

# The Role of Digital Branding on Consumer Retention: Evaluating uses of Social Media in Bangladesh

# The Role of Digital Branding on Consumer Retention: Evaluating uses of Social Media in Bangladesh

Submitted To:

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Course ID: BUS400

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Date: 17<sup>th</sup> July, 2016



BRAC Business School

BRAC University

## Letter of Transmittal

17<sup>th</sup> July 2016

Nusrat Hafiz

Lecturer, BRAC Business School

BRAC University

Subject: Submission of internship report on 'The Role of Digital Branding on Consumer Retention: Evaluating uses of Social Media in Bangladesh'

Dear Madam,

It is an immense pleasure for me to submit you this internship report titled "The Role of Digital Branding on Consumer Retention: Evaluating uses of Social Media in Bangladesh". I have been working at Ogilvy and Mather Private Limited as a Digital Marketing Intern for the past three months. I have tried my level best to fulfill all my requirements of this course and tried to follow my supervisor's instructions while preparing this report. This report helped me understand the field in which I have been working a lot better and learn deeply about the consumer's behavior on this field.

It would be a profound pleasure for me if the report can attain its objective. I would be available in any time to clarify you any queries if feel needed.

---

Sincerely Yours

Afsary Adiba Priyanka

BRAC Business School

BRAC University

# Letter of Authorization

## Ogilvy & Mather

3<sup>rd</sup> April, 2016

Afsary Adiba Priyanka  
31/1 Chamlibagh, Shantinagar,  
Dhaka - 1217, Bangladesh.

Subject: Internship Offer Letter.

Dear Ms. Priyanka,

With reference to your application and interview with us, we have the pleasure in offering you an **Internship** position with effect from **7<sup>th</sup> April, 2016** on the following terms and conditions:

1. **Grade:** Temporary.
2. **Department:** Digital Services.
3. **Internship Period:** 7<sup>th</sup> April, 2016 to 7<sup>th</sup> July, 2016 (3 months).
4. **Consolidated Gross Salary:** Tk. 5,000.00 (Taka five thousand only) per month.
5. **Leave:** You shall not be entitled to any paid leave during the internship period.

### General Terms

6. During the period of your service, you will be subject to the Rules of the Company for the time being in force. The Rules have been informed to you and the same shall be deemed to be an integral part of the terms and conditions set out herein. Further, these rules shall be deemed to be accepted by you as binding on you.

Page 3 of 4

7. You shall not at any time during the continuance of the employment or thereafter, divulge either directly or indirectly, to any person, firm or company any information that is privileged and/or of a confidential nature that you may acquire during the course of the employment or otherwise howsoever concerning O&M's business, property, contract, trade secrets, transactions, clients or affairs.
8. You shall confirm to abide by the Confidentiality Agreements or Agreements containing Confidentiality clauses entered into by O&M and abide by the same at all times during the course of your employment and even after the termination of your employment.

---

**Declaration**

*Confidentiality of information received during the course of employment and thereafter.*

This is to state that I do hereby unequivocally confirm and declare that I shall not disclose, impart or divulge, inter alia, any information, concepts, ideas, business policies or practices, business plans, dealings, customer lists or requirements, price lists or pricing structures, technical data, employee data or officers' data, product lines, designs, research and development activities and findings, know-how, other non-generic information whether tangible and/or intangible, written and/or oral, relating to any released or unreleased concepts, ideas, projects and services of Ogilvy & Mather Communications Private Limited, the marketing or promotion of all of Ogilvy & Mather Communications Private Limited's services and any other information received from other sources that comes to my knowledge regarding Ogilvy & Mather Communications Private Limited, any clients or their matters or any aspects relating to such clients and their work with Ogilvy & Mather Communications Private Limited or its associate companies, to anyone either within the organization of Ogilvy & Mather Communications Private Limited or from outside, without previously obtaining the written permission from Ogilvy & Mather Communications Private Limited, in the normal course of my employment with Ogilvy & Mather Communications Private Limited or its associate companies.

I am aware and confirm that Ogilvy & Mather Communications Private Limited enters into "Confidentiality Agreements" or Agreements containing Confidentiality Clause(s) and I shall abide by the same at all times.

This Declaration shall also be valid after my employment with Ogilvy & Mather Communications Private Limited is terminated or expired.

Priyanka 7<sup>th</sup> April '16

Signature & date

9. You shall confirm to abide by the Code of Business Conduct set forth by the Company at all times during the course of your employment here. O&M enforces a zero-tolerance policy for breach of its COBC policy. Failure to comply with the said COBC may result in the forthright termination of your employment and seizure of all accrued benefits. The Company reserves the right to initiate any legal measures as considered appropriate against you.
10. During the employment, you will also not (unless otherwise agreed in writing by the Company) undertake any other business or profession or be or become an employee or agent of any other firm, company or other person or assist or have any financial interest in any other business or profession.
11. You shall not during the continuance of your employment with us do any act, deed, matter or thing whereby you would have been deemed to have independently taken up any employment or assignment with any O&M clients.
12. You agree that all the work created by you, in the course of your employment with O&M shall be deemed to be 'work made for hire' and shall hence be the property of O&M. You shall not be allowed to use, copy or reproduce the same, without the prior written consent or authorization of O&M.
13. You agree that all the rights, titles, interest in any and all work created by you in the course of your employment with O&M shall vest with O&M and/or its clients. You further agree to give a declaration to O&M, as required from time to time for any creative work done by you on behalf of O&M.
14. You shall be liable to indemnify O&M for any act, deed, matter or thing engaged in by you, directly or indirectly, which results in damaging O&M's property and/or goodwill.

15. Either side can terminate employment giving a notice of 1 (one) week.

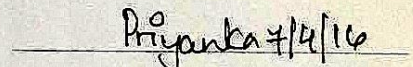
16. You will promptly whenever requested by the Company and in any event upon the termination of your employment deliver up to the Company all lists of clients or customers, correspondence and all other documents, papers and records, tangible or intangible including computer discs and other electronic media, which may have been prepared by you or have come into your possession, custody or control in the course of the employment and you will not be entitled to and shall not retain any copies thereof. Title and copyright therein shall vest in the Company.

If you are agreeable to the above terms and conditions, please sign and return the duplicate in confirmation.

For, **Ogilvy & Mather Communications Pvt. Ltd.**

  
Fahima Choudhury  
Director

Accepted & agreed:

  
Afsary Adiba Priyanka

Copy to:  
Finance Department  
Talent Management Department

## **Acknowledgements**

I would like to express my deepest appreciation to all those who provided me the possibility to complete this report. A special gratitude I give to my internship supervisor Nusrat Hafiz, whose contribution in stimulating suggestions and encouragement, helped me to coordinate my research work especially in writing this paper.

Along with that I would like to thank my supervisor M K Hassan and Taskin Hossain for guiding me and teaching me all the works associated with Digital Marketing at Ogilvy and Mather Private Communication Limited.

After that I would like to thank my friend Sophia Shawon Gomes to take time and review the paper for me. Last but not the least, many thanks go to my parents who always guided me always.



## Abstract

Digital branding is not a new concept in Bangladesh. Over a period of time, organizations have been investing in this sector as it seemed easier to retain consumers. This medium has created a direct path way between consumer and brand. The purpose of this paper is to evaluate social media on respect of digital branding and how it has helped the organizations to retain consumers in Bangladesh. Through Google Documents, this survey was conducted with 189 respondents. Cluster sampling method was used for this research. As secondary source, various scholarly publications along with information's from social media expert's blogs, press release, periodical and social media were used. Through this paper consumer retention was linked with various variables: Social Media Platform, Post Engagement, Purchase Behavior and Adverts on Social Media. Facebook is the most used platform in Bangladesh, which has been proved in this paper. Here, word of mouth marketing is directly linked to consumer retention has been shown. Further discussion is done on how brand loyalty is directly linked to consumer retention. Consumer retention is now easier than before as consumer and brand has a platform at which both can communicate directly. This makes the consumer feel that he/she is part of that brand and directly involve them buying product and service from that brand. Not only that through online review, they spread words of mouth which leads to peer to peer marketing. This paper also reveals how successful online marketing campaign and contests are and how the consumers behave with offers and discounts. Here, how adverts on digital media influence potential consumers to buy products and services immediately. Based on the findings from the data there is list of recommendation how organizations can retain consumers through digital branding.

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## Introduction

Digital advertising methods are relatively new compared to more established traditional advertising methods like Below the Line (BTL) and Above the Line (ATL); the introduction and proliferation of the Internet and digital devices have steadily increased digital advertising used by marketers (Talafuse & G. Brizek, 2014).

Both organization and consumer want to interact directly with each other and create easier path for understanding each other. In a survey conducted by research group Loyalty 360, more than 25 percent of businesses indicated they ranked social media as the most effective channel for customer retention. The main reasons being is social-media marketing allows brands to speak directly to customers (and attract new ones), along with easy access to companies (Newman, 2014). Digital media, either be websites or social media not only have helped the business to reach to their target group easily but also has helped consumers to get a platform through which they can directly interact with the organization.

The purpose behind promoting existing brand on social media or online is to drive the consumer to buy their product. They are exposed to more information now more than ever. Everything is now just a click away. Digital branding helps the existing and new brands to create illusion in consumers mind that 'Their brand is the best one'. The organizations are willing to spend so much on this medium only because of the following reasons:

- Understanding the consumer better
- Easier to reach
- Less expensive than 'Below the Line' marketing approaches
- Direct interaction with the consumers

The direct mediums of communication are

- Facebook
- Instagram

- Twitter
- Youtube
- Google Plus

Based on my knowledge after working in this industry, Facebook and Instagram are the easiest and most fastest way to capture and retain consumers through social media in Bangladesh.

## Literature Review

Marketers are facing new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media (Yasmin, Tasneem, & Fatema, 2015). Marketers can now be *in* touch with their customers on a more frequent basis and increase the level of personalization and interactivity with low or non-excessive cost (Merisavo, 2006).

Communication in a relationship means providing information that can be trusted, providing information when problems occur and fulfilling promises. For a customer to perceive a relationship as valuable, the customer's needs must be fulfilled. The needs of the customers can be established through gathering information from them (Roberts-Lombard, 2011).

Consumer media channel preference has continued to be debated by marketers, as many marketers have switched from traditional advertising allocation to digital or have increased their Internet advertising spending in response to the rising costs of traditional advertising in comparison. Although consumer preference does not remain static, research on consumer media channel preference has been limited (Merisavo, 2006). Today, companies invest in social media, in times while premium consumer brands are faced with new problems in their communication strategy: They established exclusive communication channels to their customers. Now they try to integrate social media in their communication strategy while maintaining their premium image (Fähnle, Teichmann, & Pätzmann, 2012).

Peer to peer marketing is now even easier as communication within each other is just a click away. It barely takes any time to spread word among a community. Marketers have tried to exploit their potential through viral marketing campaigns as electronic peer-to-peer referrals have become an important phenomenon (Bruyn & Lilien, 2008). It is necessary to keep good relationship with the customers, as consumer loyalty is directly linked to consumer retention and satisfaction (Khan, 2012).

During the period of 2004- 2012, medium to large size multinational companies were expanding their operations in Bangladesh, individual entrepreneurs started to buy and sell using the social group and brand pages in Facebook.com, which tops the web traffic chart in Bangladesh (Rahman, 2015). An advertisement that is consistent with a company brand can help build brand awareness. Building awareness is a main feature of online advertising. The linkage between advertising and search has been investigated by Graham and Havlena (2007) who studied the role of advertising in generating word-of-mouth discussion online. They found 'strong evidence that advertising does stimulate increased visitation to the websites of advertised brands – an indicator of consumer interest and involvement with a brand' (Chaffey, 2009).

Interactivity in Digital media provides consumers with better options to search for information, work as initiators, and gets help.. Cognitive loyalty is found in consumers when they spend time with the brand. This way they process information and express positive response towards the brand (Merisavo, 2006). Query Management is the key to manage a better relationship with consumers directly and increases consumer retention. A good Query is the key to success. A well-written one will give you accurate, relevant data that in turn means one can get better insights, make better decisions, and ultimately improve their businesses (Jaume, 2014).

Social media creates the opportunity to build trust with brands existing customers, which often results in a stronger relationship between the two parties. When this occurs, there is a greater likelihood of turning a customer into a brand ambassador (Newman, 2014).



## Company Background

### Introduction

Ogilvy & Mather Communications Private Limited Bangladesh; a lively organization with wonderful work ethic is the organization which was the host of my internship. During my three months with this organization, I have learnt how to implement the theoretical knowledge into practical arena of digital marketing. Thanks to the wonderful mentors who took their time to teach me everything about modern day advertising and marketing.

### History and Milestones

Ogilvy & Mather is an international advertising, marketing and public relations agency based in Manhattan, USA. It operates 450 offices in 120 countries. Founded in 1948 by David Ogilvy, it's one of the largest marketing communications networks in the world, servicing multinational and local brands in all regions. The symbol of brand-building capabilities is the balance of global and local brands within a worldwide network.

This section discusses the organization in brief, its operations, its clients and its values.

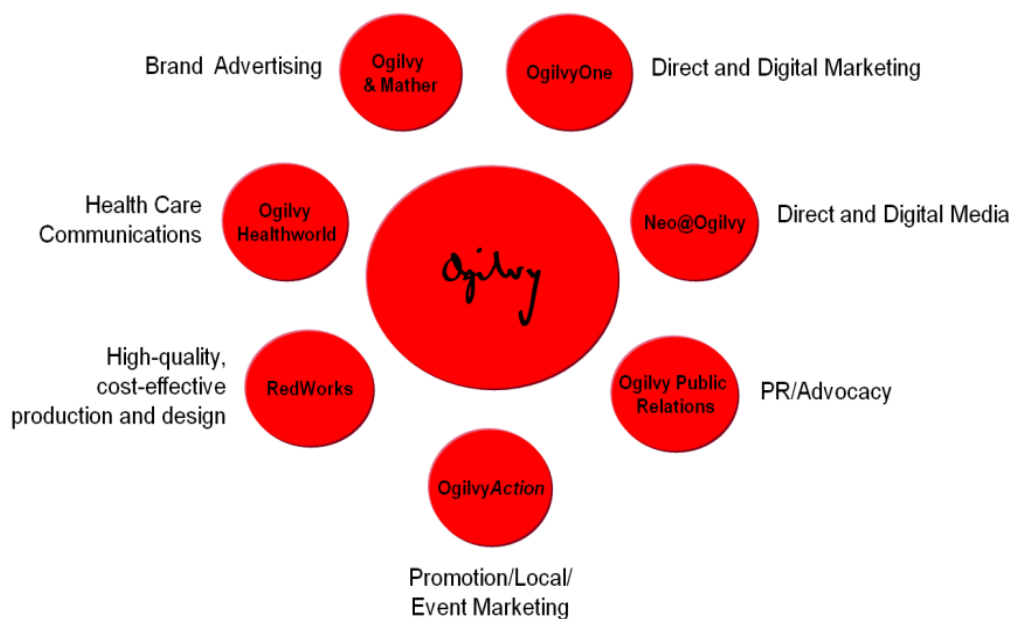


Figure 1 Ogilvy and Mather Private Limited's Operations

Global Clients:

Ogilvy & Mather board has produced work for a wide range of leading brands.

Some of them:

- American Express (since 1962)
- British American Tobacco (since 1981)
- Amway (since 2009)
- Coca-Cola Company (since 2001)
- Louis Vuitton (since 2006)

Licensing & Starting and Growth:

The doors to Ogilvy Dhaka's offices opened for business in July 2007 – it was the 497th office in the Ogilvy network. In the short space of time, Ogilvy Bangladesh has been able to carve out a space for itself, both in the Ogilvy community, and in the business fraternity in Bangladesh. The agency's operation has already been highlighted in Ogilvy Asia magazine. Moreover, its client's ratings have been phenomenal.

Timeline:

June 2006: Ogilvy & Mather was registered in Bangladesh as a Joint Stock Company.

December 2006: Merged with Marka, a local mid-size agency to get an early foothold.

October 2007: Transition was completed and Ogilvy opened its doors for business.

March 2008: Officially launched its operation in Bangladesh.

Integrated in the firm's corporate culture is Ogilvy's concept of 360° Degree Brand Stewardship©, defined as *a willingness to use the broadest array of tools and techniques to understand, develop and enhance the relationship between a consumer and a brand*. Following to that, Ogilvy is a full-service agency catering to ATL, BTL, Activation and web-based solutions. Be it the launching of a new package from Teletalk, a brand campaign for KSRM, a thematic campaign for

Golden Harvest, Campaign for Pond's My 2<sup>nd</sup> Honeymoon Show, Eid Campaign for Aarong or Ramadan Campaign for Transcom Food Ltd. Ogilvy is always up for the challenge.

## Clients

Ogilvy Bangladesh's list of global clients includes British American Tobacco, Unilever, Kraft, Perfetti Van Melle, Motorola, Novo Nordisk, Ajinomoto etc. Among local clients, Aarong, BRAC Bank, Kabir Steel (KSRM), Bashundhara Group, Daily Sun, Teletalk etc. are also worth mentioning. The illustration below shows the wide range of the agency's clients:



Figure 2 Clients of Ogilvy and Mather Bangladesh

## Organization Hierarchy



Figure 3 Organizational Hierarchy of Ogilvy and Mather Bangladesh

### Global Creative Support

For many of Ogilvy's global clients, extensive adaptation is done of regional and international works. Ogilvy Bangladesh is very well connected to the other offices, and has resources to bring in any job that has been done around the region for clients. It even works in languages other than English and Bengali. In certain cases, where a large number of adaptations are necessary, they get referred to RedWorks.

### RedWorks

It was established as a SBU of Ogilvy Bangladesh, geared to provide support in studio production of offline and interactive projects. The 10 member team performs miracles, with same-day turnaround for projects – for demanding clients like Rolex, Dove, Time Warner Group, and American Express.

### Quality Control

Ogilvy vouches for every creative element that leaves the office premise, stating its perfect quality that has been checked and re-checked thrice over. The systems in place does not allow for mistakes to go unnoticed, since meticulous care is taken by the trained staff to maintain that quality. From the visualizer, to

the studio in-charge to the account directors, everybody pores over the materials before they get finally released.

In today's market, there is an increasing demand from clients for quality yet cost effective solutions to all communication material regardless of print, digital or broadcast. Ogilvy RedWorks is WPP's advanced implementation facility offering large-scale creative and production services.

RedWorks Dhaka HUB was established in late 2008 as a state of the art cost effective offshore production HUB mostly to support Ogilvy and RW offices in New York, Hong Kong and Singapore. RedWorks offers the best value for money with high quality, both for digital and print maintaining strict quality control for every delivery.

In 2013 we turned our focus in developing the solution for local market and re-launched as RedWorks Dhaka. As the horizon of digital communication is expanding the need for expert to join in became the need of time. Recently, due to change in the main architecture of the organization the name 'RedWorks' has been demolished and named as Ogilvy Digital.

## Product & Services

### Digital

- Strategy for campaign in digital platform
- Online Marketing
- Social Media Marketing
- Content Marketing
- Content Creation (gif, static, swf, etc.)
- Microsites
- Websites (Flash, HTML & HTML5)
- Social API integration
- Trend monitoring

### 3D

1. Modeling
2. Texturing
3. Rendering

### Audio Visual

1. Pop-up ads
2. Video Editing
3. VFX
4. Video Composition

### Print

1. Adaptation/Sample Development
  - a. Trade prints
  - b. Newspaper ads
  - c. Datasheets
  - d. Brochure
  - e. Outdoor Sign
  - f. Indoor Display
2. Image Editing
  - a. Re-touching
  - b. Color Correction
3. Vector Tracing

(Ahmed, 2015)

## **Research Objective**

The core objective is to identify how digital branding helps the organizations to retain consumers. In recent times every brand is now focusing on promoting their product and services through social media. Identifying whether or not these promotions are reaching to the actual target group or not and how effective the promotional tools are, is the main objective of this research.

## Research Questions

Before conducting the survey, a few aspects of the social media promotions in Bangladesh was considered. Then a few questions were prepared as blue print to use as a guide in the entire paper. Based on these questions the survey questionnaire was later prepared and designed the findings and analysis. The main research questions of this survey are-

1. Which platforms of social media are being used by the target group?
2. How they are responding to the different type of posts on Facebook? How the target group is engaging through Facebook's sponsored adverts?
3. In what kind of engagement is the target group are involved on Facebook?
4. How effective are contests and campaigns launched by different brands?
5. Identifying the purchase behavior of target group.



## **Methodology**

### **Sampling and Data Analysis Procedure**

Sampling Method used for this research was a type of non-probability sampling – Cluster Sampling. (Crossman, 2001)

Cluster Sampling is a type of nonprobability sampling which involves the sample being drawn from that part of the population which is close to hand. That is, readily available and convenient. (Azmeri, 2015) People who live in Dhaka, Bangladesh have been chosen as demographics and everyone uses Facebook.

Here, sample size is equal to 189.

### **Primary and Secondary Data Source**

For this particular research both data from primary and secondary source were used to identify the answers for the research questions very accurately. A survey with 189 sample size was conducted and data from that is used as primary data. Secondary sources were websites, journal articles and news release.

### **Primary Source**

The method used to collect data was 'Internet survey'. It is a self-administered questionnaire posted on a Web site. Respondents provide answers to questions displayed onscreen by highlighting a phrase, clicking an icon, or keying in an answer.

Internet surveys allow researchers to reach a large audience (possibly a global one), personalize individual messages, and secure confidential answers quickly and cost-effectively. These computer-to-computer self-administered questionnaires eliminate the costs of paper, postage, and data entry, as well as other administrative costs. (Azmeri, 2015)

The research was conducted online and using the following tools and medium:

- Facebook
- Google Docs

With the use of Google Docs the questionnaire was prepared and the data were collected and analyzed. Facebook was used to reach the respondents and ask them to fill the form for the survey.

(Types of Qualitative Research, 2016)

### Variables

The independent variables in this research are Social Media Platform, Post Engagement, Purchase Behavior and Adverts on Social Media.

The dependent variable is consumer retention.

Here we are trying to establish a relationship between these two variables.

(Collecting and Analyzing Data, 2013)

### Demographics

The demographics of the samples are Location (Bangladesh), Age (15-55) and Sex (Male, Female and Transgender). The respondents from which data were collected having diverse level of education, and income.

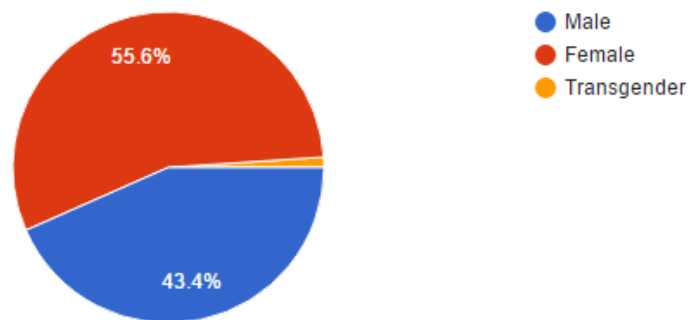
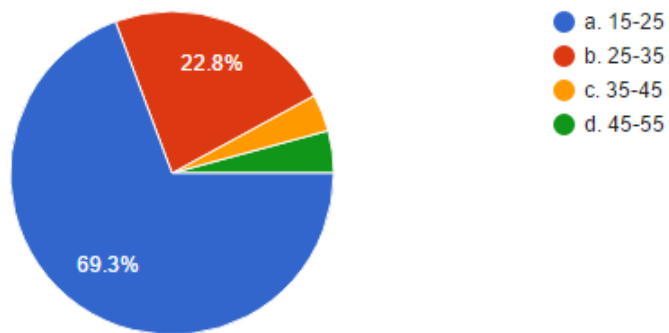


Figure 4 Demographics (Sex)



**Figure 5 Demographics (Age Group)**

### **Secondary Source**

As secondary source websites, journal articles, articles, periodical and press release was used. A lot of graphic information were taken from YouTube and Facebook.

## Data Analysis and Interpretation

### Social Media Platform

Among 189 respondents 89.4% voted Facebook as their most used social media and remaining 11.6% voted Instagram, Twitter and Google Plus.

Based on this research, it can be said that Facebook is the most used social media platform in Bangladesh. According to Daily Star, 80% of internet users in Bangladesh use Facebook. 1,100,000,000 is the Estimated Unique Monthly Visitors of Facebook as at July 2016 (Top 15 Most Popular Social Networking Sites | July 2016, 2016). That is the reason why now people heavily invest in promotions in Facebook.

### Facebook Page

After Robi Axiata Limited was announced by a globally recognized online analytics publishing company Social Baker as The Most Socially Devoted Brand all the other brands invested heavily on social media. For being the Most Socially Devoted Brand, a brand needs to respond at least 65% of audience questions on Facebook and/or Twitter, than that brand would qualify as Socially Devoted. The benefits of Social Devotion are clear - Socially Devoted brands get 3.5 times more Interactions than their less-responsive counterparts (The Newest Data on Social Customer Care by Socialbakers, 2016).

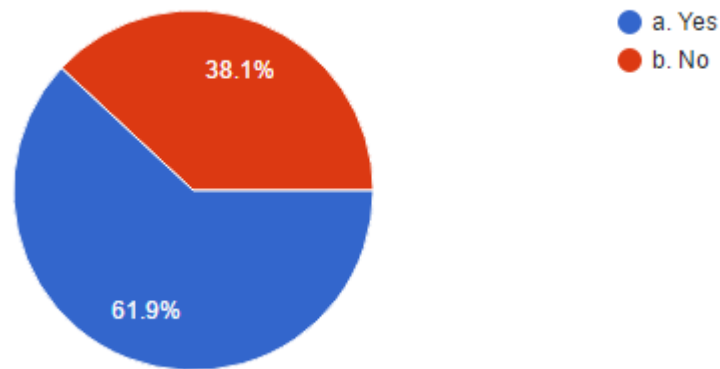


**Figure 6 Social Baker Ranking of 'Socially Devoted Brand' World Wide** (The Newest Data on Social Customer Care by Socialbakers, 2016)



**Figure 7 Robi Axiata Limited as Socially Devoted Brand (Robi tops the global chart of Socially Devoted Brands, 2016)**

Almost all the Telecommunications Branded pages are now investing on Query Management Team, Digital Banners and other sort of promotions to keep in touch with the consumers. Query Management Team is available to reply to queries and messages of consumers on Facebook. Robi was rewarded because they have skilled of Query Management Team who is available 24/7 to reply to comments, reviews and messages on Facebook. Grameenphone, Airtel, Banglalink, Walton, Samsung Bangladesh, Huawei Bangladesh, Symphony, Microsoft Lumia, Teletalk, Oppo etc. also have invested on Query Management. Facebook has given the platform for the consumers to get in touch directly with brand and this provides them after purchase service online. These pages have helped and benefited not only the consumers but also the brands to get feedbacks and reports to bring improvement in product and service.



**Figure 8 Followers of Facebook Page of Renowned Brands**

61.9% of the total respondents follow Facebook pages of the renowned brands.

These respondents mentioned the following pages:

- Robi Axiata Limited
- Grameenphone
- Banglalink Mela
- Airtel
- Teletalk
- Apple
- Samsung
- Sony
- Huawei
- Walton
- HTC
- Windows
- Microsoft
- Xiomi
- Asus
- Oppo
- Daraz Online Shopping
- Instagram
- Facebook
- Google
- Android
- Yellow
- Aarong
- Gentle Park
- Louis Vuitton
- Ralph Lauren
- Armani
- Vogue
- Gucci
- Tiffany Co
- Fossil
- Ray Ban
- Rolex
- Revlon
- The Balm Cosmetics
- Makeup Revolution
- MAC
- TRESemme
- Sunsilk Hair Expert Bangladesh
- Gadget and Gear
- NVIDIA
- Hatil
- Center Fresh

Based on their response we can say that most of the people follow Telecommunications Pages.

## Post Engagements

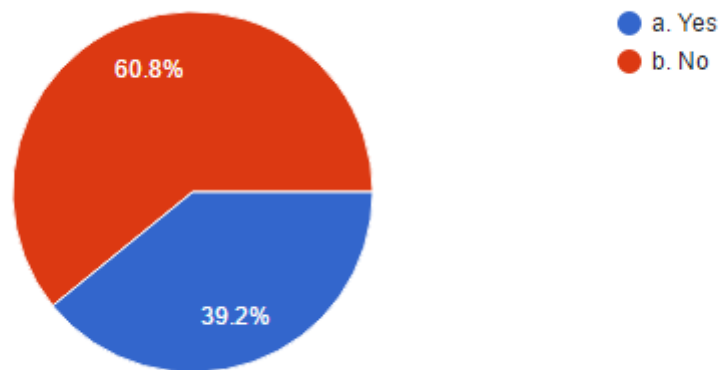


Figure 9 Engagement on Facebook Pages

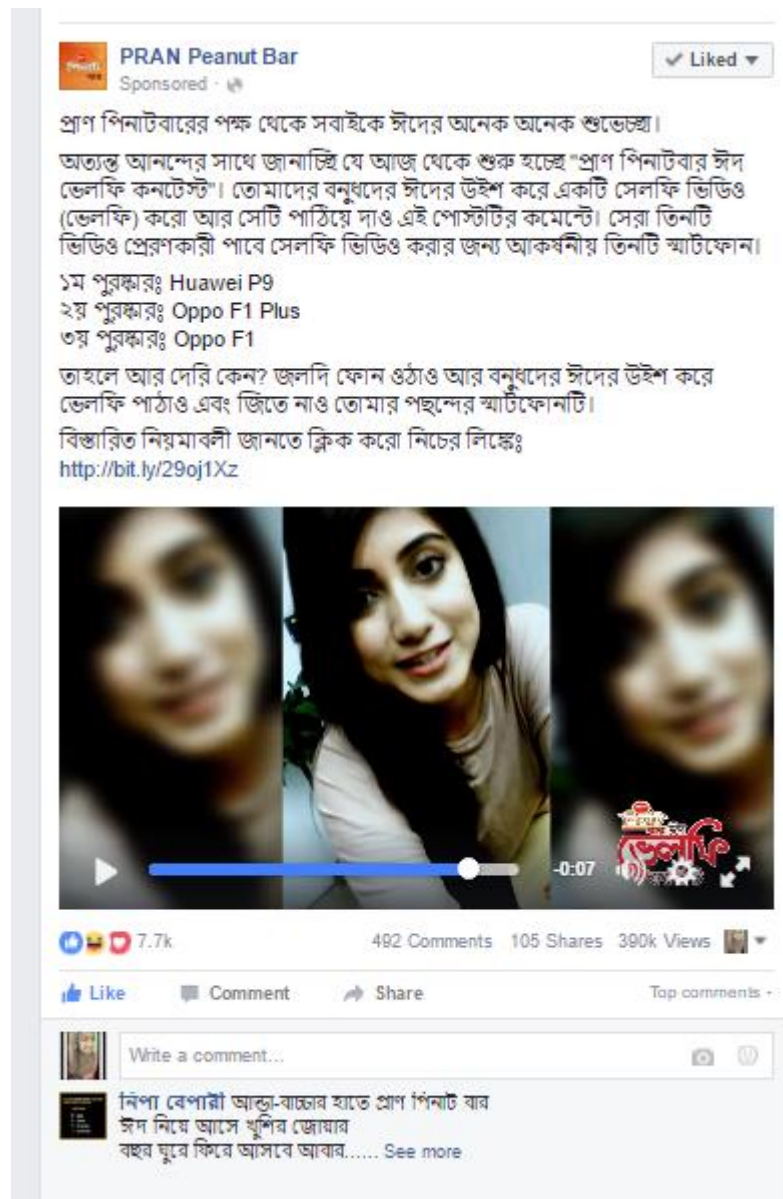
Queries are where it all begins when it comes to social media monitoring (Jaume, 2014). It is still quite a new concept to many people to acquire information about products on Facebook. Even though according to our findings 39.2% regularly engage (Comment, Like and Share) to the posts of different on Facebook page. Rest of them they do not respond on regular basis. Even though many do not regularly respond to the Facebook posts but when they do they expect their queries to answer in time and many happened to lose patience if they do not get desired replies. 71.4% expects that their queries to be fulfilled and 55% lose patience if those are not met and tend to spread bad word of mouth about the page. According to Rahman, consumers in Bangladesh are keen to use voice over internet services (call through third party messenger service like Viber, WhatsApp, Facebook Messenger etc.) which does not cost call credit. Thus business owners may become benefited if they introduce such services in their customer care. Harnessing the advantages of quick and timely customer service using social media is a must as well.

## Social Media Contest

Social media contests provide a platform for the consumers with new ways to spend time with a brand and help them learn more about that the product and service (Merisavo, 2006). Social Media contests are mainly designed to increase engagement rate of the pages, increase traffic to website and drive them to buy their products and services. Through this research we found out that around

24.9% participated in such campaigns before. They have mentioned the following names of the Brands that organized such contests:

- Super Mom BD
- Robi (Connect and Win)
- Huawei Bangladesh (Tap-O-Graphy and Boom it Boomerang)
- Pizza Hut (Mother's Day)
- Dhaka Foodies ( Food Photography)
- Persona (Meril Revive)
- Harriken (Hunger Games)



**PRAN Peanut Bar**  
Sponsored · 🌐

👍 Liked

প্রাণ পিনাটবারের পক্ষ থেকে সবাইকে ঈদের অনেক অনেক শুভেচ্ছা।  
অত্যন্ত আনন্দের সাথে জানাচ্ছি যে আজ থেকে শুরু হচ্ছে "প্রাণ পিনাটবার ঈদ ভেলফি কনটেস্ট"। তোমাদের বন্ধুদের ঈদের উইশ করে একটি সেলফি ভিডিও (ভেলফি) করে আর সেটি পাঠিয়ে দাও এই পোস্টটির কমেণ্টে। সেরা তিনটি ভিডিও প্রেরণকারী পাবে সেলফি ভিডিও করার জন্য আকর্ষণীয় তিনটি স্মার্টফোন।  
১ম পুরস্কারঃ Huawei P9  
২য় পুরস্কারঃ Oppo F1 Plus  
৩য় পুরস্কারঃ Oppo F1

তাহলে আর দেরি কেন? জলদি ফোন ওঠাও আর বন্ধুদের ঈদের উইশ করে ভেলফি পাঠাও এবং জিতে নাও তোমার পছন্দের স্মার্টফোনটি।  
বিস্তারিত নিয়মাবলী জানতে ক্লিক করে নিচের লিঙ্কেঃ  
<http://bit.ly/29oj1Xz>

7.7k  
492 Comments 105 Shares 390k Views

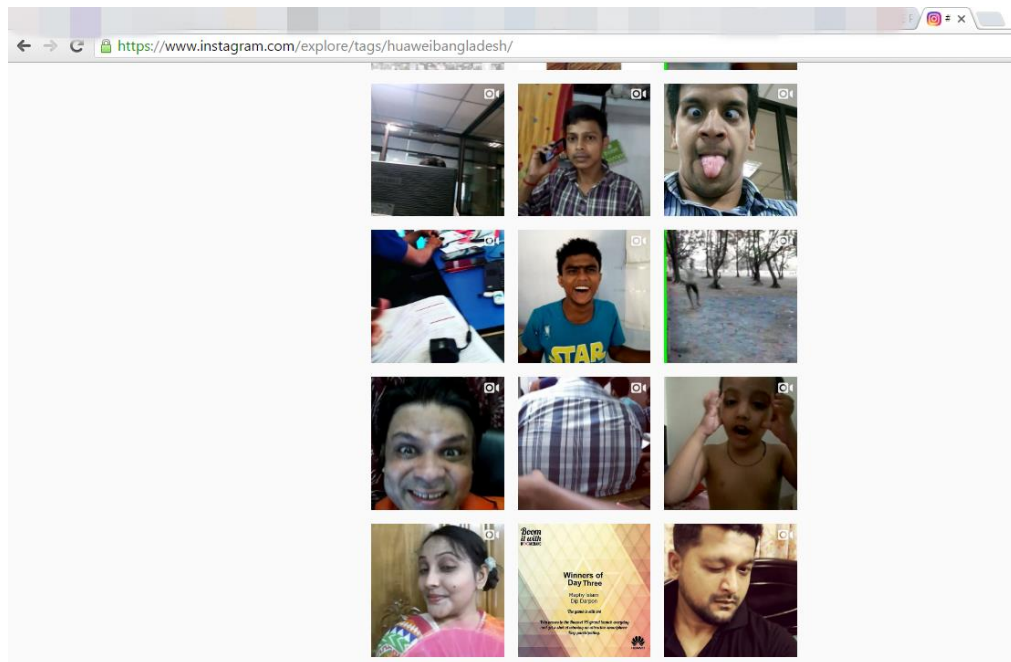
Like Comment Share Top comments

Write a comment...

নিপা বেপারী আন্তা-ব্যাচার হাতে প্রাণ পিনাট বার ঈদ নিয়ে আসে খুশির জোয়ার বছর ঘুরে ফিরে আসবে আবার..... See more

Figure 10 PRAN Peanut Bar Vefie (Video Selfie Contest)

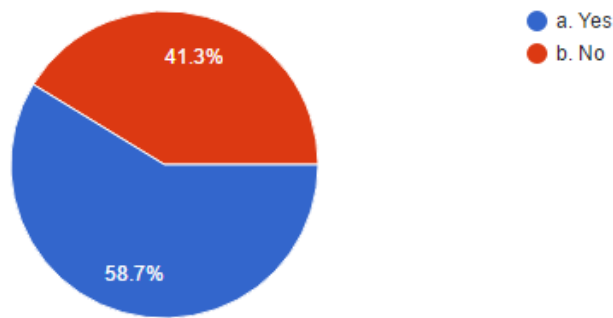




**Figure 11 Participants of 'Boom it with Boomerang' can still be found using #HuaweiBangladesh**

### **Sales Lead**

Each time a potential customer is exposed to a brand, the likelihood that they will purchase from that brand increases (Kravic, 2015). Social Media have just given the brands that platform through which the consumers are constantly reminded of that brand and how important it is in their lives. One of the main purposes behind social media promotion is to lead consumers buy the product or service. Every comment, review and reply of message directly or indirectly drives a potential customer to make decision before purchasing a product. Adverts displaying discounts are most appealing to customers, especially during festive season. This is how our samples responded when we asked them if any adverts on social media drove them buy any product:



**Figure 12 Sales Drive Rate through Adverts on Social Media**

We also found the type of product and name of the brands which drove them to make purchase through social media adverts. Below are list of products which they respondents bought:

- Handset (Mobile Phone)
- Sim Card
- Cosmetics
- Accessories
- Clothing Items
- Food
- Handset Accessories

Below are list of brands and online stores from where they (respondents) bought the products and service:

- Samsung
- Symphony
- Huawei
- Apple
- Grameenphone
- WowBox (App of Grameenphone)
- Robi Axiata Limited
- Banglalink
- HungryNaki
- Food Panda
- Daraz
- The Body Shop
- Color Pop
- Tresemme
- Stylesell
- Vasavi
- Rimmel
- Opal Fashion Wear
- Styline Collection
- One Plus X
- La Mode
- Bee Closett
- TZ Store
- Bagdoom

## Purchase Behavior

### Purchase Consistency

Every person has different needs and wants and that shapes how one will spend money to buy things. Many will shop just to fulfill their desires whereas many to just to fulfill their needs.

The pie chart below shows how often the respondents shop:

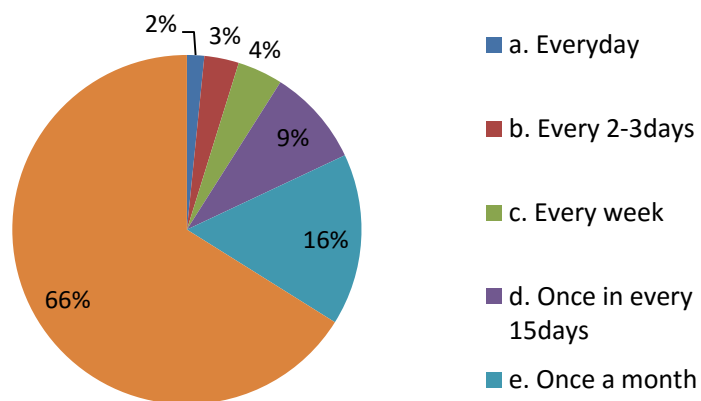


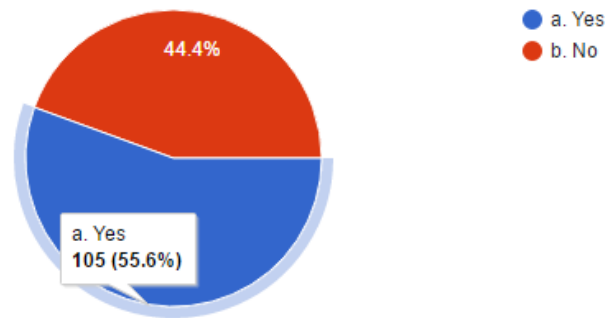
Figure 13 Purchase Consistency

### Online Reviews

It is essential that a brand delivers an amazing experience starting with the search results and ending after the sale. If a brand delivers a good experience, it will get referrals. The goal here is to get to the point where the brand can measure the average number of referrals driven by each customer. If a brand closes a sale through PPC (Pay per Click) and that person tells five friends about the product, then really the revenue from that sale might be as much as five times to what the company thought it would be (Kravic, 2015).

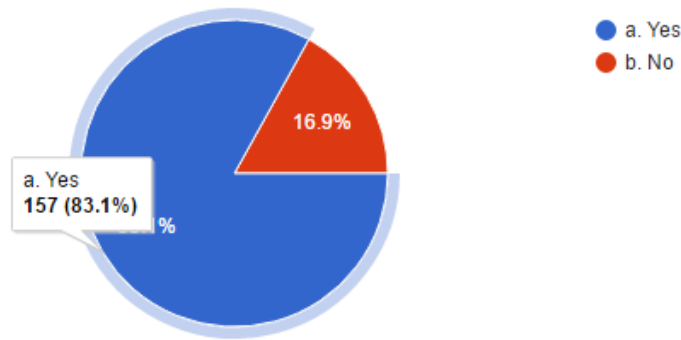
Our research revealed similar results that people gets easily influenced by going through online reviews. Online reviews are basically people sharing their after purchase experience publicly on various social media platform. It is one kind of word of mouth as the product or service is publicized through a non-brand source rather through peer or similar community groups. One thing must be

noted that a review can be both positive and negative. A positive review not only gives the brand a free advertisement but also brings more potential customer. Whereas a negative review online can drive many customer away from the brand. This has very adverse effect on the brands as people who have faced similar problems share and spread bad word of mouth.



**Figure 14 Rate of Posting Review and Complain Online**

Through our research we found out that around 55.6% has shared their purchase experience in form of review online. Among them 77.8% is part of large Facebook community groups like FoodBank and Desperately Seeking Dhaka. FoodBank currently has 215, 257 members (As at 9 July 2016). Here people post reviews of food that had eaten in restaurants in Bangladesh. This group has helped many people save money to buy horrible food service on the other hand has made a lot of food services out of business. On the other hand Desperately seeking Dhaka is used for other types of product discussion. Desperately seeking Dhaka has 58.895 members (As at 9 July 2016). There are also other Community's like Pop of Color and Stay Alive where female share their reviews and experience on shopping. (Facebook , 2016)

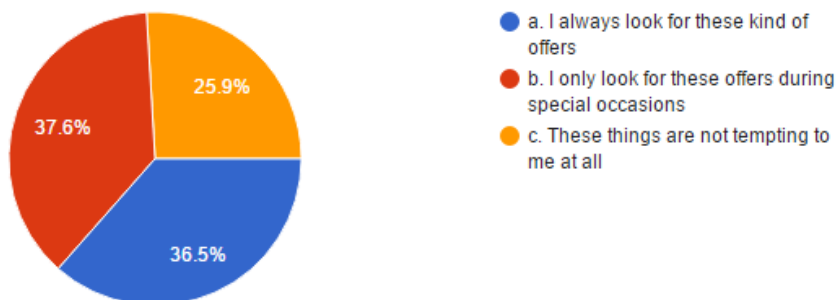


**Figure 14 Decision Making Based on Reviews**

We asked our respondents if they made purchase decisions based on online review 83.1% responded positively. The marketers now need to be very careful as reviews and thought sharing through social media are quite common now. Brand image can immensely be affected through reviews.

### Offers

Offers and Discounts can be both for and against brands. During Ramadan every restaurant designs Ramadan Special Platters and sells them at an attractive pricing. If anyone bought the individual items on those platters it would cost more money. Thus people rush to restaurants and share iftar and seheri with friends and family. Discounts on handsets and free talk times, data packages are to say a few offers given by the Telecommunication Industry. How tempting are these offers are to the respondents are shown below:



**Figure 15 Offers Alluring Rate**

## Adverts

The advertisement may be placed as a reminder about the company and its service and may link through to on-site sales promotions such as a prize draw (Chaffey, 2009). Often we notice posts from various brands pop in our home page and the word sponsored written below the name of the page and on the right panel of Facebook. It is posted so that the page can gain more engagement and the advert on the right panel to increase tariff on website. This is the typical case where a clickthrough on a banner advertisement leads through to a destination site giving more detailed information on an offer (Chaffey, 2009).



Figure 16 Adverts Options through Facebook (Matt, 2014)

**Grameenphone**  
Sponsored · 🌐

যত দূরেই যান, ভালবাসায় দূরত্ব বাড়বে না। বাংলাদেশের সবচেয়ে পাওয়ারফুল 3G নেটওয়ার্ক নিয়ে গ্রামীণফোন- সবখানে সবসময়, চলো বহুদূর!



84k · 1.2k Comments · 2.5k Shares · 549k Views

Like · Comment · Share

Figure 17 Grameenphone's Sponsored Post on Homepage (Facebook, 2016)

**bloop.**  
Sponsored · 🌐

বুলপ এর চকোপাপা আইস ক্রিম, মিল্ক সলিড এর উপর চকলেট কোটিং - এমন লোভনীয় স্বাদের জন্য নখিং ইজ বাড়াবাড়ি।  
YouTube: [youtu.be/zP1gmnz\\_-kU](https://youtu.be/zP1gmnz_-kU)



8.2k · 57 Comments · 179 Shares · 276k Views

SPONSORED · Create Advert



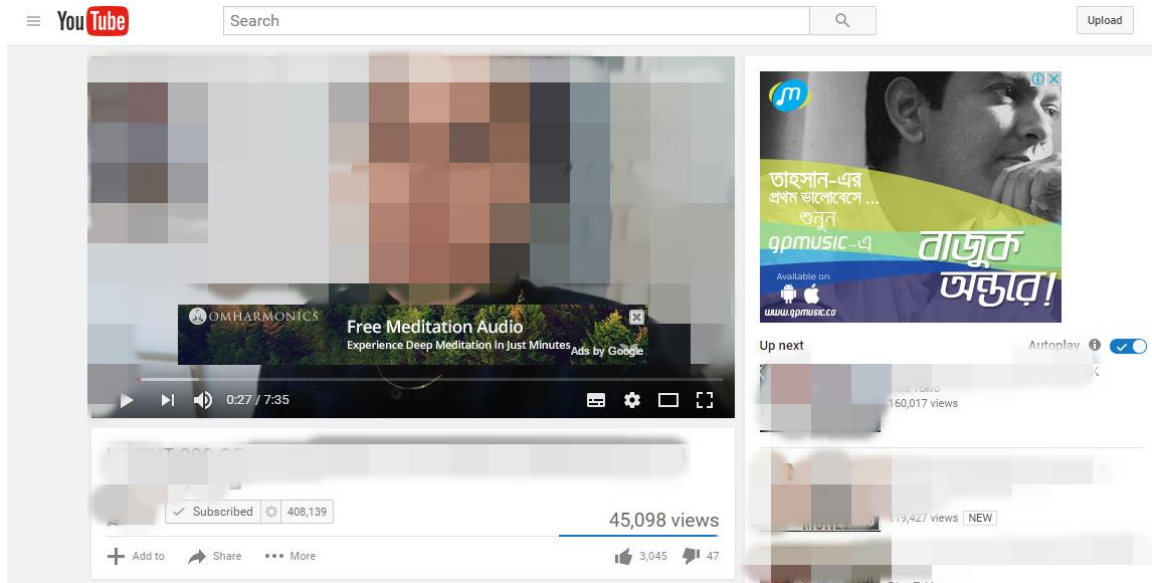
**Unstitched Fabrics** - The widest choice of Unstitched products on Daraz! Order...  
[daraz.com.bd](https://daraz.com.bd)  
Add color to your fashion palette with a wide range of Unstitched products on Daraz! Order...

English (UK) · বাংলা · হিন্দি · অসমীয়া · Español

Privacy · Terms · Advertising · AdChoices · Cookies · More

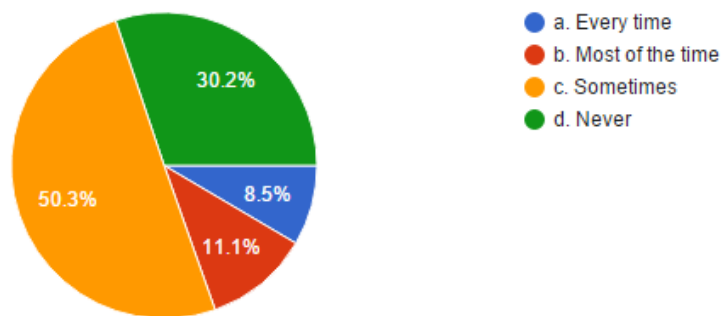
Facebook © 2016

Figure 18 Bloop (Golden Harvest) and Daraz Paid Adverts on Facebook



**Figure 19 Paid Adverts of Grameenphone and OM Harmonics on YouTube**

Organization spends a huge deal of money on this kind of promotions. Now the question is whether or not the target group engages through these adverts or not.



**Figure 20 Click Rate on Adverts**

Only 8.5% people clicks on these adverts everytime, 11.1% clicks most of the times and 50.3% clicks on sometimes. We can conclude that it is successful that the marketers are reaching people through Facebook adverts. This is where a direct response is sought (Chaffey, 2009).

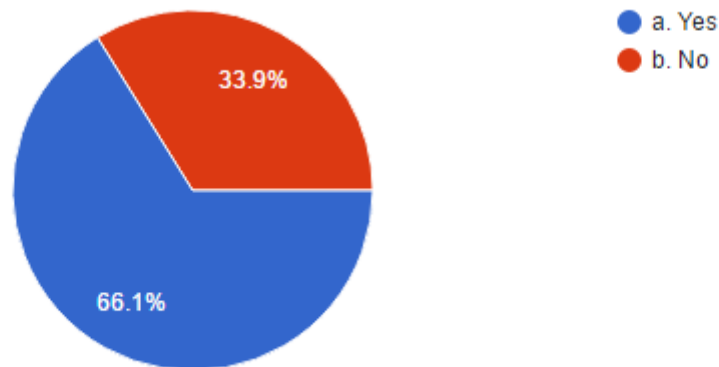


## Discussion

After a lot of statistics and data analysis it can be said that digital branding has created a platform for the customers to interact directly with the brand and other groups of target market of that brand. Interaction directly involves the customer to stay with the brand and as previously discussed retain them with the brand. Whether they are aware or not with every comment, review or post engagement they are staying with the brand for longer. Marketers now peruse these groups of people because through word of mouth they engage more people with the brand.

## Recommendations

Two questions were asked in there questionnaire through which the respondents expressed their opinion about promoting brands online rather than offline.



**Figure 21 Opinions of Respondents to Promote Brands Online rather than Offline**

It is apparent that people now prioritize online promotions rather than offline promotion or traditional marketing. It is not necessary that offline marketing should be clogged but it important to invest on the sector which is more profitable for that organization.

If organizations willing to promote online can monitor the subsequent recommendations to retain existing consumer and attract new ones:

## Content

Brands need to focus on making relevant and appropriate yet interesting content to grab consumer's attention. They need to be aware about a couple of information before making a Facebook post or posting content on Instagram. For

example, if text (also known as copy) on a post should not exceed 20% limit otherwise that post will not generate more engagement. Another example can be using effective hashtags in Instagram and Twitter can get a brand good amount of post engagement and followers. The creative team can discuss and follow the check list below before making content for the social media:

- ✓ What's the one thing you want people to do?
- ✓ Could it be shorter?
- ✓ Could it be clearer?
- ✓ Could you appeal to emotions?
- ✓ If not, can you make it useful, funny, or identity-enhancing?
- ✓ Is it in line with our tone of voice?
- ✓ Is the timing right?

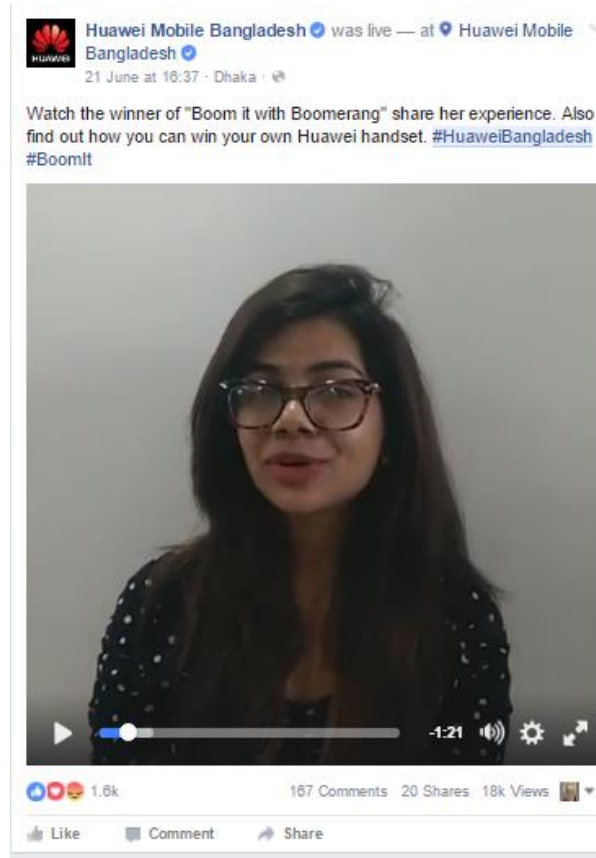
(Kissane, 2011)

### **Content Planning**

Content planning is very important for each organization to promote their product and service. It helps them design the content for a particular period of time (can be weekly, monthly, quarterly or yearly) and communicate on basis of priority. It is important for the brand to understand what the Target Group is interested in, know what they should promote and analyze the engagement metrics of the current content to make better content plan (Keir, 2016).

### **Live Streaming**

Chad Abbot, Managing Partner at Abbson Live shared that People engage with live video at a much higher rate than pre-recorded content (Keir, 2016). Live streaming option is available in Periscope (Twitter), Meerkat, Facebook Live, and now YouTube Live (Israele, 2016). Just from live streaming In 2015, YouTube had more than 4 billion daily views and has more than 1 billion users worldwide and Facebook had 8 billion video views a day from 500 million users (Israele, 2016).



**Figure 22 Huawei's Mobile Bangladesh 'Boom it with Boomerang' Contest Winner Declared through Live Streaming**

Live streaming helps grabbing attention of the consumers who are online seating with their Facebook logged on or on their mobile. They are instantly notified through notification and it appears on home page getting views for the page.

### **Query Management Team**

It is high time that every organization in Bangladesh who invest in their social media page to hire a set of workers as Query Management Team. It has been revealed through this research that people want their queries to be fulfilled and they want to be in touch with the brand. Query Management Team not only answers all the queries within a short time but also makes sure that any sort of undesired comments which are against that brand hides or deletes them.

Query Management Team ensures that the customer believes that the Brand is there for them and is willing to provide them a great after purchase service. These way customers retain with the brand.

### **Allocate Responsibilities**

Each social media channel needs to have an owner. This owner has a mandate to control the channel in the way they believe will most effectively reach the goals and KPIs (Key Performance Indicator) that have been ratified by management (Jackson & Aalen, 2015). Organizations can handle responsibilities many third party organizations that will handle and supervise their digital content along with managing the page. Almost all the advertising agency's has a full-fledged digital team who are expertized in this sector. There are many Advertising Agency's in Bangladesh are working on behalf of their clients on Social Media and Websites like Ogilvy & Mather Private Limited, Asiatic 360, Adcomm Limited and Grey Advertising Bangladesh Ltd.

### **Analyze success and set KPI'S**

Check the engagement, sales and other figures regularly to see how the efforts of the content are working. During observation if it is found that an approach works well, it can be used again to bring more success in the future. But, if there are an effort that does not seem to work at all, the approach should be redesigned or dropped (Waid, 2015).

A list with suggested KPI retention measurements that could be considered:

- ✓ Number of followers and fans
- ✓ Measure engagement through reTweets and likes
- ✓ Percentage of referral traffic through to website

(Waid, 2015)

### **Social Media Features**

It is very vital that every marketer understand each and every feature available in the pages. As discussed earlier live streaming is an example of such option.

Another question that was asked the respondents if they thought positively about this statement 'Every brand should now focus on promoting their businesses online rather than offline' to justify their answer. Here is the list why did they think so-

- ✓ It is fastest growing platform
- ✓ It is an easier way among the two

- ✓ Now people spend most time on Social Media thus it is easier to reach target market
- ✓ It saves time as no one has time to watch television and advertisement on television
- ✓ It helps to hold strong Brand Image
- ✓ Social Media is the future of Marketing
- ✓ It should vary based on product and service
- ✓ Customer interaction is easier in this platform

## **Limitations and Further Research**

Limitations of the research are as follow:

- The purpose behind using cluster sampling method was to save time. Majority population in Bangladesh could not be reached as they were not within our reach.
- The paper is generalized as we could not focus on a particular industry.
- As the research was conducted completely online we could not identify if each and every information given by our samples are authentic.
- With such little time we only could collect 189 responses.
- As digital marketing is relatively new in the market, journals, reports and resources were scarce.
- The research focused more on social media rather than focusing on all the digital content like websites, email and SMS marketing.
- It was not possible to compare with traditional marketing rate of consumer retention as that information is not easily accessible.

If organizations are interested they can conduct a research where they can compare rate of consumer retention in both online and offline branding. These way they can evaluate and make decision on which sector they want to invest more.

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## Appendix

- Pay Per Click – A business model whereby a company that has placed an advertisement on a website pays a sum of money to the host website when a user clicks on to the advertisement (Long, 2014).
- Questionnaire for ‘The role of Digital Branding on Consumer Retention’
  1. Please specify your gender
    - a. Male
    - b. Female
    - c. Transgender
  2. Which age group do you belong to
    - a. 15-25
    - b. 25-35
    - c. 35-45
    - d. 45-55
  3. Which social media do you use the most?
    - a. Facebook
    - b. Instagram
    - c. Twitter
    - d. Google Plus
  4. Do you follow pages of renowned brands like Apple, Samsung, Grameenphone, Robi etc?
    - a. Yes
    - b. No
  5. If you do please specify the names of those pages \_\_\_\_\_
  6. Do you regularly respond (Like, comment and share) to the posts of those pages?
    - a. Yes
    - b. No
  7. If yes, do expect them to reply to your query?
    - a. Yes
    - b. No
  8. Do you lose patience if they do not respond to query or spread bad word about that brand?

- a. Yes
  - b. No
9. Have you ever participated in any social media contest or campaign?
- a. Yes
  - b. No
10. If you did please specify the name of which brand\_\_\_\_\_
11. Did any advertisement on any social media drive to buy anything?
- a. Yes
  - b. No
12. If yes, please specify the product and brand\_\_\_\_\_
13. How often do you shop (online and offline)?
- a. Everyday
  - b. Every 2-3days
  - c. Every week
  - d. Once in every 15days
  - e. Once a month
  - f. Varies based on type of Product
14. How important is after purchase service to you?
- a. Extremely Important
  - b. Very Important
  - c. Important
  - d. Not at all
  - e. Varies based on type of Product
15. Did you ever complain or gave review based on your purchase online or offline (driven by online promotion) on social media? Note- It can be food review as well.
- a. Yes
  - b. No
16. Are you part any large group on Facebook? (Example : FoodBank, Desperately Seeking Dhaka)
- a. Yes
  - b. No
17. Do you read reviews online and make choices before purchase or service?

a. Yes

b. No

18. How tempting do offers seem to you? (Example Buy one Get one Free, Discount Platters during Ramadan)

a. I always look for these kind of offers

b. I only look for these offers during special occasions

c. These things are tempting to me at all

19. How often do you click on the advertisements that are displayed on the different online media?

a. Every time

b. Most of the time

c. Sometimes

d. Never

20. Do you think that every brand should now focus on promoting their business online rather than offline?

a. Yes

b. No

21. If yes, specify why do you think so?