

Consumer Perception on Free Basic App



An empirical study on consumer perception

On providing basic internet services to the non-internet users by Facebook

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LETTER OF TRANSMITTAL

28th August, 2016

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Subject: Submission of Internship Report

Dear Miss,

With due respect and modesty, I want to apprise you that, by the grace of Almighty I have accomplished my Internship Report, titled as “Consumer Attitude on Free Basic App: An empirical study on consumer perception on providing basic internet services to the non-internet users by Facebook”. It was an output of immense hardship that stretched me to deliver my both mental and physical limits.

I invested my best possible effort to formulate an informative and pragmatic report. I sincerely believe that you will consider this study a fruitful one and it will also add to the knowledge-mass of our country.

Thank You,
Yours Obediently,

Alauddin Ahmed
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Acknowledgement

To start with I would show my sincere gratitude to Almighty Allah, granting me the opportunity also the good health for completion this research report.

Afterwards, I also take the opportunity to express sincere thanks to the Internship committee members, for providing the Faculty members with exciting research opportunity through Office of Career Service and Alumni Relations (OCSAR).

Thirdly, I wish to place my gratitude to the my Internship supervisor Iffat Tarannum miss for her relentless assistance throughout my entire report as well as the Faculty members of BRAC Business School for assisting me with administrative and intellectual tools, over the time during the whole under graduation tenure.

Lastly, I would like to appreciate the support of Asiatic Experiential Marketing, who enriched my knowledge and concept of ATL and BTL marketing alongside different strategic techniques as well as tools of marketing operations and planning by sharing their significant information with me.

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Executive Summary

This study tries to explore the techniques of evaluating marketing tools on the influential performance of Asiatic Experiential Marketing, one of the leading agencies in Bangladesh. While gathering knowledge for writing the report three basic concept of consumer attitude in reference to consumer perception was studied namely cognitive, belief and behavioral attribute. One of the most difficult aspects of marketing is consumer behavior. It gets even more complex to understand when it engage diversified consumerism perception adhere to small theoretical implications. Consumer Perception can be explained based on the real life attributes of ultimate and potential consumers.

In fact, the attitudes of consumer can provide us with the experimental behavioral nature of the consumers for instance needs, wants, demands etc. which are the fundamental aspect of consumer behavior. The report contains details about the findings of experiential marketing and its entire aspects related to consumer attitudes implementing various strategies followed by Asiatic Experiential Marketing. It contains a list of marketing functions those have been planned, organized and implemented by different companies form three large industries in Bangladesh. The entire project is conducted by Facebook where Asiatic Experiential Marketing has been taking the responsibility of initiating the whole marketing operation all over Bangladesh.

Besides the mobile operators namely Grameenphone, Airtel, Banglalink, Robi and Teletalk have been the direct partners of this project. During the entire project we planned and carried out the entire pilot operation throughout Bangladesh respective to mobile operators marketing zones. On the contrary Facebook carried out their research on the prospective internet facilities and scope of potential consumers as well. Asiatic Experiential Marketing went through all the available data and developed a primary planning estimation of free basic campaign. A relative survey was conducted targeting different working class of people those who are under the coverage of network but deprived of internet services and technologies.

Based on the data and information collected from the survey we went for project activation demonstrating free basics internet campaign. Apart from the data analysis we have also found significant outcomes and findings about the whole consumer perception on the basis of their attitudes towards data based internet services. We have divided the targeted group in respect to two main working areas urban which fall into the category of SEC-C and Semi urban falling into the category of SEC-B&C. Besides there are four main modalities we have selected for our entire pilot activation of free basic project. Different training center have been established in order to educate non internet users with a view to provide training and on hand experience of using various data internet facilities.

The main aim of this project is to promote Facebook app towards potential new internet users. The fundamental aspect of this project is the sustainable growth of Facebook user throughout Bangladesh. So, the mobile operators came forward signing the development agreement with Facebook and Asiatic EXP to hold a relative research on the fast growing tech savvy internet consumers of Bangladesh.

Introduction

Facebook is a social networking podium aimed for concatenation of humanity globally. A humanitarian project of granting internet for the underprivileged initiated by Mark Zuckerberg was cemented off on August 20th, 2013. The idea was to organize a project with multiple divisions that correlates the underprivileged with the online resources. The main path to accessing this information was through the app Facebook free basics which initiates and operates in countries where the data is charged by megabytes or minutes. Therefore, this idea has the potential to aid the underprivileged, also the sites can be filtered and a voting session would be held to decide which sites would be operating in this app.

With the collaboration of hundreds of developers, non-profit organizations, and government officials, Free Basic offers access to basic websites for local audiences irrespective of your position. It aims to reach detached populations with information and services. Free basic provides mobile operators with a sustainable program that addresses each step of the new subscriber journey. Facebook has published these criteria, which are focused on the size of the data load and so, have not rejected any sites for reasons that are not technical. Facebook claims that any site including competitors is allowed to join Facebook's Internet. For example, Facebook does not enforce the "community guidelines" required of companies setting up shop on Facebook.com.

Once the app is being used, users are shown a list of icons representing websites. By clicking on an app icon, users go to what seems to be a stripped down version of the website. For example, a news site might show the news headlines for you to click on to read the story, but the pictures might be small thumbnail versions, and user comments may have been removed. If you want to look at a picture in full size, you will be re-directed to for-pay internet where you can see the picture in all its glory, but pay the normal carrier data rate for it. Grameen phone partnered with Facebook to launch Facebook Free Basics for underprivileged users in Bangladesh. This partnership has enabled more people to come online and use basic internet services for free. Free Basics by Facebook provides people with useful internet services on their mobile phones for free.

Websites are accessed without cost and includes content like news, employment, health, education and local stories. 'Easy net by Grameenphone'-the headline of the project, was a pioneering internet service for the Bangladeshi people, a one-stop solution for non-internet users to learn about the internet and try free utilities such as Facebook, Wikipedia etc. within an internet package.

Launched in August 2015, 'Easy net' attracted around 1.5 million internet users who were previously unable to access internet. Due to the result of this partnership, GP users will be able to take full advantage of Facebook's Free Basics service, which will allow them not only to get access to the internet, but will also allow them to establish considerable connection with the information superhighway for free. This has been a big step forward to connect everyone in Bangladesh to the internet in order to help people discover new services that can create more jobs, initiate opportunities and improve lives. But this time the venture of Facebook has added more values since it aims are to include other mobile operators into the whole program.

However, the 'Easy net' agreement was only prohibited between Grameen phone and Facebook but free basics will have the agreement among all the large mobile operators with Facebook. The mobile operators such as Grameen phone, Bangla link, Airtel, Robi and Teletalk. Robi, being the third-largest mobile operator in Bangladesh has already launched free basic led initiative that allows free access to more than two dozen websites with information on health, news, jobs and e-government services Facebook said the goal was to co-operate with as many content and app developers and entrepreneurs as possible to extend benefits of connectivity. While it wants to give people free services so they can discover the wider internet, the ultimate aim was for them to become paying mobile data users. Robi, according to figures from GSMA Intelligence, had 26.3 million connections at the end of March, placing it third behind Grameenphone (52.3 million) and Bangalink (32 million).

Problem Statement

The statement that follows the whole scenario of this problem refers to the fact that Free basics is a global initiative of Facebook with an aim to facilitate internet adoption by providing free internet services to the non-internet users.

The right attitude of any individual usually depicts the idea about a particular situation that they think might interest in a common term hold certain attraction towards brands or other objects. Other times the attraction is based on the beliefs. Such is assured by a combination of clear experience with related information and the obligatory attitude to the object from various sources which directs to particular behavior. There may also be suspicions which are relatively independent of beliefs. Given the component is to belief. Negative and positive can both be a consumer's belief towards an object. The efficient requirement pertains the attraction, emotions as well as expressions of the consumer on the idea or an object depending on the evaluation of consumer needs, either positive or negative ways.

A behavioral component describes the ways consumer reacting in more specific manner toward the materialistic based knowledge as well as their conceived feeling over it. The behavioral intention is what the consumer design with obedience to the object. To help connecting majority of the people not having basic internet services, we are experimenting to help the operators in building sustainable business models. Building, maintaining, and operating network infrastructure is expensive and we want to help them to sustain and grow this investment. Subsidizing the cost of data can be dangerous and usually distorts markets, which in the long run is bad for users on many levels.

Purposes of the Study

Free Basics is a service that allows people to access a range of basic internet services for free. Giving the opportunity to the people for free access to these services, Free Basics addresses three barriers that prevent people from coming online affordability, access, and awareness. Given these criteria people will connect more; hence even greater value will be added to people lives. For us to reach such excellence in delivering free basic internet services to people we require the foundation of apps which use data very efficiently. With a significant economic investment to introduce the internet to people globally and free basic needs to excel for operators so that they can continue to invest for the expansion and improvement of infrastructure and their network.

High-bandwidth websites will not be available. The services will exclude video, file transfer, high volume of photos, high resolution photos, or VoIP. In limited bandwidth scenarios the websites must be built to be optimized for browsing on both feature and smartphones. Moreover, websites must be properly integrated with free basic. The application Free Basics gives people a way to experience the internet for the first time with zero data charges and website that addresses the affordability and awareness. Any developer and any application that meets basic technical requirements is open in Free Basics platform. Broad package of tools is provided by Facebook for companies to help launch their service both in and out of Free Basics, furthermore it gives the opportunity for developer events to globally connect with and help developers to launch online services.

The idea of the program is to aware people of the benefits and value of the internet. Given people understand just once that the internet is engaged Facebook ensures the mobile operators to sustain new users over 50% of people who use free basic pay for data and provides the broader internet within 30 days. Services like news, maternal health, travel, local jobs, sports, communication, and local government information are provided to people to make it more accessible by Free Basics. By giving awareness to more people about the usefulness of internet, Facebook intends to more people online in order to improve their lives. The ethical project or the goal is to maintain and work with many develops as possible and connect with different race and ethnicity all over the world.

Organizations that focus on health, education, economic empowerment, civic participation and critical information are particularly the interest of them.

The alternative purpose of this study focuses on the following significant

- Primary aim of the campaign is to teach these users about internet, give them hands on experience through Free Basics App
- The campaign will also create new user by motivating the non-internet users and eliminate all the apprehension about internet and usage.
- Free services are used by people to access to health, education and jobs information also to stay in touch with their folks.
- Free Basics has the aim distributing information in a specified diverse way so that people can get easy access to them.
- Everyone can access to any website they want without hassle or restriction after a yearly payment for once.
- Internet services might be possible to access from any telecommunication operators depending on their specific internet speed at any moment of time.

Timeline

There were no certain time bindings for executing the project but there was a fixed specific time since my internship tenure was only for three months. By this time it was nearly impossible to gather in depth information that would satisfy the requirements for a vast and extensive market research. However, I tried my best to showcase my potential in achieving this huge responsibility by assisting in preplanning this pilot project and get to learn the operational below the line activities for real. My internship program started from 1st July, 2016 and will end in 31st August, 2016. From the very beginning of the first month I was very lucky to get involved in pilot planning of free basic activation. It took me two weeks to take into account each and every agenda and prepare a sample presentation on how we primarily thought of launching the pre activation project. After wards last two weeks of the first month went in visiting the field and search for event modalities based on the targeted group. Throughout the second month the project team went for executing the free basic campaign. During this time all the required training, strategic operations alongside marketing tools were implemented for the extensive execution of the campaign. I did my survey during this time period trying to understand the consumer attitude towards this free basic service at its initial phase of the project. The process and involvement is still continuing and will end at 31st August, 2016.

Limitations

There were many limitations I faced during the completion of the whole report. Though there were many companies and agencies involved still the data and information seemed to be very scarce and much information had to be made by carrying out small practical experiments step by step. Besides I had to complete my internship report while I was doing my internship at Asiatic EXP so managing office hours and accumulating study materials tested my patience and perseverance at the same time. I found it difficult to organize all the information within best time possible. Apart from these the main limitations were the following.

- ✚ Data availability is a big issue as the company does not wish to disclose confidential information.
- ✚ Interaction with the finance manager was not possible which would have provided me with more detailed information.
- ✚ Study duration is short.

The other important limitation was the duration of my internship which did not comply with the estimated time of the project. The duration of my tenure at Asiatic EXP was for three months whereas the project duration was several months so it seemed to be very hard to sort out the results and findings about this project and put a recommendation on the findings.

Company Profile

Asiatic began its trip in fifteenth March 1966 as East Asiatic. It expressed adjusting the nonexclusive business without brands (for occasion jute plants; they dealt with a crusade to impart the imperative part of jute factories in individuals' live). After that they got to be Asiatic3sixty in the later years of its operation and got to be one of the biggest aggregate advertising correspondence bunch in Bangladesh and since operation in 1967, Asiatic 3sixty (then East Asiatic) offered 360 degree promoting answer for its multinational and nearby clients. In 1996, Asiatic assembled universal association with J. Walter Thompson. Later in 2005, the office was "re-dined" by dropping the J. Walter Thompson in return for JWT.

Similar to a part of the JWT family, most seasoned promoting organization on the planet; it has spearheaded a number of the publicizing advancement in Bangladesh. JWT the fourth biggest advertising correspondence office on the planet has almost 10000 representatives in more than 200 workplaces in more than 90 nations, serving more than 1200 customers. Basically this connection changed the showcasing correspondence wing of Asiatic 3sixty and renamed it to Asiatic JWT. The scope of Asiatic administration rises above the wildernesses of publicizing to cover Social Communication, Events, Public Relations, Corporate Relations, Direct Marketing, Formative Research, Media Planning and Management and Marketing and Product Planning. Asiatic JWT's part is to guarantee that more individuals invest more energy with its customer's brands and intention is to make thoughts that individuals need to invest some additional time with. They conviction that better the thought the additional time individuals will go through with it.

Asiatic Events Marketing Limited began its adventure in 1997. This was the time when all of a sudden there was a need of a BTL advertising, enactment and correspondence platform with the experience people who can work into this platform. In this manner, resulting from need because of the profoundly focused business environment situation, Asiatic Events and Marketing Ltd. was a pioneer in promoting the idea of expert occasion administration and advertising in Bangladesh. Being a part of the biggest showcasing correspondence gathering of organization, which is the Asiatic 3sixty, it didn't take AEML long to build up itself as the best enactment and BTL advertising and correspondence office in Bangladesh.

Job Description

My tenure as intern started from 1st July, 2016. I was appointed to work for activation office by Asiatic EXP. My main objective was to maintain day wise business communication with the clients. Besides I also assisted him in carrying out Facebook activation throughout Bangladesh. The main goal of this project was to ensure sustainable growth of Facebook user allover Bangladesh. I was responsible for all sorts of cost estimation and budget formulation maintenance for three weeks.

In the 2nd phase I worked with the project free basics which happened to be my most salient job responsibility at Asiatic EXP. I was associated right from the planning of the project to its activation and operational execution. At first I had to construct a pilot plan for the whole operation of the project. Following the assumption I had to prepare several presentation explaining all the possibilities for the project. After the project was selected I was further assigned to formulate the operational tentative estimation for the project. After the estimation of the operation the whole execution team constructed pathways for the execution. Then a training team was constructed for the on and off field training of the brand promoters BPs. I was in charge of scheduling and overall costing of these trainings. All of these activities were done for 4 weeks including the vacation afterwards the project has been launched in all the main 4 districts of Bangladesh.

The third phase I worked in the regional GP department of Asiatic EXP. I directly worked under the supervision of Moniruzzaman Nasir Senior Executive regional GP client service. Here I was responsible for carrying out all the regional activities of GP communicating with the clients. During this stay I learned a lot about client service field operation. The various project I worked for is Bio-metric 2nd phase was in charge of BP's salaries, GP hangout was responsible for communicating with the client, Shofol project worked with Yunus Mohammed executive client service and lastly 3G BTS internet activation by GP. Besides I also had the experience working with Marico, Bkash, DBBL (Dutch Bangla Bank Limited) carries out their operational activation.

Literature Review

The free basic platform is an open system for engineers who incorporate every one of the administrations like Internet.org which is in actuality made, arranged and executed by Facebook. The primary objective of free basic or internet.org is basically to serve the same number of as engineers and business people to extend the advantages of availability to expand nearby groups. This is a project from Facebook which is occupied with offering free web administrations to the non-web clients through versatile administrators. Be that as it may, aside from the Asia district this system is known as internet.org though in Asia all the more particularly in Bangladesh and India it is known as Facebook free basics.

At the center of Facebook endeavors with free basic, it has non-selective organizations with versatile administrators to offer free basic web administrations to individuals through Internet.org. This is an arrangement of basic sites and administrations to acquaint individuals with the estimation of the web which further is occupied with adding qualities to their lives. These sites are extremely basic and information proficient, so administrators can offer these for free in a monetarily supportable way. Sites don't pay to be incorporated and administrators then again don't charge designers for the information individual use for their administrations. Since these administrations must be uniquely worked to these particulars Facebook began by offering only a couple. Yet, giving individuals more decision over the administrations they utilize is unfathomably critical and going ahead all the more vitally individuals utilizing free basics will have the capacity to hunt down and utilize administrations that meet these rules. The objective of free basic is to permit more individuals to encounter the advantages of being on the web.

Albeit existing studies have distinguished different variables that influence buyer states of mind toward promoting, for example, monetary advancement and demographic elements, their discoveries in light of cross country examinations have been conflicting. Moreover, diverse exploration results recommend that the impacts of different components on shopper states of mind toward showcasing are more confused than beforehand expected. Moreover, how such observations influence customer encounters, for example, fulfillment with showcasing by and large and particular promoting blend variables has not been investigated. In any case, these

studies have brought up a few examination issues. To start with, past studies recommend that customer demeanors toward showcasing are not uniform crosswise over different promoting blend variables. Along these lines, the apparent significance of the advertising blend variables may influence their observation and fulfillment and requirements to test exactly.

Since shoppers in developing markets have moderately a shorter time of introduction to cutting edge promoting rehearses contrasted with their partners in created economies, whether they think advertising is generally speaking a useful and dependable practice unavoidably influences their states of mind toward showcasing exercises and their encounters as customers. In addition, how shopper mentalities toward advertising exercises and their convictions about showcasing influence their fulfillment as purchasers would give the required knowledge to organizations working in developing markets. Thusly, shopper convictions about showcasing as a rule may influence their states of mind toward promoting and fulfillment. Besides, customer convictions about promoting moderate the impact of shopper states of mind on fulfillment.

For the vast majorities who aren't on the web, the greatest obstruction to associating isn't absence of foundation more than 80% of the world's populace as of now lives inside scope of a portable sign. Rather, the greatest difficulties are reasonableness of the web, and attention to how web administrations are important to them. The free basic Platform intends to give individuals significant free administrations that they can use to find the whole abundance of online administrations and, at last get to be paying clients of the web. Administrations ought to empower the investigation of the more extensive web wherever conceivable.

Overall methodology

The overall methodology followed three main sources of data and information.

Data Source

Data for circulated this was extracted on the basis of primary and secondary sources.

Primary Data

The primary data was perceived from personal interaction with the employees of the marketing and finance departments as well as from the survey result.

Secondary Data

Most of the data was collected from annual report and the World Wide Web.

We considered the survey method in term of conducting research to meet the project objectives. The case studies were given considerable amount of time for finding specific result limited to scope. Due to insufficient of time survey could not be carried out representing a wider population therefore depending on the specific theories were used in finding out the best possible result from the small sample space. Specifically for survey we categorized our sample space into various diversified fields. The survey results are statically represented from large areas. Questions were made relatively simple and specific based on the problem statement of the project. The analysis of the project came on handy and produced influential results on frequent occurring of problems, participation of diversified number of people on the problem topic.

Further, various cases and journals on the companies were taken into account for better understanding of the business situation and existing research problem of the project. Each and every detail about the company profile contributed in solving the research problem and achieving the project objectives. On the other hand effective communication was held with specific project head were efficiently executed.

Data collection and Analysis:

The entire data collection was carried out on the basis of ten quantitative attributes. Based on these data numbers we tried to gather information related to overall consumer behavior more precisely consumer perception on this free basic internet service.

In the first survey question we wanted to find out the relative gender preferences on this project. The analysis shows us out of 61 respective people 36 of them are male opposite to 25 potential female users.

Gender	
Male	Female
36	25

Table- 9.1

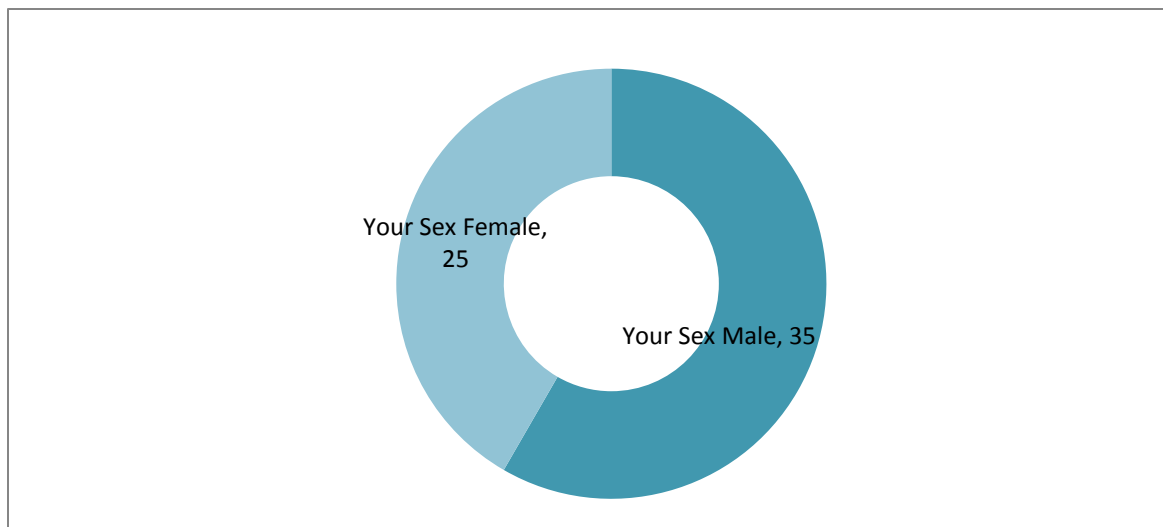


Figure- 9.1- Potential Gender Preference

Secondly we tried to categorize them into their age group to find out the relative perception which leads to demand, needs and desire in lieu to three specific generations. These generations are X, Y, Z respectively.

Age Group	
15-22	21
23-30	21
31-38	19
39-46	3
47-55	1

Table- 9.2

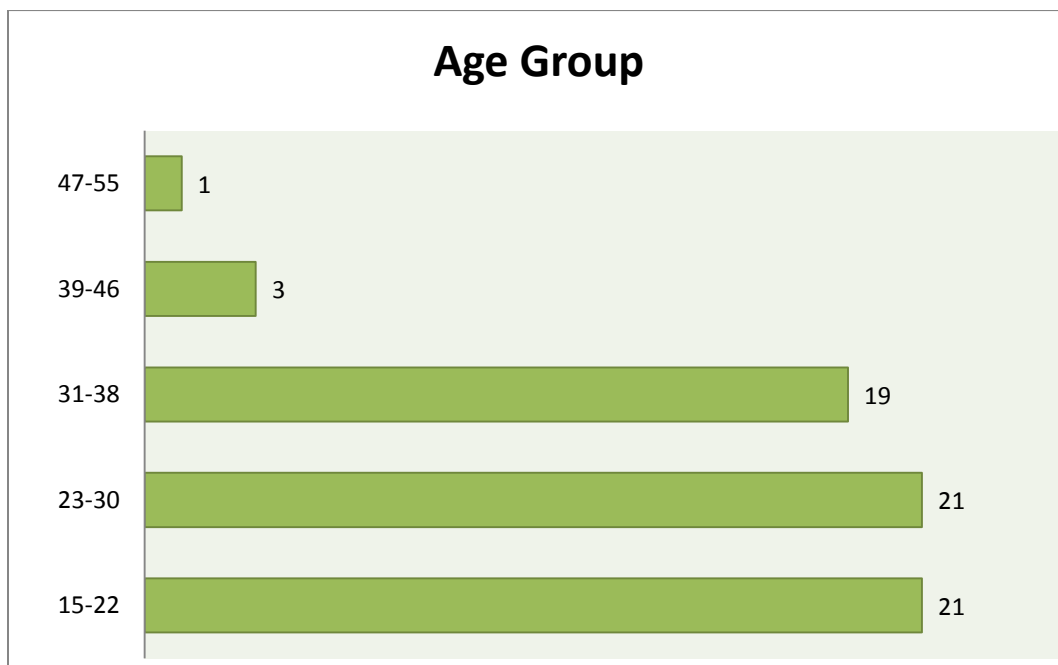


Figure- Age group of internet users

The third category was their occupation or their current status we selected 9 basic services that fall into our targeted socio economic level having the sustainable economic growth for using internet facilities from urban and semi urban areas.

Occupation/Status	
Student	23
Teacher	9
Farmer	3
Trader	4
Unemployed Youth	10
Worker Class	2
Housewife	4
Small business owner	4
Garments Worker	2

Table 9.3

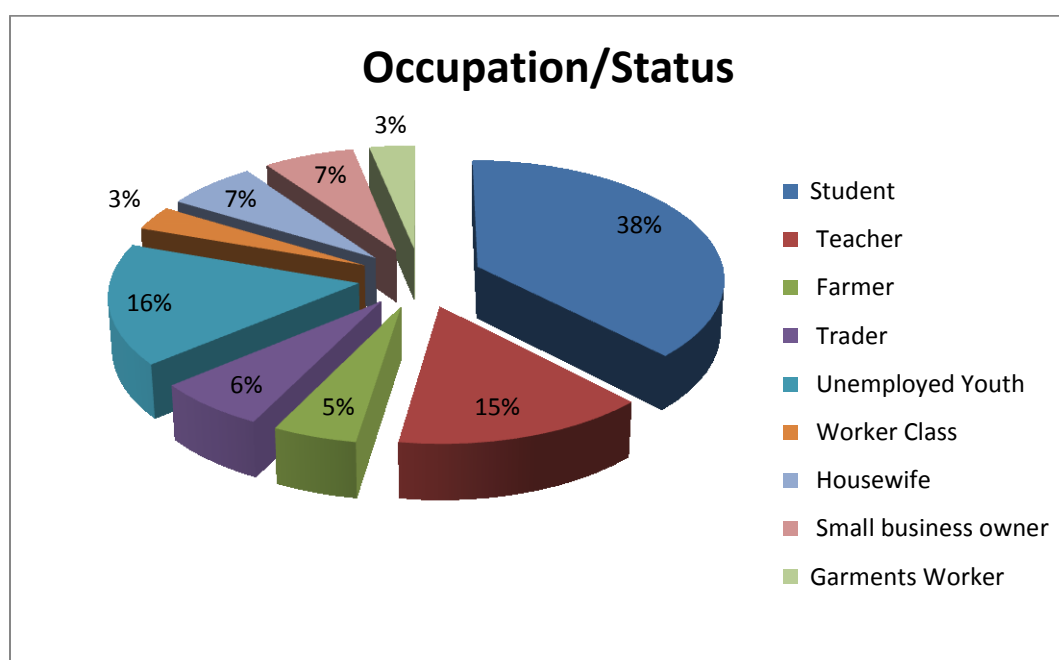


Figure 9.3 Pie chart of occupations

The fourth question we have asked to our respondent was about their primary use of internet. We gave a lot of basic but important features of modern internet tools that usually comes very handy for that particular section of people. The data we found are as follows.

Primary use of Internet	
Learning	7
Social Networking	14
Communication	8
Sport & Entertainment	12
Weather	0
News	2
Finance	4
Trading info	3
Job Openings	2
Woman related info	5
Health and Safety	4

Table- 9.4

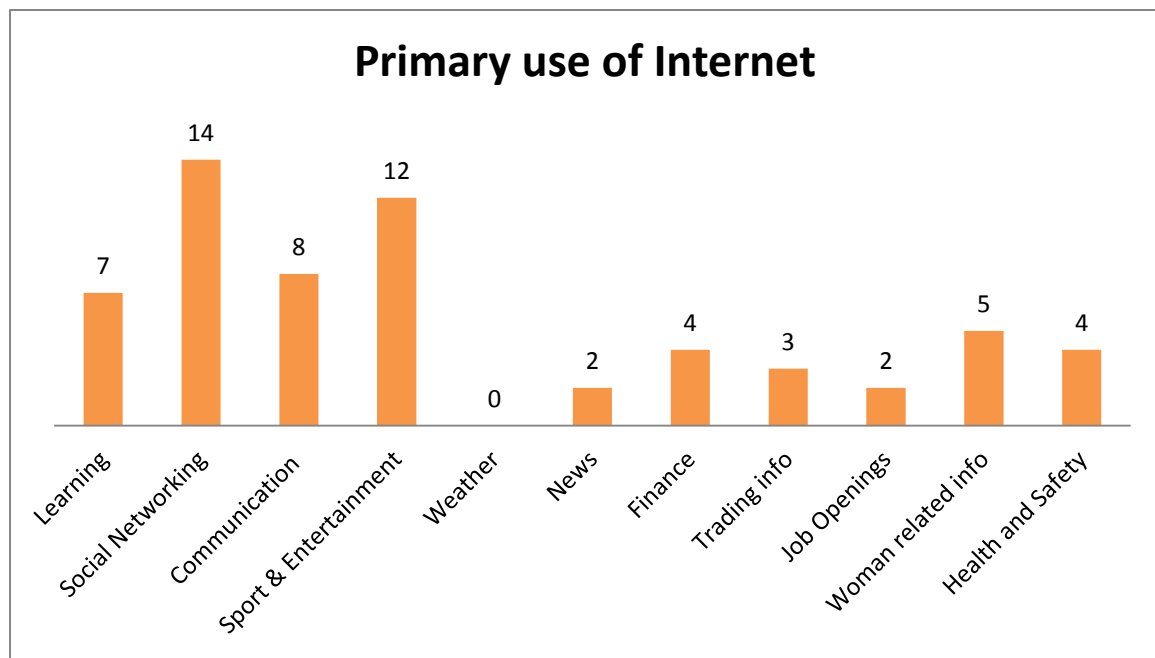


Figure: 9.4 Primary use of internet

After asking them about primary internet use we wanted to know much about the most used application sites they prefer from meeting up expectation from the internet facilities. In this category we emphasized on various entertainment and social sites to know different aspects of their interests.

Most used application	
<i>Sports</i>	13
<i>Whats app, Viber</i>	8
<i>Download</i>	15
<i>Facebook</i>	4
<i>Exam results</i>	6
<i>Job application</i>	6
<i>Search different topics</i>	9

Table: 9.5

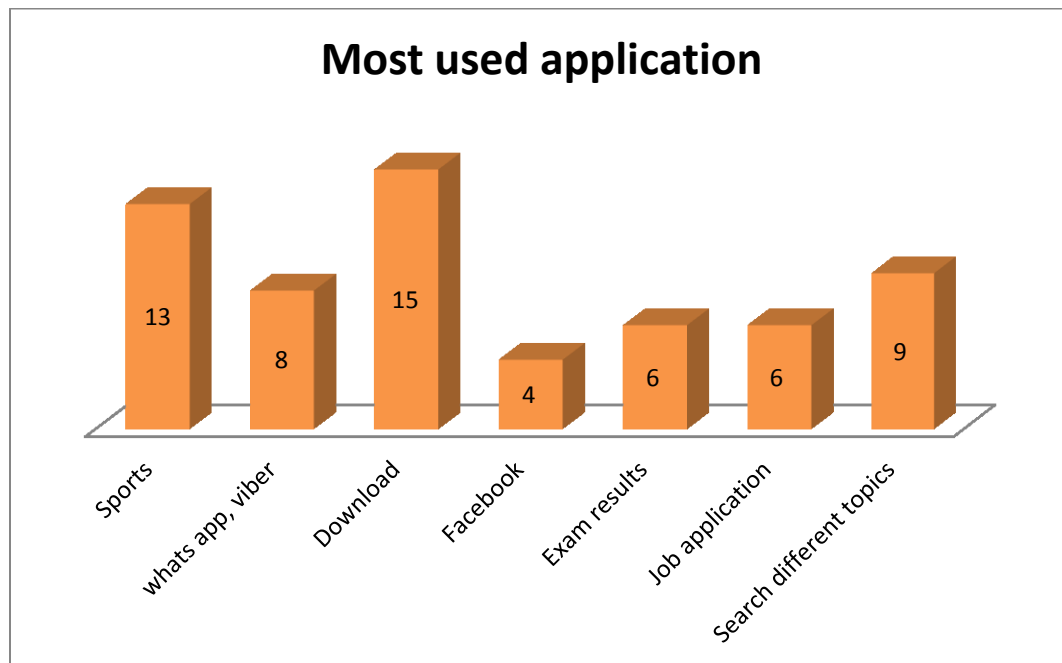


Figure: 9.5 most used internet apps

Afterwards we gathered information on their continuous usage of internet. By this particular survey tools we tried to know their habit and nature of internet usage each day.

Often use of Internet	
Once	3
2-5 times	27
6-10 times	15
More than 10 times	11
Near about 20 times	5

Table 9.6

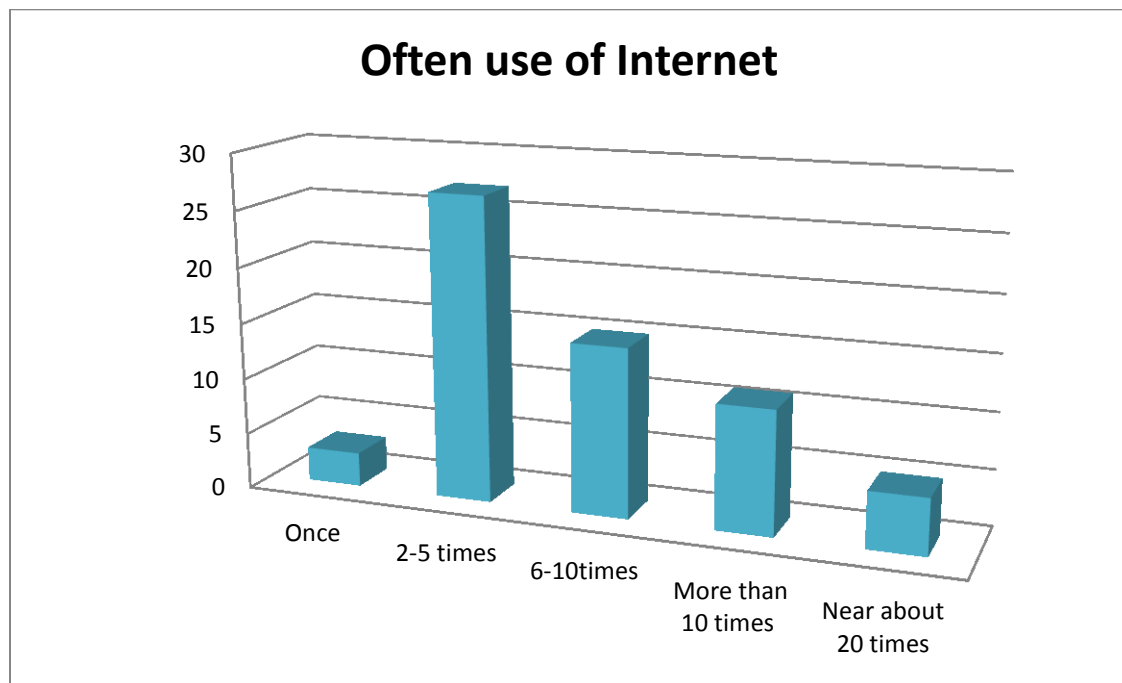


Figure 9.6 Often use of Internet

This analysis is very close to figure 9.6 but bears more extensive importance when it comes to internet usage for a very long time. The following graph shows that people are very considerate to use internet in a range of 2-4 hours where maximum of 29 people use mobile internet service. This data indicates that people are well behind to be familiar with the tech savvy attitude for using the global internet.

Internet used in hours

<i>Less than 1 hour</i>	6
<i>Between 2-4 hours</i>	29
<i>Between 5-6 hours</i>	14
<i>Between 7-8 hours</i>	12
<i>10 hours and more</i>	4

Table: 9.7

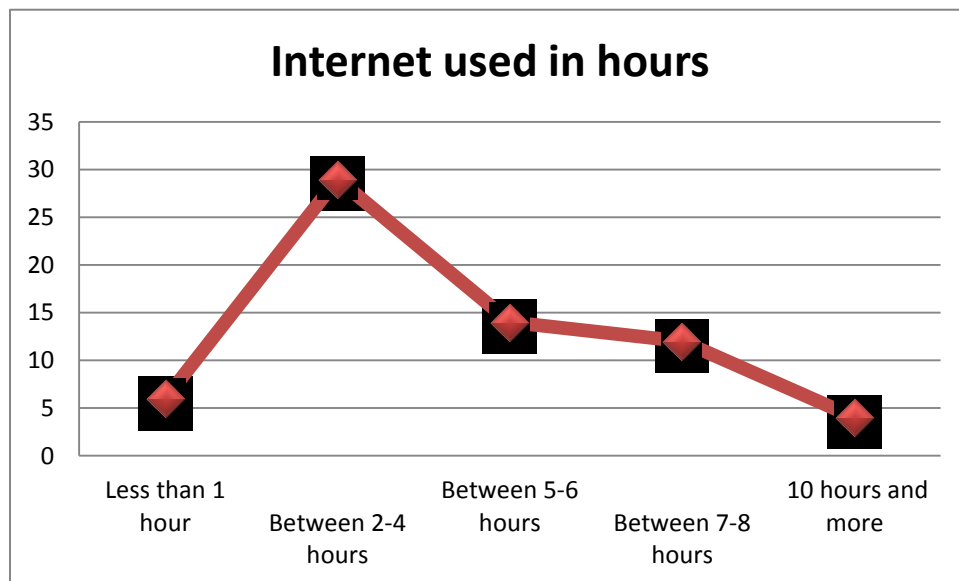


Figure: 9.7 Internet used in hours

This particular analysis shows the most used application in the internet. After the usage of free basic app for several days the result shows social networking sites, blogs and gaming are the most used apps through free basics. But at the beginning of the survey we assumed social network sites would take the highest number of users but respondent seemed to be cautious about getting instant news and information.

Number of used applications	
Social Networking sites	14
Blogs	15
Gaming	10
Music	4
File Sharing	1
Shopping	2
News	11
Internet TV	4

Table: 9.8

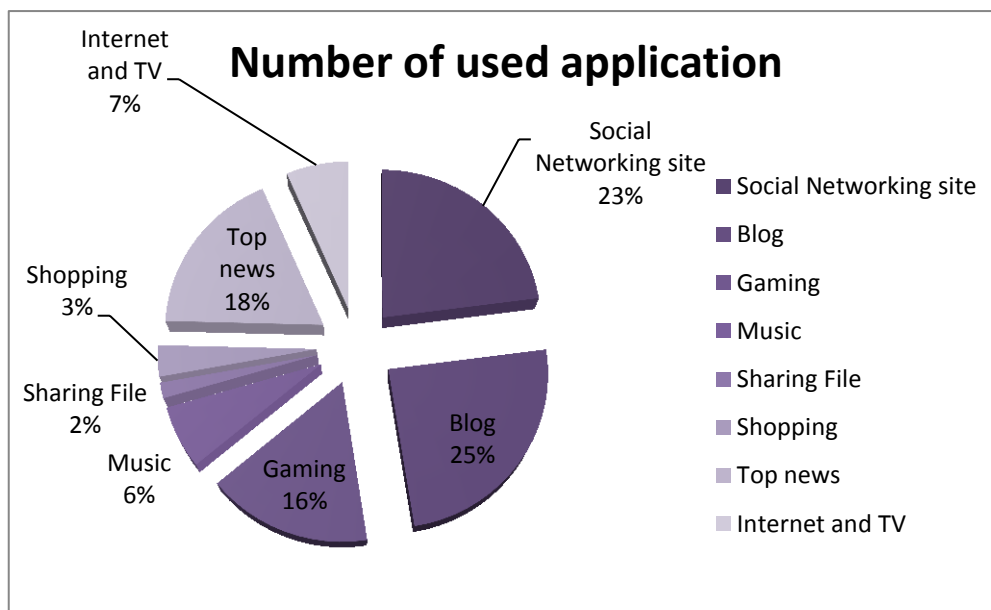


Figure: 9.8 Number of used application

This analysis shows information on the level of satisfaction respondents think of internet being the most useful tool at present. They gave their opinion based on the easy way of using the internet service and the different ways they are being benefitted from it.

Internet as useful rating	
on a scale of 1	0
on a scale of 2	6
on a scale of 3	12
on a scale of 4	24
on a scale of 5	19

Table: 9.9

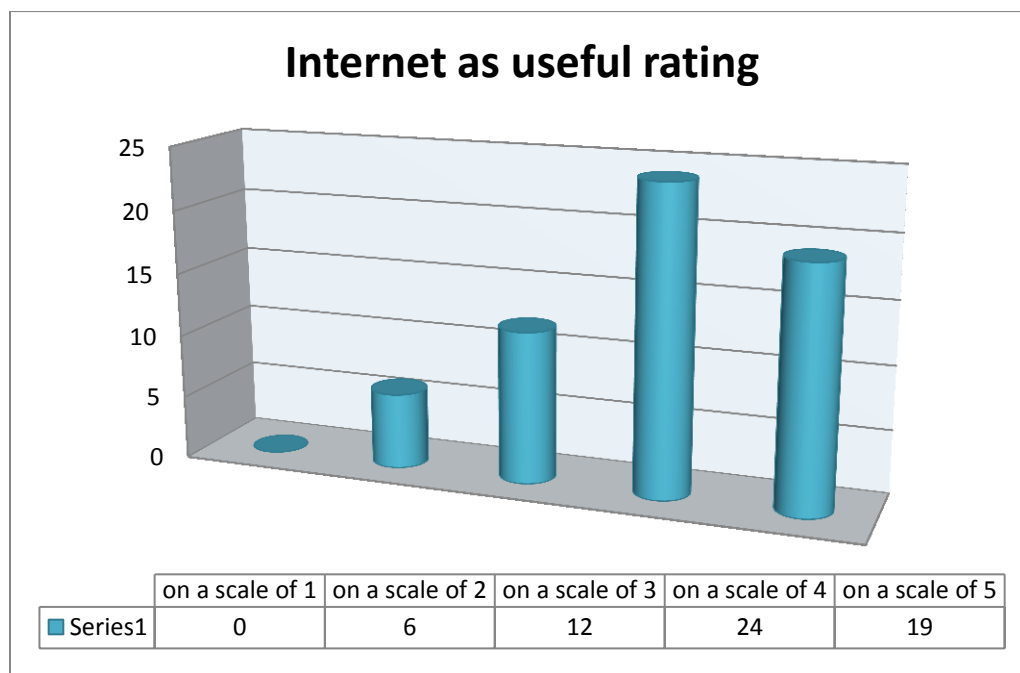


Figure: 9.9 Useful Rating of Internet

We afterwards asked them how they like the education regarding the internet usage. Our educators wanted to know their opinion regarding the tools and techniques they learnt and their overall satisfaction as well as intensity to pertain new knowledge regarding mobile internet services.

Lesson of Internet usage

Poor	1
Fair	17
Good	22
Very Good	11
Excellent	10

Table: 9.10

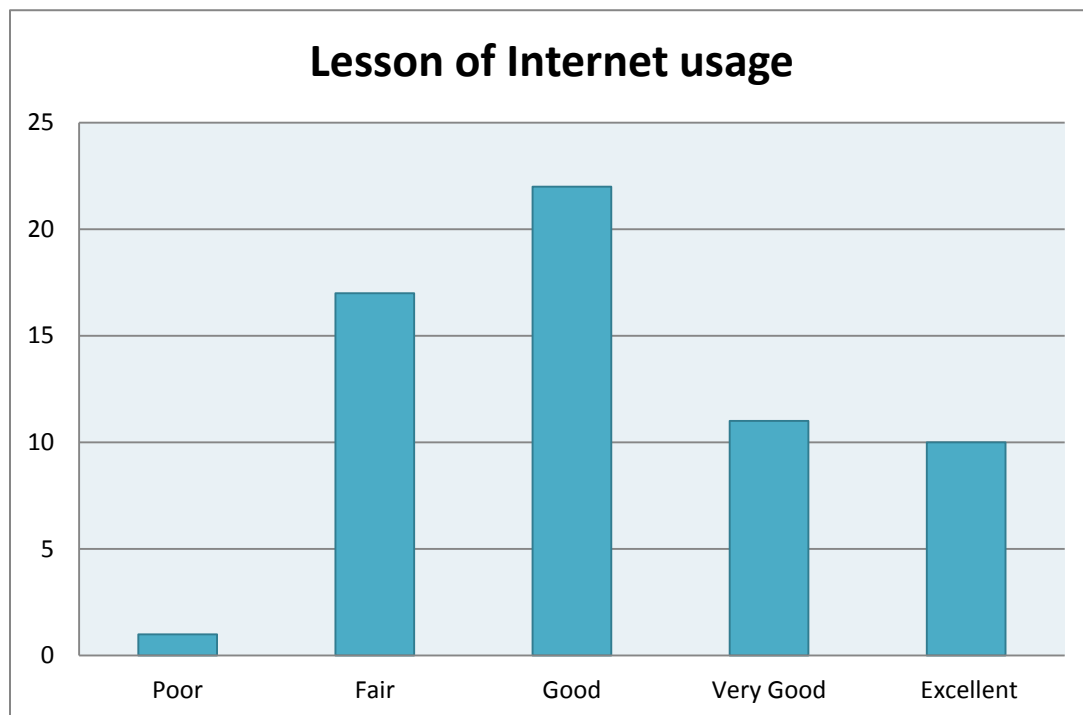


Figure: 9.10 Lesson of Internet Usage

Respondent shared their views on overall significance of the whole projects. Here, 87% of the respondent found this survey very useful and 13% of them surprisingly found the lesson techniques below the mark.

Lesson found useful	
Yes	NO
53	8

Table: 9.11

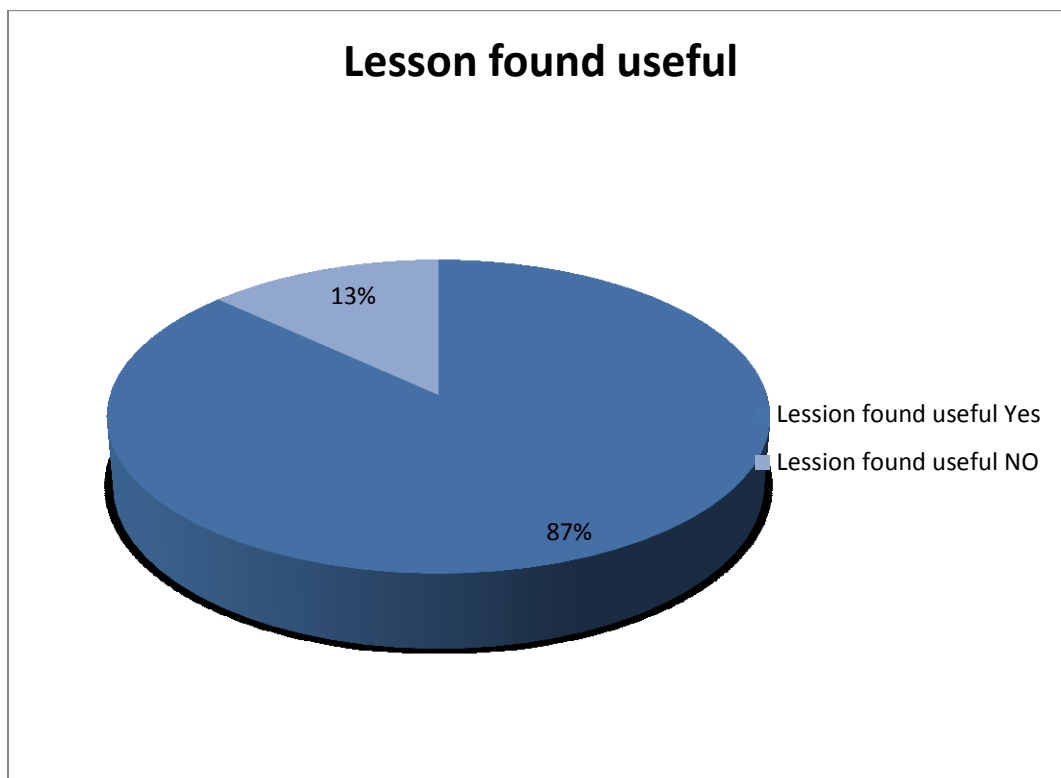


Figure: 9.11 Lesson found useful

The survey depicts the rate scale of using safe internet. Here our respondent shared their views on the significance of the safe internet in an order of 1-10 rating scale. As expected we have found people very cautious about the safety and secretive usage of internet services.

Use of safe Internet	
On a scale of 1	0
On a scale of 2	1
On a scale of 3	2
On a scale of 4	1
On a scale of 5	0
On a scale of 6	3
On a scale of 7	11
On a scale of 8	11
On a scale of 9	8
On a scale of 10	24

Table: 9.12

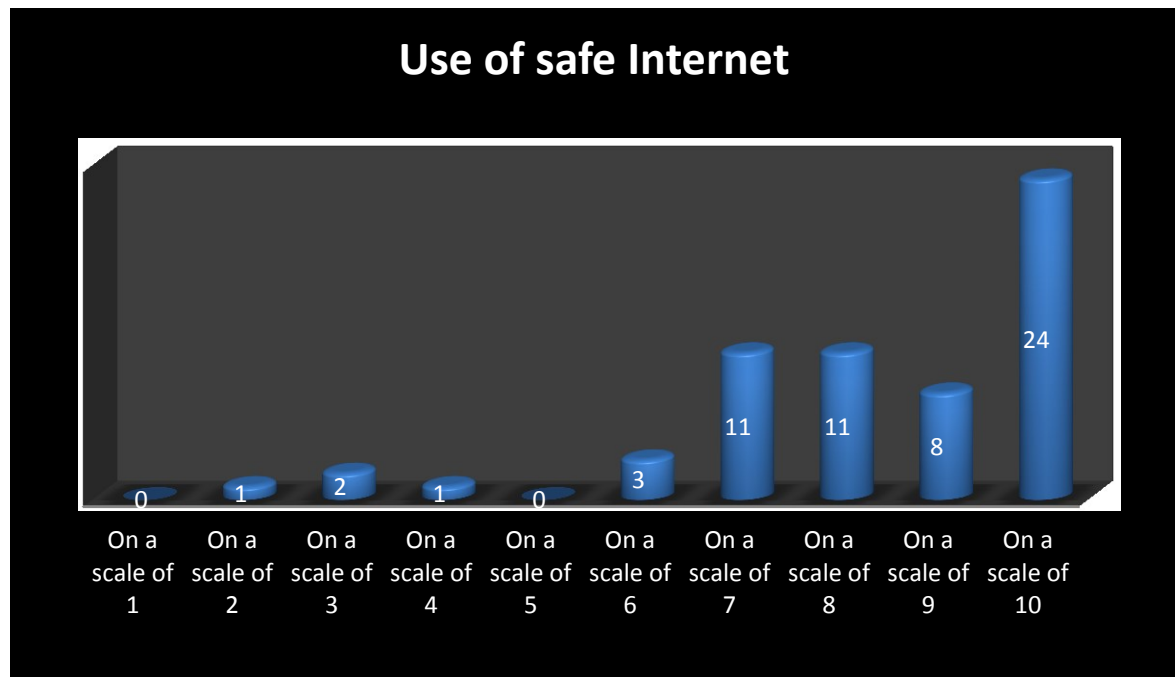


Figure: 9.12 Use of Safe Internet

Evaluating Results:

We have found satisfactory results after we initiated all the tools and techniques for our free basic campaign. We have critically analyzed and compared our results implementing practical activation throughout the entire project campaign. We have found out separate interest level from male and female respondents.

For male internet users

- ✚ Free Basics booths will be placed in front or intersection of a residential hub.
- ✚ BPs will engage people with gaming activity and winner will be rewarded Key Rings.
- ✚ Creating awareness about Free Basics through flipchart/Tab and leaflet
- ✚ Downloading the App.

For female internet users

- ✚ Approach and invite female audience to gather in a particular room/balcony/yard
- ✚ BPs will engage people with gaming activity
- ✚ Creating awareness about Free Basics through flipchart/Tab and leaflet
- ✚ Downloading the App

Findings and Conclusion

Findings:

We have come up with some practical findings after the result from our data analysis which will eventually boost up the entire project through four significant activity.

Activity 1

Hotspot Activation

- ✚ Important intersections, Daily Hangout Zones, Heavy TG
- ✚ Footfall Spot in Urban & Semi-urban Areas
- ✚ Creating hype through profiling the spot with Booth setup
- ✚ Portable Sound System for announcing the free internet campaign
- ✚ Generating interest through engaging games i.e. basketball, hoop with branding materials
- ✚ Demonstrating the Free Basics
- ✚ App through a Tab or Flipchart
- ✚ Driving action through downloading the app in customer mobile

Activity 2

School/College Activation

- ✚ To engage Students & Teachers
- ✚ Free Basics booths will be placed in School/College premises
- ✚ BPs will engage students with gaming activity and winner will be rewarded Wristbands
- ✚ Creating awareness about Free Basics through flipchart/Tab and leaflet
- ✚ Downloading the App

Activity 3

Household Storming

- ✚ To engage Housewife
- ✚ Female target groups in their courtyards/households
- ✚ A small internet fair can be arranged
- ✚ Use of different Kiosks setup
- ✚ Providing different experience highlighting Free Basics Top Website/Info

Activity 4

Garments/Factory

- ✚ Workers Residential Hubs
- ✚ To engage working class
- ✚ Utilization of resources and meeting the target
- ✚ Each of the gathering will be at a common place

Conclusions:

This study was conducted on the techniques of assessing consumer perception more specifically consumer attitude of non-internet users in Bangladesh. This particular project has been very important to gain practical knowledge of how the assessing is done. The techniques used are very selective and holds in depth strategies of below the line marketing operations. Asiatic Experiential Marketing is one of the largest marketing agencies in Bangladesh and they require great planning and management in order to keep their day to day operations running smoothly.

Significance of the Study:

This project carries a lot of salient features of both theoretical as well as practical knowledge on consumer perception. In fact the entire project bears a sublime importance if we consider the extensive usage of modern technology where internet is the pioneer aspect of it. Again this internet is blessed with thousands of components where one of the most influential components is social networking sites. Among these social networking sites Facebook is the top leading social networking site of this along or above twitter.

Considering the mass use of this networking site Facebook think tank came up with the challenge of spreading the Facebook usage all over the world as much as possible. Following that concept it has targeted users who are comparative deprived of the technology know how or is less fortunate in getting the internet services. So the research team from Facebook depicted the potential users of the countries and the regions who are ignorant of internet services. As a matter of fact it took the initiative to offer basic internet services to these people.

Similarly, Facebook also merged towards South Asian region trying to comprehend India under the name of internet.org but the result shows its terrible failure at the first time execution. Later on it somehow managed to succeed after carrying a deep research and consumer perspective of this region. Following the results Facebook decided to implement the same kind of operation in Bangladesh. It gave the local marketing research and activation companies' full authority to carry out the consumer perception or behavioral attributes on internet usage. Following the root map designed by the companies Facebook marched towards making pact with the mobile operators to create liaison in offering basic internet service completely free to the less fortunate people as well as educate and familiarize them with the most modern tool.

Since this service is totally based on data usage through mobile phones it gives us the opportunity to learn about the whole revolutionary progress of advanced marketing conception in e-commerce and technology. Besides this study demonstrate the advancement of people that has been established through internet services accompanied by its process of their adaptation in their daily lives.

Appendix:

BRAC University

Questionnaire regarding Consumer Attitude

A survey on data internet usage by the non-internet users

1. Your Age Group

- ❖ 15-22
- ❖ 23-30
- ❖ 31-38
- ❖ 39-46
- ❖ 47-55

2. Your Sex

- ❖ Male
- ❖ Female

3. Your Occupation/Status

- ❖ Student
- ❖ Teacher
- ❖ Farmer
- ❖ Trader
- ❖ Unemployed Youth
- ❖ Worker Class
- ❖ Housewife
- ❖ Small business owner
- ❖ Garments Worker

4. Why do you want to use the internet primarily for?

- ❖ Learning
- ❖ Social Networking
- ❖ Communication
- ❖ Sport & Entertainment
- ❖ Weather
- ❖ News
- ❖ Finance
- ❖ Trading info
- ❖ Job Openings
- ❖ Woman related info
- ❖ Health and Safety

5. On the internet, what application do you like to use most?

- ❖ Get instant news regarding national and international affairs, sports etc.
- ❖ Saving money while connecting via Facebook, Viber, whatsapp
- ❖ Video, Song, Picture etc. download
- ❖ Found old friends on Facebook
- ❖ Get exam results
- ❖ Apply for Job
- ❖ Search different topics

6. How often do you use the internet?

- ❖ Once
- ❖ 2-5 times
- ❖ 6-10times
- ❖ More than 10 times
- ❖ Near about 20 times

7. If you use it every day how many hours do you use it for?

- ❖ Less than an hour
- ❖ 2-4 hours
- ❖ 5-6 hours
- ❖ 7-8 hours
- ❖ More than 10 hours

8. How often do you use

- ❖ Social Networking sites
- ❖ Blogs
- ❖ Gaming
- ❖ Music
- ❖ File Sharing
- ❖ Shopping
- ❖ News
- ❖ Internet TV

9. Do you find the internet useful?

Poor 1 2 3 4 5 Excellent

10. To what extent you received lessons on how to use the internet?

- ❖ Poor
- ❖ Fair
- ❖ Good
- ❖ Very Good
- ❖ Excellent

11. Do you think you should know proper knowledge on how to stay safe on the Internet?

Strongly dis agree 1 2 3 4 5 6 7 8 9 10 Strongly Agree

12. Did you find the lessons useful?

- ❖ Yes
- ❖ No

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