"Effectiveness of digital marketing in the mobile phone industry of Bangladesh."

MINDSHARE

<u>**Internship Report on**</u>
"Effectiveness of Digital Marketing in the Mobile Phone Industry
of Bangladesh"

<u>**Submitted to:**</u>
Ms. Tanzin Khan
Lecturer
BRAC Business School

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<u>**Submitted By:**</u>
MuntasirMamunShovon
Student, BRAC Business School
ID: 13104151

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Letter of Transmittal

19th April, 2017

Ms. Tanzin Khan

Lecturer

BRAC Business School

Sub: Letter of transmittal

Dear Mam,

As per the prerequisite of completing my internship, this report on the "Effectiveness of Digital Marketing in the Mobile Phone Industry of Bangladesh" is prepared. This report is mainly based on how digital marketing is affecting the mobile phone industry of Bangladesh and how the mobile phone companies of Bangladesh can improvise his sector for their brand's betterment.

This report gave me a great chance to know about how digital marketing sector is working and how it is affecting the perception of the mobile phone users in Bangladesh.

I am very much thankful to you for your kind help support throughout the internship period.

Thank you

Yours sincerely

Muntasir Mamun Shovon

ID: 13104151

BRAC Business School

Acknowledgement

Executive summery

This report is based on my obtained experience and knowledge during the three-month internship period at Asiatic Mindshare Limited. The report contains a detailed description of acquired firsthand knowledge from the daily activities performed in the different departments of the organization.

The internship report is divided in three parts. The first part Organization part provides an overview of the organization, its mission, and vision and core values. It also covers my responsibilities and my contributions to the organization.

The second part Project however reflects on the topics brief introduction, overview on digital marketing, overview on the mobile phone industry of Bangladesh, problem statement, purpose of the study, methodology of collecting data for the project, survey data analysis, findings from the analysis, how digital marketing can affect the buying behavior of the mobile phone consumers of Bangladesh and some limitation of the study.

After reading this report hopefully the readers will be able to realize how digital marketing works and how can it affect the mind of the consumers in case of their buying decision.

Table of content

Chapter 1: Organization part

1.1 Company overview

Mindshare relates generally to the development of consumer awareness or popularity, and is one of the main objectives of advertising and promotion. When people think of examples of a product type or category, they usually think of a limited number of brand names. The aim of mind share is to establish a brand as being one of the best kinds of a given product or service, and to even have the brand name become a synonym for the product or service offered. For example, a prospective buyer of a higher education will have several thousand universities to choose from. However, the evoked set, or set of schools considered, will probably be limited to about ten. Of these ten, the universities that the buyer is most familiar with will receive the greatest attention. With this quest in mind, Mindshare is a global media agency network and the home of adaptive marketing. Mindshare's 7,000 employees are driven by the values of speed, teamwork and provocation and are dedicated to delivering competitive advantage for clients in a world where everything begins and ends in media. Mindshare is part of GroupM, which oversees the media investment management sector for WPP, the world's leading communications services group. Mindshare network consists of 116 offices in 86 countries throughout North America, Latin America, Europe, Middle East, Africa and Asia Pacific with total billings in excess of US$31.4 billion.

1.2 Mission statement

The mission statement of Mindshare can be best expressed in two words – Original Thinking. Since the inception in 1998 as the first pure-play media planning and buying agency, mindshare has sought to innovate and invigorate the communications marketplace, be that through new ways to connect brands with consumers, or unrivalled buying power in the media market. This combination of science, scale and imagination is borne out of the Original Thinking ethos of the founders, which still pervades the business from top down. Company‟s Original Thinking mission informs and inspires the team to advise the clients, innovate in the marketplace and produce ground-breaking work. To invent the future of media. Mindshare defines Media as the space where content, people and technology meet. This space is continually evolving driven by innovation in technology, increasing data intelligence and an open, collaborative creative culture. To succeed in this fast changing space mindshare believes brands and businesses need to be both adaptive and inventive.

1.3 History

The company was created by the merger of the media operations of JWT and Ogilvy & Mather, then the two big full service advertising agencies within WPP Group. The launch team comprised Mandy Pooler and Nick Emery from O&M and Ron De Pear and James Walker from JWT. Initially the business faced strong opposition to the merger from the agency parents in the US region. The Mindshare global network consists of approximately 6,000 employees across 115 offices in 82 countries throughout North America, Latin America, Europe, the Middle East, Africa and Asia Pacific.

Asiatic Mindshare started its operation in Bangladesh in June 2001 as a joint initiative of Mindshare World and Asiatic MCL, one of the leading ad agencies in Bangladesh. Since then it has been driving significant changes in local media scenario and off course in their client‟s media investment. In Bangladesh it is the first of its kind, as it is a complete media planning, buying and research company. It is the key driver of media research in Bangladesh media market. Mindshare‟s vision is to secure competitive advantage for clients in a media world which is changing beyond recognition and which is defined by the fragmentation of mass media and high level of media inflation. This demands creativity, rational thinking and smart buying power. Mindshare is the one stop media solution that delivers all.

1.4 Services

Regional & national media management: Media is the most effective way of communicating the brand insights and thoughts to the targeted consumers. Mindshare Bangladesh manages the regional and national media for the clients. It plans the most effective way to reach the communications of the clients to the consumers through media and executes the process.

Content & barter: Content is the things that makes a campaign a whole. It completes the communication needs of any campaign. Being an advertising agency, Mindshare works mainly in the media management of the client. For the contents Mindshare is not that much directly responsible but it provides insights, ideas for the campaigns and tag along with creative firms to provide the best content to the customers.

Digital: Digital media is a fast growing media in Bangladesh. Its growth through last couple of years is huge. At present about a hundred million people is connected to internet somehow. Mindshare realized the market opportunity and is the first initiator of digital marketing in Bangladesh. It is the only media agency in the country which is directly partnered with Google and Facebook. Mindshare plans and executes all the digital campaigns of their respective clients.

Econometric modeling: Econometric models are statistical models used in econometrics. An econometric model specifies the statistical relationship that is believed to hold between the various economic quantities pertaining to a particular economic phenomenon under study. An econometric model can be derived from a deterministic economic model by allowing for uncertainty, or from an economic model which itself is stochastic. However, it is also possible to use econometric models that are not tied to any specific economic theory. Mindshare provides econometric modeling to the clients for them to know the changes in market more precisely.

Global media insight & research: Only managing the media is not enough for the clients in some cases. Where the competition is stiff the client needs detailed information about the media market. Mindshare provides this information through its media insight and research service. Through this Mindshare suggests the best way to reach the communication to the consumers.

Sponsorship: Nowadays sponsorship is the key to success in every event. Everybody wants the companies to sponsor their programs. Mindshare matches its clients to the best sponsorship deals so that the clients, to be specific the brands, gets the maximum outcome while maintaining its identity.

Media Investment Management: Mindshare provides consultancy and executes the media investment for its clients. Mindshare makes sure that the media investment brings up the expected return for its clients.

Strategic Media Planning: Strategic media planning matters the most when a brand wants positive outcomes from the media spent. Mindshare plans the strategies for media investment for its clients.

1.5 Clients of Asiatic Mindshare

1.6 Organization structure

Asiatic Mindshare has flat structured organization, an organization which has no or few middle management between staff and executives. Mindshare Bangladesh has almost 50 employees managing the media of the top brands of the country. My supervisor Mr. Kazi Hasan Ferdous is the Senior Media Executive and my line manager Mr. Fuad Hasan is the Media Executive (planning) of Asiatic Mindshare Limited.

1.7 Contribution to Asiatic Mindshare

Community management for „Symphony Mobile‟ and „Helio‟ was one of my regular tasks which included answering all sorts of queries that we got from the fans and monitoring their official facebook page. With our continuous support we gained a special badge from facebook for being „Very responsive to messages‟. This badge is given to a particular facebook page when the response rate is over 90% and response time is 15 minutes. I along with my other colleagues achieved this badge for the first time and we were able to hold on to it for a very long period of time. During these 3 months of my internship, one of my main tasks was to prepare weekly reports on the social media activity of the brands- Symphony mobile and Helio. These reports included the overall performance of each of the brands. I was also part of many campaigns conducted by Symphony mobile. Such as-

Symphony Gorom Offer, Symphony Durdanto Offer, Symphony Asphalt 8 contest, Symphony GIF contest etc.

Apart from doing community management for Symphony Mobile, we used to give regular exams on facebook blueprints. Our line manager Mr. Fuad used to take all the exams. Generating different ideas/contents for Symphony facebook page and analyzing other competitor‟s work was also my day to day job.

1.8 Lessons from the Internship Program

Internship is a phenomenon which is created for the fresh graduate students as a part of their graduation program for the development purpose. Under this developmental aspect, I came across many things. I have developed myself effectively over last 3 months. I have become more punctual and professional now. The main lesson that I learned from my experience in the last two months was the practical application of the knowledge gained from what I have learned from studying at North South University and not just this, Mindshare has built me up to think out of the box now. My supervisor was very cooperative in case of sharing their knowledge and helped me in every aspect of my learning process. He helped to develop my skills that are definitely going to help me in my future life. The skills that I have learned in the time of working in Asiatic-Mindshare are listed below:

- *Ability to work under pressure*:

There was time when I had to handle multiple tasks at a time under severe pressure, also work late up to late hours at office and strict deadlines. This has taught me how to prioritize my workload and work effectively and efficiently.

- *Team skills*

The work I did was completely based on team skills. Communicating with my team members frequently, updating everyone with a new update, backing up other team members was prioritized. Such experience has sharpened my ability to work in a team environment effectively.

- *Technical skills*

During my 3 months at Mindshare I have used the software Smashboard to do the community management. Using this software for the first time was a challenge for me. This software links up with the Symphony and Helio facebook page directly. Apart from the software I did all the data analysis from the facebook ads manager and from the Symphony facebook page.

- *Personal Development*

In the period of my internship, it developed a sense of professionalism in me like- dressing up gently to look smart and confident, having punctuality; maintaining confidentiality and working with responsibility. Moreover, it helped to know various rules and regulation in the corporate world and how to fit in there.

- *People Skills*

Working in an office environment for 3 consecutive months has exposed me to the office culture in an expanded vision which I have not been able to experience during my academic years. This internship has enriched my communication skills as I have been able to communicate with my

colleagues, supervisors and other executives outside the office. The internship has also improved my interpersonal skills as I have communicated with different executives regarding different queries. Overall, it has boosted my confidence to interact better with people both formally and informally.

Chapter 2: Project part

2.1 Introduction

Marketing has been through a lot of evolutions since its origin. From word to mouth to the augmented reality has been a long journey. Tough marketing was heavily based on television, radio and print media, marketing has seen a new era in the 20th century which goes by the name digital marketing. The combinations of all these media have given us a lot to write in the history of marketing. The latest marketers are concentrating more on digital marketing and social marketing as the consumers are more internet-centric these days.

Also the mobile phone industry of Bangladesh is booming very quickly. There are some local brands along with some international brands are competing in this booming market. Now a day"s people in Bangladesh are very much concerned regarding the phone that they are using. That is why the correct interactions between the brands and the consumers have become very much important to maintain a good market hold.

In this paper the whole scenario of how digital marketing is helping and affecting the mobile phone brands in Bangladesh to uphold their communication with the customers, will be covered.

2.2 Overview on Digital Marketing

Marketing has always been about connecting with the audience in the right place and at the right time (A. Lucy, 2016).
The terminology 'digital marketing' was invented first in 1990s. In recent times, digital marketing became more popular as a powerful way to create and manage a good association with the audience and consumers. This fast blooming of digital media has opened new opportunities and places for marketing and advertising. In the USA 'online marketing' is still sweeping, in Italy is known as 'web marketing' but in the UK and rest of the world, 'digital marketing' has become the most popular word.

Recently in financial times (a UK based newspaper) has published that, "digital marketing is the way to reach the consumers of several products and services using digital channels. Digital marketing includes the channels that do not require the use of internet every time. It includes channels like-

- Mobile phones (both SMS and MMS).
- Social media marketing,
- Display advertising,
- Search engine marketing etc.

2.3 Overview of mobile phone industry of Bangladesh

Fig 1: Mobile phone industry growth rate in Bangladesh

Mobile phone market of Bangladesh has consistently been dominated by the Finnish giant Nokia due to its low cost feature phones in past years. This demand for less expensive substitute has kept the consumers apart from market leader like Samsung. In recent, it is a tricky oligopoly with local brands like Symphony dominating the market. They have successfully competed with international giants like Samsung and Nokia. (Light castle, Jan 7, 2015.)

In a study at 2016 the light castle analytics wings stated that the mobile phone industry of Bangladesh has 160 million potential customers and the number is increasing day by day. In this

study they have shown that with 53% market share Symphony is leading the mobile phone market of Bangladesh. For their open source nature of Android OS platform, makes it easy for Symphony to go for cooperatively less pricing than the competitors in the market like Samsung, which is in 2nd position in the market. But in recent times for some new entrance like Xiaomi, Huwawei etc. the competition is increased.
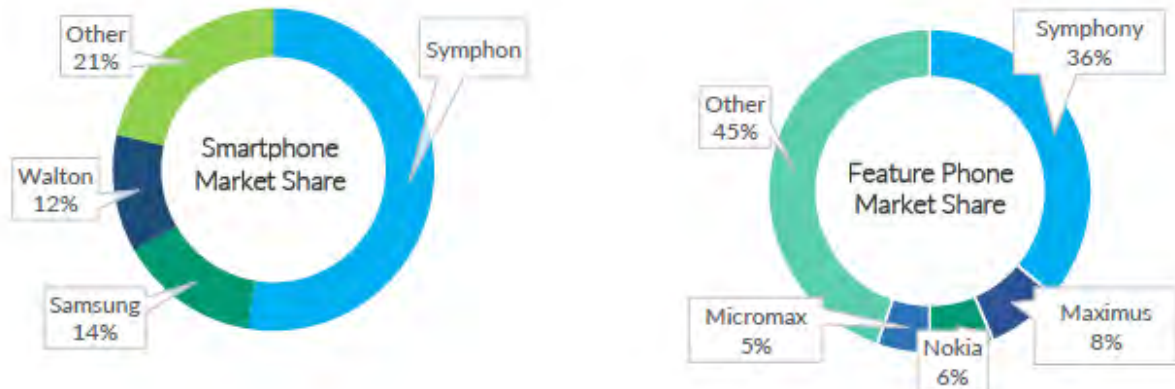

Fig 2: Market share of mobile phone brands in Bangladesh.

2.4 Problem Statement

In past TV, newspapers, bill boards were the most convenient media for the brands. But in this competitive time, most people do not have time to watch TV or read news papers. These medias are no longer that much effective as before to promote a brand. But in some occasions like Cricket matches, live programs etc are also pretty much effective. But to reach the consumers brands need a continuous media for showing their products to the consumers.

This study aims to find that how digital marketing can affect the mobile phone industry of Bangladesh in this highly competitive market. In this booming market mobile phone industry facing some dilemma that in which sector of marketing should they emphasize more to reach their customers effectively. Now a day"s consumers are so much concern in terms of buying their mobile phones as it is a necessary product in their daily life. So, it is very much important for the brands to reach the customers effectively.

2.5 Purpose of the Study

The purpose of doing this study is to finding out how digital marketing can affect the mobile phone industry of Bangladesh. Objectives of this study are-
- Finding out the consumers buying behaviors of mobile phones.
- How much mobile phone brands can affect the buying behavior via Digital marketing.

2.6 Methodology

To fulfill the objectives of this study and to find out the effectiveness of digital marketing in the mobile phone industry of Bangladesh an online research was done via Google form to 50 respondents with 13 questions to collect my primary data.

For my secondary data collection I have used the Symphony Facebook page, Google ad manager and some online news papers.

2.7 Data analysis

My first question was to know about the respondent''s gender. Among the 50 respondents of this survey 30 people were male & 20 people were female.

1. Gender: (50 responses)

Male	30 (60%)
Female	20 (40%)
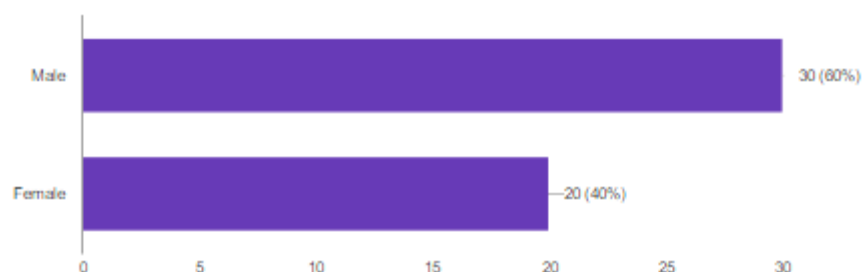
My 2nd question was to determine the age group of the respondents. In this research majority of respondents were in between a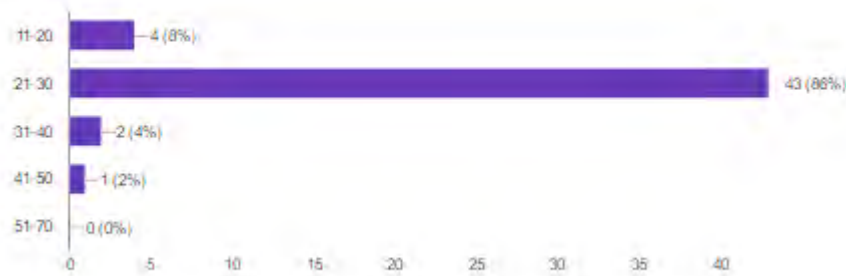ge group of 21-30 (86%). 8% of them were in between age group of 11-20. Age group 31-40 has 4% of respondents and 41-50 age groups has 1%.

2. Age (in years): (50 responses)

In my 3rd question I wanted to know the occupation of my respondents. Among 50 respondents 48% of them were students. Rests of the respondents were from different work field like: Private Service holder, Digital media planner, Teacher, Freelancer, You tuber etc.

3. Occupation: (46 responses)
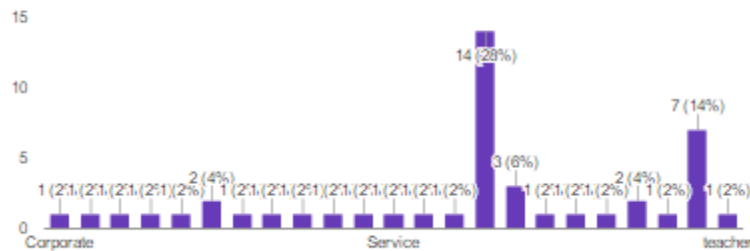
After collecting primary information regarding the respondents, I started main part of my questioner. At the beginning of this part I asked the respondents that do they use mobile phones or not. The response was as expected as 100% of the respondents use mobile phones.

1. Do you use mobile phone? (50 responses)

Yes	50 (100%)
No	0 (0%)

(Horizontal bar chart with axis labeled 0, 5, 10, 15, 20, 25, 30, 35, 40, 45, 50)
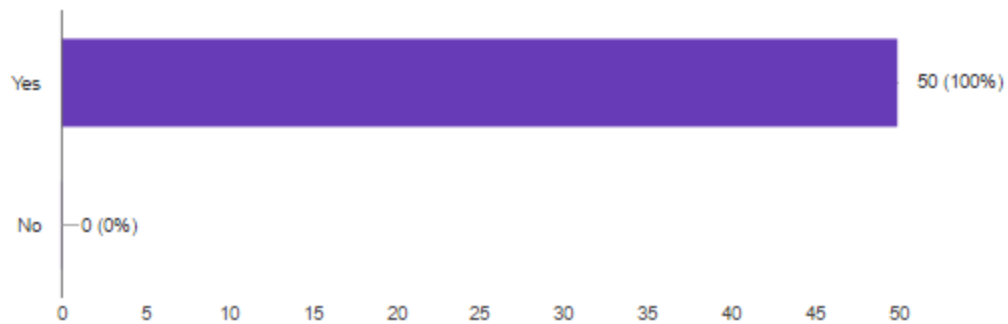
Then my question was for knowing that what type of mobile phones they use. Among all the respondents 88% responded that they use smart phones and 12% of them said they use both feature phones and smart phones.

2. If you use mobile phones then what type of phones do you use? (50 responses)

Smart phone...	44 (88%)
Feature phones	0 (0%)
Classic phones	0 (0%)
Both smart a...	6 (12%)

(Horizontal bar chart with axis labeled 0, 5, 10, 15, 20, 25, 30, 35, 40)
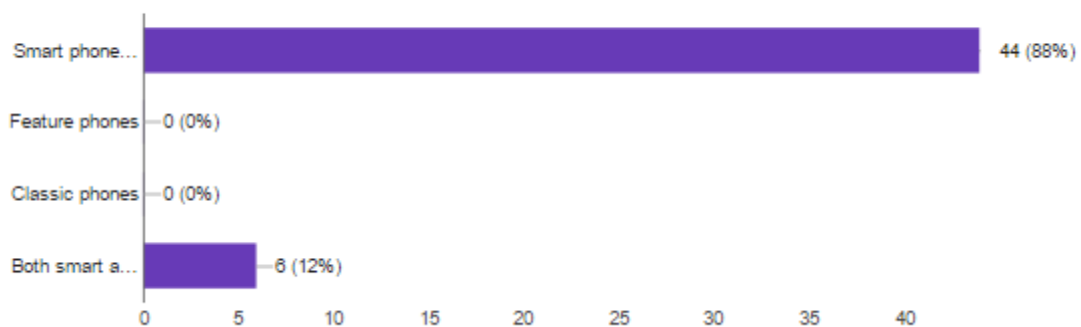
After that my next questions was to know about the consumers buying behaviors of the consumers, how they choose the brand? Where from they collect information? Which media is more informative regarding collecting information?

3. How you make decisions on buying a mobile phone? (50 responses)

Legend:
- Word of mouth.
- By looking on websites.
- By seeing ads on TV.
- By seeing advertisements on social media.

56% 12% 32%
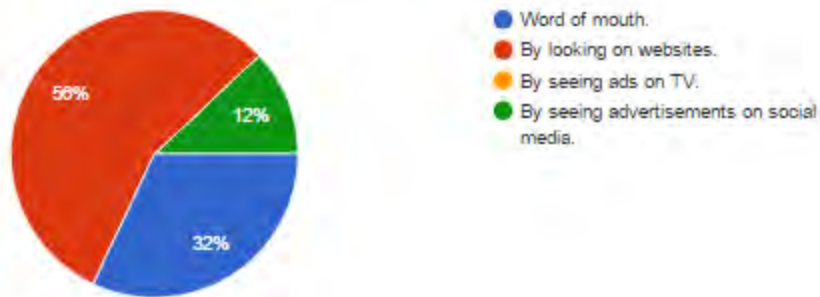
In this first question 56% of the respondents said that they make their buying decision depending on the information in different websites and 32% of them said that they make their decisions depending on the word of mouth. 12% of the respondents said that they make their decisions by seeing the advertisements of social media pages. None of the respondents said that they make their decisions on seeing TV ads.

In the next question I wanted to the source of collecting information. 62% of the respondents said that they use different websites for collecting information and 22% of the respondents said they visit different shops for collecting information. Rest of 16% said they collect information from the face book pages or social media.

5. From where do you collect information regarding the Phone? (50 responses)

Legend:
- From the website.
- Visiting the shops.
- From the face book page or social media.

22% 16% 62%
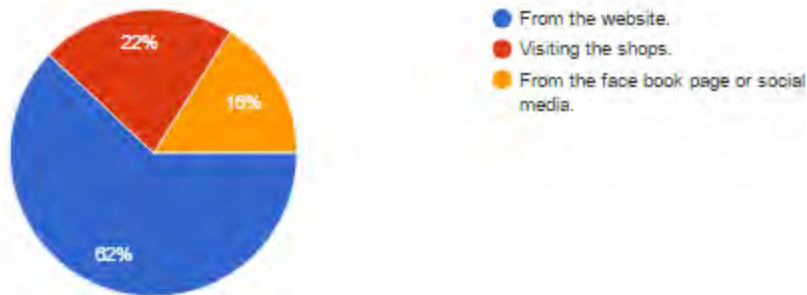
In the next part of the survey I asked the respondents that from where they get much information regarding the handset they want to buy. 46% of the respondents said from the handsets websites, 22% said by word of mouth, 26% said by interacting in the social media pages and 6% said from

the TV commercials.

6. From where you get much information regarding the mobile that you want to buy?
(50 responses)

● From the handset's website.
● By interacting in the social media page.
● Word of mouth.
● TV commercials.

22%

28%

6%

46%
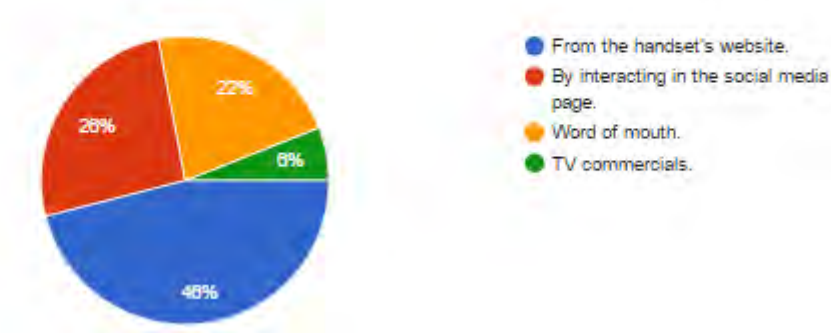
My next question was, for you which media is suitable for collecting information regarding the mobile that you want to buy and why?

In this question"s answer the respondents shared their different opinion. But among them some answers were common like- Brand"s social media pages, Websites and YouTube. The reason behind this was social media pages are very help full for collecting information and for after sell service. From their customers can get unbiased and accurate information regarding the product and also from YouTube they can see the reviews of that particular handset.

My next question the respondents was how much time they spent on social Medias or YouTube in a day. In response 50% of respondents said they spent 1-5 hours on these sites in a day, 32% said 6-10 hours, 12% said 11-15 hours and 2% said 16-20 hours.

7. How many hours you stay active on social Medias and you tube in a day?
(50 responses)

- 1- 5 hours.
- 6-10 hours.
- 11-15 hours.
- 16-20 hours.

36%
12%
50%
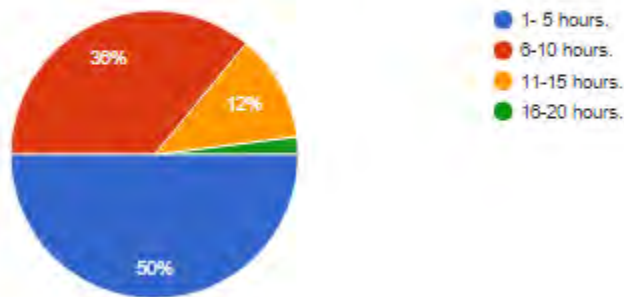
My next question was to know the media that is effective for the respondents to interact with the mobile phone brands. Among all the respondents 64% said that for them face book and social media pages are more effective to interact with the mobile phone brands in Bangladesh.

8. What do you think is the most effective way to interact with the mobile phone brands in Bangladesh?
(50 responses)

- Facebook and social media pages.
- Brand's website.
- Customer care centers.
- Brand outlets.

18%
12%
64%
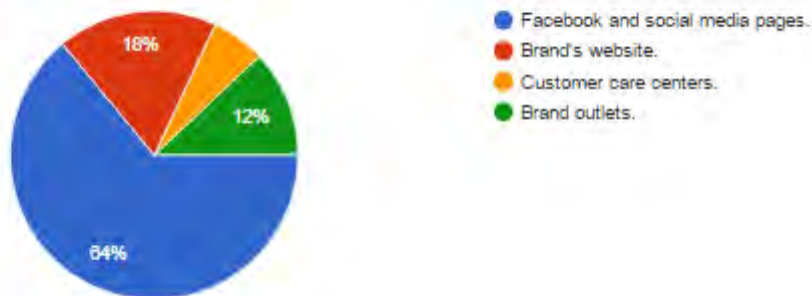
In my 2nd last question I asked the respondents that from where they get to know about different offers and new handsets. Surprisingly 76% of the respondents said face book and social media pages. Fewer of them said TV advertisements and the websites.

9. From where you get to know about different offers or new handsets?
(50 responses)

- TV advertisements
- Facebook and social media.
- From the websites of the brand.
- Word of mouth.
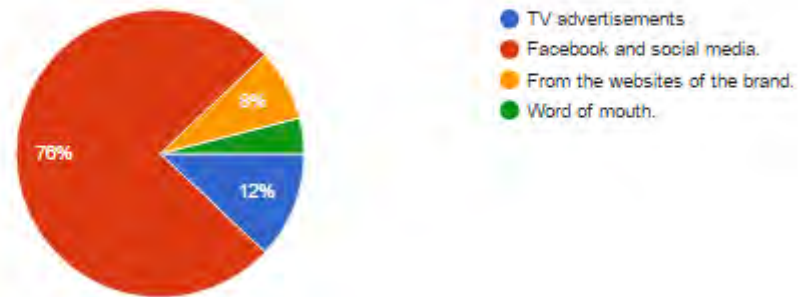
In my last question I asked the respondents to rate the activities of the mobile phone brands of Bangladesh in digital media on a scale of 0-5. (0= very poor, 5= Excellent). In response 38% people gave 4 and 34% gave 3 points to the activities of the mobile phone brands of Bangladesh in digital media.

10. How much point will you give to the activities of the mobile phone brands of Bangladesh in digital media on a scale of 0-5? (0= Very poor, 5= Excellent.
(50 responses)
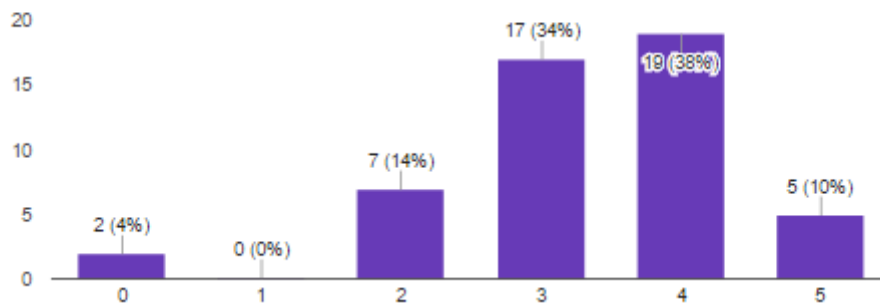
2.8 Findings

After analyzing the survey data it can be said that-

- In terms of buying mobile phone consumers look for the information in websites, social media pages mostly.

- Though there are some people who still go for word of mouth. But those numbers are very less.
- For them social media pages and the brands websites are most convenient for choosing their convenient phones.
- Also people seek some after sell services from the brands in their Facebook pages. As most of the people are using smart phones in their daily life it has become easier for them to interact with the brands on the go via Facebook pages, you tube and brand"s website.

So, it is clear that consumers buying behavior towards a mobile phone is mostly digital media centric.

2.9 How mobile phone brands can affect the buying behavior via Digital marketing

In now days people are becoming very much active in social media pages like- Facebook, instagram etc. These places have become a repository for all the brands. As from these sites brands can see who are their potential audience, who are willing to become their audience, what their interest is etc. This information"s are very important to set target group for the brands.

During my internship period I used to manage the Facebook page of Bangladesh"s leading mobile phone brand Symphony. From their I have got some really astonishing information. I am giving the information below-

	Lifetime Total Likes	Daily New Likes	Daily Page Engaged Users	Daily Organic Reach
	Lifetime: The total number of	Daily: The number of new peop	Daily: The number of people w	Daily: The number of people v
2/21/17	1631181	3521	78079	83478
2/22/17	1634478	3607	76522	48160
2/23/17	1637574	3560	88347	121723
2/24/17	1640226	2933	66572	72793
2/25/17	1642601	2670	55043	43893
2/26/17	1644751	2441	52345	54959
2/27/17	1650381	6171	141247	218212
2/28/17	1654950	4902	87000	131644

Fig 3: Symphony mobile Facebook page engagement

These pictures show some data from Feb 21- Feb 28, 2017 dates people"s activity on Symphony

mobile Facebook page. It shows the increasing of likes in the page on a daily basis and lifetime basis. It also shows that people's engagement with the page on a daily basis and also shows that via Facebook advertisement to how much people Symphony mobile is reaching in a daily basis. As so many people are engaging on Facebook page with Symphony mobile, it gives the brand to create a good brand image to their customers, by interacting with them on a regular basis. By this they create more brand loyalty. Same thing goes for other mobile phone brands in Bangladesh.

Page			Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1		Huawei Mobile	43.6m	▲0.6%	9	65.8K
2		Samsung Mobile Bangla...	3.7m	▲0.2%	16	178.9K
3		Waltonbd	1.7m	▲0.2%	10	66.1K
YOU 4		Symphony Mobile	1.7m	▲0.5%	10	39.8K
5		Micromax Mobile Bangla...	752.5K	0%	7	522
6		LG Mobile Bangladesh	355.1K	▲0.1%	0	0

Fig 4: Rangking on Facebook

This picture shows the most active 6 mobile phone brands of Bangladesh in terms of engaging people in their page via posts and interactions with the customers. Here Huawei leading because of their total page likes.

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Product catalog sales
	App installs	Store visits
	Video views	
	Lead generation	

Fig 3: Advertising tools in digital media

Also via Facebook add manager brands can set their target audience before publishing ads. But Facebook is not the only digital media for digital marketing. There is Google search engine, youtube, different websites like GSM arena etc. for the mobile phone brands to show their ads to the audiences. Like Facebook, target audience can be selected via Google adwords. By which a brand can show their ads to some selected people as many times as they want. It helps the brand to create brand awareness and loyalty.

It shows how much effective digital marketing the can be for the mobile phone brands in terms of engaging consumers and creating brand loyalty. In short brands can manipulate and force the audience to see their activities via these platforms.

2.10 Limitations:

At the time of doing this report I had to face some difficulties as there were some limitations that I couldn't avoid-

➢ Lack of Data sources: As I was an intern I didn't have the access in various important sites by which I could have made my report more enrich with more relevant information.

➢ Scarcity of respondents: As I did an online survey to get my primary data, I couldn't reach to the all sort of people most of the respondents were students and aged between 21-30. As it was an online survey I got only 50 responses.

➢ Confidentiality: As this mobile phone industry is highly competitive. Confidentiality is

highly maintained among the brands.

➢ Redundant work hours: As I had work from my home as well as in the office. It was very tough for me to maintain regular timing for writing the report.

➢ Huge field: As digital marketing is a huge repository of information and opportunities it takes time to understand everything clearly.

Chapter 3: Recommendations and Conclusion

3.1 Recommendations

By the previous documents it is almost clear that how effective digital marketing is or can be in the mobile phone industry of Bangladesh. As most of the mobile phone brands are doing their digital marketing via digital marketing agencies. There stays some lack between them.

- Communications of events offers and contents clearly: As I directly worked with the no. 1 agency and the no. 1 brand in Bangladesh, I have seen some lack of communication between the agency and the brand in terms of communicating the offers and the content. So, both the brand and the agency need to improve in this sector.

- Communicating language: Language is a very sensitive factor in digital marketing sector. So, the mobile phone brands of Bangladesh need to decide the communication language with the customers

- Synchronization: There are some foreign mobile phone brands like- Samsung, Huawei, Xiaomi etc are operating in Bangladesh. They need to synchronize there operations accordingly.

3.2 Conclusion

After completing my internship with Asiatic Mindshare, I will say that I have learned a lot and something new in the field of marketing. I have tried to give my best throughout the internship period. Though I was with the company only three months but I learned some important things in the field of Digital marketing. Things like- Facebook blueprint, Google adword, Facebook audience insights, Google ad manager, Facebook ad manger were very much informative to know the people behavior in Bangladesh as well as in other countries. As it is vast area I couldn't learn all of the things. If I talk about this report it was a great experience to work on something totally new. Digital marketing is stepping its foot on the area of marketing. Soon or latter it can substitute the traditional marketing. While doing the research for the report I came to know that the young generation of our country is very much addicted in to the digital Medias. So, this will be a great scope for the mobile phone brands operating in Bangladesh to invest more into digital marketing to capture create the brand awareness to the present generation and the future generation of our country

Chapter 4: Appendix

4.1 Survey questionnaire

Dear Sir or Ma'am,

A survey is required for the purpose of completing my internship report, in BRAC University. As it is based on the Effectiveness of Digital marketing in the mobile phone industry of Bangladesh, therefore it is requested to fill up the questionnaire below. The confidentiality of the survey data will be strongly assured.

Respondent's Profile

Gender: ☐Male ☐Female

Age (in years): ☐11-20 ☐21-30 ☐31-40 ☐41-50 ☐51-70

Occupation:

Circle the response that best characterize your answers according to your experience.

1. Do you use mobile phone?

    ☐Yes ☐No

2. If you use mobile phones then what type of phones do you use?

    ☐Smart phone /Android phone

    ☐Feature phones

    ☐Classic phones

    ☐Both smart and Feature phones / classic phones.

3. How you make decisions on buying a mobile phone?

    ☐Word of mouth.

    ☐By looking on websites.

    ☐By seeing ads on TV.

    ☐By seeing advertisements on social media.

4. From where do you collect information regarding the Phone?

☐ From the website.

☐ Visiting the shops.

☐ From the face book page or social media.

☐ Others. —————————————

5. From where you get much information regarding the mobile that you want to buy?

☐ From the handset"s website.

☐ By interacting in the social media page.

☐ Word of mouth.

☐ TV commercials.

6. For you which media is suitable for collecting information regarding the mobile that you want to buy and why?

7. How many hours you stay active on social Medias and you tube in a day?
☐ 1- 5 hours.
☐ 6-10 hours.
☐ 11-15 hours.
☐ 16-20 hours.

8. What do you think is the most effective way to interact with the mobile phone brands in Bangladesh?
☐ Facebook and social media pages.
☐ Brands website.
☐ Customer care centers.
☐ Brand outlets.

9. From where you get to know about different offers or new handsets?
☐ TV advertisements
☐ Facebook and social media.
☐ From the websites of the brand.

☐ Word of mouth.

10. How much point will you give to the activities of the mobile phone brands of Bangladesh in digital media on a scale of 0-10? (0= Very poor, 10= Excellent.

0   1   2   3   4   5   6   7   8   9   10

4.2 References

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