

Report on

**“Impact of Digital Marketing Strategies on Customer Acquisition at
Finlay Tea”**

By
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An internship report submitted to BRAC Business School in partial
fulfillment of the requirements for the degree of
Bachelor of Business Administration (BBA)

BRAC Business School
BRAC University
May 2026

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Declaration

I hereby declare that this internship report on “Impact Of Digital Marketing Strategies On Customer Acquisition At Finlay Tea” is prepared by me under the supervision of my academic supervisor as partial fulfillment for bachelor degree BBA.

This report is one of my own work and has not been submitted in part or whole to any other university or institution for any degree, diploma or qualification. This report is based on real information & data that we have collected from various authentic sources and credit is provided where applicable.

And I also declare that this report contains the result of my own and learning during my internship period.

Student’s Full Name & Signature:

Niamul Kabir
21204115

Supervisor’s Full Name & Signature:

Ms. Takmilla Tabassum
Lecturer, BRAC Business School,
BRAC University

Letter of Transmittal

To
Ms. Takmilla Tabassum
Lecturer
BRAC Business School
BRAC University
Subject: Submission of Internship Report

Dear Ma'am,

This is my internship report on the topic of “Impact of Digital Marketing Strategies on the Customer Acquisition at Finlay Tea” prepared as a partial requirement process for Bachelor of Business Administration (BBA) Degree.

This report is prepared based on my hands-on experiences during my internship at Finlay Tea where I was given a post in their marketing division. This report aims to look at the marketing practices of the organization mainly focusing on available digital marketing activities and its influence over customer awareness, engagement and acquisition.

In this report I have tried my best to follow this guideline for each chapter interspersing theory with practical knowledge. I hope this report can be academic and meet the expectations. I would appreciate your feedback and suggestions.

Many thanks for your unrelenting direction, assistance and motivation while preparing this report.

Your sincerely,

Niamul kabir
21204115

Non-Disclosure Agreement (NDA)

This report is based on the internship experience at Finlay Tea. Some of the information related to internal operations, strategies, and practices has been shared in a generic, academic manner to ensure privacy.

I therefore represent that the report does not disclose any confidential, sensitive, or proprietary information of Finlay Tea. All data and discussions used for academic purposes only and presented here under adherence to the confidentiality policies of the organization.

This report may not be reproduced, or used for any commercial purpose without obtaining prior written permission from the authority that has issued this report.

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21204115

Workplace Supervisor's Full Name & Signature:

Navin Iqbal
Assistant Manager - Marketing
The Consolidated Tea and Lands Company (Bangladesh) Limited - Finlay Tea

Acknowledgement

At the outset, I would like to sincerely thank ALLAH for making it possible for me to complete the internship report and prepare the report with strength, patience and perseverance.

I am really grateful to my academic supervisor Ms. Takmilla Tabassum For constant guidance, suggestions and constructive feedback in writing this report. As always, her support was instrumental in suggesting the contours and content of this report.

I would like to feel my deep appreciation to Finlay Tea for allowing me to do the placement of my internship in their marketing department. Secondly, my organizational supervisor - Navin Iqbal and colleagues for their cooperation, help and readiness to share their practical knowledge and experience.

And lastly, thank you to my family and friends, classmates, for cheering me on throughout the whole internship.

Executive Summary

Internship Report on Digital Marketing Practices of Finlay Tea is the part of BBA program that has been prepared as partial fulfillment. It majorly focuses on knowing the effects of digital marketing activities on brand awareness, customer engagement and may be an optional purchase intention and customer acquisition.

Finlay Tea was one of the oldest but also one of the leading tea brands in the country and it had a considerable presence not just in the mass market segments but also handpicked premium variants. It boasts of its brands' legacy, attributes its tea gardens to be a source of premium quality as its differential factor.

The report is composed of chapters. Chapter 1 presents the study, outlining its aims and objectives, scope and limitations and methodological approaches. Organizational profile, industry analysis, marketing practices management practices, operational practice and the overall finding are detailed in the second chapter. In Chapter 3, we present a shadow to the consumer purchase process, along with our research methods, and results and analysis of survey data collected from consumers.

The collection of primary data through a structured questionnaire employing Likert scales and sourced secondary data from company websites, academic journals, and textbooks. The findings suggest that the influence of digital marketing on brand awareness, customer engagement, influencer effectiveness, purchase intention and acquisition is at best moderate to favourable in nature.

After analyzing the findings, several recommendations are put forward to arrive at an overall strategy that enhances Finlay Tea digital marketing effectiveness such as optimum content strategy, more engaging influencer marketing approach & integrated campaigns in addition to increased investment in digital engagement.

In summary, this report is intended to provide information that could be useful in establishing a digital marketing strategy for Finlay Tea while also meeting certain academic requirements.

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List of Acronyms

BBA	Bachelor of Business Administration
BTL	Below-the-Line (Campaigns/Marketing)
ATL	Above-the-Line (Advertising/Marketing)
FMCG	Fast-Moving Consumer Goods
CS	Comparative Statement (Vendor Quotations Process)
SR	Sales Representative (as used in the "Easy SR" app)
FB	Facebook
STP	Segmentation, Targeting, and Positioning
4Ps	Product, Price, Place, Promotion (Marketing Mix)
SWOT	Strengths, Weaknesses, Opportunities, and Threats
GAAP	Generally Accepted Accounting Principles
IFRS	International Financial Reporting Standards
MIS	Management Information System
KPI	Key Performance Indicator
TA/DA	Travel Allowance / Daily Allowance

CHAPTER 1: Overview of Internship

1.1 Student Information

Name : Niamul Kabir

Student ID : 21204115

Program : Bachelor of Business Administration (BBA)

Major : Marketing

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

Internship Period : October 5,2025 - January 5,2026

Company Name : The Consolidated Tea and Lands Company (Bangladesh) Limited- Finlay Tea

Department/Division : Marketing Department

Company Address : House 3, Finlay House,Road 94, Gulshan North Avenue, Dhaka

1.2.2 Internship Company Supervisor's Information

Name : Navin Iqbal

Designation : Assistant Manager- Marketing

1.2.3 Job Scope - Job Description/Duties/Responsibilities

While completing an internship with the company at the Marketing Department of Finlay Tea, I engaged in various marketing and operational functions. My job responsibilities helped me with real corporate marketing exposure. Below are the details of my tasks:

My internship was closely aligned with how the marketing team prepares and initiates different on-ground activation campaigns for Finlay Tea. Basically the activations in different types of market like the wet market activations as well as the supershop campaigns , different types of partnership programs in the universities and corporate events are the main events which are directly connected with the customers and these types of events help to enhance the brand salience. Behind every event there are some steps which are required to run the activation. From coordinating with the on ground brand promoters to prepare the required campaign materials, I also had to make sure that the booth setup is matching the brand guidelines of Finlay Tea. In the events there are free tea testing sessions where the customers taste our tea free and give their feedback. Also I need to tell the customers and visitors about our different types of products and influence them to try our products. After every test I had to collect some information from the visitors like their name, address and how much they liked our products and what rating they are giving after testing , whether they like it or not. Also I have to capture some moments during the events which are required for making a post-activation report which I have to submit to my supervisor. These types of work and experiences help me to understand how these types of BTL (Below-the-Line) campaigns are working, how to interact with the customers directly and how to execute these events.

I also worked with the team and assisted them with different types of influencer campaigns. I have to search for influencers who would be perfectly aligned with our campaign ideas and help them to understand what message we wanted to deliver through this campaign and ensure that their content idea follows our brand guidelines. I also monitored the content they are making and also monitor the progress of the videos and report the performance to my supervisor. From these influencer marketing campaigns I get to learn how to select the perfect influencer for our brand and make partnership with them , keep the content aligned and measure the performance and engagement of the campaign.

Basically I was fully engaged with their social media related duties . From making and developing a content calendar for their facebook page and schedule perfect time for each of the content ideas which i have developed and also make visuals for those ideas. I was closely working with the marketing team to ensure that social media activities were aligned with brand goals and customer engagement and brand messaging was consistent.

I trained the team in Internal Communication and assisted with operational tasks like rollout of Easy SR application It was built to make the retailer sales monitoring process digital. I was responsible for supporting the team with collecting information and documenting updates, keeping track of retailer engagement and assisting the communication between marketing and sales. This set of experiences opened up my eyes on how operational efficiency can be improved using Digital ToolSets and how large-scale internal projects are executed.

I was actively involved in helping the CS process of the company which included requests for vendor quotations. If the marketing team asked for quotations for website development or any digital content or packaging materials or outsourced services, I would go around collecting 3-4 quotations from relevant vendors. I will then analyze it based on cost, quality, time, relevant experience and technical capability to prepare comparison sheets. The evaluation reports I have created which helped them decide the right vendor for respective needs.

1.3 Internship Outcomes

1.3.1 Contributions to the company by Student

At Finlay Tea, I assisted with various marketing and operational activities in support of the company's day-to-day operations during my internship. Due to the small size of the Marketing Department (only two colleagues in addition to myself), the workload was quite heavy so I got to handle responsibilities that really intensified my learning throughout the experience. I was involved in the organization and execution of market activation campaigns, managed field operations, contacted clients and kept the brand active in multiple points.

My top role and contribution was taking control and running Finlay Tea online sales independently. I used to receive customers' orders via the company's website and FB page, create invoices, package each order, then coordinate the delivery through the company's logistics partner "Pathao". Local data: I had monthly online sales data ready at the end of each month and it includes total orders, how many product quantities sold and amount processed for payment received from Pathao. And I did everything on my own; managing the online sales process relieved the pressure on the team, and ensured smooth operations.

Also, I supported digital marketing activities such as the creation of content calendars, content drafts and influencer marketing planning. Also, I also assisted in gathering customer feedback during activations, rearranged report documentation, and aided in the analysis of various vendor quotations as a part of the company CS process. The sum of my contributions enhanced the overall workflow process and assisted with numerous marketing campaigns in the pipeline.

1.3.2 Benefits to the Student

During my internship , I got to learn a lot of marketing activities as well as the processes of internal business activities. Basically my learning was focused on the marketing activities like the activations, campaigns as well as the ground level marketing activities. All these activation events allowed me to observe consumer reactions first-hand, understand how consumers interact with a brand and how the brand activation translates in practice.

It was a big learning curve taking full ownership of the ecommerce side of the business. I got experience of e-commerce order management, invoicing, packaging, Coordination with partners for deliveries & Sales Reporting. It not only made me accountable, tackled issues on my own front, but also gave me the confidence to work alone.

I got to learn how digital marketing activities will work , from on ground marketing campaigns to influencer campaigns and planning the contents for social media. I also got to learn how perfect team work can finish every work smoothly , how to manage my time perfectly and also how to directly communicate with customers to know their insights and many other things. In short, this internship is an entry pass in the corporate world.

1.3.3 Problems/Difficulties

The marketing team is very small so there were always more than one task to do, as many campaigns and operational tasks were happening at the same time, mostly on peak months. As there are so many things and activities running simultaneously , sometimes it feels very hard to find out how to prioritize the activities from so many.

Handling the online sales operations along with the other activities sometimes feel very hard for me to manage. The whole thing was a painfully tedious process of Fulfilling Orders, creating invoices, packing goods, Reporting and all such other stuff. And other times, operational pressure was borne from communication with the delivery partners going amiss or getting delayed.

Field activations presented certain challenges including; crowd control, capturing customer data quickly in crowded environments, and ensuring all activation elements are executed in a timely manner. Yet these challenges also provided an opportunity to build on my problem-solving skills and develop adaptability to volatile circumstances.

1.3.4 Recommendations

But in my opinion based on experiences, I recommend to place more people on the Marketing team or allocate extra support in high campaigns to divide the work force in only some spikes, rather than in between. A system that enables task delegation in a much more organized way may very well help organize the activities, especially the activations and the turnovers that deals with digital marketing.

In those service sectors that lease, especially sales operation(s) in the online mode, it is required systems have specific help services or the partial automation process of helping in invoice and report generation to decrease the human-load works and errors. Not only that, mapping out your interaction system with the delivery partner can help you in increasing efficiency.

Imagine if we put as much effort into prep — building hundreds of pre-event placards and online portals to collect feedback from customers for activations as we do in prep — it would be a lot neater and cleaner. All-in-all, these upgrades would streamline the function and increase the efficiency of the marketing department.

CHAPTER 2

Organization Part

2.1 Introduction, Objective for Chapter 2, Scope, Methodology, Significance, Limitations

2.1.1 Introduction

In this chapter, there is an overall analysis on The Consolidated Tea and Lands Company (Bangladesh) Limited which is known as Finlay Tea. This chapter serves to give a thorough insight about the company, their management practices, marketing activities, operational systems and the competitive position of the company within the Bangladesh tea industry. Material from this chapter is key to making sense of the organizational context in which the internship took place.

2.1.2 Objective of Chapter 2

This chapter is basically focused on analyzing the organizational structure and business operations of Finlay Tea. More specifically, it seeks to investigate the management of the company, its marketing strategies, its financial as well as the accounting practices, the operations management information system, and its competitive environment. This lays the background for the research carried out later on, within the context of the internship experience.

2.1.3 Scope of the Study

This chapter includes background information about the Tea company Finlay Tea including history, mission, vision and products sold. This also involves analysis of management practices, marketing, finance & accounting, operational & information systems and industry & competitive analysis. They show how these organizational factors contribute to the company's overall business goals, which is the subject of the chapter.

2.1.4 Methodology

This chapter utilizes secondary data sources. Data have been synthesized from the corporation's publicly available materials and publications, as well as internal documents and appropriate second-hand literature. This analysis has also drawn on observations during the internship period itself, as well as informal discussions with supervisor and colleagues.

2.1.5 Significance of the Study

As a result, this chapter is important as it gives you some comprehensive knowledge on Finlay Tea organizational structure and business practices. The analysis gives an idea about the strengths and weaknesses within the company. This link between what has been learnt theoretically and what happens in organisations supports the overall internship report as well.

2.1.6 Limitations

This chapter, of course, has its limitations when it comes to the analysis. Company policy restricted access to sensitive financial and strategic information. Due to the brevity of the internship, there were other operational areas which could not be deeply analyzed. Some sections also use secondary data, limiting their potential to reflect what latest internal developments the company has dealt with.

2.2 Overview of the Company

The Consolidated Tea and Lands Company (Bangladesh) Limited more commonly referred to as Finlay tea, is one of the oldest and well-established tea producers in Bangladesh. The company's roots go back to the end of the 19th century when the North Sylhet Tea Company Limited and the South Sylhet Tea Company Limited, both owned by Britons, were incorporated in the UK in 1882.[2] Such enterprises were run by Finlay Muir & Co. of Calcutta and were amalgamated in 1896 to become The Consolidated Tea and Lands Company — which eventually came to establish tea garden ownership and operations throughout the region. After Bangladesh gained independence, the company rebranded in 1973 and expanded its tea business in the country.

The headquarters of Finlay Tea is located at different places of the country which is running under the name of Finlay House, House # 3, Road # 94, Gulshan North Avenue, Dhaka and its regional offices and plantation departments are located at the major tea growing districts including Sylhet and Moulvibazar. It also has an office in Chittagong for commercial and export activities.

It holds a diversified portfolio of tea addressing consumers across segments. The portfolio in its consumer products include blends such as Finlay Premium Tea, Finlay English Breakfast Tea, Finlay Gold tea, Shinrai Japanese green tea, Finlay Pure Green Tea, Finlay Natural Green Tea, Finlay Masala tea, Finlay Ginger Tea and Finlay Tulsi Tea. As such, they can differ in flavour profile, aroma, strength and health benefits, and the products are created for both a mainstream tea drinker as well as someone searching for a new tea experience.

Tea Business Finlay Tea does the business of producing, packing and selling tea. All the teas at its outlets are from the gardens owned by the group and processed according to the quality before being sold throughout Bangladesh. Auction and retail distribution channels are the second category where the company plays a role. Moreover, Finlay Tea has also launched new products like Shinrai under the firm belief of bringing world Japanese Technology to introduce a green tea product, for product diversification and a changing consumer trend.

The company can have several types of functional departments such as, Marketing, Sales, Production, Finance, Human Resources, IT and MIS, Compliance, Supply chain, Customer Services etc. It is the very combination of these functional departments that helps in the smooth implementation of the business strategies. The Marketing Department has made some significant contribution to the event which I interned — for brand communication, digital marketing, market activation campaigns and many other promotional activities.

Finlay Tea has long been in the Bangladesh tea industry and building good relationships regarding quality and consistency. Being a soonest player within the industry, it has been operating for well over a century and is as such a considerable participant within the home market as well as export oriented auction markets.

2.3 Management Practices

2.3.1 Leadership Style

Evaciously, there is also participative-democratic leadership style: The participative-democratic style is used for instance by Finlay Tea in particular in the corporate departments (i.e. functional departments such as marketing). Typically, managerial level decisions are centralized, although employees and interns are welcomed to contribute ideas and suggestions, and participate in campaign, activation and operational discussions. This type of leadership aligns with the democratic leadership theory that states that the managers give the team members the ability to participate in the decision-making, but managers do hold the final decision (Robbins & Judge, 2017)

In terms of a limited environment of resources and team size, participative leadership style is a core subject in the matter of achieving organizational objectives. As there are only a few members in the marketing team so the work load is very high and involved in different types of work , multitasking is very essential for the people of the marketing department. According to Yuki (2013), in the FMCG industries marketing activities require participative leadership which can help to enhance the commitment, creativity as well as the accountability of each of the employees.

The management should be more flexible during this type of high work load time because this time is the crucial time for an employee to do a lot of work at the same time. This flexibility shows aspects of Situational Leadership, such that the leadership strategy is dependent on the significance of the task and to the competency of the employee (Hersey, Blanchard & Johnson, 2012) This leadership style at Finlay Tea is overall in favour of operational effectiveness according to and keeping its employees driven and functioning in line with the organizational work force depending on that.

2.3.2 Human Resource Planning

Apart from that, human resource planning is also known for being more operational and needs based. As a large established organisation Finlay Tea has formal structured HR policies but manpower planning mostly at the department level is primarily driven by workload, seasonal requirements and business priorities. Lean staffing is maintained in marketing to cut in costs, to reduce manpower, however, simultaneously, increasing the cross-functional learning across the teams.

Human resource planning ensures that the organization has the correct quantity of workforce, with the correct skills, at the correct time (Armstrong, 2020). However, while Finlay Tea still has the capability to function, the smaller team at times equates to some work pressure implying there could be a disparity between demand for work size and capacity of the workforce.

2.3.3 Recruitment and Selection Process

The traditional recruitment and selection process Finlay Tea could be using a more formal recruitment and selection process particularly for permanent positions. Most of the vacancies are usually publicly advertised through referrals, job portals, professional networks. Usually happens through resume screening, interview, and management approval. Internships opening is subject to education background, area of interest & motivation to learn.

The complete recruitment process in fact is more inclined towards possessing candidates who can walk along the fast-moving FMCG industry and juggle many tasks at once with perfection. According to Dessler (2020), organizations that utilize structured recruitment and selection systems reduce hiring risks and improve employee performance. To support this intent Finlay Tea's recruitment process is very structured so that it can emphasize the competence as well as the cultural fit.

2.3.4 Compensation System

Basically the compensation system Finlay Tea follows is very organized and based on company policies which are aligned with the industry norms. There are fixed salary , TA/DA, incentives, bonuses as well as some other benefits and facilities as per the company policy which is for the

permanent employees and for interns they only have a fixed compensation policy as per the industry standard.

According to Milkovich, Newman and Gerhart (2019), fair compensation is very important in the workplace because the practice of fair compensation helps to improve motivation at the workplace and it also increases the retention rate, which is completely aligned with the compensation system of Finlay Tea .

2.3.5 Training and Development Initiatives

Their training and development is basically on-the-ground types of learning rather than the classroom types of training. New interns like me firstly get to know and understand the company guidelines and policies and then they give you practical experience by giving you real activities so that you can learn practically by experiencing the work. Which helps to learn the work more in detail.

Which is basically aligned with the theory of experiential learning where employees should learn from the real life situations and experiences (Kolb, 1984). These types of experiential learning techniques are good for achieving the basic types of marketing activities but for long-term skills like digital marketing activities , data analytics is very hard so it requires proper training and knowledge as well as it requires a lot of time to understand those skills better .

2.3.6 Performance Appraisal System

Basically Finlay Tea doesn't follow any types of formal performance appraisal system but at the department level they are following some target-oriented system where they give some target and if any employee can meet the target they get some rewards. The variables or matrices are basically the punctuality , leadership, quality of work by which the performance of the employees are assessed. These metrics are assessed by your immediate line manager and for me it was my supervisor.

According to (Aguinis,2019), these performance appraisal systems are very important and basically designed to measure employee performance and share the feedback to the employee so that they can improve themselves. The performance appraisal system or method Finlay Tea follows is basically helpful for the employee for the flexibility but the lack of proper documentation as well as the KPIs can make the process less transparent and standard.

2.3.7 Critical Analysis of Management Practices

This phenomenon appears to be rather generalizable, as it is largely attributable to the management style used at Finlay T for felting operational efficiency and attaining targets (e.g. participative leadership and experiential learning, etc.). If any company follows the context of having less staff and making the volume high, not having a proper training and development system as well as the performance evaluation system, they shall have a huge room for improving these issues. These types of informal HR activities give the employees an opportunity to speak up their own opinion, speak up about the problems which helps the company to improve themselves as well as their performance to sustain in the long run.

2.4 Marketing Practices

2.4.1 Marketing Strategy

Finlay Tea Bangladesh adopts mass-market marketing strategy which is in accordance with the tea industry in Bangladesh where tea is not a luxury product but more of a basic commodity and daily necessity. FMCG industries are well known for mass-market strategies, which are used for frequently purchased products with high price sensitivity (Kotler & Keller, 2016; Armstrong et al., 2020). The company's main black tea product lines include Finlay Premium Tea and Finlay Gold Tea that appeal to a broad base of daily household consumers across incomes. Finlay TEa supports its strategic focus on high sales volume and wide distribution through these products based on low price point, consistent taste, and high availability.

While using a mass market for its pure tea, Finlay Tea pursues a selective differentiation for its flavored and specialty tea range. Shinrai Japanese Green Tea Masala Tea, Tulsi Tea Ginger Tea and Natural Green Tea are catering to a premium/lifestyle segment, which is focusing on health-management-centric Consumers and urban youth. Previous work shows that product variation and health-centric positioning plays an essential role in how consumers perceive it and whether they choose to buy it in the beverage industry (Euromonitor, 2021; Rahman & Akter, 2022). With these products, the company tries to align with consumer taste as tea is not looked at just as a traditional drink but is also being consumed as a part of a healthy lifestyle.

Moreover, trade-focused marketing approaches are not only useful, but also preferred in developing countries where Retail presence and partnership in channels are two key drivers of sales volume (Kumar et al., 2020). Finlay Tea At A Glance Overall, Finlay Tea focuses on the trade market — which includes strength of distribution, relationships with retailers, in-store presence, etc. Simultaneously, the company draws from its brand heritage, product quality and one of the oldest tea producers in Bangladesh, to secure its image of excellence.

2.4.2 Target customers, target marketing and positioning strategy

Finlay Tea Bangladesh uses a multi-dimensional segmentation approach. Demographically, the brand has consumers from low, middle and upper-middle-income groups, as the tea is consumed in most Bangladeshi households.

Psychographically. Finlay Tea focuses on traditional tea drinkers, as well as an increasing number of health and lifestyle consumers, with the strong demand for green and herbal teas. The company operates nationwide, across urban, semi-urban and rural markets. Demographic, psychographic and geographic market segmentation is a well-known method in FMCG marketing (Kotler, Kartajaya & Setiawan 2021).

Using these segments, Finlay Tea adopts a multi-segment targeting strategy. Multi-segment targeting provides the potential for broad market coverage and each segment can receive differentiated value propositions (Armstrong et al., 2020). The household decision-makers, who drive everyday tea buying, are not its only focus; it targets young tea drinkers and professionals with a more adventurous palate and those looking to spend on premium or flavored tea. Similarly, another potential target consumer group consists of office and corporate consumers since tea is a beverage of everyday consumption in workplace situations.

Positioning: Finlay Tea has secured a unique and authentic position in the market. It is the only tea brand in Bangladesh that produces tea directly from its own gardens, controlling the quality from the plantation to the end consumer. Frequent communication of this positioning is basically saying consumers can enjoy Garden fresh tea in every cup, mostly echoed in the theme “ চায়ের কাপে থাকুক বাগানের সতেজতা ”. Thus, this allows for great differentiation compared to competitors who have tea leaves sourced from third parties. In food and beverage markets, a unique origin-based positioning has been demonstrated to enhance brand authenticity and consumer trust (Beverland & Farrelly, 2019).

2.4.3 Marketing channel for Product and services:

Finlay tea mainly relies on an age-old model of indirect distribution channel which still crowns the local FMCG market as the most effective channel. FMCG sectors utilise indirect distribution systems extensively to achieve good market coverage and cost efficiency (Rosenbloom, 2018). The firm follows a defined chain model with distributors, wholesalers and retailers and distributes its products to almost every part of the country. The multi-channel strategy adopted by Finlay Tea helps it reach from urban to rural consumers and work in consonance with its mass-market strategy.

Apart from traditional channels, Finlay Tea has been increasingly turning to direct-to-consumer digital channels. Digital channels that engage directly with consumers have been central to engaging (younger) consumers and increasing ease and convenience associated with purchases

(Verhoef et al (2021.)) They basically sell their products through their own websites as well as taking orders from their own social media pages. These online sales amount is very less of their total sales but it helps the brand to engage with the younger generation and also these online sales are very convenient for many of the customers where they can order from their own space and get the product into their doorsteps.

Finlay Tea is gradually moving towards an omnichannel method through offline and online channels while still relying primarily on traditional retail networks. Omnichannel companies leverage seamless physical and digital touchpoints, enhancing the customer experience and customer acquisition (Huré, Picot-Coupey & Ackermann, 2017).

2.4.4 Product Development and The Competitive Practices

Oliver (2014) notes that consistency in quality of product is one of the most substantial contributors to brand loyalty in staple food and beverage categories. Finlay Tea may not be the most innovative in terms of launching new products with the latest flavours and combinations. For a company like Beverages Direct, with its existing lines of product, maintaining the taste and quality and reliability is essential, especially in a marketplace where the consumer tends to shy away from new ideas, rather they prefer the idea of continuity and reliability.

The launch of Shinrai Japanese Green Tea was one of the most notable recent developments in Finlay Tea's product portfolio. The positioning of this product is the first green tea in Bangladesh which is made by Japanese technology and machinery, which makes it an outstanding differentiation by the term of Technological & Quality base. With this offering, Finlay Tea tries to position itself in the high end of the tea range and on the health conscious consumer label. For example, Chen and Ann (2020) argue that technological differentiation is an important factor for enhancing product superiority perception in premium beverage markets.

On analysis of literature, it is found that factors like packaging size variation and promotional bundling to increase the trial and perceived value (Kotler & Keller, 2016) is appropriate for the FMCG category. Finlay Tea customises their packaging and communication formats to cater to consumer preferences. The availability of smaller packs like 100gm & 200 gm makes the products cost effective, such as free delivery of premium tea packs, complimentary ceramic mugs and opal bowls which adds perceived value and thus prompt purchase.

The brand competes head-to-head with major players like Ispahani Tea and Kazi & Kazi Tea, the former of which has solid brand equity and distribution clout in Bangladesh.

2.4.5 Branding Activities

Finlay tea caters and positions themselves in the customers mind that they are the only brand in Bangladesh who serves the garden fresh tea from their own garden to their customers which can

influence their customers to buy their product. Their constant branding variables are their logo and brand color which helps their customer to identify their brand. It is also proven that brand consistency across touchpoints strengthens brand equity and objective recall of the brand by the consumer (Keller, 2013).

Finlay Tea branding also emphasises both heritage and authenticity, as well as the quality of the tea, given its long history and direct control over tea production. Through all levels of offline activations, retail displays, digital platforms, and promotional materials, the brand message never falters, allowing consumers to always feel secure in a consistent and familiar brand experience.

2.4.6 Advertising & Promotion Strategies (Including Digital Marketing)

Finlay Tea enjoys the combination of Above-the-Line (ATL) and Below-the-Line (BTL) promotional activities. In FMCG markets, mass brand awareness continues to be created through effective ATL advertising (Blech & Belch, 2021). The ATL initiatives of Finlay mainly revolve around news channel branding where the company has put L-shaped Pop-Up ads while news broadcasts in news channels including Channel 24 and DBC News. These placements create mass awareness and exposure of a brand to its audience.

One relatively large segment of Finlay Tea's promotional strategy is BTL activities. According to Zarantonello & Schmitt (2010) sampling and experiential marketing is found to have an extensive role in influencing trial and purchase intention. It is one of the companies which conducts market activations, sampling programs, and promotional events within universities, most of which are aimed at promoting first-time product trials. These activities are inexpensive and very effective, particularly in attracting new consumers.

Social media marketing offers brands the opportunity to interact with consumers and even engage them, but potential marketers will only be effective if content is engaging and execution is strategic (Tuten & Solomon, 2018). For digital marketing, Finlay tea relies on Facebook content, influencer partnership reels, and website promotions. Brand messages are shared on social media platforms, as are offers, activation highlights, and more. That said, the only exception is their digital activities which remain largely in-house with no agency assistance.

2.4.7 Important Marketing Elements and Gaps

Finlay Tea has great offline performance but there are a lot of issues in their marketing itself. First of all they have low social media presence and digital engagement because of the shortage of marketing budget for which they don't have any marketing agencies who can make engaging social media contents. For these budget problem, the execution of content and different types of campaigns are done by the internal marketing team which is the main reason for which the contents don't get that much attention.

Market activation campaigns are very effective to attract the customers and drive their awareness towards the brand but there is also a need of digital targeting which helps to follow-up towards the customers but these lack of digital targeting is hampering the process.

To solve these issues Finlay Tea needs to have better marketing effectiveness in terms of digital marketing and targeting to attract more customers as well as to retain the existing customers.

2.5 Financial Performance and Accounting Practices

2.5.1 Financial Performance

As there is a lack of financial information which is required to do different types of financial as well as numerical analysis like the ratio analysis, trend analysis or the Du-Pot framework required proper financial statements which i didn't get from them due to the confidentiality. For this reason the proper financial analysis of Finlay Tea can't be done properly. So for the analysis there will be only a general analysis which is used by the FMCG companies .

Basically the companies which belong to the FMCG as well as the beverage companies have a stable liquidity ratio because they have a stable cash flow due to their sales and the turnover of the inventory is pretty high. Finlay Tea has a large distribution network for which they can deliver their products in all over the country's urban and semi-urban areas so for these reasons they don't have any shortage of revenue. According to Brigham and Ehrhardt (2020), the firms which exhibit the behavior of demand which can be predictable, are maintaining a comparatively liquidity position which is moderate , and more complex.

If you see from the perspective of profitability, the tea companies are getting a very less margin because of the high competition as well as the high distribution costs. But if you see from the long-term return which is pretty good because it can benefit from the economies of scale as well as the brand equity and the efficiency in terms of operations.

In terms of the standpoint of efficiency, these tea manufacturers are basically working on the turnover of inventory, the collections of the receivables which they owe from their distributors. Basically their huge supply chain network from company to the distributors , distributors to retailers and retailers to end consumer through which there all the assets is utilized properly. Although activity ratios which are included in certain frameworks for efficiency analysis were similarly applied to an efficiency study of an operation. (Atrill & McLaney, 2019).

With regards to solvency and leverage, conglomerated FMCG companies must being low per, burden optimal capital structure keeping financial risk at bay while ensuring operational scale. Conservative leverage practices naturally favor long term solvency and in some cases, advance market resistance. Search for accurate leverage ratios will not yield public information, yet

Finlay Tea's more than one hundred years of continued service with historical roots suggests long-term financial prudence as per key averages (Ross, Westerfield & Jordan, 2021).

Further, full quantitative Financial analysis could not be conducted and numerous qualitative elements have been inherently subjective, nevertheless on the balance of probabilities the financial management Finlay Tea seem to display a practical and risk averse financial model enabling the potentially sustainable extension of their existing business lines into an inherently competitive sub-sector of the FMCG marketplace.

2.5.2 Accounting Practices

Finlay tea is also a very big old organization so they need to follow standard accounting principles and regulatory requirements of Bangladesh. Since there are no formal accounting statements available on a yearly basis to substantiate this research, it is important to note that the company would base their general accounting practices on standard corporate accounting standards.

Finlay Tea presents its financial statements in compliance with Generally Accepted Accounting Principles (GAAP) & IFRS as adopted in Bangladesh. The frameworks focusing on assumptions of consistency, prudent, matching and going concern (IASB, 2023) are the ones that contribute to the introduction of such transparency and reliability in the reporting process.

Corporations treat the accounting practices as normal under the accrual basis of accounting. The accrual basis accounts for business transactions and takes place when organizations earn a revenue and expenses are recognized as soon as the cash is received and available. It tends to be a reflection of the better quality of financial performance and is one of the most favorable approaches used in decision making and performance evaluation (Weygandt, Kimmel & Kieso, 2020).

Finlay Tea will undergo through all the standard stages, from the accounting cycle through to preparing financial records, ledgers, drafting an account ledgers, adjusting balances, culminating in producing the financial statements, The comprehensive accounting cycle enables one to comply with auditing requirements while optimizing accuracy and accountability (Atrill & McLaney, 2019).

Similarly, systematic depreciation techniques — for instance the straight-line or reducing balance method on fixed assets like machinery, equipment and buildings — has been deployed by manufacturing and fast moving consumer goods (FMCG) firms. This is to help them allocate the costs of assets they acquire over the asset lives and recognize usage of the related assets in a way that will be relevant to their financial statements (Warren, Reeve & Duchac, 2021).

It is true that even a bigger organization like finlay tea shall have to comply with the financial disclosures correctly on every provision even if all those are excluded such as notes to accounts, accounting policies and compliance statements intended mainly for internal management and regulatory authorities. Utilisation of good disclosure practices improves the credibility of financial information and reinforces stakeholder confidence (Deegan, 2020).

2.6 Operations Management and information System Practices

2.6.1 Use of Information Systems in the Organization

Finlay Tea uses different types of information systems, which assist its work at the operational, marketing, and administrative departments. Information systems are vital in collecting, storing, analysing, and sharing data among departments and with external stakeholders. As the importance of information systems and the usage of it is growing rapidly and a successful and good information system can help a company in many aspects like decision making as well as the coordination in different departments and teams which helps an organization to perform more efficiently and effectively (Laudon, 2022).

Basically Finlay tea is trying to develop their digital presence for which they took several initiatives and made some strategies like their new invention of the “Easy SR” applications which basically helps them to monitor their whole secondary sales (from distributors to retailers). Previously this whole thing was done by manually input the whole data to their database and calculating the sales from it which was very time consuming. By using this new application they can calculate the data more efficiently and accurately and the process is very transparent and easy to understand.

In terms of communicating internally , creating reports and making documentation, Finlay Tea is using several applications like Microsoft Excel and Microsoft Word and for internal communication they are using email systems. They are useful for writing up sales reports, creating summaries of campaign reports, customer databases, and comparing vendors. These types of systems are part of normal operational procedures on large FMCG companies since they require adaptable and cost-effective practices (O’Brien & Marakas, 2019).

2.6.2 Practices Related to Database and Office Management Software

Are your databases structured, unstructured or semi-structured? What are the various databases you use and how do you maintain them? Finlay Tea has logical databases for operations and marketing, largely spreadsheets. Customers data from market activations, and corporate sampling programs, and data from assets sold online systematically entered to Excel sheets. These databases include customer names, contact names, product reviews and ratings and the information is then processed to analyze internal processes and assess the results of various campaigns.

Sales operations manually enter orders from orders made via the website and social media, which is supported with an electronic invoice and monthly sales report. Likewise, internal databases are also used to store backend delivery related information, payment reconciliation with third-party logistics partners such as Pathao. According to Stair and Reynolds (2020), these sorts of databases facilitate operational control and performance measurement and tend to be favourable by those organisations that have limited access and resource ability to deploy sophisticated enterprise systems.

To manage all the functions of Finlay Tea, they are not using any ERP to manage all the functions but here the tools for office management helps them to do their work efficiently. But, depending too much on manual data means more work and indicates the need for other integrated systems to be formed over time in future.

2.6.3 Quality Management Practices

Finlay Tea, like other companies in the tea industry, has product quality as a key operational priority, as the quality of the product directly affects brand confidence and customer retention. Sourcing tea gardens to final pack, the company puts strong focus over quality control in its value chain. Due to Finlay Tea sourcing its tea directly from its own gardens, it has better control on quality of raw material compared to competitors which have to rely on suppliers.

On the operational aspects, the quality standards are driven and monitored by maintaining the same manufacturing formulations and consistent packaging while carrying out market activation and promotional activities as per Brand Guidelines. As Evans and Lindsay (2020) highlighted, quality management practices must be sustained to maintain competitive advantage, especially in FMCG industries that tend to repeat purchase (Evans and Lindsay 2020).

2.6.4 Scheduling and Resource Allocation

Finlay Tea operates a structured but flexible approach to resource scheduling. While campaign schedules, activation timelines and promotional activities may be planned very early, changes often have to be made at the last minute in accordance with market situations, vendor

capabilities, and logistic capabilities. In a small marketing team, employees need to multitask as they have to work on various things at the same time.

Resource allocation decisions in particular are often driven by budget availability, campaign priority, and return on investment expectations. Having less manpower often leads to people wearing more than one hat and getting involved across functions to ensure operational efficiency, which is more work pressure. High performance in lean organization structures requires effective scheduling and optimal resource mobilization (Slack, Brandon-Jones, & Burgess, 2022).

2.6.5 Operations Management Practices

Operations Management in Finlay Tea is the coordination of the production, marketing and sales areas. A firm utilizes best available networks to ensure the supply of goods from production units to the end users. Optimising the balance from supply to demand through feeding operational coordination with distribution with a functional wholesaler or retailer, generally reduces stock-outs but provides market presence at the same time.

Marketing ops do this by working with vendors, promoters, and logistic partners within market activations, sampling campaigns and event partnerships. The hidden marketing team continuously tracks the quality of execution, use of inventory and the results of campaigns. Those Organizational resources are creating a form that most valuable to customers, therefore it is need to management operation (Heizer, Render, Munson, 2020)

In spite of a very effective operation, true transparency is envisioned through a completely integrated system across all operational functions but has not yet reached the full realization stage. More operational efficiency, less manual repetition and help in decision-making are among the advantages of digital integration.

2.6.6 Operational & analytical assessments of operations and information systems

Finally Tea is an example of effective operations management and the data is presented in a practical and effective way and each of its fundamental process structures. The existing system helps them to do their day to day tasks but too much dependence on those manual tools can hamper the process of scalability. Because if you want to scale in your business you need to use the digital tools to manage all the data and calculate all the monetary things. The businesses who use digital tools and systems can easily manage huge amounts of data and analyze those data easily which helps them to sustain in the long run.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces Analysis

To calculate the industry attractiveness and competitive analysis of Finlay Tea, porter's five forces framework is used to analyze these things properly. According to Porter (1980), if you want to know the competition of the industry you are competing in and the attractiveness of it, this framework works perfectly and accurately.

Threat of New entrants - Moderate

The threat of new entrants in the tea industry is moderate because if you see from the technological aspects, it doesn't require huge amount of investment to make a tea brand but you need a lot of time and amount to set up a huge distribution network which can serve your tea to your customers from all over the country. Also you need to maintain a good quality for which you need to source for good quality tea leaves and you need to build a good relationship with your customer. But these things are not that tough , if you can make good strategies to make all these things and maintain those things, you can make a good tea brand for which the threat for Finlay Tea from the new entrants is moderate.

Supplier Power — Low to Moderately High

One of the reasons that Finlay Tea has low to moderate supplier power is that it owns and runs its own tea gardens. The backward integration leads to lower dependence on the external suppliers and ensures the flow of raw materials as well as quality. Consequently, relative to the competition, which depends heavily on third-party suppliers, Finlay Tea has better control over input costs. Such vertical integration makes it even more competitive within the industry.

Buyer bargaining power — High

Due to a number of alternative options priced within a similar range, the bargaining power of buyers in the tea industry is high. This vertical integration allows consumers to switch between Ishpahani, Kazi & Kazi, or any local or imported tea brand. Buyer power increases amongst mass market consumers, who tend to be significantly more price sensitive. Finlay Tea combats this by ensuring a level of consistency in quality, cost-effectiveness, and brand trust to ensure customers remain loyal.

Threat of substitute products - Moderate

The threat of substitute products of Tea is moderate . As tea has a cultural aspect but the substitute of tea is coffee, soft drinks are pretty much famous in terms of the younger generation

who loves to try those substitute products. But as the price of tea is less than these substitutes and it also has a cultural adoption so the substitute products can't capture the whole market of tea for which the threat is moderate.

Rivalry among existing competitors - High

There are some big players along with Finlay Tea in the Bangladeshi tea industry for this reason the industry is highly competitive. The major competitors are Kazi & Kazi , Ishpahani which also have a huge market share as well as a good distribution channel. Different brands promote their products differently and also gives different types of offers which help them to sell more products than the competitors. Finlay positions their brand like they are the only one who is giving garden fresh tea to their customers and also they compete for their brand heritage.

In conclusion , from the porter's five forces framework we can see that the tea industry of Bangladesh is very competitive and Finlay Tea tries to stand out from it with the help of their vertical integration as well as their strong distribution channel.

2.7.2 SWOT Analysis of Finlay Tea

Introduction In general, SWOT analysis is a technique or tool to identify internal strengths and weaknesses as well as external opportunities and threats for the Finlay tea company. This type of analysis proceeds to classify the company's strengths as: generic, imitable or unique to assess and determine the company's broad competitive edge (Hill & Westbrook, 1997).

Strengths

Uniqueness: One of the Finlay tea definition strengths, it owns all of the tea gardens meaning it produces tea from the farm to the pack. That “garden-fresh” control not only ensures continuity, it also helps cement its categorized space in the market, which realistically speaking is a feat few, if any, can copy.

Imitable Strengths: Nationwide Distribution, Relationships with the Big Box Retailers and Mass Market Pricing It takes costly time, expertise, and capital to develop imitable strengths—for those whose competition can copy efforts; the creation and performing of carrier of strategy bear all expenses.

General Strength: Identical Brand identity, average cost and product availability with other big tea brands of Bangladesh.

Weaknesses

Due to low budget and launching in-house execution instead of professional agencies, Finlay Tea has some restrictions on digital marketing capabilities. For these their new product launches can't reach their target market and target consumer which can hamper their brand growth.

Opportunities

As the customers have developed a healthy mindset where they are very much careful about their health which helps the brand to enlarge the segment of green and herbal products. Also the higher internet usage helps the brand to sell their products through online channels and reach out to a wider audience easily.

Threats

The threat is basically coming from the existing and established big brands for their aggressive pricing and offers as well as the younger generation is shifting towards the substitute products of tea. Also climate change is a huge problem for the lands and trees which can affect the production of teas in the long run.

2.7.3 Competitive Advantage of Finlay Tea

Finlay Tea has a competitive advantage because of their huge amount of land and they are the only company who sells their own products and takes raw materials from their own garden which helps them to maintain consistency. This advantage helps them to position themselves as an authentic brand and sell fresh products than the competitors. They also have a defensible position in the market because of their broad distribution channels which helps them to have their products available in every corner of the country and the customer can easily find out their products.

Strategic management theory supports that firms with resources that are valuable, rare and difficult to imitate are more likely to sustain competitive advantage (Barney, 1991). Finlay Tea is positioning itself as an owner of a garden with an identity and heritage that aligns closely with what the model indicates.

2.8 Summary and Conclusions

Chapter 1 presented the organizational background and description of the Finlay Tea (The Consolidated Tea and Lands Company, Bangladesh) Limited which is the specific organization referred to in this chapter as a whole. The commercial also illustrated a few things about how Finlay Tea has been a household name in the tea industry of Bangladesh for many years along with producing some quality brew.

At Finlay tea, management practices were organized and collaborative. The managerial processes are organized and responsibilities clearly outlined from one level of management to another. The entire company is about teamwork and accountability; for example, in the Marketing Department many employees juggle multiple jobs because of few headcount.

Finlay Teas were studied on the basis of most renowned marketing models as STP, Marketing mix or 4ps. The company employs a diversified marketing strategy that entails defining relevant promotional channels including below the line (BTL) promotion such as television network, market activation campaigns, digital marketing, influencer marketing with social groups and partnership programs. These digital marketing strategies help Finlay Tea to connect with their customers and keep their brand awareness towards their customers.

Also we can see from this chapter about the analysis of the management information system of Finlay Tea. They are using different types of MIS tools and recently they are trying to integrate some digital tools to ensure their work efficiency. Their new application is the perfect example that how they are trying to do their work digitally and smartly

Lastly from the industry and competitive analysis we got to know how competitive the tea industry of Bangladesh is. Using the following approaches by Porter's Five Forces and SWOT analysis, the chapter deals with competitive pressures of Finlay tea along with its key strengths, weaknesses, opportunities and threats. Based on its history, product quality and capability of changing marketing strategies; the company has given itself a well-position in industry despite competition.

Thus this chapter was a very good insight into the organizational environment of Finlay Tea, which provides a base for the internship and research analysis in the upcoming chapters.

CHAPTER 3

Research Part

Impact of Digital Marketing Strategies on Customer Acquisition at Finlay Tea

3.1 Introduction

With the greater use of the internet by people, particularly, new platforms that provide social media or digital communication technology are playing a vital role in the marketing strategy of modern businesses. Technological progression of digital marketing tools and the capability of these to deliver target audiences in multiple environments have contributed to organizations relying on them throughout their quest for brand awareness through anticipatory social media, efficacy-and relevance-based targeting methods that simplify overall recognition (Kotler et al., 2021; Chaney & Ellis-Chadwick, 2019). The importance of digital platforms: The case in the fast-moving consumer goods (FMCG) sector where they are a form of interactive media that supports decision-making processes and real time interaction (Dwivedi et al., 2021).

Customer acquisition is the process of attracting new customers and converting them into paying buyers and active loyal customers through marketing techniques. Previous studies have shown that digital marketing considerably increases customer acquisition through better brand visibility, improved customer engagement and purchase intention (Lemon & Verhoef, 2016; Stephen, 2016). With the changing patterns in consumption, FMCG companies need to engage digital marketing as part of their overall strategy to stay relevant and competitive.

The following chapter contains the internship report's research element, examined to determine the consequences of digital marketing on attracting a customer in relation to Finlay Tea. This chapter presents the background and problem statement, research objectives, assessment of significance/importance of the study, delimitations / scope of the study, literature review, methodology employed in chapters three through seven for presentation and discussion of findings and recommendations. The discussion is based on theoretical frameworks and recent empirical evidence in the academic literature.

3.1.1 Background and Problem Statement

Bangladesh tea industry is among the oldest FMCG industries of Bangladesh, where almost all classes of people take tea as a formal drink. In this sector, consumers have primarily been driven by taste, price, availability, and brand heritage (Islam & Hossain; 2020) as opposed to many luxury goods industries. Nonetheless, with the rise of digital media, consumer behavior has dramatically changed and younger and urban consumers particularly rely on online content and social media before making a purchase (Kannan & Li, 2017; Dwivedi et al., 2021).

Digital marketing helps companies to define the value of a brand much more interactively and cheaper too in comparison with traditional marketing processes. The effective implementation of social media marketing, influencer endorsement and digital content creation has been reported to positively influence brand awareness and customer engagement contributing towards customer acquisition (Ashley & Tuten 2015; De Veirman et al. 2017). The advantages however are of little value to traditional FMCG brands in developing markets where the budget, digital expertise, and

overall reliance on traditional promotional methods (Chaffey & Smith 2017) often impede successful implementation.

Where tea is a highly competitive market with existing competitors like Ishpahani, Kazi & Kazi etc. Finlay Tea was also competing for the same breathing space. While Finlay Tea boasts much in the way of brand heritage and quality control via its owned tea gardens, its digital footprint and engagement performance remain comparatively low. This raises a red flag over existing digital marketing approaches on their efficacy in winning new customers in a digitally enabled marketplace.

Digital marketing and customer acquisition has been widely studied in the context of industries like banking, e-commerce, and telecommunication but not much empirical work has been done in the case of the tea industry in Bangladesh. Moreover, specifically exploring the relationship between digital marketing activities and customer acquisition on tea brands remains unexplored (Rahman et al, 2021). Thus, this study intends to fill in the gap by exploring the influence of digital marketing on customer acquisition with respect to Finlay Tea.

3.1.2 Objectives of the Study

This study aims to specifically determine the role of digital marketing strategies in customer acquisition of Finlay Tea. It is important to define the research objectives clearly as they guide researchers in choosing the right theory, methodology and analysis (Bryman & Bell 2015).

The study aims to achieve the following objectives:

1. Analyze the impact of digital marketing activities on brand awareness of Finlay Tea.
2. In order To Study the Effects of Digital Marketing on Customer Engagement
3. Evaluate the influence of digital marketing on purchase intention in consumers.
4. To measure the general importance of digital marketing in customer acquisition.
5. In order to evaluate existing digital marketing practices of Finlay Tea and identify challenges and gaps.

Brand awareness, customer engagement as well as purchase intention, these variables are aligned with the past chapters as well as the objectives of this report which links digital marketing activities with customer acquisition.

3.1.3 Significance of the Study

This research is important in terms of academic as well as managerial level. As we know that there is not that much research happening for the FMCG industry specially for the tea industry of Bangladesh so this research helps both academic point of view and also for the Bangladeshi FMCG tea industry.

If we think about the practical aspect of this research we know that this research helps the employees as well as the decision makers of Finlay Tea to get insight from this. Also they got to know from this research how digital marketing activities help them to attract customers and what are the areas they need to improve to cater more customer attention. Lemon and Verhoef (2016) suggest that these insights will help managers optimize digital strategies for increasing brand awareness, customer engagement, and long-term customer growth.

Besides, the research could also be used by other tea brands and FMCG sector companies operating in similar market settings to steer decision making based on data concerning digital marketing strategy development.

3.1.4 Scope of the Study

This research is limited to the effects of digital marketing on customer acquisition of Finlay Tea. Digital marketing activities, brand awareness, customer engagement, purchase intention and customer acquisition are just some of the variables selected in this research that has been supported by academic literature (Chaffey & Ellis-Chadwick, 2019).

The study was based on data collected from consumers who know of Finlay Tea, active on digital platforms through a structured survey. The research is based on respondents from urban and semi-urban areas of Bangladesh. The study does not evaluate the financial performance or analyze the operational efficiency of any company.

Additionally, survey-based research studies are generally subject to limitations regarding sample size, length of time and perceptual bias amongst many others (Saunders et al., 2019).

3.2 Literature Review

3.2.1 Digital Marketing

Digital marketing may be defined as the process of promoting products and services digitally through various media channels, including social media, websites or search engines and online content (Chaffey & Ellis-Chadwick 2019). Due to greater internet penetration and adoption of smartphones, digital marketing has become a weapon in strategic recruiting/influencing customers, especially for developing economies like Bangladesh. Kotler et al. Dholakia et al, (2021) suggest that digital marketing allows firms to more personally and effectively convey their value propositions than traditional methods of marketing.

Recent research shows how digital marketing activities like social media marketing, content marketing, and influencer collaborations influence consumer attitudes and perceptions. According to Dwivedi et al. Digital platforms enable two-way communication between businesses and consumers (Singh et al. (2021)), resulting in an increase in trust and brand credibility. Kannan & Li, 2017) In FMCG digital can influence the purchase decision that occurs in a day to day basis because brands stay branded in the daily digital activities of consumers.

However, scholars mention that how effective digital marketing is depends on the quality of execution, maintain consistency with it and multiple methods integrated with physical means. Restricted budget allotment (low budgets), absence of professional skills and small teams within the organisation can dilute the effect of digital campaigns further exacerbated by legacy FMCG categories (Tiago & Verissimo, 2014). That also means strategy alignment, which tells us adopting digital platforms only is not the thing to do.

3.2.2 Brand Awareness

Brand awareness is the degree that any consumer can identify and remember a brand when making their purchase decisions (Aaker 1996). Brand awareness is, by definition, the extent to which customers are familiar with or have heard of your brand — and in this day and age much of those factors can be attributed to how frequent you crop up online! As Keller (2016) states, "Organizing and managing digital offerings to ensure an ongoing presence builds memory — the good old advertisement effect."

Brand awareness has been shown empirically to improve substantially with social media marketing and online advertising. Seo and Park (2018) discovered that brand communication through digital media had a positive impact on customers in terms of increasing awareness and forming brand associations. Likewise, emerging research indicates that picture-led content

reference points and storytelling as well as user generated posts for influencers enhance brand recall for millennials (Lou & Yuan, 2019).

Digital marketing is particularly important for developing markets, where it acts as a complementary tool to awareness-building tools such as television and print media. Rahman et al. (2021) point out that Bangladeshis are becoming more reliant on Facebook and other digital platforms to acquire knowledge of FMCG brands. However, not many scholars have researched about crafting digital brand awareness in the Bangladeshi tea sector creating a significant research gap.

3.2.3 Customer Engagement

According to Hollebeek et al. customer engagement is the level of emotional, cognitive and behavioural investment in a brand by consumers (Hollebeek et al., 2014). The engagement mechanism has drastically changed due to digital platforms as consumers can now like, comment on and share brand content in real-time. According to Brodie et al. (2019) customer engagement has been regarded as a major driver of enduring relationships and brand loyalty.

Research places emphasis on the fact that interactive digital content leads to higher levels of engagement. Ashley and Tuten (2015) found that social media content that is creative and participatory has a higher engagement compared to purely promotional messages. In addition, user-generated content and interaction with influencers increases consumers emotional connection to brands (De Veirman et al., 2017)

Yet, engagement varies by industry. Engagement is low in traditional FMCG sectors such as tea because of a conservative content strategy and less digital innovation (Dwivedi et al., 2021). This also emphasizes the importance of having an analytical perspective to assess how digital engagement works particularly in the context of the tea industry.

3.2.4 Purchase Intention

Purchase intention is defined as a consumer's intention or willingness to buy a product in the future (Ajzen, 1991). The effects of digital marketing on purchase intention are significant, as it helps to shape consumer perception, reduce information asymmetry and increase the degree of trust created (Pavlou, 2003). Research shows that online reviews, influencer marketing and promotional campaigns can influence consumers' buying decisions.

For instance, a recent study disclosed that social media marketing has a positive indirect effect on purchase intention by virtue of its significant positive impacts on brand equity —brand awareness and engagement. According to Cheung et al. (2020), consumers who are consistently exposed to digital brand messages are more likely to have positive purchase intentions. Likewise,

the researchers discovered that influencer marketing increased perceived credibility and product desirability (Lou & Yuan, 2019).

As FMCG products are bought often and tend to develop a habit of buying their purchase intention is very important here. It can affect brand switching and trial purchases through digital promotions and reminders (Kotler et al., 2021). Still, not multifunctional studies found in district purchase intention drivers for Bangladeshi tea brands which are really needed to justify in further hypotonic survey.

3.2.5 Customer Acquisition

Customer acquisition was defined by Lemon & Verhoef(2016) as the action of attracting new customers and converting them into active buyers. Digital marketing lowers the cost of communication and enables firms to access any target grouping of customers, making it a vital tool for acquiring new customers. Firms are able to pinpoint the locations, interests and habits of prospective customers via digital platforms better than in the era of mass media (Stephen 2016).

Literature is consistent with this evidence disclosing that a rise in digital marketing contributes positively for the customer acquisition due to enhanced brand exposure and engagement. A study by Kumar et al. Integrated digital strategies are associated with higher customer acquisition rates for firms (Wang et al., 2020). At a basic level, marketers have the opportunity to measure results and optimize acquisition through data-driven digital campaigns (Chaffey & Smith, 2017).

We have seen a massive amount of advantages, however has Digital Marketing been effective for Customer acquisition largely change across sectors and market maturity? Digital non-starters: many acquisition strategies in conventional industries (like tea) remain under the radar. This highlights the need for industry-specific research on customer acquisition through digital marketing in developing markets.

3.2.6 Research Gap

While numerous studies have investigated the impact of digital marketing on brand awareness, customer engagement and purchase intention, much of the existing research has been conducted within developed countries or particular industries such as banking, e-commerce and telecommunications. To the best of our knowledge, empirical research is lacking examining how digital marketing holds customer acquisition in the Bangladesh tea industry.

In particular, there is a limited number of studies examining the combined effects of digital marketing activities on brand awareness, customer engagement and purchase intention to contribute to customer acquisition for tea brands. As a result, this study intends to address this gap by analysing how digital marketing strategies influence customer acquisition: evidence from Finlay Tea.

3.3 Methodology

This chapter describes the research design, data collection method, sampling technique, measurement scale and analytical tools used to study the effect of digital marketing strategies on customer acquisition at Finlay Tea. Research findings can only be considered reliable and valid given a coherent and systematic approach (Saunders, Lewis & Thornhill, 2019).

3.3.1 Research Design

The present study adopts a descriptive and quantitative research design. Descriptive research is relevant when the purpose of the research is to draw inferences on patterns, perceptions, and relationships among the variables without intervening or manipulating the research setting (Malhotra, 2020). Based on this study to investigate the effects of digital marketing strategies over brand awareness, customer engagement, purchase intention and customer acquisition, a quantitative research approach is considered appropriate.

Survey-based research design is a common approach to measure consumer perceptions and behavioral intentions (Hair et al., 2020). This method enables the researcher to perform statistical analysis on responses and inferences regarding digital marketing.

3.3.2 Sources of Data

To meet the research objectives, it employs primary and secondary data.

Primary Data

Original research data were obtained through a structured online questionnaire based on Google Forms. Online surveys are also relatively inexpensive to conduct, quick and easy to administer, and appropriate for researching populations that are active on the internet (Bryman, 2016). The first part of the questionnaire focuses on perceptions of both variables, namely dissemination and customer acquisition-related variables (dependent variable).

Secondary Data

Various sources were utilized to collect secondary data; academic journals, books, published research articles, company websites and online marketing reports. The analysis was supported by reviewing social media engagement indicators (likes, comments and shares) as well as campaign visuals. Secondary data assist to ground the theoretical bases and contexts (Sekaran & Bougie, 2020).

3.3.3 : Survey Instrument and Questionnaire Design

The survey questionnaire used for this research was developed from constructs found in previous literature, namely digital marketing exposure (DME), brand awareness (BA), customer engagement (CE), purchase intention (PI) and customer acquisition(CA). Employing established constructs improves the content validity of the research instrument (Hair et al., 2020).

The questionnaire contained two parts.

Part A: Respondent demographics

Part B: Other narratives relate to how digital marketing and customer acquisition are effective

Measuring questions such as "Do you drink Finlay Tea?" the availability of Finlay Tea's digital exposure every day ('digital exposure')? These questions were asked to ensure only relevant types of research objectives. We were careful to word the questions in a manner that would not bias responses (Malhotra, 2020) and impact their lack of clarity.

3.3.4 Sampling Method and Sample Size

This research utilizes a non-random convenience sampling method, where all the respondents are selected based on proximity and willingness to participate. In academic research, convenience sampling is applied when time and resources are limited (Etikan, Musa, & Alkassim, 2016).

The target audience consists of the students, service holders and common people who are aware of Finlay Tea and are active on digital platforms. 82 Valid responses were collected and were used for analysis. The sample size for this study was appropriate as Sekaran and Bougie (2020) stated that a sample size about 30 or more is sufficient for simple descriptive analysis.

3.3.5 Measurement Scale

Respondents were asked to indicate their attitudes and perceptions using a five-point Likert scale. The scale range from:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

The Likert scales are primarily applied in the marketing and behavioral studies to obtain reliable measurements of subjective opinions and attitudes (Likert, 1932; Hair et al., 2020). The authors used this scale on variables of brand awareness, customer engagement, purchase intention and customer acquisition affected by digital marketing strategies.

3.3.6 DATA ANALYSIS TOOLS AND TECHNIQUES

Survey data were analysed in Microsoft Excel. Descriptive statistics is used in order to find out the views of respondents. Bar charts and pie charts are used for graphical representation so as to make it more clear and understandable.

The data for response patterns can also be presented as a percentage which is much in line with descriptive research, and this would allow to compare the variation of response pattern very easily while still keeping the managerial perspective crisp (Malhotra, 2020). Stars and pitfalls analysis classifies firm trends regarding success or lack thereof of the digital market as an effective portal for customer acquisition

3.3.7 Ethical Considerations

Ethical manner was followed to conduct the research. Survey participants were notified that their participation was voluntary and that their responses would be used for academic purposes only. The identity of individual respondents was protected (Bryman, 2016) so that no personal identifiers were revealed.

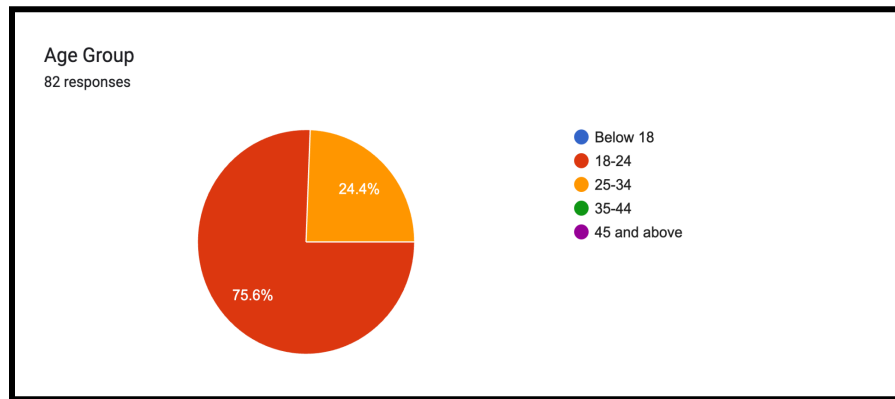
3.4 Findings and Analysis

In this chapter, the results and analyses of primary data collected via a supported questionnaire survey among consumers of Finlay Tea are presented. A sample size of 82 valid responses was obtained and analyzed. The focus of this study is to determine how digital marketing strategies have a significant influence on customer acquisition by successfully qualifying the brand awareness, customer engagement, influencer marketing and purchase intention variables.

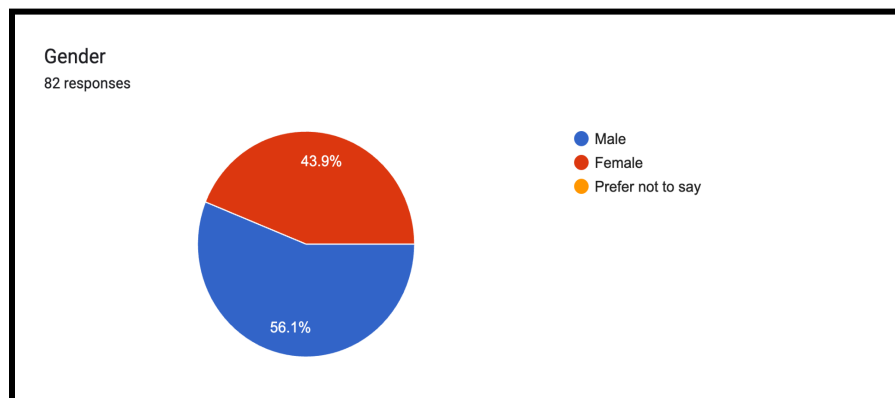
For the data analysis, we used a simple percentage-based descriptive analysis approach that is commonly applied in marketing research to interpret consumer perception and behavior (Malhotra, 2019). It presents graphical representation, for example bar charts to make it more clear and allow interpreting. To ensure the analytical quality of the data and research validity (Sekaran & Bougie, 2020) findings are interpreted with an empirical detachment and associated with relevant academic literature.

3.4.1 Demographic Profile of Respondents

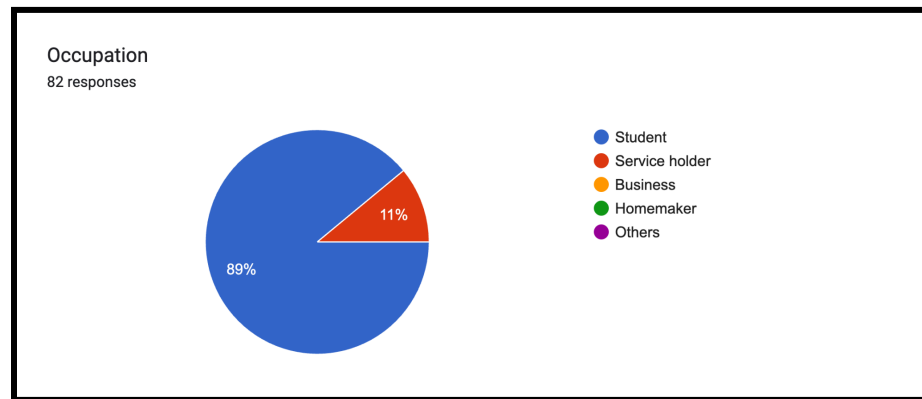
To evaluate the effectiveness of digital marketing activities the demographic profile of the participants are pretty much aligned with the target audience of Finlay Tea and also the profiles are suitable for these evaluations.



From the chart we can see that the maximum number of respondents of the survey are basically the 18-24 and 25-34 years old, which means that they are the young respondents who are basically the students or the working professionals who recently started their job. These range of respondents are more active on social media and using the internet typically. These age groups are very much vulnerable to digital marketing and social media activities and they are the potential digital promoters of the brands

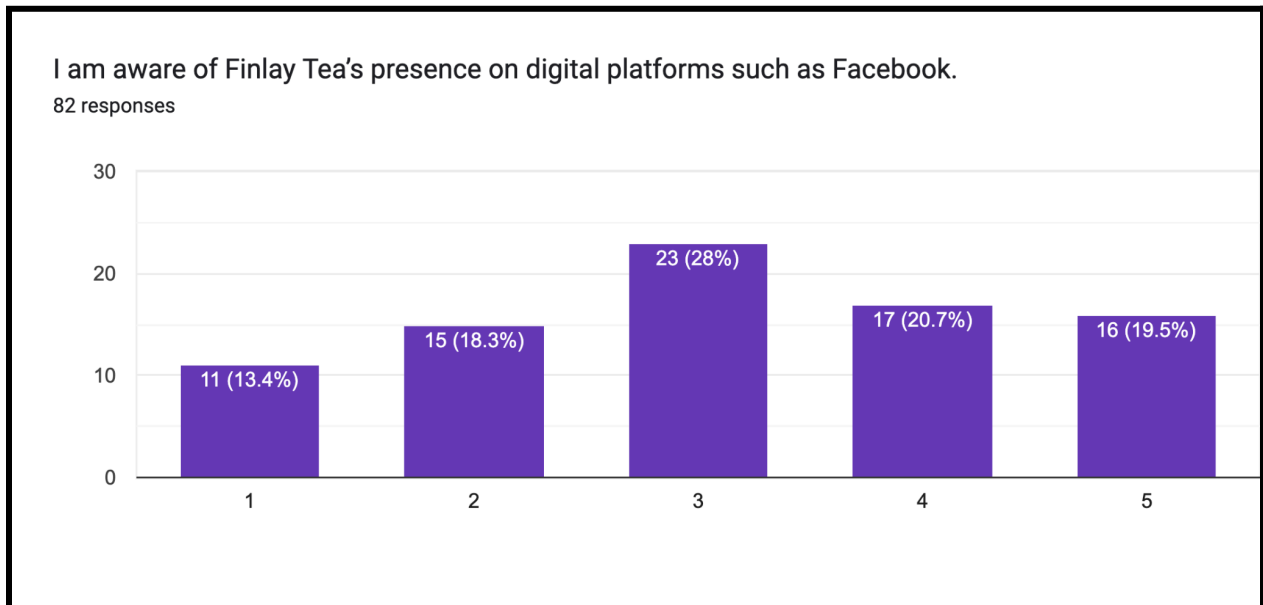


This chart shows that the respondents are both male and female and there is not that much difference between ratio of male and females which is good for the survey and gender bias as well. If you want to do a study on consumer behavior, the samples which are gender-inclusive can prevent biased interpretations (Malhotra, 2019).



When it comes to profession, most of the interviewees are students, followed by service holders. The document also notes the breakdown in occupation, which reflects a digitally savvy consumer model given that students and working professionals commonly use social media and other forms of online presence. Such respondents are well suited to digital marketing studies because of their greater exposure to online brand communication, according to Sekaran and Bougie (2020).

3.4.2 Brand Awareness through Digital Marketing

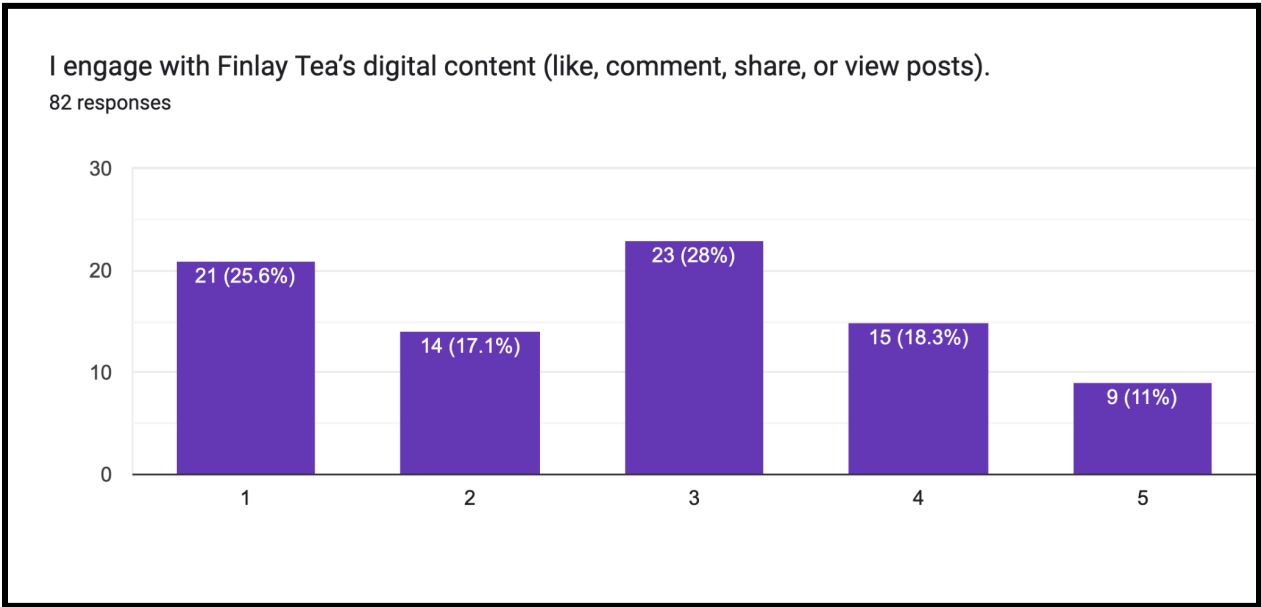


According to the survey results, these digital marketing activities have a fairly low impact on brand awareness for Finlay Tea. Results indicate that 40.25% of respondents agree or strongly disagree with the statement that Finlay Tea Facebook posts, online promotional content, and website presence have effectively promoted brand awareness. This indicates that a substantial portion of consumers are more likely to see a brand on digital platforms, which means they serve an important purpose in establishing awareness.

On the other hand, 28% of answers were neutral, meaning they should have seen their digital content but did or was not a factor in their level of awareness (Finlay tea). Neutral responses are mostly indicative of passive consumption or low levels of digital engagement in the case of research on digital marketing (Ashley & Tuten, 2015). This means that as you might not be able to find everyone in a digital realm, however, it does not mean the things will work on material from Finlay Tea. Furthermore, 31.75% disagreed or strongly disagreed with this statement indicating that a large enough portion of consumers did not find digital marketing significantly affecting their brand awareness. Either it can be anything ranging from the content frequency, reach, or no targeting digital campaigns. Prior research indicates that simply being visible online is not enough, strategic design of content and communication based on engagement drivers goes beyond the art of creating brand awareness (Kotler & Keller 2016; Keller 2013).

In conclusion, the results show that digital marketing has played a positive role in the brand awareness associated with its own brand of Finlay Tea; however, it is more or less efficient in different clusters of consumers. Similar studies on FMCG context asserts that the continual exposure and interactive content in optimized platforms can immensely improve brand recall and recognition (Saura et al., 2021; Dwivedi et al. Focusing on these areas might help Finlay Tea in having a more even presence for digital brands.

3.4.3 Customer Engagement through Digital Platforms



Finlay Tea asked this: The survey results show an evenly divided audience reaction to the amount of customer engagement with Finlay Tea online. Findings reveal that 11 percent of respondents strongly agree, and 18.3 percent agree that all digital marketing activities, including Facebook posts, online campaigns, and other types of digital content from Finlay Tea engage them to interact with the brand -- presenting a total of 29.3 percent. This means that almost one-third have an adequate amount of engagement and interaction with the brand, via its digital presence along-side others through social media (Finlay Tea).

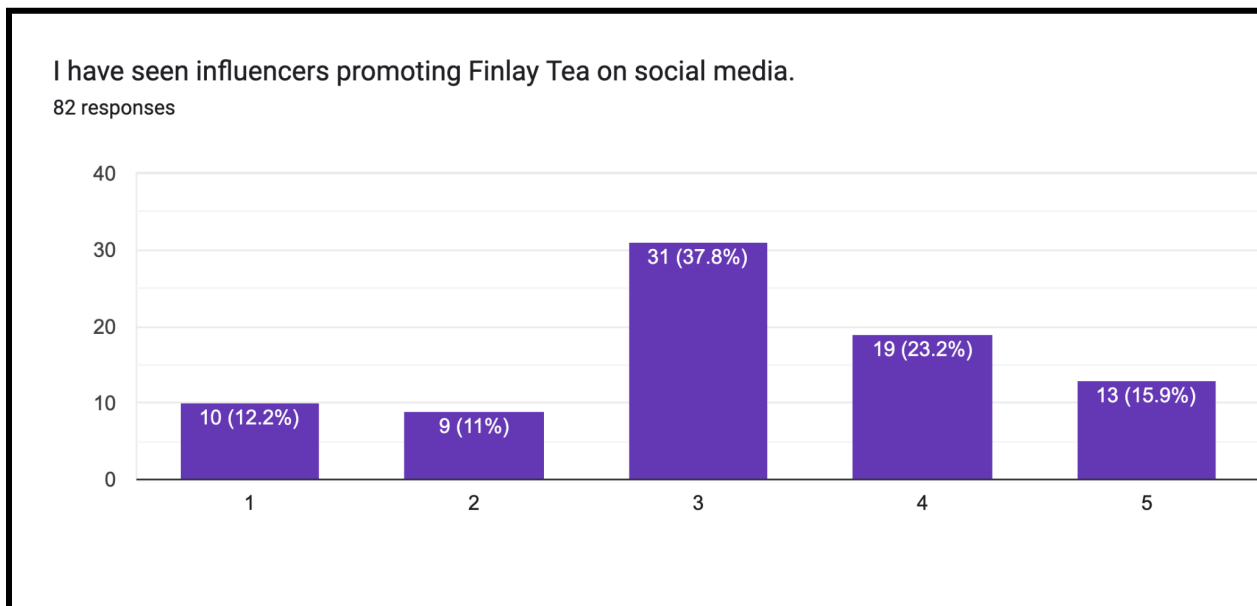
Still, many respondents (28%) remained indecisive, indicating that although they consumed Finlay Tea’s digital content, none is particularly compelling enough to get them to like to comment on it and share it too. Many digital engagement studies relate neutral responses to mere

content consumption without any emotional response or behavioral consequence (Ashley & Tuten, 2015). Meaning a portion of Finlay Tea's digital content may have insufficient interactivity or enticing calls to action.

Around 42.7% of respondents were unsatisfied with their interaction through the digital platforms from Finlay Tea. From which we can tell that the maximum number of customers are not inspired or influenced by the activities of the brand. There are two-way brands that only matter for meaningful customer engagement, which is getting engaged customers is more than just showing brand messaging (Brodie et al. 2011; Hollebeek et al. 2014).

In summary we can say that though Finlay Tea has a wider range of brand reach but the audience are not converted into their potential customers. Finlay Tea should make their contents more user-friendly so that the customer can understand their content and got attracted to try out their products and also they can make emotional attachments and connections with their customers.

3.4.4 Impact of Influencer Marketing



The responses showcase a very low, but conflicting average impact regarding how they have influenced the consumer personas perceptions of Finlay Tea in our retailer influencer study

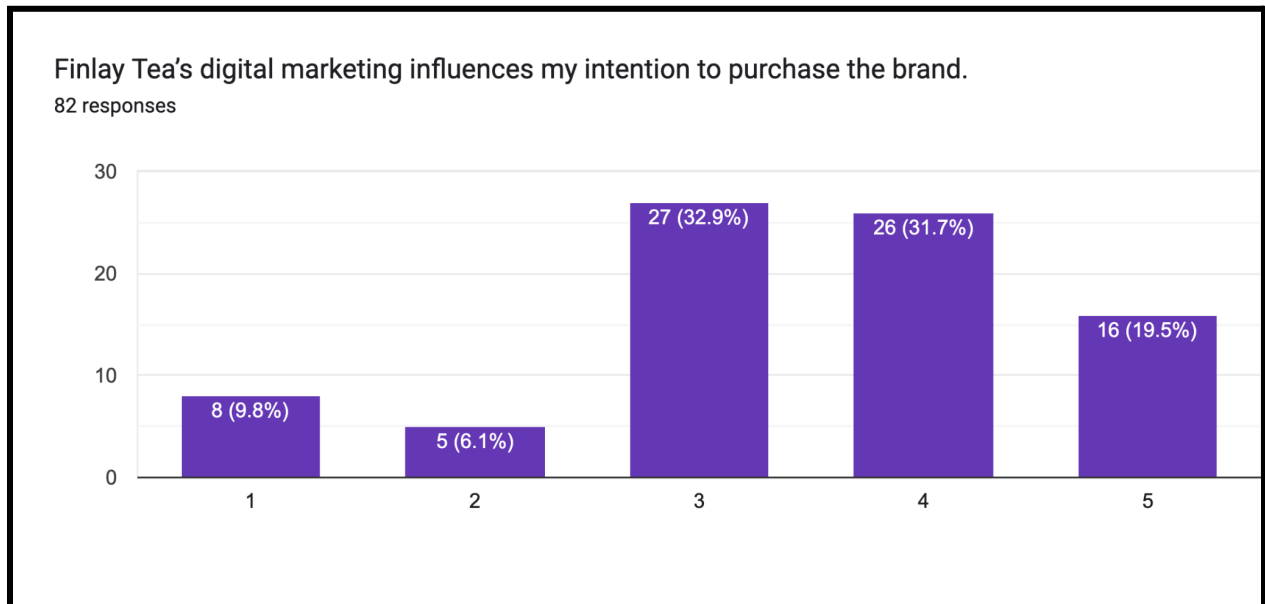
results. As you can see from the responses, 39.1% believed the influencer marketing campaign changed their perception of the brand for the better. This suggests that there has been moderate success in building familiarity and credibility through influencer partnerships among some segments of consumers, particularly on social media.

Meanwhile, a strong chunk of people (37.8%) were neutral to the idea, which suggests that even if they have seen influencer-generated content about Finlay Tea, it makes no difference to their opinions or consideration. If there is a neutral response in the influencer marketing campaigns it suggests that the content is very low level or the message the brands wants to share through the influencer campaign, but doesn't match the brand positioning (De Veirman et al., 2017). Which means that the influencer marketing campaign is not that much interesting to the customer to get influence and try out the products of the brand.

Additionally, 23.2% had selected this option as well in the case where influencer marketing did not affect their opinions regarding Finlay Tea. This disinterest may be due to low influencer credibility, lack of synergy between the influencers and the essential values related to that brand or a low pre-exposure level with campaigns powered by influencers. Previous studies indicate that success of influencer marketing relies on factors such as trustworthiness, perceived expertise and match between influencer and brand (Lou & Yuan, 2019; Schouten et al., 2020).

Ultimately, the results indicate that influencer marketing can be effective but only in a minimal sense for Finlay Tea in its current setup. Even if a notable share of consumers respond positively, a high neutral response indicates successful engagement is often missed. The existing literature in digital marketing proves that a well-selected influencer, an engaging story and long-term influencer partnership can significantly contribute to the media effectiveness such as brand perception and consumer trust (Dwivedi et al., 2021; Kotler & Keller, 2016). If these elements on this content would be improved a lot then the influencer marketing impact on Finlay Tea customer acquisition will work incredibly well.

3.4.5 Purchase Intention Influenced by Digital Marketing



The survey result proves the positive effect of digital marketing activities toward a consumers' purchase intention for Finlay Tea. From the same Table, we can see that 31.7% of respondents agreed and 19.5% strongly agreed on Finlay Tea's digital marketing activities (which include social media promotions, online content and through digital advertisements) having a positive influence on their intention to invest in the brand. When the two responses are combined, 51.2% of respondents indicated a positive purchase intent which indicates that more than half of consumers surveyed say digital platforms have a substantial role in motivating specific purchase decisions.

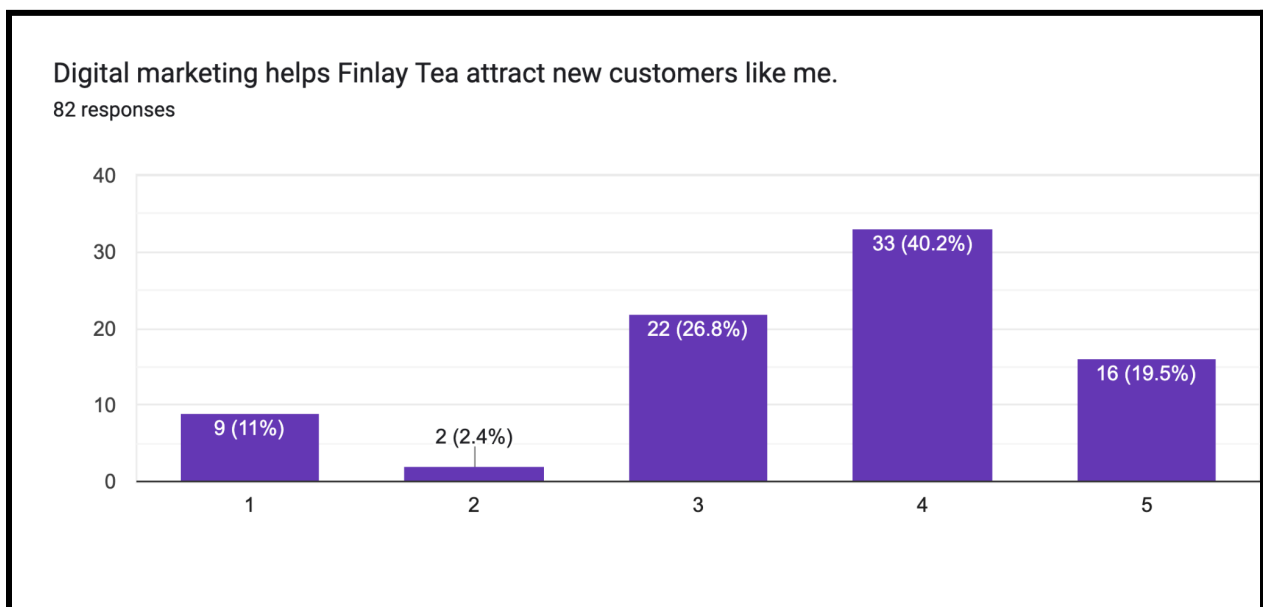
Nevertheless, a significant percentage of respondents (32.9%) chose the neutral option as they were not sure if digital marketing has an impact on their buying behaviour or not. Such neutral endorsements are usually characterized by low level of interaction with digital materials or based on traditional forms rather than online triggers (Kotler & Keller, 2016). This would indicate that Finlay Tea is indeed digitally present, but not very affecting for some of the personas.

On the other hand we can see that the total respondents who disagree and strongly disagree combined 15.9% of the answers are showing negative responses that their marketing activities don't influence them as well as their purchase intention. They basically prefer the good taste, low price as well as the availability of the products in store rather than digital marketing. In the FMCG category, digital marketing can only influence the purchase decisions of the customer if

there is a very strong brand and value proposition and consistency (Keller 2013; Chaffey & Ellis-Chadwick 2019).

Finally we can say that the digital marketing activities positively helps Finlay tea to attract more customers. However a small portion of respondents show negative responses because they want more engaging content from the brand so that they can get influenced and the contents should be more informative, user friendly which can positively influence the target customer in terms of purchase intention in the FMCG industry (Dwivedi et al., 2021; Saura et al., 2021).

3.4.6 Role of Digital Marketing in Customer Acquisition



From the cart we can see that 40.2% of respondents agreed and 19.5% of respondents strongly agreed with the statement that digital marketing activities help Finlay Tea to attract customers more and influence the customer to purchase their products. In addition, 59.7% of the respondents of the survey say that digital and social media platforms are the effective channels for Finlay tea to increase their brand visibility.

However, 26.8% of respondents say that they might know Finlay Tea as a brand by their digital presence but it doesn't influence them enough to try the brand for the first time. If there are neutral responses in the customer acquisition it means that the content of digital marketing is

very low engaging and there is insufficient promotional activities (Chaffey & Ellis-Chadwick, 2019). This suggests that the efforts of digital marketing of Finlay Tea should be strengthened so that it can convert brand awareness into actual customer acquisition.

Meanwhile, a small portion of respondents showed negative responses where 2.4% of the respondents disagreed and 11% of respondents strongly disagreed which in total 13.4% of respondents showing negative responses. The maximum respondents agreed that the role of digital marketing activities is helping Finlay Tea in terms of customer acquisition. These small proportions of respondents want more informative and customer driven content so that they got influenced by the content and try their products. The combination of proper target marketing, influencer engagement and promotional offers can increase the effectiveness of digital marketing activities in terms of customer acquisition (Kotler & Keller, 2016; Dwivedi et al., 2021).

In conclusion we can say from the overall findings that digital marketing activities help Finlay Tea in a very positive way. Also there are some neutral responses which means that Finlay Tea needs to improve their content planning and target marketing so that they can cater the responses of the neutral respondents. Existing literature are showing that the role of digital marketing in terms of customer acquisition in the FMCG sector is increasing and it helps the companies to get more customer acquisition through digital marketing (Keller, 2013; Saura et al., 2021).

3.5 Summary and Conclusion

This chapter analyzes and examines the role of digital marketing activities for Finlay Tea in terms of customer engagement and customer acquisition through a very well designed and structured survey. We can see from the findings of the survey how digital marketing helps Finlay Tea's brand awareness, customer engagement as well as purchase intention of the target customer within the tea industry of Bangladesh.

We can see from the findings that digital marketing plays an important role in terms of brand awareness. The findings provide substantial evidence that the large percentage of respondents who agreed with Finlay Tea really did raise their brand awareness through online presence generated by Facebook, websites and online promotions. This corroborates previous research that has claimed that digital media provide brand recognition to the consumers in the form of message familiarity (Kotler & Keller, 2016; Saura et al., 2021). Yet with a large number of those 32 respondents reporting neutral and negative sentiment, it would appear there is plenty that could be desired from Finlay Teas digital content and an opportunity for more consumers to use with better engagement and relevancy to the content.

Digital customer engagement also had a positive, but mixed success for them. While a large portion reported currently using Finlay Tea's digital content, an even larger number fell into the neutral or non-engaged categories. As mentioned in previous research, user and engagement-focused content such as interactive posts or co-created material or activities through community/brand-based campaigns drives consumers and brands closer together in the virtual world (Ashley & Tuten, 2015; Dwivedi et al., 2021). This suggests Finlay Tea are doing a great job getting the message out in the current digital space, but could consider being more consistent or develop deeper relationships with its audience; at least within the capability of their social media.

Analyze Results on Influencer Marketing: There is little influence from influencers. While some respondents recognized the power of content that includes influencers, a large number of replies were neutral about promotions featuring these influencers, indicating limited reach and recall. This is in line with research that has shown influencer's credibility, relevance and authenticity is an important factor for campaign success (Keller, 2013; Lou & Yuan, 2019). In this way, choosing certain influencers which behave according to Finlay Tea's characteristics more strategically could boost the campaigns' success.

The results show that digital marketing positively affects consumer purchase intention. 87% of us voted — in fact, 92% among women), but more than half (53%) of respondents agreed that digital content plays a role in my intent to purchase Finlay Tea. This is in line with the theoretical perspective, as digital marketing does not only generate awareness but also triggers movement along the consumer decision making process through provision of information, reinforcement and motivation (Kotler & Keller 2016). As there are some neutral responses indicating that Finlay Tea should make some strategies and promotional incentives which can enhance their conversion rates.

Finally we can see from the analysis that how digital marketing activities play a significant driver in terms of attracting new customers. A huge number of respondents agreed that digital marketing activities are helping them to get attracted by the brand and influenced to try the products. This findings shows that how the digital marketing activities has a very positive and important impact in terms of customer acquisition in such a competitive industry where the competition is very intense and the cost of switching to a competitor brand are very low (Chaffey & Ellis-Chadwick, 2019; Saura et al., 2021).

In conclusion we can see how digital marketing activities are helping Finlay Tea to acquire more customers and influence them to try their products as well as their marketing performance. We can tell that digital marketing activities are helping them in terms of brand awareness, customer engagement and purchase intention, but there is also some room for improvement which they can change to attract more customers. By doing targeted marketing more effectively, increasing the

level of their content, and doing influencer marketing more efficiently, Finlay Tea can strengthen their digital presence and compete with their competitors.

3.6 Recommendations

Based on the findings and analysis from the survey, these recommendations are made, where there will be some strategic and managerial recommendations which can help Finlay Tea to perform their digital marketing activities more effectively. These recommendations are specially made for the variables like brand awareness, customer engagement as well as purchase intention which can support Finlay Tea in long-term customer acquisition in such a competitive market.

First of all Finlay Tea should invest more on their marketing activities, where they can invest by making a partnership with any marketing agencies which can help them to perform their marketing activities more effectively, as well as which can help Finlay Tea to make good quality, customer-centric content so that the customers can get connected with the brand more and get influenced to try out the products. They should make their content in a more story-telling way where they share how they make their tea from the garden to their factory, this storytelling thing can connect with more customers emotionally. Several research suggests that contents which can connect with customers emotionally can make the brand recall more and can get more customer trust (Keller, 2013; Kotler & Keller, 2016). This is just the icing to the cake in terms of visibility and consistency granted a well-thought-out scheduling of posts and content optimization according to different platforms, etc.

Second, instead of minimal information from letterhead and post, Finlay Tea is an interactive digital platform that elicits customer engagement. The findings indicate that there is no homogeneity in the customer engagement through a cluster of digital channels, indicating an opportunity for improvement. Engagement initiatives such as comment-based, user-generated content campaigns can encourage two-way communication, and interactive elements in the realm of polls/quizzes/short videos. As (Ashley & Tuten, 2015; Dwivedi et al., 2021) show that interactive digital content improves consumer-brand interactions with consumers and is particularly engaging to users under the age of 30. It can turn passive followers into people who contribute to your brand as well.

Third, pursuing a more strategic influencer marketing strategy. If the influencer campaigns in general have a moderate impact (around 30%), then one certainty we find is that with neutral responses at 74%, influencers are simply not as engaged or, more likely, irrelevant today. The company should choose the influencer for promoting their product wisely. Influencers who can perfectly align with the brand value of Finlay should promote their products just like the lifestyle

influencer because tea is lifestyle related product , fitness influencer because the health conscious persons follow those influencers. Studies show that influencers who have more honesty and credibility in their content can attract more customers than others and which can change the purchase intention of the customers (Keller, 2013; Lou & Yuan, 2019). In terms of credibility and long term memorable brand recall, Finlay should make long term partnerships with some of the influencers who will promote their products.

To strengthen the purchase intention of the customers, Finlay Tea should use strong call-to-action strategies. While there are more positive responses of the customers, which indicates that the digital marketing activities are influencing their purchase intention but on the other hand there are some neutral and negative responses which indicate that there is some room for improvement. For which Finlay Tea should give some promotional offers, bundle discounts, coupons so that the negative and neutral respondents get some kind of influence to try out the products first time and increase the rate of repeat purchase. Accordingly to Chaffey and Ellis-Chadwick (2019), to increase the conversion rate in the FMCG industry, there should be a perfect combination of both promotional offers and digital marketing activities.

In terms of customer acquisition, Finlay Tea should use more data-driven marketing strategies and tools to connect with the right customers. They should know whom to connect with their digital activities. They can use social media analytics or different analytical tools to position and target the customers who have the potential to buy their products. These analytics tools can help them to identify the potential customers demographic, their behavior, their preferences which help the company to make the contents more personalized for those potential customers. Some studies show that proper customer targeting and personalization can help a company to grow more , and increase the return on investment (Saura et al., 2021; Kotler & Keller, 2016).

Lastly, from a managerial point of view, Finlay Tea can strengthen the infrastructure of digital marketing by allocating more resources into the marketing activities and make alignment with marketing agencies who can help them to improve their content quality, better customer centric content as well as better personalized contents for the targeted potential customers. These marketing agencies expertise can help them to monitor their campaign performance and track the outcome properly which can help them to identify in which area they need to improve or focus more.

In summary we can say that these recommendations can help Finlay Tea to identify which areas they need to improve and work on so that they can strengthen their digital presence and align their digital marketing activities more effectively, interactive. And by following these recommendations they can improve their digital presence and connect more with their customers.

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Appendix A: Survey Questionnaire

Title:

Impact of Digital Marketing Strategies on Customer Acquisition: A Study on Finlay Tea

Purpose of the Survey:

This survey is conducted for academic purposes as part of an internship report. The objective of this survey is to understand how digital marketing strategies influence customer awareness, engagement, purchase intention, and customer acquisition for Finlay Tea. All responses will be kept confidential and used only for research purposes.

Section A: Screening Questions

1. Do you consume tea regularly?
☐ Yes
☐ No
2. Are you aware of the brand Finlay Tea?
☐ Yes
☐ No
3. Have you ever purchased or consumed Finlay Tea?
☐ Yes
☐ No

Section B: Demographic Information

4. Age Group
☐ Below 18
☐ 18–24
☐ 25–34
☐ 35–44
☐ 45 and above
5. Gender
☐ Male
☐ Female
☐ Prefer not to say
6. Occupation
☐ Student
☐ Service holder
☐ Business

- ☐ Homemaker
- ☐ Others

Section C: Brand Awareness & Digital Exposure

(Please indicate your level of agreement with the following statements using the scale below)

Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

- 7. I am aware of Finlay Tea's presence on digital platforms such as Facebook.
- 8. I have seen Finlay Tea's digital advertisements or promotional posts online.
- 9. Finlay Tea's digital content is easy to recognize among other tea brands.
- 10. Digital marketing helps me remember Finlay Tea as a brand.

Section D: Customer Engagement

- 11. I engage with Finlay Tea's digital content (such as liking, commenting, sharing, or viewing posts).
- 12. Finlay Tea's social media content is informative and interesting.
- 13. Digital marketing content increases my interest in Finlay Tea products.
- 14. I feel connected to Finlay Tea through its online activities.

Section E: Influencer Marketing

- 15. I have seen influencers promoting Finlay Tea on social media platforms.
- 16. Influencer marketing makes Finlay Tea appear more trustworthy.
- 17. Influencer content increases my interest in trying Finlay Tea.

Section F: Purchase Intention

- 18. Finlay Tea's digital marketing influences my intention to purchase the brand.
- 19. I am likely to try Finlay Tea after seeing its digital promotions.
- 20. I would consider Finlay Tea over other tea brands due to its online presence.

Section G: Customer Acquisition Impact

- 21. Digital marketing helps Finlay Tea attract new customers like me.
- 22. Online promotions make Finlay Tea more appealing compared to competing tea brands.
- 23. I would recommend Finlay Tea to others based on its digital marketing activities.

Section H: Overall Evaluation

- 24. Overall, Finlay Tea's digital marketing strategies are effective.

25. Digital marketing plays an important role in customer acquisition for tea brands in Bangladesh.

Section I: Open-ended Question

26. What improvements would you suggest for Finlay Tea's digital marketing activities?
(Short answer)