6 Doodles Advertisement	28
Figure 3.1 Age Group of Job Holders and Students	47
Figure 3.2 Gender Distribution for Students and Job Holders	48
Figure 3.3 Most Used Social Media Platform for Students and Job Holders	48
Figure 3.4 Familiarities with New Zealand Dairy for Students and Job Holders	49
Figure 3.5 Familiar Products among Students and Job Holder	50
Figure 3.6 First Hear About New Zealand Dairy for Students and Job Holders	51
Figure 3.7 Awareness of Social Media Presence for Students and Job Holders	51
Figure 3.8 Platform Where Students and Job Holders First Hear About New Zealand Dairy	52
Figure 3.9 Social Media Frequency for Students and Job Holders	53
Figure 3.10. Interactions for Students and Job Holders	53
Figure 3.11 Most Engaging Contents for Students and Job Holders	54
Figure 3.12 rating for social media contents for students and job holders	54
Figure 3.13 Rating for content usefulness for students and job holders	55
Figure 3.14 Ratings for Impact of Social Media Presence on Brand Perception for Students and Job Holders	56
Figure 3.15 Effects of Social Media on New Zealand Dairy Purchases for Students and Job Holder	56
Figure 3.16 Purchase Frequency for Students and Job Holders	57
Figure 3.17 Social Media Promotions on Purchases for Students and Job Holders	57
Figure 3.18 Suggestions from Students and Job Holders	58

List of Acronyms

NZDPB New Zealand Dairy Products Bangladesh Limited

FMCG Fast-Moving Consumer Goods

SKU Stock Keeping Unit

BBS Bachelor in Business Studies

HRM Human Resource Management

NZ GAAP New Zealand Generally Accepted Accounting Practice

PBE IPSAS Public Benefit Entity International Public Sector Accounting Standards

ROA Return on Assets

EVA Economic Value Added

MVA Market Value Added

ERP Enterprise Resource Planning

CRM Customer Relationship Management

BI Business Intelligence

DBMS Database Management Systems

TQM Total Quality Management

CPM Critical Path Method

MRP Material Requirements Planning

HRMS Human Resource Management Systems

SWOT Strengths, Weaknesses, Opportunities, and Threats

PESTLE Political, Economic, Social, Technological, Legal, and Environmental

SM Social Media

Chapter 1: Overview of Internship

1.1. Student Information

Name: Moshiur Rahman

ID: 19204033

Program: Bachelor in Business Studies (BBS)

Major: Marketing

Minor: Human Resource Management (HRM)

1.2. Internship Information

1.2.1 Period: 3 months

Company Name: New Zealand Dairy

Department/Division: Marketing Intern.

Address: Shanta Western Tower, Tejgaon Industrial Area, Dhaka 1208, Bangladesh.

1.2.2 Internship Company Supervisor's Information

Md. Safayt Uzzaman

Rifat Executive Marketing

New Zealand Dairy Products Bangladesh Ltd.

1.2.3 Job Scope

- ⇒ **Market Research:** This position requires a lot of research in order to help shape the future of the company. Those in this position collect and analyze information about consumers' and competitors' behaviors and actions and market trends. They could have to ask for questionnaires, interviews, and scrutiny of annual reports to identify promising markets and predict market evolutions. As the source of information on customers and other market factors, the market research team contributes significantly to the direction of product design and positioning, as well as the pricing strategy in New Zealand Dairy Bangladesh.
- ⇒ **Marketing Branding:** The branding team is accountable for the creation of brand strategy that helps to appeal to customers and ensure that New Zealand Dairy has a competitive edge in the market. On this account, the task entails ensuring that there is a clear message on all the marketing materials, such as advertisements, contents on a website, or packaging. The branding team also works hand in hand with creative and ensures from the market research that the right brand message is communicated. Their goal is to create customer loyalty, increase the likelihood of customers being able to recall your brand, and the positive perception that one has to associate with the company should mirror its values and mission statement.
- ⇒ **Marketing Sales:** Marketing sales is the link that connects the marketing strategies with the sales team goals. To be specific, these people are all about creating campaigns and promotional methods with the goal of selling the products and increasing the market share. They work in harmony with sales representatives in order to ensure that marketing packages that are to be used in the marketing channels are well developed. Through proper coordination with the sales department, the marketing sales team works as a force multiplier for enhancing client interface, increasing business, and optimizing marketing budgets.

Altogether, these roles help New Zealand Dairy Bangladesh to accomplish the strategies, brand image, and sales control to meet the business goals for sustainable growth in the industry.

1.2.4 Job Description/Duties/Responsibilities

I was appointed as a marketing intern. At first, I got to know about the product lines of the company. I saw there are 5 marketing branding managers who look into different product segments of the company from base to core. New Zealand Dairy has both dairy and non-dairy products. The first job I got was to do research on the pasta market. I gave a presentation on the whole market available in our country. The next assignment I got is the market visit of the existing product of the company. I visited the market for Detos Chips, Poppers Chips, Happy Cow powdered milk, and Digestive Biscuit. Other than this, I also visited some markets just to see the condition of the market. With these market visits, I got to work with 4 executive marketing members with the company. Also, I looked into the packaging of Diploma and the new commercial for Diploma. I also worked with the sales team and looked for the development of the products to increase their sales. I also got the chance to work with the food development team and tested and rated many products. Out of these, I loved to work with the food development department because they put me in charge of giving them the whole idea about chocolate, machines, and existing chocolate products in our country. NZDP's main target is to launch a new product, which is a compound chocolate. They have already purchased the machine. I gave them a whole concept about chocolate and how to make it. I also suggested some names with mottos. The last work I got was to monitor a new program they have launched and give the company some useful feedback.

1.3 Internship Outcomes

Student's contribution to the company

- Listed the yearly sales of Diploma and Happy Cow.
- Looked through the lack of sales decline of Poppers chips.
- Visited the market to see the demand and opportunities for the new dairy product, Happy Cow.
- Contributed the idea of pasta segments and gave them an idea about pricing and product.

- Researched the chocolate industry and gave them an overall concept about compound chocolate.

1.3.2 Benefits to the student

I got to know about the company culture. Learned about the bridge between suppliers and consumers and customers. I have seen how a company operates and how important every level of employee is to the company. The most important benefit I got from the company is that I got a glimpse of a working environment that is totally new for me, and I think it will help me to grow in the future.

1.3.3 Problems/Difficulties (faced during the internship period)

- I faced no difficulties or problems during my internship period

1.3.4 Recommendations (to the company on future internships)

I am very happy to recommend consideration of an internship with NZDP since it has a very favorable work culture that is helpful for learning and professional growth. During the time that I was here, I continued to notice a very strong commitment to knowledge sharing and mentorship.

For instance, when I showed interest in digital marketing, the team took the initiative and organized a special meeting with an experienced digital marketer. My line manager also took the initiative to encourage the digital marketer to provide me with all the necessary knowledge about the field. These individuals generously share their time from very busy schedules to impart valuable knowledge and skills.

What struck me most apart from professionalism was the team's helpfulness and willingness to collaborate. For any need, they were always attentive and proactive in seeking opportunities to support and guide me. All this created a very positive and productive work environment that really added to my internship experience.

Chapter 2: Organization Part



Figure 2.1: New Zealand Dairy Logo

2.1 Introduction

This report delves into the operations of New Zealand Dairy Products Bangladesh Ltd. (NZDPB), a prominent multinational company originating in New Zealand and ultimately owned by Fonterra, a global dairy cooperative. New Zealand Dairy specializes in both dairy and non-dairy fast-moving consumer goods (FMCG) in Bangladesh. Indeed, the company has established itself significantly in Bangladesh by providing a wide variety of quality food products for the consumers, giving consideration to their demands in terms of nutrition.

New Zealand Dairy Products was once a dairy company from New Zealand that has turned into a world's largest dairy cooperative now with more than 11,000 farmers. This process has given the company the opportunity to harness the group and individual expertise of the farmer owners, hence improving the company's capacity to yield quality dairy products. The cooperative has a strong network base of 28 manufacturing sites, which act as a dairy processing center for 16 billion liters of milk. This is an extensive production capacity that not only satisfies the internal market requirements but also contributes to the large export operation of the company.

New Zealand Dairy realized that it sources nearly 95% of its production from within New Zealand and sells its products to over 130 countries across the world. This presence is an

implication to the quality and reliability of its products, which are found in the global domain and have been endorsed by many consumers. At the present time New Zealand Dairy is aggressively trying to build up the market in Bangladesh as it feels that Bangladesh is a huge market for its dairy products.

New Zealand Dairy operating in Bangladesh uses its range of products with popular brands such as Diploma, Farmland, Red Cow, and Calci-Pro. These brands themselves are standard brands and they have made themselves reliable for the consumers of Bangladesh. Notably, New Zealand Dairy occupies the leading position by the sales of milk powder and received the title of the “Best Brand” (Milk Category) from the Bangladesh Brand Forum for four years in a row (2020-2023). This achievement points to the extra effort towards delivering quality products by the company and the capacity to deliver as per the expectation of the consumer.



Figure 2.2 Marketing Poster

As it is today, New Zealand Dairy Products is a joint venture company, with the company holding 81% of the share. The firm operates a repackaging plant that is manned by 1,100+ employees and coordinates the marketing function to see that its products reach the population as a whole. The rest (19%) is with the local food brands, who are also managing the distribution networks of the dairy as well as non-dairy products in Bangladesh. It also enables New Zealand Dairy to provide its products to local markets, hence thriving in its operations because of market competitiveness.

Presently, New Zealand Dairy Products' list has more than twenty product lines and over two hundred stock units, or SKUs, making it a substantial player in Bangladesh's food sector. Flexibility in strategy has been another strength at the company, as it has led to a variety of products that can meet all the needs of the Bangladeshi population. Through innovations and

market search, New Zealand Dairy goals assure its positions as a leader in delivering high-quality, safe products.

2.2 Overview of the Company

2.2.1 Historical Background

NZDPB, fully known as New Zealand Dairy Products Bangladesh Limited, was established in 1992, and nowadays it is playing a vital role in Bangladesh's fast-growing FMCG industrial sector. Being the local branch of the Fonterra Co-operative Group Limited from New Zealand, NZDPB avails the experience and tradition of dairy excellence of the global leader and its vast contacts to ensure the supply of premium-quality dairy products to the people of Bangladesh. The development of the company through the years shows devotion to the highest quality and advanced experience that now proved the company's position in the market (NZDPB Annual Report, 2023).

2.2.2 Vision and Mission

Mission:

“Delivering the best quality and most delicious food products to the doorsteps of consumers by assuring the finest raw materials, state-of-the-art technology, and talents.”

Vision:

“Becoming the most trusted and reliable food company in Bangladesh.”

2.2.3 Organizational Structure

NZDPB operates a well-structured organization designed to foster efficiency, innovation, and customer satisfaction. The organizational structure is characterized by centralized strategic decision-making and decentralized operational execution. This two-tier approach maintains homogeneity and vertical footprint according to the organization's strategic plan at the corporate level and flexibility and adaptation toward market fluctuations at the regional and country levels.

Centralized Strategic Decision-Making: Key strategic decisions are made at the corporate level, ensuring consistency and alignment with the overarching business strategy.

- **Decentralized Operational Execution:** Operational decisions are delegated to regional and local teams to enhance agility and responsiveness to market dynamics.

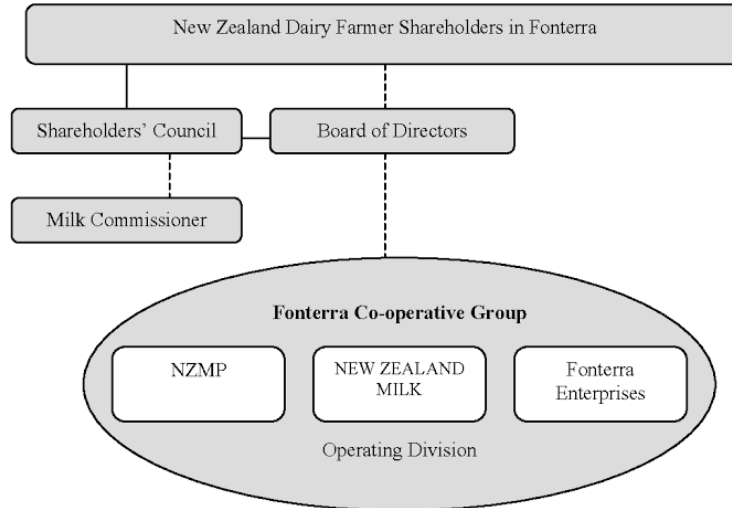


Figure 2.3 Organizational Structure

- **Functional Teams:** The company is organized into functional teams, such as marketing, sales, finance, and operations, facilitating specialization and expertise.
- **Cross-Functional Collaboration:** Effective collaboration between different functional teams is encouraged to drive innovation and improve overall performance.

2.2.4 Product Portfolio

New Zealand Dairy offers a wide range of dairy products, including powdered milk, fresh milk. They target middle- to upper-class consumers by placing the company's flagship product, New Zealand Pure Milk Powder, as a product with the highest purity and nutritional value (Solomon, 2020). Further, in doing so, the company has also added value products over the period of time. Like low-lactose milk and milk with added flavours for specific targeted client markets such as the health-concerned segment and children. Category and brands of New Zealand dairy products Bangladesh Limited It is mentioned below: Category Brands.

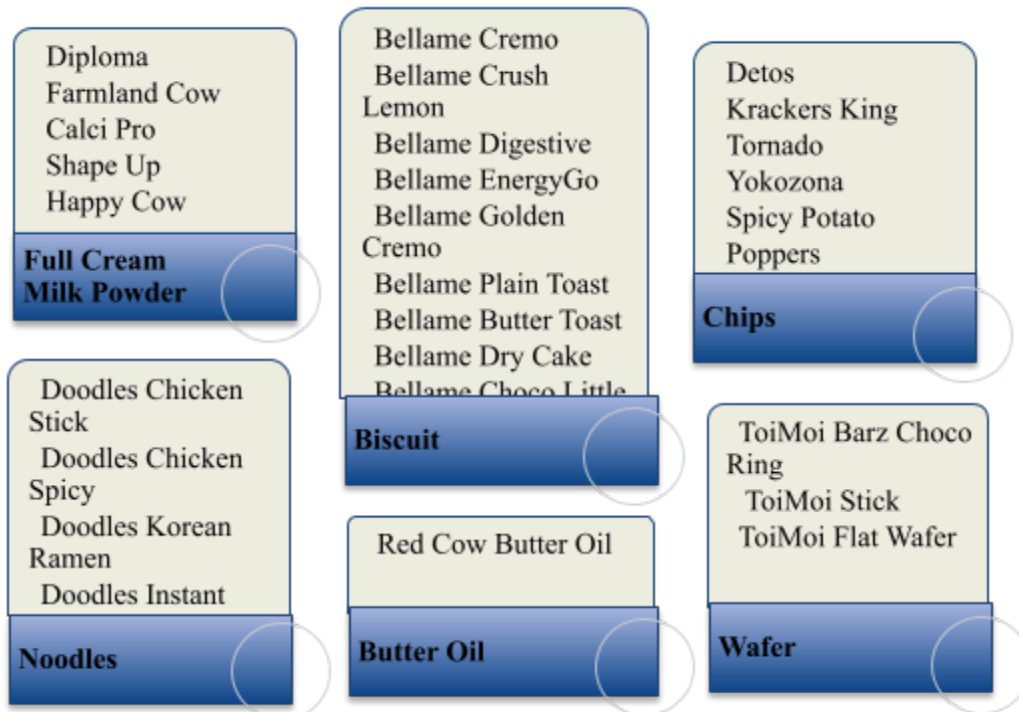


Figure 2.4. Product Portfolio

2.2.5 Procurement and Supply Chain Management

As a result of this, NZDPB has had a sound procurement and supply chain management system in place to ensure consistent supply of quality raw materials is attained. It is concerned with the procurement of the milk from local farmers in specific centers with well-stipulated and high-quality standards of the milk it stocks, which has the added bonus of supporting its local economy while also preserving freshness and high quality. Further, NZDPB also imports some of the special ingredients and packaging material from Fonterra and other overseas sources; however, to meet the quality standards of the international market, they have to follow certain standard quality control measures. (Fonterra, 2024)

2.2.6 Manufacturing and Packaging

NZDPB Company's manufacturing facility is modern and equipped with the technology that enables the company to produce various types of dairy products. This facility has adopted global best practices in food safety and quality in order to produce safe and quality foods. Packing

processes at NZDPB are well thought out to ensure that the products are safe from contamination and that shelf life is also boosted, which results in satisfaction of the consumers. (Fonterra, 2024)

2.2.7 Marketing and Sales

NZDPB thus makes ample use of marketing and sales techniques so as to work on its brand image and strive for sales. The company's marketing efforts include:



Figure 2.5: Departmental Activities

- ❑ **Brand Building:** spending on advertising promotions and public relations, promotional strategies to improve brand image as well as consumers' preferences.
- ❑ **Distribution Network:** The current and efficient distribution channel to make sure the company's products are accessible in many places in the country.
- ❑ **Retail Partnerships:** Working closely with prime retail channels to place and display products in the most strategic positions.
- ❑ **Consumer Engagement:** Building up a well-established and long-term relationship with the consumers through social networks, loyalty programs, and other means of communication (NZDPB, 2024).

In addition, NZDPB does not only engage in a wide range of seminars and job fairs to popularize its brand on the market but also to increase its sales. This sort of marketing strategy is ideal in the

current world. Customers and consumers can directly get through the team and can give appreciation to the products.

2.2.8 Quality Assurance and Regulatory Compliance

Ensuring its products meet international standards, NZDPB has come up with quality assurance measures. Some are conducting routine quality audits to determine compliance with set standards, a more sophisticated laboratory analysis for product quality and safety, and observing all the local and international food safety standards as recommended in the international sovereign laws to ensure the company's products are as safe and of the highest quality as possible (Fonterra, 2024).

Through aggressive positioning on product differentiation, brand building, and well-coordinated operational strategies in New Zealand and Bangladesh markets, NZDPB has envisioned enhancing its competitive advantage in the Bangladeshi FMCG market map within the projection of the year 2024.

2.3 Management Practices

2.3.1 Leadership Style

NZDPB uses a participative leadership style. This approach is also known as democratic leadership, and it emphasizes participation from all the employees in an organisation (Fonterra, 2024). The NZDPB management leadership style is very participative, where the management seeks the participation of its subordinates and the employees' suggestions and opinions are taken into consideration. This participative style ensures that the employees are liable for exercising the company's goals and objectives in their working environments (NZDPB Annual Report, 2023).

According to this factor, NZDPB receives valuable insight from each employee and innovative solutions to various problems, which increases the effective problem-solving capacity. It also increases the motivation of employees, and their productivity rises as well as a sense of ownership of the projects that they're handling. In today's more dynamic environment, competitors with products that can be considered FMCG, such as NZDPB, need to remember to be as adaptive as possible to possible changes in the market; in this way, they will maintain competitiveness (NZDPB, 2024).

2.3.2 Human Resource Planning Process

NZDPB has an elaborate human resource planning system applied to plan for and select competent candidates for employment to maintain operational capabilities and strategic goals.

2.3.2.1 Recruitment and Selection Process

NZDPB also embraces a strategic staff recruitment and selection procedure that seeks to retain qualified technically qualified, experienced, and culturally suitable personnel. The first step is job analysis, followed by the preparation of highly technical and explicit job descriptions and job specifications (Fonterra, 2024). Recruitment methods include internal transfers, referrals from current employees, and-outsourcing through media and agencies. There are many levels in the selection procedures, for instance, initial telephone and written tests, concurrency, strengths-based interviews, assessment centres, and others that ensure only the most qualified persons are hired (NZDPB Annual Report, 2023).

2.3.2.2 Compensation System

Currently, NZDPB offers a fair remuneration package to its employees and believes in offering market competitive wages to ensure that it attracts and retains talented employees. Employees in the company also receive remuneration in terms of basic wages, bonuses based on the performance of the organization, and other forms of remuneration like medical care allowance, contribution retirement schemes, pay leave, etc. (Fonterra, 2024). It is adjusted and compared to best practice at practical intervals to assure that it is competitive and conflicts with the strategic aims of the company (NZDPB, 2024).

2.3.2.3 Training and Development Initiatives

Learning and development feature highly in the NZDPB, as is evident from the following key points. Fonterra provides several training courses that focus on such sectors as increasing technical proficiency, leadership qualities, and organizational performance (Fonterra, 2024). Such training includes training in the workplace, workshops, and e-trainings. Also, NZDPB gives financial support to the employees who want to attend some extra courses and receive certificates and study leave. On the same note, by training its employees, the company is

guarantying that its human capital is capable of demanding the way the business will be transforming in the future. (NZDPB, 2024).

2.3.2.4 Performance Appraisal System

NZDPB currently has a performance appraisal system that is designed to give feedback to the employees and also to guide the people in the achievement of their career growth. A performance management process outlines performance requirements that are known as performance objectives, frequent monitoring, and occasional assessments (Fonterra, 2024). In the case of BP, performance appraisals are done every six months, and the assessment involves both the employee and his or her subordinates, peers, and the immediate superior. The program is used to pinpoint strengths and development needs in order to enhance career progress as well as define the succession plan. Also, the appraisal outcomes are connected with the compensation system that allows identifying and rewarding top performers (NZDPB Annual Report, 2023).

These sound human resource practices, therefore, enable the development of organizational competencies as well as foster an enacted work environment that positively influences NZDPB's success (NZDPB, 2024).

2.4 Marketing Practices

2.4.1 Marketing Strategy

NZDPB uses the following marketing mix in its marketing communication system to create awareness and promote its products in the Bangladesh market. As the company strategy, it aims to deliver value to the customers by providing goods that can be of benefit to the users with different requirements. In its current marketing strategy, NZDPB has incorporated overall business goals to improve its standing in the Bangladeshi FMCG market by 2024.

2.4.2 Target Customers, Targeting, and Positioning Strategy

NZDPB has an extensive audience target base among consumers in New Zealand, including both the urban and rural populations as well as the working-age demographic and younger people. For instance, in the process of creating market categories, the company takes into consideration the income level, lifestyle, and the type of diet the intended market involves. This segmentation

enables NZDPB to target all customer segments in the best way possible depending on their unique characteristics.

The positioning strategy that the company aims at creating is based on quality, nutrition, and reliability. To achieve its objectives, NZDPB has targeted establishing a more comprehensive brand image to make its brands a reliable source of quality dairy nutrition accepted by the Bangladeshi people. Market positioning on its products is done by analyzing the consumer basis with the help of information gathered locally (Fonterra, 2024).

2.4.3 Marketing Channels

It is noteworthy that NZDPB uses a combination of marketing communication tools to get through to its chosen demographic. These channels include:

- **Retail Outlets:** The firm has a sound distribution channel that guarantees its products to be in the supermarkets, shops, and convenience stores in Bangladesh.
- **Online Platforms:** NZDPB targets consumers categorized under new technology, which includes users of the e-commerce market for their shopping needs. It has branded itself with reputable online selling platforms in order to ensure its products are well accessible to online consumers.
- **Direct Sales:** Besides providing its products through the retail and online outlets, NZDPB uses direct selling methods with local distribution and wholesalers to increase product availability (NZDPB, 2024).

2.4.4 Product/New Product Development and Competitive Practices

Product development is a major component of NZDPB's business model and involves innovation. To meet the changing market needs, the company remains committed to exploring appropriate research and new technologies needed to develop new qualities and brands of the products. For example, NZDPB has diversified into the production of flavoured milk powders with extra healthy benefits.

Competitive practices also entail conducting market research on a repetitive basis with a view to realizing advancements in the market together with those of the competitors. It is proactive in the

sense that it enables NZDPB to phase and reposition its products and its marketing campaign ahead of its rivals (NZDPB Annual Report, 2023).

2.4.5 Branding Activities

As mentioned above, branding is one of the significant themes in NZDPB marketing strategy. Admittedly, the company devotes multiple efforts to creating and sustaining a strong brand image. Key branding activities include:

- **Advertising Campaigns:** Targeted at reaching group audiences through the use of television, radio, newspapers, and magazines, as well as through the internet.



Figure 2.6 Doodles Advertisement

- **Public Relations:** To perform PR activities so as to improve the organizational image and foster good relationships with the stakeholders.
- **Brand Partnerships:** Working with other popular brands and organizations to make the brand recognizable and authoritative (NZDPB, 2024).

2.4.6 Advertising and Promotion Strategies

The concept here employed by NZDPB consists of advertising and promotion for the key purpose of developing an understanding among the clientele. The company uses both the offline

and online advertising strategies, which major on social media and online marketing. Key strategies include:

- **Social Media Marketing:** By using these aspects in social media such as Facebook, Instagram, and YouTube channels to increase market coverage, and especially by using games and quizzes to interact with the consumers.
- **Digital Marketing:** SEO, PPC, email marketing as ways of bringing traffic and sales.
- **Promotional Campaigns:** Promotion efforts including use of coupons with purchase offers, competitions, and loyalty offers that encourage consumers to purchase the products and hence continuous patronage (Fonterra, 2024).

2.4.7 Critical Marketing Issues and Gaps

Nevertheless, challenges and gaps are awaiting NZDPB even with its strong marketing procedures: These include:

- **Market Penetration:** Proliferating the market in those regions of the country that are relatively untapped and may not hold as effervescent distribution networks.
- **Consumer Education:** The need to raise awareness of the nutritional values of dairy products and correct some perhaps false beliefs they carry.
- **Competitive pressure:** having to compete with other businesses that are in the same line of business that already have established brands in the market.
- **Digital Adoption:** Enhancing consumer electronic literacy and enabling consumers to effectively utilize internet marketing and selling solutions. (NZDPB Annual Report, 2023).

Through tackling these challenging questions, NZDPB can improve its marketing efficiency and achieve steady growth within the Bangladeshi FMCG market.

Section	Details
Liquidity and Solvency	The current ratio improved from 2.07 (2023) to 1.90 (2024). Quick ratio stable, indicating adequate liquidity (NZDPB, 2024).
Efficiency	Receivables turnover is consistent with minor fluctuations. Asset turnover ratio stable, indicating consistent operational efficiency (NZDPB, 2024).
Profitability	Net profit margin shows cost management and pricing strategies. ROA

	decreased due to increased operational expenses and impairments (NZDPB, 2024).
Leverage	Debt-to-equity ratio indicates conservative leveraging with high reliance on equity financing (NZDPB, 2024).
Market Value	NZDPB is not a public company, so traditional market value measures like P/E ratio are not applicable.
Du-Pont Analysis	Du-Pont analysis breaks down ROA into components, highlighting asset use and profit margins, offering a nuanced understanding of financial performance (NZDPB, 2024).

Table 2.1 Financial Ratio Analysis (2023-2024)

2.5 Financial Performance and Accounting Practices

2.5.1 Financial Performance

Studying the NZDPB manufacturing company’s financial efficiency for the last 3 years, that is, 2022-2024, allows me to analyze its financial health and strategic function ability. Liquidity, solvency, efficiency, profitability, leverage, and market value are areas of special interest when analyzing the performance of a firm. These analyses employ horizontal, vertical, trend, comparative, as well as Du-Pon analysis that involve several financial ratios and methods. Also, Economic Value Added (EVA), Market Value Added (MVA), and the use of other methods of valuation are used.

2.5.2 Accounting Practices

A close look at the financial statements for NZDPB for the last three years shows compliance with generally accepted accounting principles and standards.

2.5.2.1 Core Accounting Principles

NZDPB operates under NZ GAAP for PBE’s according to IPSAS (NZDPB, 2024), complying with Public Benefit Entity International Public Sector Accounting Standards (PBE IPSAS) (NZDPB, 2024).

2.5.2.2 Method of Accounting

The accrual basis of accounting is employed foreseeing, and hence revenues and expenses are accounted for when they are earned and incurred, not when the money is received and paid (NZDPB, 2024).

2.5.2.3 Accounting Cycle

NZDPB follows the full accounting cycle from the preparation of the source documents and the journal and general ledgers to the preparation of the statements and reports (NZDPB, 2024).

2.5.2.4 Depreciation Methods

The straight-line method is used by the organization to depreciate its property, plant, and equipment on a systematic basis over their useful lives, as expressed by NZDPB in 2024.

2.5.2.5 Accounting Disclosures

For financial reporting, NZDPB describes and reports the notes on accounting policies, risk management, and significant estimates and judgments. This increases the quality, relevance, and consistency of reported information to the standard that is required by the NZDPB in 2024.

2.5.2.6 Impairment Assessments

NZDPB carries out at least annual impairment reviews to check that the company's carrying values of assets are not greater than their recoverable amounts. Overall impairment in 2024 excluded investment in Southern Dairy Hub and genotyping activities because of the sound management practices (NZDPB, 2024).

By adhering to robust accounting standards and practices, NZDPB ensures the integrity and transparency of its financial reporting, providing stakeholders with reliable insights into its financial health and performance.

2.6 Operations Management and Information System Practices

2.6.1 Use of Information Systems

New Zealand Dairy Products Bangladesh Limited (NZDPB) has developed an information system support infrastructure to increase productivity and support decision-making. There are diverse software programs applied by the company for getting, keeping, and analyzing data, which is fundamental to planning and operations. The primary tools in use include:

- **Enterprise Resource Planning (ERP) Systems:** Such systems link multiple business processes, for example, purchasing, manufacturing, sales, and financials, and create a central database to support and share current information.
- **Customer Relationship Management (CRM) Software:** This tool is useful for organizing communication with the company's present and future clients, thus enhancing relations and overall satisfaction.
- **Business Intelligence (BI) Tools:** BI software is for carrying out analyses and the creation of reports to help ascertain patterns of performance and inform the necessary decisions at NZDPB.

2.6.2 Database and Office Management Software

NZDPB leverages robust database management systems (DBMS) and office management software to support its operations:

- **Database Management Systems (DBMS):** These systems enable the management of big data through the management of huge amounts of data that have to be secure, accurate, and easily retrievable. Examples are the Microsoft SQL server that uses SQL or Oracle databases.
- **Office Management Software:** Virtual collaboration and communication tools include Microsoft Office 365 and Google Workspace products are used. These play roles of document sharing, email communications, and project management, hence increasing the efficiency of the organization.

2.6.3 Quality Management, Scheduling, and Resource Allocation

NZDPB adopts best practices in quality management, scheduling, and resource allocation to optimize its operations:

- **Quality Management:** Today's company strictly adheres to the quality of the products to be produced, guaranteeing total quality management and the other approaching quality in products as the six sigma. They perform audits on a scheduled basis, and conducting continual improvement activities are their components of the quality management system.
- **Scheduling:** A computerized Gantt Chronogram and Critical Path Method (C.P.M.) are used in the management of the production and delivery of the products. These enable one to plan activities, deliver, track performance, and make changes as may be necessary.
- **Resource Allocation:** Some of these enablers are Material Requirement Planning (MRP) and Human Resource Management Systems (HRMS). Such systems are useful in the management of resources required, such as materials, labor, and machinery, with little or no wastage.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces Analysis

To understand the industry competitiveness of New Zealand Dairy Products Bangladesh Limited (NZDPB), we conduct a thorough analysis using Porter's Five Forces framework:

- **Threat of New Entrants:** Bangladesh's dairy industry is highly concentrated with entry barriers, namely high fixed costs, harsh governmental policies, and the requirement of highly capitalized machinery. Such factors slow down the threat of new entrants. For instance, the establishment of a dairy processing plant calls for capital-intensive equipment and technology, making it hard for new firms to venture into (Investopedia, 2024).
- **Bargaining Power of Suppliers:** The power of the suppliers is neither very strong nor weak. This means that NZDPB depends on local and international suppliers for raw materials, though the fact that there are many suppliers reduces the risk of the company

depending on one supplier. For example, NZDPB gets its supply from several farms in New Zealand, and this has assisted in supply chain management (New Zealand Dairy Products Bangladesh Limited, 2024).

- **Bargaining Power of Buyers:** Bargaining power by buyers in the dairy industry is moderately strong. Dairy products are easily substitutable from the available brands across the globe, and hence the market competition that forces NZDPB and others into delivering quality to their consumers. For instance, if New Zealand Dairy Board and co-operative's milk is priced highly relative to its replacements, then the consumers will go for the most reasonable price milk (Investopedia, 2024).
- **Threat of Substitute Products:** The threat of product substitution is moderate because there are no other products like dairy products that offer similar nutritional value. However, more extended shelf life has led other milk non-hydrous beverages to grow in popularity, which may become a future competition. For example, almond milk and soy milk can now be seen as part of a trend and seen as better than normal milk.
- **Industry Rivalry:** Industry competition is intense, with several firms already in the dairy industry producing their own products. This means that in order to maintain competitiveness, NZDPB needs to offer new and improved services systematically. For instance, NZDPB has launched flavored milk to expand its customers' base and to have a competitive advantage over its rivals (New Zealand Dairy Products Bangladesh Limited, 2024).

2.7.2 Industry Rivals

NZDPB has its major challenges from several big firms in Bangladesh dealing with dairy products. Some of the key industry rivals include:

- **Aarong Dairy:** Being a venture of BRAC Dairy, a digital platform, Aarong Dairy works for giving fair prices for the rural dairy Farms and a huge product catalogue.
- **PRAN Dairy Ltd.:** PRAN Dairy has marked its position as one of the leading processors of UHT and pasteurized milk in Bangladesh, belonging to the PRAN Group.

These companies and others make Bangladesh's dairy market one of the most competitive in the world.

2.7.3 SWOT Analysis

A SWOT analysis helps identify NZDPB's common strengths, imitable strengths, and distinctive strengths, providing insights into its competitive advantage:

Category	Details
Strength	<p>Common Strengths: By its very definition, Top Brand equates to a high level of brand awareness as well as consumers' brand loyalty. The company's distribution chain can expand across the length and breadth of Bangladesh in the shortest time possible. Short delivery times and superior product quality as well as safety.</p> <p>Imitable Strengths: Sustainable supply chain management. High levels of information technology and technology acquisition.</p> <p>Distinctive Strengths: Products specifically developed to suit the regional palate for consumers in the region to embrace. Simply stating that there are good research and development activities to support new product development in the future.</p>
Weaknesses	Dependence on imported raw materials, leading to vulnerability to price fluctuations. High operational costs due to stringent quality control measures.
Opportunities	New markets for the company also lie in its capacity to venture into growth markets within and outside Bangladesh. Upsurge in the global consumption of processed dairy products, including enhanced and organic dairy products. Opportunity for strong alliance and cooperation with other institutions.
Threats	Intense competition from both local and international dairy companies. Regulatory changes and compliance requirements. Fluctuating raw material prices impact profitability.

Table 2.2 SWOT Analysis

Available strengths of NZDPB should be fostered, while weaknesses should be managed effectively in order to meet opportunities and threats in the dairy production for steady growth and competitive advantage.

2.8 PESTLE Analysis

PESTLE analysis is a helpful tool in the process of determining the macroenvironment that may affect choices made by an organization regarding the direction of development. For New Zealand Dairy Products Bangladesh Limited (NZDPB), the following PESTLE factors are relevant:

Factor	Description	Impact on NZDPB
Political	Government regulations, and stability	Government incentives for the dairy industry, food safety regulations, import-export policies, political stability
Economic	Economic growth, inflation rates, exchange rates, interest rates	Consumer purchasing power, disposable income levels, cost of raw materials, exchange rate fluctuations
Sociocultural	Cultural norms, demographics, changes	Changing consumer preferences, increasing health consciousness, rising demand for convenience foods, demographic shifts
Technological	Technological advancements, digitalization, innovation	Adoption of advanced manufacturing technologies, automation, e-commerce, and digital marketing
Legal	Laws and regulations, intellectual property rights, consumer protection laws	Food safety regulations, labeling requirements, intellectual property protection, labor laws
Environmental	Climate change, natural resources, sustainability	Supply chain sustainability, environmental impact of operations, consumer demand for sustainable products

Table 6. PESTLE Analysis

Understanding these key forces that shape organizational operations creates the basis for formulating successful risk management and capitalization on opportunities among NZDPB. It will be imperative for the company to be proactive in handling these factors as a way of enhancing its long-run growth.

2.9 Summary and Conclusions

‘NZDPB’ New Zealand Dairy Products Bangladesh Limited has integrated itself in the Bangladeshi FMCG market by its association with Fonterra and its own principles to offer quality products. The strategies evident in utilization, development, and maintenance of the firm include a focus on production, new products, and a strategic sense of customer satisfaction are some of the reasons that make this firm a major market success.

Key findings from the analysis include:

- ⇒ **Strong Market Position:** The markets most impacted have included NZDPB, as it has enjoyed much-lead brand equity, developed distribution channels, and most importantly, staying power coupled with emphasis on new product development.
- ⇒ **Robust Organizational Structure:** Centrality is apparent in the company as the decision makers while operation functions are decentralized, adaptability, and efficiency.
- ⇒ **Diverse Product Portfolio:** It is important to note that NZDPB currently supplies a host of high-quality dairy products fulfilling various demographic needs, which would put the company in a vantage position in the market.
- ⇒ **Commitment to Quality and Sustainability:** Serving improved quality ensures customers place their trust in the firm, especially through the federal standards and use of sustainable practices.
- ⇒ **Effective Marketing Strategies:** Everything as understood by NZDPB involves in-depth marketing plans such as brand identification, advertising, and other strategic brand promotions that enhance the buying process.
- ⇒ **Sound Financial Performance:** The company has made good levels of profitability, soundness, operational efficiency, and good finance management, hence proving that this company is stable and has the potential to grow.

Therefore, this study confirms that NZDPB adopted the right strategic direction while it has brand equity, an innovative product portfolio, and efficiency, which are critical success factors in the competitive Bangladeshi FMCG market. Thus, addressing issues such as market access and penetration, consumer’s awareness, and competition pressure, NZDPB can continue enhancing

its leading market position and positively impact the development of the dairy sector in Bangladesh.

2.10. Recommendations

Based on the comprehensive analysis of New Zealand Dairy Products Bangladesh Limited (NZDPB), several recommendations are proposed to further enhance the company's operations, market presence, and overall success:

2.10.1 Strengthening Brand Positioning:

War-intensive and product-specific promotion tools that highlight the features of NZDPB products, their quality and safety. It will also assist in the created distinction between the company and the competitors and enhance the premium positioning of the brand in the market.

Consider the ways of product diversification to include extra-value-added dairy products, which may include organic or fortified milk products, in order to appeal to a diverse customer base.

2.10.2 Enhancing Operational Efficiency:

They should also adopt evaluation and enhancements of the supply chain with a view to reducing the risk accompanying variation in the price of raw materials and other interruptions. These things can be done through the use of long-term deals with the supplies and also even adoption of other purchasing options. Research and develop methods of production in order to lower cost and increase efficiency, as well as increase the quality of the product. This will reduce costs in operations, hence increasing the company's competitive position.

2.10.3 Expanding Market Reach:

It is important to create strategies to effectively compete and capture virgin rural markets where networks could possibly be weeks. These may include local inclusion with local distributors, a direct consumer approach, or inventing new models of distribution. Identify ways Fonterra can penetrate new international markets since the company has established links in various countries through voluntary risk. It is proper for a firm to undertake market research so that it can find out

other potential markets that can be served and then find out how to position its products in the market.

2.10.4 Strengthening Customer Engagement:

One of the CRM strategies to be employed is the optimal manner in which customer loyalty and satisfaction can be achieved. They can entail one-on-one messaging, reward schemes, and going out of the way to solve client issues. Intensify post-share by direct sharing of the firms engaging social media advertisement, vibrant community-based forums, and smart internet advertising. This will aid in creating more awareness and also create a word of mouth around people, especially friends, who will create a market for certain brands among themselves.

2.10.5 Promoting Sustainability:

Increase consumer awareness of sustainable practices of different inputs, beginning with milk sourcing, packaging, and distribution. Share such initiatives with consumers so as to increase brand credibility and target the highly sensitive green-consumer segment. Opportunities and frequent outcomes: This factor is all about assessing the possibilities for the aspect of operations and frequent outcomes in the environmental aspect of operations, such as using innovative energy-efficient equipment and programs and limiting waste production, transparently to consumers, enhancing brand reputation, and appealing to environmentally conscious consumers. Explore opportunities to reduce the environmental impact of operations, such as implementing energy-efficient technologies and waste reduction initiatives.

By following the above-stated recommendations, NZDPB has a great opportunity to strengthen its positions in the Bangladeshi market and provide durable development for the dairy food production in the country.

Chapter 3: Project Part

3.1 Introduction

The use of SMM is relatively a young trend, which quickly impacts the strategies involved in the marketing of several sectors, including dairy. Although speedy branding and consumer engagement are fundamental concepts in the current market, one should consider the effectiveness of SMM. In this chapter, the specific study process employed to determine the effectiveness of social media marketing within the New Zealand dairy sector in building brand recognition is detailed. This study focuses on two distinct demographic groups: undergraduate learners who have some restriction with taking milk products and postgraduate learners who don't have such a problem at all. Therefore, studying such kinds of segments, the research's goal is to explain how and what social media marketing helps in raising the brand awareness of dairy among clients and non-clients of such products. The findings are intended to help dairy product marketers understand best practices when marketing to these two groups via social media to ensure an effective strategy for better brand recognition. The interpretations that have been made out of this research will help to improve the comprehension of the impact of social media on the formation of consumer attitudes towards dairy products, which can form the base for significant recommendations for practitioners and further development of theoretical points of view.

3.1.1 Problem Statement

Social media marketing has become a significant aspect of marketing communication, gifting brands direct consumer engagement. This creates an opportunity for organizations to be in touch with the people using their products, while marketing directly undermines the people's relationship with the organizations. Several types of research have established a positive relationship between using media and the tightening of brand recognition and customer interaction. Agriculture, especially the dairy industry, has leveraged these platforms to engage customers, explain a product's value proposition, and give on matters of sustainability, among others. To a large extent, the perception of brand awareness has been described as measuring how much consumers are familiar with a brand. They generally have a significant impact on the

decision to purchase because it is empirically proven that high levels of brand awareness are positively linked to consumer trust. Studies show that social media marketing enhances brand awareness and memorability within the target group, providing an opportunity for brand distinction amidst enhanced competition. Therefore, although much research is done today on social media marketing, little has been done to demonstrate how one demographic group responds differently than another to such marketing efforts, particularly consumers and non-consumers of dairy products. This research, therefore, seeks to fill this gap by looking at the various approaches in social media marketing within the New Zealand dairy sector. To this end, the views and experiences of both the non-consumers and consumers will have been captured in the research, thus making it easier to identify the best social media strategies to create brand awareness across the broad consumer category. The findings will enlighten future knowledge on the appropriateness of social media in current strategic marketing management.

3.1.2 Objective(s)

Consequently, the major research question of this study will be to investigate the effectiveness of social media marketing in enhancing brand awareness within the New Zealand dairy industry. Specifically, it aims to:

- Analyze consumer engagement strategies employed on social media platforms by New Zealand Dairy Bangladesh.
- Evaluate the impact of social advertising on brand visibility among different consumer demographics.

3.1.3 Literature Review

The literature review is created from secondary resources taken from Google Scholar-published papers and case studies. Social media has become an undeniable force in the marketing landscape, offering brands unprecedented opportunities to connect with consumers, build relationships, and foster brand loyalty. However, simply having a social media presence is not enough. To truly thrive in this online space, brands need to cultivate **consumer engagement** (Hollebeek et al., 2013). This literature review explores the concept of consumer engagement in social media, examining its various facets and the strategies brands can employ to achieve it.

The concept of consumer engagement in social media has attracted significant scholarly attention (Hollebeek et al., 2013). While various definitions exist, a common thread emerges.

Hollebeek et al. (2013) define it as a consumer's "positively valenced brand-related cognitive, emotional, and behavioral activity during or related to focal consumer/brand interactions" (p. 143). This definition emphasizes the multidimensional nature of engagement, encompassing cognitive (thinking about the brand), affective (feeling positively towards the brand), and behavioral (interacting with the brand) aspects (Dessart et al., 2015). Several factors contribute to consumer engagement in social media. Studies highlight the importance of brand-building strategies that focus on creating a strong brand identity and positive brand image (Zailskaite-Jakste & Kuvynkaite, 2018). In addition, the material that brands disseminate also has its significance. According to Ashley and Tuten (2014), consumers are most receptive to content that is creative, experiential, and visual. Further, the necessity to refresh content often and provide the consumers with the extra benefits, motorize those (Ashley & Tuten, 2014). It is also important to refer to the contribution made by social media platforms to engagement. Studies show that there is an indication that various platforms apply to specific forms of content and communication (Hutter et al., 2013). That is why it is crucial to know and apply different approaches to each platform more effectively, as the nature of audiences is different (Sprinklr, 2023).

Engaging consumers has numerous advantages depending on which side of the equation brands choose to stand on. Previous research has established that U&Ps enhance positive brand attitude, perceive brand information, and provide constructive product testimonials implying the purchase 'naturally' (Hutter et al., 2013; Simon & Tossan, 2017). Customers who perceive themselves bearing a certain bond with a certain brand are more likely to be loyal customers and promoters of the relevant brand (Zailskaite-Jakste & Kuvynkaite, 2018). There are several approaches that brands can use in order to foster consumer participation in social media. There is always a need for interactive and mutual exchange of information. Reaching back to comments and messages to indicate the brand pays attention to the consumer goes a long way to ensuring the consumers feel valued (Sprinklr, 2023). The natural extension of embracing consumers as content creators is that consumer-generated content helps consumers feel as if they are creating the brand's story (Forbes, 2024). Further, it can be useful for the brands to know the specific consumers' sentiments in order to leverage the content accordingly (Sprinklr, 2023).

Brand consumer interaction across the social sites forms a key aspect with regard to brand success within the new economy. By understanding the various facets of engagement, the factors that influence it, and the strategies to enhance it, brands can create meaningful connections with consumers, build trust, and achieve their marketing goals. Future research can delve deeper into the role of specific social media platforms, the impact of emerging technologies like artificial intelligence, and the evolving nature of consumer expectations in the ever-changing social media landscape.

3.1.4 Significance

This study has great importance for several reasons. Firstly, it extends knowledge in SM marketing, particularly about the New Zealand dairy industry market, which, as mentioned earlier, has not been explored extensively in the literature. As the study assesses the influence that social media has on the level of brand consciousness by consumers in different age groups, genders, and income levels, the study results will provide an understanding of the magic that different behaviors make on the effectiveness of marketing communications. Second, the study offers insights directly relevant to dairy marketers who hope to shore up their approaches to social media platforms. Knowledge of features of consumers' interactions with ad content and ways to organize social advertising will help marketers adapt their campaigns to have higher chances of being noticed by target consumers and non-consumers of dairy products. Lastly, this study also presents suggestions for developing future marketing campaigns within the dairy industry and beyond and underlines a significant trend toward leveraging social media for marketing purposes in contemporary business environments.

3.2 Methodology

3.2.1 Research Design

This research is underpinned by a quantitative research method to establish the effect of social media marketing on brand recognition in the New Zealand dairy industry. Using surveys as the primary data collection method, the research targets two distinct demographic groups: Students & Job holders. It enables comparing the answer statistically to highlight regularities and connections concerning consumer participation and the efficiency of social advertisement , embracing all the possible impacts on the top of the critical brand cognizance of various categories of consumers.

3.2.2 Sample Population

The sample population will consist of two distinct groups:

- Students: This group will comprise 30 students from various learning institutions across Dhaka, Bangladesh.
- Professionals: In this experiment, I shall use a group of 30 professionals who include dairy products in their diet plans. Emphasizing this audience segment, the study intends to evaluate the efficiency of social media marketing communication and its impact on those consumers who frequently purchase and use dairy products.

3.2.3 Sampling Technique

The study will use a convenience sampling method. This method would help get data organized quickly and orderly, though the sampling technique is not random and might lead to bias. Students will be recruited from academic institutions while they are profession-related from profession-related professional bodies. While convenience sampling may pose the problem of limited external validity, its use is warranted in this study due to the general need for timely and relevant data to study the role of social media marketing in enhancing brand awareness efficiently.

3.2.4 Data Collection

Data from 30 respondents in each category will be obtained using structured, self-administered online questionnaires. This assessment will be performed with closed-ended questions in the survey that target respondents' awareness of dairy brands, their interaction with social media marketing, and the impact of social advertising. The delivery format of this research enhances reach and convenience, thus enabling participants to respond to the request on time. Before distributing the survey, the questions will be subject to the pilot test to make the necessary amendments. After the survey has been prepared, it will be posted on academic websites for students to complete and on professional links where dairy consumers will complete the survey.

3.2.5 Data Analysis

Data analysis will be in the form of the use of graphical displays that will be prepared from survey responses. This approach is always used to give a picture or pictorial view of the results from the research in the relationship between social media marketing and consumers' awareness in relation to the brand.

The results of the survey will be analyzed with distinctions between students' and professionals' responses. The kinds of variables that are essential to the intervention, including brand familiarity as well as involvement levels, will be described statistically. Bar charts and pie charts will be used in the analysis to show how the various social media marketing strategies relate to brand awareness with different demographic groups. In this visual analysis, therefore, it is the intent of the author to compare and contrast the students' engagement levels and attitudes, both as users and non-users of dairy products, therefore offering a synthesis of how social media marketing impacts brand recognition among this peculiar segment of the New Zealand dairy market. This work is to present and discuss the findings in line with previous literature and add value research to the existing knowledge domain.

3.2.6 Ethical Considerations

This research will follow the set research ethics to minimize the violation and infringement of the participants' rights. The respondents will be asked to complete, sign, and return consent

forms prior to participation, in which all aspects of the research will be explained. Patients will be informed of their freedom to withdraw anytime from the study without any explanation asked from them.

Participants' will be protected through anonymity, whereby the collected responses will not contain people's identifiable information. Responses will be kept secure to prevent identification of respondents. All the data collected from this survey will not include any personal information of the respondents unless the information is essential for the research activity. Furthermore, the study would subscribe to institutional ethical consideration prior to data collection and get the approval of the respective recognized ethical boards to show commitment to ethical practice.

3.2.7 Limitations

The following limitations are inherent in this study. First of all, the convenience sampling could cause selection bias, and, thus, the results could not be generalized to the whole population of the studied categories. Second, the survey data collected in this research are potentially influenced by response bias since the respondents are likely to give socially desirable answers. Finally, limited demographic choice in the course of the research in terms of only two categories, namely students and working professionals, may prevent the identification of the entire picture of consumers' attitudes towards the dairy products. Finally, this study is confined to a cross-sectional survey, which means that it does not capture dynamic behavior such as may exist with consumers over time, which could influence the result.

3.3 Findings and Analysis

This section presents and discusses the results of the survey conducted to determine the extent of social media marketing in promoting awareness of brands within the New Zealand dairy sector. The survey data was collected from two distinct demographic groups: students who do not consume dairy products and professionals who consume the product. A number of areas of interest, such as social media use, presence, and customer interaction, are discussed comprehensively to assess the effects of social media marketing on these two groups.

Q1. Age Group

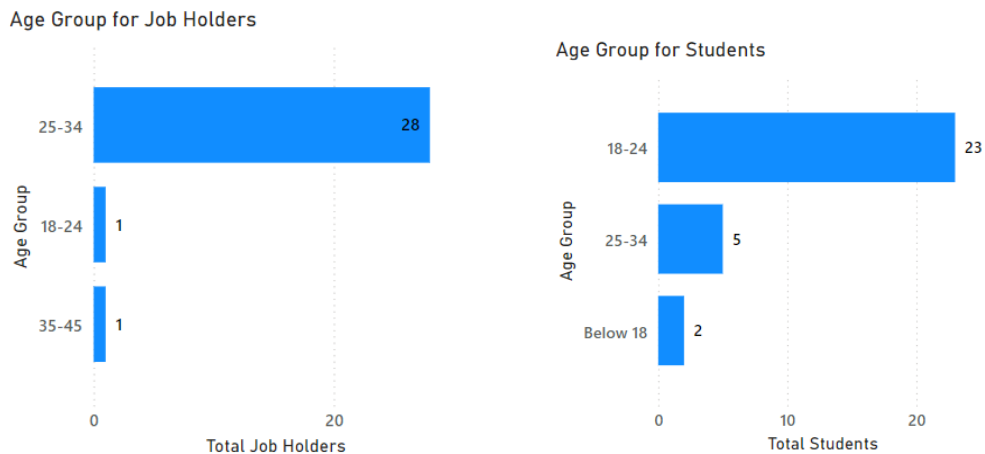


Figure 3.1 Age Group of Job Holders and Students

The majority of job holders (28) are in the 25-34 age group, with minimal representation from other age groups. Students, on the other hand, are predominantly younger, with 23 respondents in the 18-24 age group and smaller numbers in older and younger categories. This reflects the differing life stages of the two groups, with job holders skewing older and students younger.

Q2. Gender Distribution

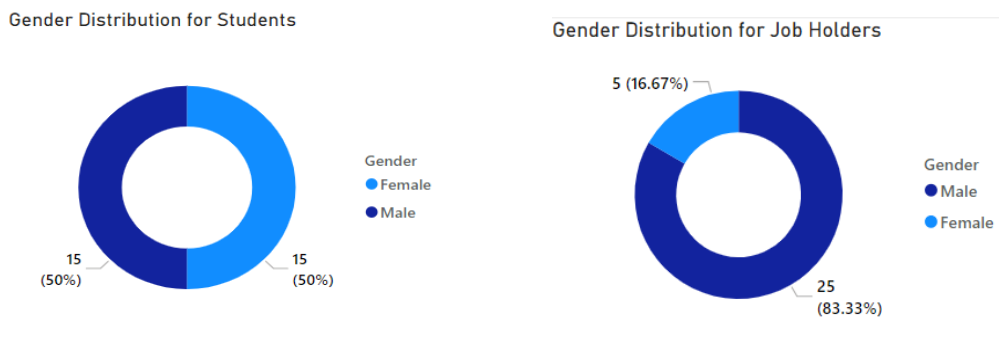


Figure 3.2: Gender Distribution for Students and Job Holders

For job holders, males dominate the respondent group, comprising 83.33%, with only 16.67% being female. In contrast, students show an even split, with males and females each contributing 50%. This indicates a gender imbalance among job holders, whereas students display a balanced representation.

Q4. Which social media platforms do you use most frequently?

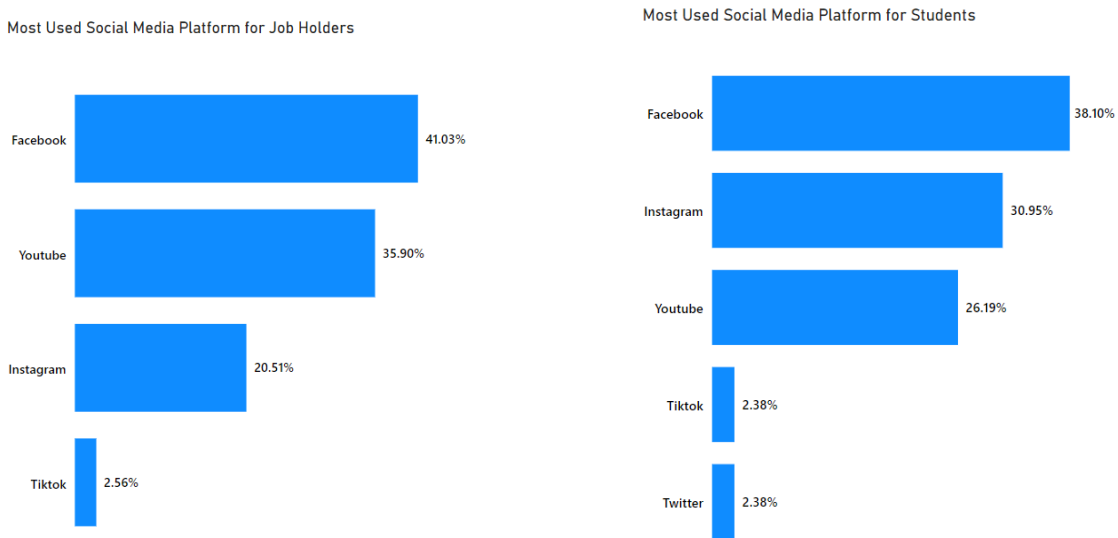
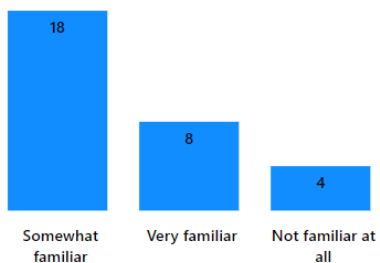


Figure 3.3: Most Used Social Media Platform for Students and Job Holders

The social media platform usage data reveals that Facebook dominates across both demographics, leading with 41.03% among job holders and 38.10% among students. However, the secondary platform preferences differ: job holders gravitate more toward YouTube (34.90%) followed by Instagram (20.51%), while students prefer Instagram (30.95%) followed by YouTube (26.19%). Students show more diverse platform usage, including Twitter (2.38%), which is absent from job holders' data, though both groups show minimal TikTok usage (students 2.38%, job holders 2.56%).

Q5. How familiar are you with New Zealand Dairy Bangladesh?

Familiarities with New Zealand Dairy for Job Holders



Familiarities with New Zealand Dairy for Students

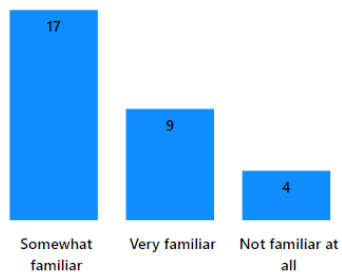
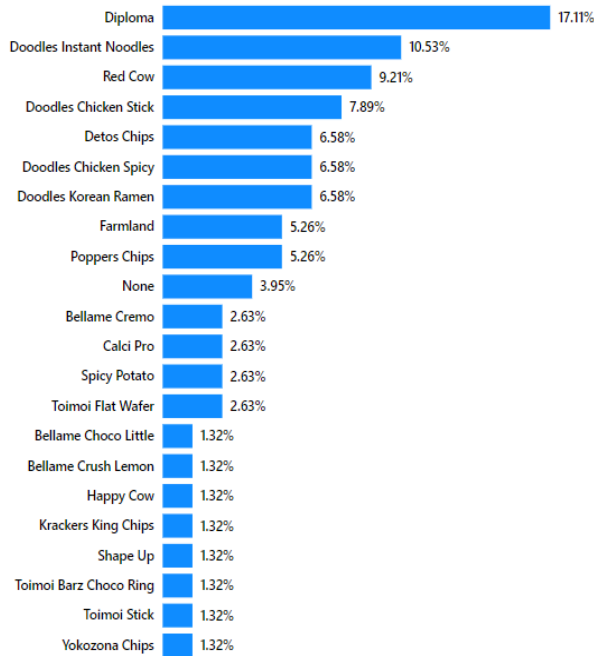


Figure 3.4 Familiarities with New Zealand Dairy for Students and Job Holders

Both job holders and students are mostly "somewhat familiar" with New Zealand Dairy, with 18 and 17 respondents, respectively, in this category. A smaller number are "very familiar" (8 job holders, 9 students), while 4 respondents in each group are "not familiar at all." This indicates similar familiarity levels across the two groups.

Q6. Which of the products of New Zealand dairy are you familiar with?

Familiar Products among Job Holders



Familiar Products among Students

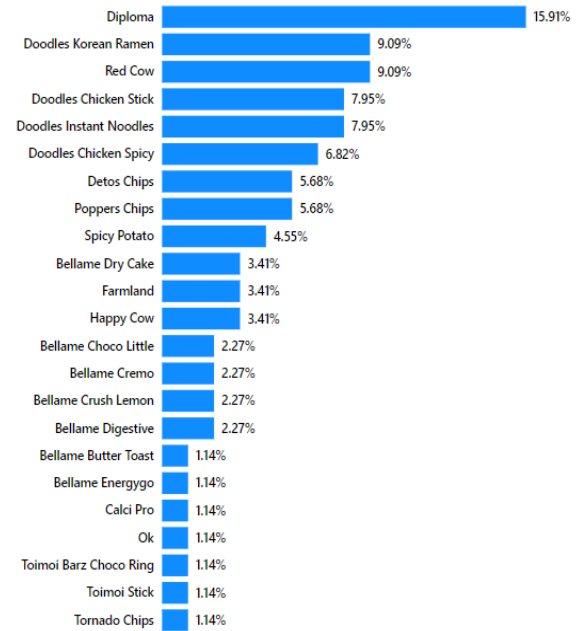


Figure 3.5 Familiar Products among Students and Job Holders

The data reveals product familiarity patterns across job holders and students for New Zealand dairy products, with diplomas leading in both groups (17.11% for job holders, 15.91% for students). Job holders show higher familiarity with Doodles Instant Noodles (10.53%) and Red Cow (9.21%), while students are equally familiar with Doodles Korean Ramen and Red Cow (both 9.09%). Both groups show similar awareness of Doodles Chicken Stick (job holders 7.89%, students 7.95%) and Doodles Chicken Spicy (job holders 6.58%, students 6.82%). The data also shows a long tail of less familiar products, with job holders having more products at the lower end (1.32% each for multiple products) compared to students' minimum familiarity rate of 1.14%. Notable differences include job holders' higher familiarity with Detos Chips (6.58%) compared to students (5.68%) and students' unique familiarity with products like Bellame Digestive and Energygo, which don't appear in the job holders' list.

Q7. Where did you first hear about New Zealand dairy in Bangladesh?

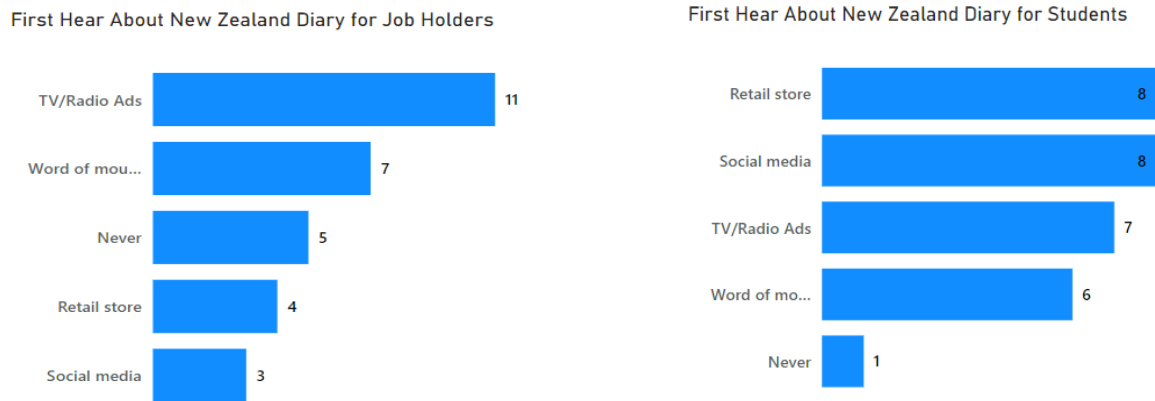


Figure 3.6: First Hear About New Zealand Dairy for Students and Job Holders

Job holders primarily hear about New Zealand Dairy through TV/radio ads (11 respondents) and word of mouth (6), with fewer citing retail stores (4) or social media (3). For students, retail stores and social media are the top sources (8 each), followed by TV/radio ads (7) and word of mouth (6). This indicates that job holders rely more on traditional media, while students are influenced by modern and retail channels.

Q8. Are you aware that New Zealand Dairy has a social media presence?

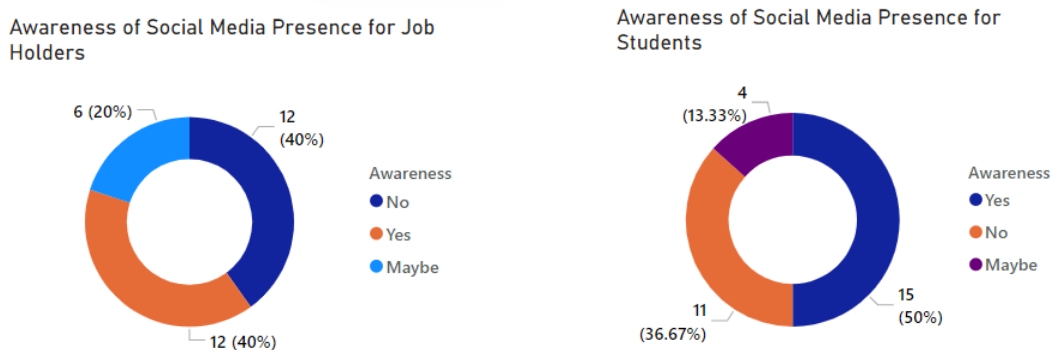


Figure 3.7: Awareness of Social Media Presence for Students and Job Holders

Among job holders, there's an even split, with 40% (12 people) each responding "no" and "yes," while 20% (6 people) indicated "maybe." In contrast, students showed higher awareness, with

50% (15 people) responding "Yes," 36.67% (11 people) saying "No," and 13.33% (4 people) answering "Maybe." With both groups having equal sample sizes of 30 participants, students demonstrated greater awareness of New Zealand Dairy's social media presence, while job holders showed more uncertainty in their responses.

Q9. On which of the following social media platforms have you seen the page of New Zealand Dairy?

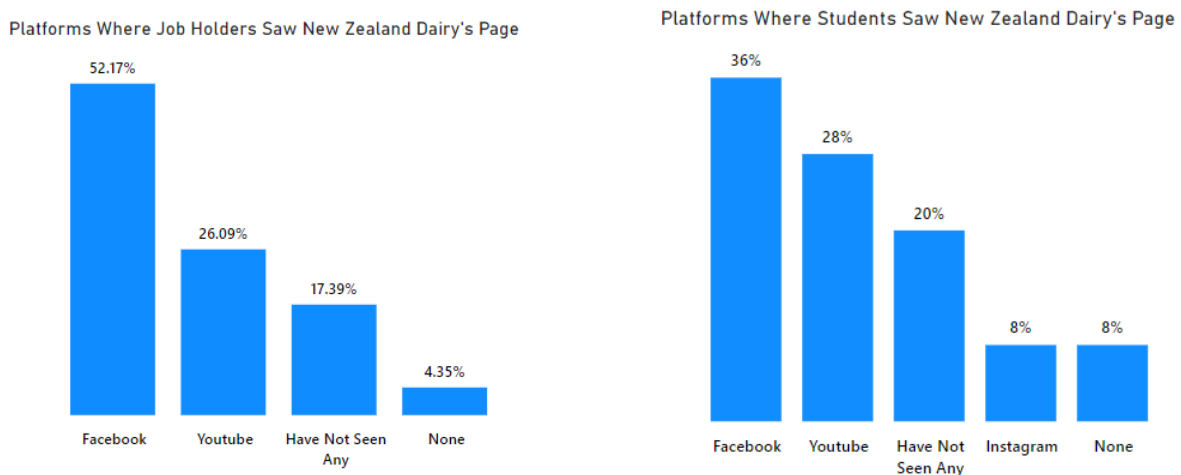
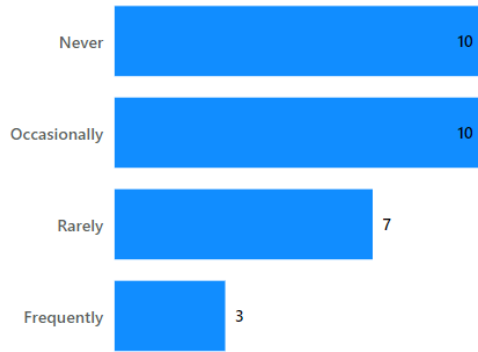


Figure 3.8 Platform Where Students and Job Holders First Hear About New Zealand Dairy.

The data shows visibility patterns of New Zealand Dairy's social media presence across different platforms, with Facebook leading for both demographics (52.17% for job holders, 36% for students), followed by YouTube (26.09% for job holders, 28% for students). However, there are notable differences in platform visibility and reach: students report seeing the brand on Instagram (8%), while this platform doesn't appear in job holders' data. The percentage of those who haven't seen the brand on any platform is higher among students (20%) compared to job holders (17.39%), and similarly, those reporting "none" is higher for students (8%) versus job holders (4.35%). This suggests that while Facebook and YouTube are the primary platforms where both groups encounter New Zealand Dairy's content, the brand's visibility is slightly better among job holders, though students have a more diverse platform exposure, including Instagram.

Q10. How often do you come across New Zealand Dairy Bangladesh content on social media?

Social Media Frequency for Job Holders



Social Media Frequency for Students

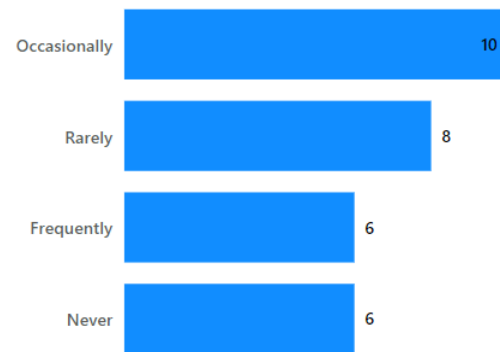
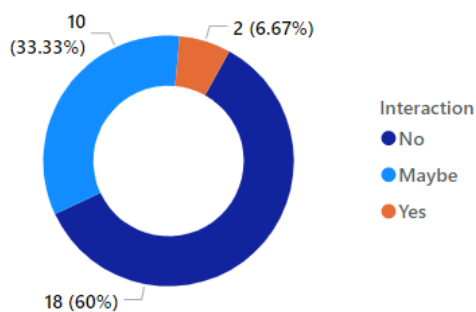


Figure 3.9: Social Media Frequency for Students and Job Holders

Job holders rarely engage with New Zealand Dairy on social media, with equal numbers either "Never" or "Occasionally" (10 each), and only 3 seeing it "Frequently." Students, however, engage more, with the highest responses for "Occasionally" (10), followed by "Rarely" (8) and "Frequently" (6). This suggests that students are more active in encountering the brand on social platforms than job holders.

Q11. Have you ever interacted with New Zealand Dairy Bangladesh’s social media pages (liked, shared, commented, etc.)?

Interactions for Students



Interactions for Job Holders

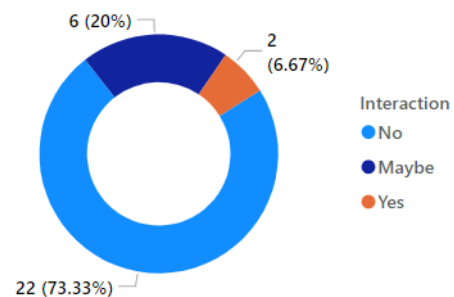


Figure 3.10. Interactions for Students and Job Holders

Comparing the interaction patterns between students and job holders reveals a generally low engagement level across both groups. While students show slightly higher engagement with 6.67% actively interacting and 33.33% possibly interacting, job holders demonstrate even lower engagement with 6.67% active interactions and 20% possible interactions. The majority in both groups—60% (18) of students and 73.33% (22) of job holders—don't interact at all, indicating a significant opportunity for improving social media engagement strategies.

Q12. What type of content from New Zealand Dairy Bangladesh do you find most engaging on social media?

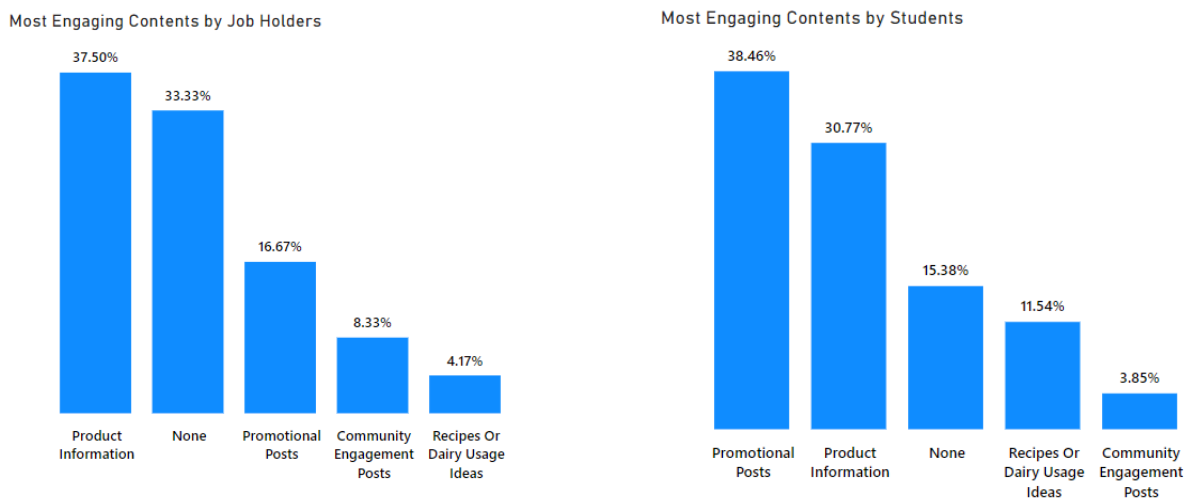


Figure 3.11: Most Engaging Contents for Students and Job Holders

For New Zealand Dairy Bangladesh's social media, the most engaging content for job holders is product information (37.5%), followed by none/no engagement (33.33%) and promotional posts (16.67%). For students, promotional posts perform best (38.46%), followed by product information (30.77%) and none/no engagement (15.38%). Overall, product-focused and promotional content are most engaging, while topics like community engagement, dairy usage ideas, and recipes attract lower engagement from both groups.

Q13. How would you rate the quality of New Zealand Dairy Bangladesh’s social media content?

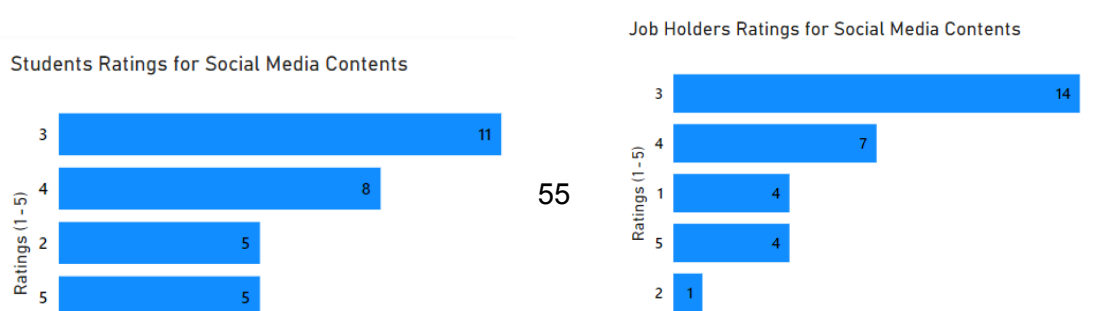


Figure 3.12 rating for social media contents for students and job holders

Both students and job holders demonstrate similar rating patterns for social media content, clustering around the middle range. Students' ratings show 11 people giving a rating of 3, 8 giving 4, and 5 each giving ratings of 2 and 5, while job holders show 14 people giving a rating of 3, 7 giving 4, and 4 each giving ratings of 1 and 5. This suggests that the content quality is perceived as moderately good across both demographics, with slightly more positive ratings from students.

Q14. The content shared by New Zealand Dairy Bangladesh on social media is informative and useful.

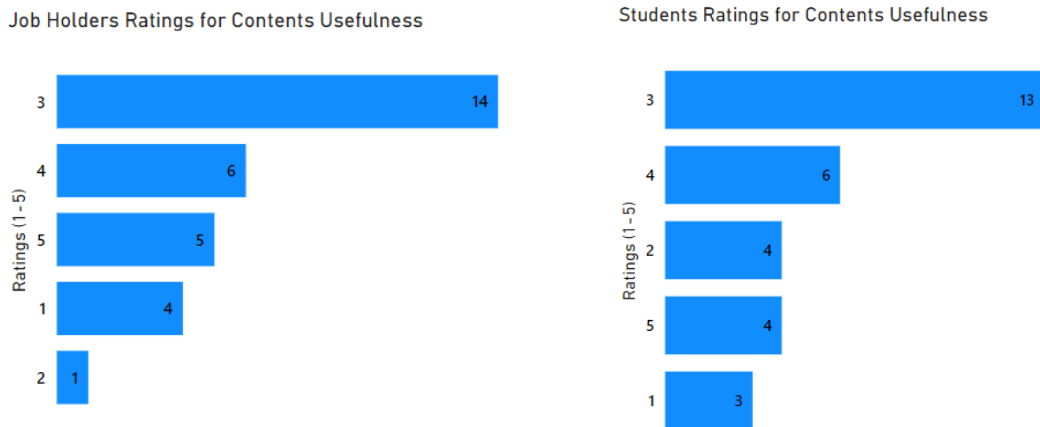
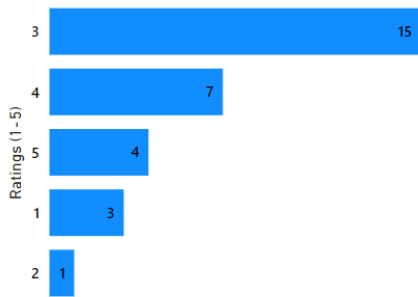


Figure 3.13 Rating for content usefulness for students and job holders

The usefulness ratings show a bell-curve distribution for both groups, with the majority finding the content moderately useful. Among students, 13 gave a rating of 3, 6 gave a rating of 4, and 4 each gave ratings of 2 and 5, while for job holders, 14 gave a rating of 3, 6 gave a rating of 4, and 5 gave a rating of 5. This indicates that while the content is generally considered useful, there's room for improvement in making it more valuable to both demographics.

Q15. How does New Zealand Dairy Bangladesh’s presence on social media affect your perception of the brand?

Job Holders Ratings for Impact of Social Media Presence on Brand Perception



Students Ratings for Impact of Social Media Presence on Brand Perception

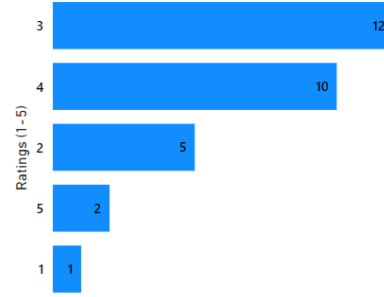
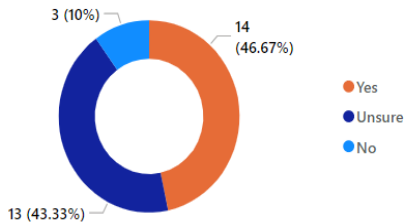


Figure 3.14 Ratings for Impact of Social Media Presence on Brand Perception for Students and Job Holders

Social media's impact on brand perception is notably positive across both groups, with a slight edge among students. The student group shows 12 people rating it 3 and 10 rating it 4, while job holders have 15 people rating it 3 and 7 rating it 4. This indicates that social media presence is effectively contributing to positive brand perception, particularly among the student demographic.

Q16. Has seeing New Zealand Dairy Bangladesh on social media made you more likely to purchase their products?

Effect of Social Media on New Zealand Dairy Purchases for Students



Effect of Social Media on New Zealand Dairy Purchases for Job Holders

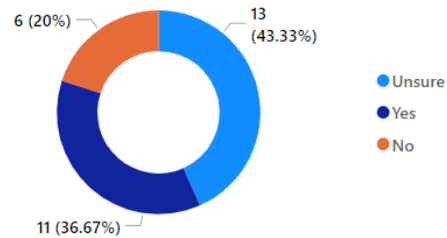


Figure 3.15: Effects of Social Media on New Zealand Dairy Purchases for Students and Job Holders

The influence of social media on purchase decisions shows varying patterns between the two groups. Among students, 46.67% (14) confirm it affects their purchases, with 43.33% (13) being

unsure and only 10% (3) saying no. In contrast, job holders show lower influence, with 36.67% (11) confirming impact, the same 43.33% (13) being unsure, and a higher 20% (6) saying no. This suggests that social media marketing is more effective in driving purchases among the student demographic.

Q17. How often do you purchase products from New Zealand Dairy Bangladesh?

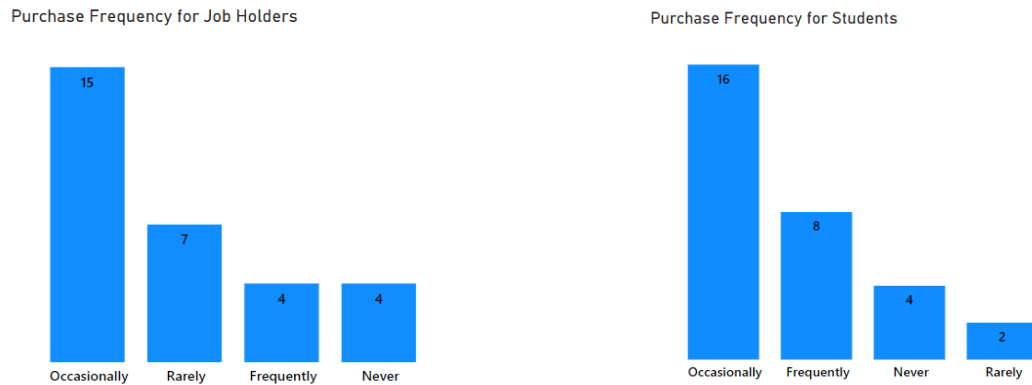
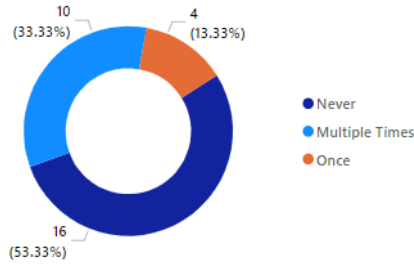


Figure 3.16: Purchase Frequency for Students and Job Holders

Purchase frequency patterns show distinct differences between students and job holders, with students displaying more regular purchasing habits. The student group shows 16 occasional buyers, 8 frequent buyers, 4 never buyers, and 2 rare buyers, while job holders show 15 occasional buyers, 7 rare buyers, and 4 each in the frequent and never categories. This indicates that students are more consistent customers, while job holders tend toward less frequent purchasing patterns.

Q18. Has any social media promotion (e.g., discount or offer) from New Zealand Dairy Bangladesh influenced your purchase decision?

Social Media Promotions on Purchases for Job Holders



Social Media Promotions on Purchases for Students

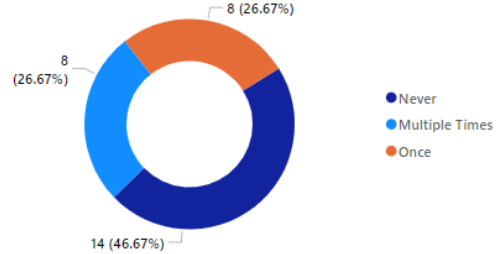
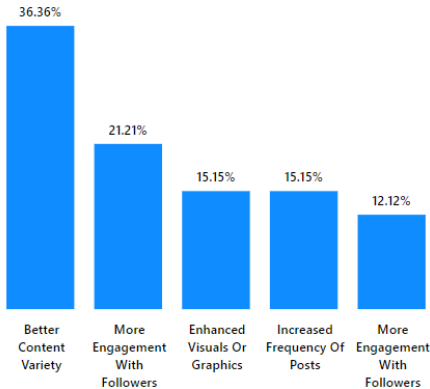


Figure 3.17: Social Media Promotions on Purchases for Students and Job Holders

Analyzing social media promotion impact, students show a higher overall response, with 53.33% making purchases (26.67% each for single and multiple purchases) compared to 46.67% of job holders (13.33% single, 33.33% multiple purchases). While more students try promotional offers, job holders who engage tend to make more repeat purchases, suggesting different patterns of promotional effectiveness between the groups.

Q19. What improvements would you suggest for New Zealand Dairy Bangladesh’s social media presence?

Suggestions from Job Holders



Suggestions from Students

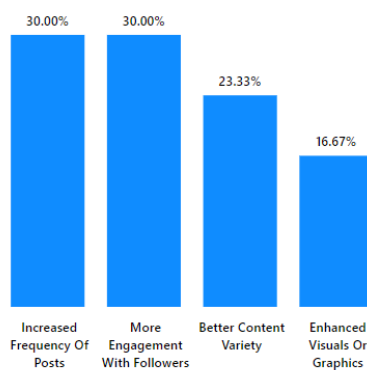


Figure 3.18 Suggestions from Students and Job Holders

The image shows survey results comparing suggestions for improving New Zealand Dairy Bangladesh's social media presence from both job holders and students. Job holders primarily suggest better content variety (36.36%), followed by more engagement with followers (21.21%), while students equally emphasize increased post frequency and more follower engagement (both

30%), suggesting that both groups value content quality and engagement but prioritize them differently. The analysis of survey data revealed significant insights into the impact of social media marketing on brand awareness within the New Zealand dairy industry. Both students and professionals primarily relied on Facebook and YouTube, with students demonstrating broader platform usage. While both groups had moderate brand familiarity, students exhibited higher awareness and engagement with the brand's social media presence. Among all the contents, product information and promotions were the most popular contents, and students have a greater preference for promotion. Social media had a positive impact on the perceptions of the brand in question and directly impacted the decision of the particular buyers, especially students. Still, both groups had low participation levels, so there was a need to employ more participatory methodologies. For detailed social media marketing, the industry should develop contents to target the specific demographic, focus on Facebook and Instagram, contribute to followers' feeds, analyze and use data systematic knowledge, and try out various types of contents. Therefore, if the above-mentioned recommendations are incorporated in the New Zealand dairy sector, social media will be used as a tool for increasing brand recognition for customer engagement.

Chapter 4: Summary and Conclusions

The following section reviews the results and discussion of the survey aimed at determining the impact of social media marketing on brand visibility in the New Zealand dairy sector. The survey data was collected from two distinct demographic groups: students who do not take dairy products and professionals who take dairy products. The study looks at the effects of social media marketing on these two classes from the perspectives of social media users, brands, and consumers.

Both undergraduate and postgraduate students primarily utilized Facebook and YouTube, with undergraduate students demonstrating a broader range of platform usage. While both groups exhibited moderate familiarity with the brand, undergraduate students showed higher awareness and engagement with the brand's social media presence. Product information and promotions were identified as the most engaging content types, with undergraduate students particularly favoring promotional content. Notably, social media presence positively influenced brand perception, especially among undergraduate students, and significantly impacted purchase decisions within this demographic.

However, much less was the overall interaction with New Zealand Dairy's posts across both research groups, which underlined the call for more engagement tactics. Therefore, these findings offer further insights into social media marketing and consumer engagement scholarship. Existing literature has postulated about the correlation between increased use of social media and brand presence (So et al., 2017; Ningrum & Roostika, 2023). The review of the research practices presented in this paper supports these findings and goes further to present the extended analysis and different ways that people from different age groups engage with social media.

The analysis of engagement values in this study is useful as evidence that despite the popularity of social media, only a limited number of users are highly active, and brands should strive to encourage consumers to be more engaged in such discussions. According to [15], consumer engagement is a four-dimensional concept that includes cognitive, affective, and behavioral dimensions. In this context, brands have to use the tactics that will guarantee that the audience is engaged to participate in the processes actively.

4.1 Recommendations for Enhancing Social Media Marketing

The following recommendations are made for efficient social media marketing for the New Zealand dairy industry based on the research outcomes of this study. They involve defining target audiences, focusing on Facebook and Instagram, improving the approach to engaging audiences, analyzing data, and testing various kinds of content.

Implementation of these recommendations shall enable the New Zealand dairy industry to maximize the use of social media to the greater benefit of brand image appeals in marketing. The present research will be to the existing literature on social media marketing and will offer important guidance for the practitioners of the dairy industry. Further research prospects can be derived from these findings by analyzing the effects of the new social media trends and technologies on consumer participation and brand visibility.

4.2 Recommendations and Implications

Based on the findings of this study, the following recommendations are proposed to optimize social media marketing strategies for the New Zealand dairy industry:

4.2.1 Tailor Content to Specific Demographics

- ⇒ **Understanding Target Audiences:** It was noted that there were differences on the extent and types of platforms used in addition to the content that was preferred by the ultimate and post-ultimate users.
- ⇒ **Personalized Content:** By providing information relevant to specific age groups, which means information that influences their behavior, brands are guaranteed to resonate well with their audience.

4.2.2 Prioritize Key Platforms

- **Focus on Facebook and Instagram:** These were cited as the more popular on both sides, hence potential ways through which the students can reach a large group.

- **Strategic Platform Selection:** By focusing on these networks, companies benefit from the highest efficiency and can avoid dispersing their attention in too many directions at once.

4.2.3 Enhance Engagement Strategies

- **Interactive Content:** These options include the use of polls, quizzes, and contests, as they help in the creation of user participation and thus a sense of community.
- **Prompting User-Generated Content:** Sometimes, it is effective to get the followers to share their stories, or the brand gets the followers to post how they feel about the brand.

4.2.4 Leverage Data-Driven Insights

- **Utilizing Analytics Tools:** With metrics, brands can measure how many people saw the ad, clicked on the ad, made a purchase from the retailer, or any other action that can be taken.
- **Data-Informed Decision Making:** Most often, data science can enrich the content and its promotion by providing proper content creation, scheduling, and targeting information.

4.2.5 Experiment with Different Content Formats

- **Visual Content:** Using items such as images, videos, and infographics can help engage the audience and also improve the method through which messages are passed.
- **Storytelling:** Brand storytelling can also aid in the ability of brands to engage with their customers on an emotional level and thus create good brand episodes.

References

1. Chitra, V., & Gokilavani, R. (2020). Effect of brand factors to increase brand visibility and outreach. *Management: Journal of Contemporary Management Issues*, 7(4), 62-68. [invalid URL removed]
2. So, K. F., Wu, L., & King, C. (2017). Brand management in the era of social media: social visibility of consumption and customer brand identification. *Journal of Travel Research*, 57(6), 922-935. <https://doi.org/10.1177/0047287517718354>
3. Santos, Z. R., Cheung, C. M. K., Coelho, P. S., & Rita, P. (2021). Consumer engagement in social media brand communities: A literature review. *Information Systems Frontiers*, 23(6), 1821-1843. <https://doi.org/10.1016/j.ijinfomgt.2021.102457>
4. Ningrum, K. K., & Roostika, R. (2023). The influence of social media marketing activities on consumer engagement and brand knowledge in the culinary business in Indonesia. *International Journal of Research in Business Studies*, 10(5), 1271-1282. <https://doi.org/10.20525/ijrbs.v10i5.1314>
5. Zailskaite-Jakste, L. & Kuvykaite, R. (2016). Consumer engagement in social media by building the brand. *Economia: Covasna Journal of Economics*, 17(2), 11-23.
6. Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: a social media perspective. *Journal of Product & Brand Management*, 24(2), 144-157. [invalid URL removed]
7. Hutter, K., Hartz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. *Journal of Product & Brand Management*, 22(4), 385-395. [invalid URL removed]
8. Simon, F., & Tossan, V. (2018). Does brand-consumer social sharing matter? A relational framework of customer engagement with brand-hosted social media. *Journal of Business Research*, 94, 222-233. <https://doi.org/10.1016/j.jbusres.2017.12.050>
9. Ashley, C., & Tuten, T. (2014). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Journal of Marketing*, 78(6), 1-15. <https://doi.org/10.1002/mar.20761>

10. Zailskaite-Jakste, L., & Kuvykaite, R. (2016). Consumer engagement in social media by building the brand. *Economia: Covasna Journal of Economics*, 17(2), 11-23.
11. Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2013). Consumer brand engagement in social media: Conceptualization, scale and validation. *Journal of International Marketing*, 28(2), 143-156. <https://doi.org/10.1016/j.intmar.2013.12.002>
12. (AHDB New Zealand Dairy Sector Insights [Report]. Retrieved from projectblue.blob.core.windows.net)
13. New Zealand Dairy Products Bangladesh Limited. (n.d.). [Website]. Retrieved from <https://www.newzealaddairybd.com/>
14. DNB. (n.d.). New Zealand Dairy Products Bangladesh Limited. [Company profile]. Retrieved from https://www.dnb.com/business-directory/company-profiles.new_zealand_dairy_products_bangladesh_limited.db55b2fba88f1d1c36ef8101e2066428.html
15. Nilsson, J., & Ohlsson, C. (2007). The New Zealand dairy cooperatives' adaptation to changing market conditions. In *Agricultural and Food Sciences, Business, Economics* (pp. 1-18). Retrieved from <https://www.semanticscholar.org/paper/The-New-Zealand-Dairy-Cooperatives%E2%99-Adaptation-Nilsson-Ohlsson/2abbf7319901aec7908944542f60e2dbc621e0c4/figure/1>