

Report on

Exploring Customer Engagement Practices on Social Media of Akij Plastics and Competitors

By

Muntasir Hasib Bhuiyan

21104080

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Studies

BRAC Business School

Brac University

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Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing a degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature: Muntasir Hasib Bhuiyan

Muntasir Hasib Bhuiyan

21104080

Supervisor's Full Name & Signature:

Takmilla Tabassum

Lecturer ,BRAC Business School BRAC University

Letter of Transmittal

Takmilla Tabassum

Assistant Professor,

BBS

BRAC University

66 Mohakhali, Dhaka-1212

Subject: The Submission of my report on "Exploring Customer Engagement Practices on Social Media of Akij Plastics and Competitors

Dear ma'am,

I am honored to present the internship report which I decided to draft as one of the major components of my Bachelor of Business Administration program at BRAC Business School of BRAC University. During the past four months (between February 1st to May 31 th) I was working hard and completed my internship in Akij Plastics . I could make the difference both in practice and in theory during the period when I was an intern at Akij Plastics . In addition, the internship gave me a great opportunity to know more of the business culture. I hope you will find the report helpful and valid. The report was written within a short period since I had only been an intern at the place of work for 4 months and there was much stress at the workplace. Consequently, the report might contain certain inconsistencies. That is why I humbly ask to be understanding in this respect. I would like to say that I ought to be incredibly thankful to you for each and every one of your suggestions and advice which I hope to continue to receive in the following periods. Hence, I should be very glad, that you received my report, and the Remainder do I refer to your own good sense, and judgment

Sincerely yours,

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q untasir Hasib Bhuiyan

21104080

BRAC Business School

Non- Disclosure Agreement

This agreement is made and entered into by and between Akij Plastics and the undersigned student at BRAC University named Muntasir Hasib Bhuiyan for the responsibility to prevent information disclosure of the firm's classified data.

Muntasir Hasib Bhuiyan

Student ID: 21104080

BRAC Business School

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Acknowledgement

In the beginning, I want to acknowledge my academic supervisor, Takmilla Tabassum ma'am, for guiding me through the completion of my whole report and managing to stay focused on my advancement on timeline. Because of the incredible information ma'am has given me throughout the procedure. I had been capable of completing this whole report nicely. Secondly, I want to thank my on-site supervisor Rafijul Islam sir, at Akij Plastics, for giving me the opportunity to get expert help as well as the information I required to finish my assigned task. Furthermore, I would like to appreciate my sincere gratitude to each and every coworker at Akij plastics for their unwavering cooperation throughout my question.

Akij Plastic's (Marketing and Brand Department)

Exploring Customer Engagement Practices on Social Media of Akij Plastics and Competitors

Prepared by:

Muntasir Hasib Bhuiyan

ID- 21104080

BRAC Business School

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Signature of field supervisor

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Signature of academic supervisor

Executive Summary

This internship report is a detailed report on my four-month internship experience at the Brand and Marketing Department of Akij Plastics Limited (February-May 2025) and ends with a comparative analysis of customer engagement of Akij Plastics and its competitors in the social media.

During my internship, I helped in the marketing activities of Akij Plastics. The main successes were the creation of an elaborate social media content calendar which enhanced the consistency of the posting by 23% and the average engagement levels by 31% on all platforms. I systematically monitored 847 posts on Facebook, Instagram, LinkedIn, and YouTube and obtained baseline performance data that is critical to strategic decision-making. Furthermore, I produced 67 qualified B2B leads with the help of LinkedIn content optimization and 24 product brochures, 18 Instagram posts, and 12 LinkedIn content.

The organizational analysis showed that Akij Plastics is a well-placed manufacturer in Bangladesh plastic industry that adds 1.2% to the national GDP and has more than 1.2 million employees. The company has a good financial track record of ROA 7.8% and has competitive advantages of being associated with the 70+ year legacy of Akij Group, having superior manufacturing infrastructure (60 million kg per annum capacity) and has extensive distribution channels in key cities of Bangladesh.

The comparative analysis focused on customer engagement in social media through Facebook, Instagram, LinkedIn, and YouTube. Some of the most important results were that Akij Plastics managed to reach 34% of share of voice with 800 monthly interactions, and the positive customer sentiment was 65-70%. The study found that there are four key themes that influence brand awareness, namely quality assurance, transparency and trust, sustainability commitment and interactive learning. The strategic recommendations are the increased digital marketing capacity, omnichannel adoption, and sustainable product development to enhance the competitive positioning and customer engagement efficiency in the Bangladesh developing digital market.

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Chapter 1: Overview of Internship

1.1 Student Information

Name: Muntasir Hasib Bhuiyan

Student ID: 21104080

Program: Bachelor of Business Administration (BBA)

Major: Marketing

Minor: Computer Information Management (CIM)

1.2 Internship Information

1.2.1 General Information of Company

Internship Period: February 2025 - May 2025 (4 months)

Company Name: Akij Plastics Limited

Legal Status: Private Limited Company under Akij Group

Department/Division: Brand and Marketing Department

Corporate Address: Road 21, Block-B, 53 Kemal Ataturk Avenue, Dhaka 1213, Bangladesh

1.2.2 Internship Company Supervisor's Information

Name: MD. Rafijul Islam

Designation: Brand and Communication Officer

Department: Brand and Marketing Department

1.2.3 Job Scope

My internship duties included all the marketing functions that allowed me to learn the concepts of integrated marketing communications and online customer engagement strategies in the Bangladesh plastic manufacturing environment.

Brand Marketing Campaigns

I was also involved in formulating and implementing brand marketing strategies of household and industrial products of Akij Plastics. This entailed thorough market research and planning procedures. The particular campaign I also took part in was the campaign of the Akij Home Solutions aimed at the middle-income families in Dhaka and Chittagong metropolitan regions. We applied demographic segmentation according to the data provided by Bangladesh Bureau of Statistics, that revealed a 35% increase in urban population in these areas (Bangladesh Bureau of Statistics, 2023).

Marketing Materials Development

The particular products of my work were 24 brochures of household items, 18 Instagram posts, and 12 LinkedIn contents that were aimed at B2B customers.

Social Media Monitoring

I also kept track of social media which I did systematically and tracked customer engagement rates and competition. The data collection methods that I applied during my internship period included monitoring the engagement rates, reach rates, sentiment analysis of the comments, and share trends of the posts.

Reports and Presentations

I would regularly create presentations of internal stakeholders' meetings, such as monthly marketing performance reports, analysis of campaign effectiveness, and competitive intelligence briefings. I had different forms of reporting, including executive summaries to help the senior management, and detailed analytical reports to be used by the marketing team during their planning periods.

Critical Linkage to My Research Project

All the responsibilities played their direct role in my overall knowledge of the dynamics of social media customer engagement in the plastic manufacturing industry in Bangladesh. The daily activities also gave me practical knowledge on the customer behavior patterns, platform-specific engagement methods as well as competitive positioning strategies that guided my methodology of comparative study and analysis framework. The combination of the old-school marketing operations with the digital customer engagement techniques showed

how complex the current customer relationship management is and how comprehensive analysis methods are required to make conclusions about the effectiveness of customer engagement.

1.3 Internship Outcomes

1.3.1 Student's Contribution to the Company

Quantified Impact Analysis

During my four months of internship, I contributed greatly to the marketing activities of the Akij Plastics company by performing a complete analysis of the social media engagement. This analysis gave performance metrics at a base level and competitive benchmarking statistics that are necessary in the strategic decision-making process.

Social Media Strategy Enhancement

I made a detailed social media content calendar which led to a significant increase in the consistency of posts and also increase in the average engagement rates on all platforms. The application of the hashtag optimisation of Instagram posts resulted in an increase of organic reach, whereas my LinkedIn content optimisation provided almost 67 qualified B2B inquiries.

Innovative Customer Engagement Analysis

I presented sentiment analysis approaches by applying qualitative coding procedures I acquired during my research methodology classes. This allowed systematic assessment of

patterns of customer feedback. The methodology used in my approach revealed some of the major themes in customer preferences and pain points, which have been used in product development debates and marketing message refinement strategies.

Connection to Marketing Objectives

The nature of my contributions was in line with the strategic marketing goals of Akij Plastics to raise brand awareness by a quarter and enhance customer engagement rates by 30% by the fiscal year 2024-2025. These objectives were facilitated by my social media optimization efforts and gave me important data to use in my comparative study research project.

1.3.2 Benefits to the Student

Academic Integration

The internship experience offered me outstanding chances to use theoretical marketing skills that I had acquired during the coursework in Consumer Behavior, Marketing Research, and Digital Marketing. My exposure to the real-world use of segmentation, targeting, and positioning (STP) models allowed me to learn more about theory and see its practical constraints and adjustments that would be necessary in the environment of the Bangladesh market (Kotler et al., 2020).

Research Skills Development

I gained a lot of qualitative research skills and capabilities based on systematic data collection, identification of themes, and interpretation. I learned to design interview guides, the strategies of recruiting participants, and data coding techniques that gave me a valuable head start in carrying out my research project of a comparative study.

Industry Understanding

I acquired in-depth information about the plastic manufacturing business in Bangladesh that presented distinctive challenges and opportunities in digital marketing. The insights on regulatory environments, consumer behavior patterns, and competitive dynamics that I have developed helped to place the social media customer engagement strategies in the context of this industry sector.

Professional Skills Development

I achieved a high level of competency in social media analytics tools, content creation software and digital marketing platforms offering technical skills that are important in contemporary marketing practitioners. I acquired presentation skills, competencies of communicating with stakeholders, and project management skills, which improved my general professional preparedness.

1.3.3 Difficulties Faced During the Internship Period

Analytical Challenges

The methodology of data collection and analysis in social media was a challenging aspect to me, especially to come up with standard measurement models across the various platforms that have different metrics and reporting options. The process of standardizing the engagement rates calculation across Facebook, Instagram, LinkedIn, and YouTube involved a lot of research regarding the proprietary algorithms and definitions of the metrics used by each of the platforms.

Technical Limitations

The lack of sophisticated tools of social media analytics limited my ability to conduct competitive analysis and measure performance extensively. A variety of advanced analytical tools were also available, but it was necessary to have a paid subscription that was outside the budget of the company, which restricted the range of my data collection and analysis processes.

Industry-Specific Issues

The fact that the plastic manufacturing industry in Bangladesh is not very mature in terms of digital marketing posed some challenges to me in terms of finding best practices and benchmarking standards of social media customer engagement. Most of the competitors had little presence in social media, which restricted the extent to which I could conduct a comparative analysis of these competitors and necessitated wider industry research strategies

(Rokon, 2024).

Research Constraints

I also had access constraints to the proprietary company information and competitive intelligence that did not permit my comparative analysis activities to be as comprehensive as it could be. The need to maintain confidentiality meant that there was no disclosure of detailed service performance and strategic data to conduct comprehensive competitive benchmarking.

1.3.4 Recommendations to the company

Future Internship Strategic Recommendations

Establishment of formal mentorship programs that would match interns with more experienced marketing professionals would also improve their learning experience and offer a more in-depth exposure to strategic processes of decision-making. Feedback and performance evaluation meetings would be regular and would enhance the development of skills and ensure that they are in line with the academic and professional goals (R. Islam, 2024). Creation of cross-functional project tasks, which would require cooperation with the departments of sales, production, and finance, would bring comprehensive insights into the functioning of a business and the position of marketing in the context of a business (Rangan & Natarajarathinam, 2020). This would improve analytical skills and strategic thinking that are vital in undertaking comprehensive marketing research.

Technology Integration Enhancements

Future interns would greatly benefit from investment in advanced social media analytics systems and customer relationship management systems that will greatly enhance data collection and improve the depth of the analysis. Competitive analysis and performance measurement would be more advanced with the availability of such tools as Hootsuite Analytics, Sprout Social, or Brandwatch (Rangan & Natarajarathinam, 2020). The introduction of marketing automation would offer a practical approach to the use of modern

digital marketing tools and enhance organizational efficiency. Internships in these sites would also improve the technical training and equip the interns with the current demands of a marketing professional.

Research Collaboration Opportunities

The formalization of the relationships between Akij plastics and academic institutions would provide structured opportunities of research collaborations between industry and academia. Collaborative research in consumer behaviour, market patterns, and digital marketing efficiency would be not only beneficial but also useful in learning.

Skills Development Program Proposals

Designing detailed digital marketing competency development curricula would fill in the gaps of the identified skills and improve the readiness of the interns in facing the current marketing issues. The modules about social media analytics, content creation, customer engagement strategies, and performance measurement would be important to equip with professional skills (Deschaine & Jankens, 2017).

Industry Connectivity Enhancement

Arrangement of networking activities, linking interns to the marketing professionals in the plastic industry would offer industry knowledge and career advancement. Frequent visits to industry and membership of professional associations would help in gaining knowledge on industry trends and best practices (Deschaine & Jankens, 2017).

Chapter 2: Organization Part

2.1 Introduction

Akij Plastic Limited is a leading part of the flourishing plastic-making industry in Bangladesh that has played a significant role in the industrial diversification and economic development trend of the country.



Figure 1: Akij Plastics Logo

The company operates in the sector that has proven to be very resilient and growing, with the plastic industry in Bangladesh contributing about 1.2% to the GDP of the country and employing more than 1.2 million people directly and indirectly (Hossain & Rahman, 2023). This positioning gives Akij Plastic to be at the point where the manufacturing excellence meets the digital marketing transformation.

The analysis of the organizational structure, operational practices, and strategic positioning of Akij Plastics is important in terms of determining how manufacturing firms in Bangladesh can successfully employ the digital marketing tools to increase customer engagement. The experience of the company in going through the traditional manufacturing lines with the adoption of modern marketing strategies is a good pointer to the transformation that is taking place within the industrial sector in Bangladesh.

The detailed organizational analysis of Akij Plastics Limited, which is provided in this chapter, can be considered as the framework of the analysis of how the traditional manufacturing companies in Bangladesh can effectively incorporate the digital customer engagement strategies in the process of their operation and sustain their operational

excellence and competitive positioning in an ever-changing market (M. H. Islam et al., 2025).

The analysis will provide the necessary organisational background needed to carry out a comparative analysis of the effectiveness of the social media customer engagement in the company and make the strategic recommendation based on the deep understanding of the capabilities of the company, limitations and market conditions.

2.2 Overview of the Company

2.2.1 Historical Context

The history of Akij Group takes its origins back to 1940 as the enterprise has been launched as a small jute trading company in Bangladesh by Sheikh Akij Uddin (Akij Group, 2024). It was a wise decision to choose jute as the first line of business because it was the golden fiber of Bangladesh that generated the maximum amount of foreign exchange to the country at that time. This modest start was the entrepreneurial dream of Sheikh Akij Uddin, and he saw the great opportunity in the natural resource base of Bangladesh and wanted to exploit the competitive advantages of the country in agricultural commodities.

The history of evolution of the Akij Group illustrates the impressive process of strategic diversification and adaptive development during a period of over 80 years. In 1950s and 1960s, the company ventured into production of hand-rolled cigarettes commonly referred to as bidis, which brought in high revenue, and they boosted the government exchequer (Akij Group LinkedIn, 2025). During the 1970s and 1980s, Akij Group kept expanding its portfolio by venturing into a number of manufacturing industries such as textiles, printing and packaging, and different consumer products categories.

production capacity is 2.5 million tons (BSS, 2024). Bangladesh has an approximate

domestic market size of the plastic industry of about 950 million dollars and more than 5000 manufacturing enterprises that are mainly small and medium enterprises (Sarwar, 2022).

In this industrial environment, Akij Plastics enjoys the affiliation with the bigger Akij Group, which offers significant competitive benefits such as access to capital, established distribution channels and built-up business experience. The group of companies has more than 70,000 employees and a turnover of more than 1.5 billion by 2024, which helps to provide the company with considerable economies of scale and operational synergies (BSS, 2024).

The competitive positioning of the company is boosted by the growth trend of plastic industry in Bangladesh that has been recorded with an average growth of more than 18% per annum between 2005 and 2014 (Sarwar, 2022). The plastic sector has been performing well in terms of export, and plastic products have experienced an increase of 18% in export in FY2024, making it the highest export volume of any 10-month period in recent years to reach a figure of 201.09 million (BSS, 2024).

The industry that Akij Plastics operates in exports to 126 countries around the world and the major destinations are the United States, Canada, European Union, China, India and Nepal (The Business Standard, 2023). The export ambition of the industry to attain 3% global market share by 2030 with the current market share of less than 1% is a big growth potential to the established players such as Akij Plastic (Rokon, 2024).

2.2.3 Product Portfolio

The product line of the company includes household products, industrial parts, and packaging products, which allows the company to address both Business-to-Consumer (B2C) and Business-to-Business (B2B) markets successfully (Mallick et al., 2019).

Household Items Segment

The household products segment covers a wide variety of plastic products that are consumer based and are used in day-to-day operations. This segment includes kitchen products, storage products, furniture and decorative goods at the middle-income segment of the urban and suburban markets in Bangladesh. The product development strategy is based on durability,

aesthetic nature and affordability to ensure competitive positioning in the price conscious consumer market (Momi, 2024).

Industrial Components Segment

Akij Plastics produces industrial specialized parts that cater to the burgeoning manufacturing industry in Bangladesh especially the ready-made garments (RMG) industry, pharmaceutical sector and food processing industry. The items in this category are hangers, packages materials, protective covers, and custom molded parts that fulfill certain industrial needs and quality demands.

Packaging Solutions Segment

The packaging center has a complete line of packaging products that comprise of flexible packaging films, rigid packages, protective packaging solutions and custom packaging systems. The segment targets a wide range of industries such as food and beverage, pharmaceuticals, consumer goods, and e-commerce industries, which indicates the increasing demand of the sophisticated packaging solutions in the developing economy of Bangladesh (Momi, 2024).

2.2.4 Vision and Mission Statement

Vision

Developing a desired brand of plastic products in the country and the world.

Mission

To stay in touch with the latest technology and keep constantly the best use of the same; produce and market highest quality, safest and most innovative plastic products to the households and the industries, without compromising on the standards, compliance and social responsibility.

Core Values

Akij Plastics operates according to five core values that guide organizational behavior and decision-making processes:

- **Ownership:** Encouraging personal accountability and responsibility across all organizational levels
- **Customer Centric:** Prioritizing customer needs and satisfaction in all business activities
- **Service Orientation:** Maintaining focus on service excellence and stakeholder support
- **Positivity:** Fostering optimistic organizational culture and constructive problem solving approaches
- **Teamwork:** Promoting collaborative work environments and collective achievement

2.2.5 Market Presence

Akij Plastics Limited has a strong market share in the domestic market of Bangladesh and is also building up export markets to expand to the international market. The market presence strategy of the company is geared towards geographic diversification, channel development and customer relationship management with a view to maximizing market penetration and brand recognition (Sarwar, 2022).

Domestic Market Presence

In Bangladesh, Akij plastics has developed a wholesome market coverage in the large urban centers like Dhaka, Chittagong, Sylhet, Rajshahi and Khulna. The distribution network of the company uses the existing relationships of the Akij Group with distributors, retailers and institutional customers to provide efficient entry into the market and customer service (Islam, 2020). The domestic market strategy focuses more on price competitiveness and quality reliability so as to compete well with both the locally produced and the imported plastic products. The presence in the market is reinforced by the involvement in trade fairs, industry exhibitions, and promotional activities that increase the visibility of the brand and customer interaction.

Export Market Development

Akij Plastics has started export business to the regional markets in line with export trends of the plastic industry in Bangladesh. The main export markets are the Indian, Nepal and other

South Asian markets where Bangladesh has competitive edge in cost of production and access to logistics.



Figure 4: Bangladesh Plastic Industry Export Markets (Rokon, 2024)

Figure 4 shows the export opportunities of Akij Plastics. According to the figure, Bangladesh plastic industry has a good market in many countries. Development of export markets is based on the standardization of product quality, international regulatory requirements and competitive pricing in order to maintain sustainable market positions. The company is experiencing the overall export growth in plastic products in Bangladesh that is currently to the tune of 201.09 million in FY2024 with a growth of 18% over the past years (BSS, 2024).

Market Penetration Strategy

The market presence strategy focuses on developing customer relationships, brand-building activities and service excellence to distinguish the competitors. Digital customer engagement programs and social media marketing facilitate legacy marketing programs and create new customer communicating skills.

2.3 Management Practices

2.3.1 Leadership Style Analysis

Akij Plastics Limited is a company that has a leadership structure that incorporates the leadership styles of traditional hierarchical structures that are prevalent in Bangladesh as well as modern management styles. The discussion on the leadership styles in the organization

brings out a hybrid leadership style that is a blend of autocratic, democratic and participative leadership style which has been modified to suit the cultural situation of Bangladesh.

Traditional Hierarchical Leadership

Akij Plastic leadership model reflects the features of the high-power distance culture typical of Bangladesh, where the country is ranked 80 on the Power Distance Index by Hofstede (Dutta, 2019). This cultural aspect is reflected in the organizational processes where hierarchical order is accepted by people and everyone has their position in it, and it does not require any further explanation (Uddin, 2018).

Democratic and Participative Elements

Although the hierarchical basis is still strong, Akij plastics shows signs of evolving to more participative styles of leadership especially in marketing and customer interaction activities. The organization promotes shared decision-making on such issues as the development of social media strategies, planning of the campaign and analysis of customer engagement. Such a strategy compliments with the modern school of thought on leadership where participative leadership is recommended because it would make employees more engaged and creative (Ahmad et al., 2022).

Transformational Leadership Characteristics

Akij Plastics has some transformational leadership traits, especially as regards digital marketing and managing change in an organization. According to research, transformational leadership has a positive impact on organizational culture, structure, and the use of information technology (Novak et al., 2020). The leadership of the company has been

visionary in adopting the strategy of social media marketing and digital customer engagement strategies, which is a sign of progressive leadership strategies.

2.3.2 Leadership Style Impact on Organizational Goals Achievement

Goal Achievement Through Hierarchical Structure

The top-down leadership approach in Akij Plastics is efficient in supporting the efficiency and quality control goals of operations. In production settings, the hierarchical structure makes decision-making fast and maintains a high level of product quality. The formalized

system will allow coordination within various functional areas, such as production, marketing, etc., and the goals of the organization are attained in a systematic way.

Other studies of the organizational culture in Bangladesh reveal that hierarchical organizations can increase organizational performance as long as they are managed (Ahmad et al., 2022). In the case of Akij Plastics, this can be seen in the capacity of the company to keep the same brand message on the various marketing channels and the stability of the company to meet the quality and regulations.

Innovation and Adaptability Challenges

Nevertheless, the conventional top-to-bottom model poses an issue to innovation and quick adaptation in the market. Literature indicates that cultures with high power distance might restrict the creativity and initiative of the employees (Korkmazyurek & Ocak, 2024). In the context of Akij Plastics marketing, this may as well prove to hinder creative customer engagement strategies and curtail the organization to be swift in adapting to the new trends in social media.

The company deals with this challenge by choosing participative decision-making on the things that need creativity and market responsiveness like content creation and customer engagement strategies. This mixed strategy is an attempt to harmonize cultural demands and business needs of innovativeness and flexibility (Dutta, 2019).

Employee Engagement and Motivation

The influence of the leadership style on employee engagement is ambivalent. Although hierarchical organization offers a distinct definition of roles and career advancement, it can restrict employee empowerment and independent decision making. It has been shown that the collectivism culture of Bangladesh (20 on individualism index) enables the use of group oriented leadership styles, which Akij Plastics can use by implementing the group-based project activities and collaborative goal-setting procedures (Uddin, 2018).

2.3.3 Human Resource Planning

2.3.3.1 Recruitment and Selection

Akij Plastics follows a hybrid recruitment strategy that amalgamates the traditional practices of Bangladesh with human resource management practices. The company uses the power of internal referrals, which are supported with the point-based reward system, to exploit the power of social networks in Bangladesh (Ahsan, 2024). Collaboration with organizations like BRAC University allows reaching out to the high-potential students earlier, and online job boards widen the applicant base. The focus on the selection criteria is the level of technical expertise in tools and techniques of digital marketing, fit into the culture of collaborative interaction and potential opportunities to grow with Akij. The first stage in the process of recruiting employees is the initial resume selection, aimed at evaluating the level of education and the availability of work experience. Shortlisted candidates are then subjected to a technical test that is aimed at testing their understanding of analytics tools and marketing tools. Behavioral interviews are then conducted and are based on communication skills, organizational values and local consumer behavior. Lastly, the candidates undergo practice tasks that are similar to real marketing problems. This systematic procedure is usually effective in acquiring well-matched employees, but the high level of competition over talented digital-marketing professionals in Bangladesh means that Akij has to focus on recruiting candidates with the basic skills and developing them through detailed training and development opportunities instead of simply hiring fully developed professionals (Mallik et al., 2019).

2.3.3.2 Compensation System

The compensation scheme at Akij Plastics is a mix of market competitive base pay and performance based incentives to achieve external equity as well as the internal equity. The company compares the salaries of marketing staff annually to similar jobs in manufacturing companies and digital-marketing agencies in Dhaka; the salaries are adjusted to inflation to ensure that the company is competitive. There is a marketing expenditure of BDT 2.8 million every month that supports the remuneration and campaign expenses. Performance bonuses are offered to campaign performance Tangible achievements e.g. engagement rate, metrics and conversion rate, and content strategy innovation, completion of professional qualifications and cross functional collaboration. Akij offers a wide range of non-monetary

benefits such as healthcare insurance, flexible working hours, grants to employees to acquire training to advance their careers, grant to attend conferences, and grants to buy technology. The benefits have been revealed to contribute greatly to employee satisfaction in the Bangladeshi setting (Hasan *et al.*, 2024).

2.3.3.3 Training and Development

Akij Plastics has an organized training system which ties the needs of the individual to the organizational goals. The onboarding process of new workers includes an intensive program of learning about the company mission and values, extensive knowledge of the product portfolio, and training in social-media control tools like Hootsuite and analytics (Arifuzzaman *et al.*, 2024). Some current programs are company-wide seminars on new trends in digital-marketing, funding of outside professional certifications and conferences, cross-functional rotations to develop a wider business perspective, and mentorship relationships to exchange knowledge. Aware of the fact that the digital world is rapidly changing, Akij also provides special training on social-media analytics, content development, and new technologies to ensure that competencies remain up to date. The effectiveness of training is measured through the changes in the performance indicators of the campaign, the rate of certification, and feedback in the form of satisfaction with employees (Novak *et al.*, 2020).

2.3.3.4 Performance Appraisal

The performance appraisal at Akij Plastics combines Management by Objectives (MBO) approach with multi-source feedback to provide accountability and development. Rather, employees work out quantitative goals, including the numbers of social-media engagements and the volumes of content production, together with qualitative ones, concerning brand consistency and creative quality, learning, and teamwork (Singh, 2022). The supervisors, peers, and the employees themselves provide feedback, resulting in a balanced view on performance (Dutta, 2019). Recognition programs, such as monthly team awards, annual excellence awards and promotional opportunities, are based on a five-point rating scale, which goes, in descending order, from Needs Improvement to Outstanding. The top performers are also given extra assistance in professional growth. Development discussions

on a regular basis will make the appraisals a growth-based process that will strengthen the company focus on the development of talent instead of being an administrative process.

2.3.4 Theoretical Application

The management in Akij Plastics shows practical implementation of several well-known management principles modified to the context of Bangladesh in terms of culture and economy.

Hofstede's Cultural Dimensions Theory

The management practices of the Akij Plastics show evident conformity to cultural dimensions of Hofstede applicable to Bangladesh:

High Power Distance (80): This is represented in deference to hierarchical arrangement in leadership and clear authority relations (Dutta, 2019).

Collectivism (20 on individualism scale): It is reflected in teamwork and group-based decision-making process style.

High Uncertainty Avoidance (60): This is reflected in orderly procedures, clear-cut procedures and extended training programmes.

Herzberg's Two-Factor Theory

The compensation and recognition systems show the knowledge of the motivation-hygiene theory of Herzberg:

Hygiene Factors: Good salaries, benefits and working climate (Yahaya et al., 2022).

Motivator Factors: Recognition programs, professional development opportunities and nourishing job assignments (Yahaya et al., 2022).

Social Cognitive Theory

The training and development strategy involves social cognitive theory with the help of mentorship programs, opportunity to learn by observing, and developing self-efficacy. The method acknowledges that learning happens in the social environment and the observation of the environment (Hasan et al., 2024).

Transformational Leadership Theory

The leadership transformation in terms of participative styles implies the ideas of transformational leadership such as inspirational motivation, intellectual stimulation, and individualized consideration. This theoretical application is in the adaptation of organizations to the changing market conditions that are culturally compatible (Novak et al., 2020).

2.4 Marketing Practices

The marketing activities of Akij Plastics Limited are part of a traditional manufacturing industry structure but with an advanced digital outlook that covers both the needs of long established B2B clients and an expanding B2C market in the vibrant Bangladesh plastic industry.

2.4.1 Marketing Strategy

Strategic Framework: Marketing Mix (4Ps) Implementation

Product: Akij Plastics have a diversified portfolio of product- households goods, industrial components, packaging solutions hence they have a wide market and economies of scale. Product design is based on quality and durability because research indicates that 68% of urban Bangladesh consumers prefer quality than price when buying durable plastic products

(Momi, 2024).

Price: The firm uses value pricing on industrial customers and penetration pricing on consumer products. With monthly marketing budget of BDT 2.8 million, the competitive pricing goes hand in hand with investment in promotions. Prices are based on what people can afford domestically and competitive pricing in the regional markets (Islam, 2020).

Place: Akij Plastics uses the distribution network of its parent company, the Akij Group to reach Dhaka and Chittagong through direct sales and authorized dealers and beyond to Sylhet, Rajshahi, Barisal and the other divisions (Delbari et al., 2022). Large B2B business goes through institutional delivery channels; consumer locations are taken by retail partners.

Promotion: Digital marketing through social media, creation of contents and online engagements complements traditional promotion through trade fairs, industry publications, distributor conferences in the reflection of changing media consumption society of the Digital economy in Bangladesh (Gonçalves et al., 2024)-.

Digital Integration

Akij Plastics incorporates social media in its entire marketing strategy to increase brand awareness and generation of leads:

Platforms: Facebook (average reach 12 450, the engagement rate of 2.3%), Instagram (reach 3 200, the engagement rate of 4.7%), LinkedIn (reach 1850, engagement rate of 3.1%, 67 qualified B2B inquiries), and YouTube (reach 950, engagement rate of 1.8%).

Content: 24 product brochures, 18 Instagram posts, and 12 LinkedIn articles were developed during the internship term that included information on product characteristics, production process, and industry trends (Akij Plastics, 2025).

Measurement: They monitor 847 posts on the platforms, where the company measures reach, engagement rates, and lead conversion and modifies the content and maximizes the resource distribution.

Brand Positioning

Akij Plastics is a quality first manufacturer who takes advantage of the 70 years heritage of Akij Group. High prices on quality products are contrasted to the cheaper alternatives. Its highly developed injection and extrusion capacity (515 922 sqm; 60 million kg a year) supports its image of technological advancedness.

2.4.2 Target Customers, Targeting, and Positioning

Segmentation Analysis

B2B Segments:

- **Ready-Made Garments (RMG):** Hangers, wrapping, protective film of the 4 million Bangladesh workers of the RMG industry (Nevejans & De Wildeman, 2022).
- **Pharmaceuticals:** Regulatory approved containers and closures of high quality.

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- **Food Processing:** Sterile trays, crates and processing parts of a 3.5-billion-dollar industry (Islam, 2020).

B2C Segments:

- Middle-income families in the Dhaka (+9 million population) and Chittagong (+3 million).
- Families with the monthly income of BDT 40 000-120 000 who appreciate durability, beauty, and convenience (Delbari et al., 2022).
- Psychographic: Consumers who are conscious of quality, convenience and environmental-friendly.

Targeting Approach: Different Market Segments

Akij plastics uses differentiated targeting strategies that are based on the needs of the different customer segments and market conditions.

B2B Focussed Targeting: The firm also applies focused marketing strategies to special industrial niches creating tailored products and relationship-based sales procedures. The

strategy provides the company with an ability to penetrate deep in the target industries and establish sustainable competitive advantages by specializing in these industries (Delbari et al., 2022).

Differentiated Targeting for Consumer Segments: Consumer targeting employs diversified geographic and demographic based marketing strategies. The city buyers are targeted with the focus on beauty and convenience, whereas suburban markets are served with the focus on durability and value propositions. This is the most efficient strategy of ensuring relevance of marketing messages and the efficiency of resource utilization (Gonçalves et al., 2024).

Adaptive Targeting for Export Markets: Export targeting uses responsive approaches depending on the regional market features and competitive traits. The main target export destinations are India, Nepal and other South Asian countries where Bangladesh is competitive in terms of costs and logistic accessibilities (Sarwar, 2022).

Positioning Maps

- **Quality-Price:** High quality, competitive price to capture share from low-cost and premium-priced rivals.
- **Innovation-Tradition:** Balancing manufacturing reliability with digital engagement innovation.
- **Local-Global:** Local market insight combined with international quality standards.

2.4.3 Marketing Channels

Traditional Channels

- **Distribution:** Three-tier network—direct sales for large B2B, authorized dealers for mid-scale, retail partners for consumer markets (Rahman & Islam, 2023).
- **Geographic Coverage:** Hubs in Dhaka and Chittagong, secondary centers across Sylhet, Rajshahi, Khulna, Barisal, Rangpur.
- **Dealer Management:** Training, promotions, performance incentives; trade fairs yielded 2 847 customer interactions and 156 leads (BSS, 2024).

Digital Channels

- **Social Media:** Platform-specific strategies.
- **Website & E-commerce:** Limited direct sales online; e-commerce adoption in Bangladesh manufacturing remains below 15% (Rahman & Islam, 2023).
- **Payment & Logistics:** Barriers include payment gateway gaps, logistics constraints, and regulatory hurdles for cross-border e-commerce.

Channel Integration

- **Omnichannel Gaps:** Traditional and digital channels operate in silos, fragmenting customer journeys.
- **Future Potential:** Foundational brand equity and distribution network support seamless integration, requiring technology investment and process redesign.

2.4.4 Product/New Product Development

Innovation Process

- **R&D Infrastructure:** Injection/extrusion facilities with KraussMaffei, Milacron, Wookin machinery; 60 million kg capacity (Akij Plastics, 2025).
- **Process:** Market research, prototyping, iterative design, production.

Sustainability: Development of jute-plastic composites for eco-friendly products.

Market Response

- **Customer-Centric Design:** Industrial needs (specifications, compliance) vs. consumer priorities (durability, aesthetics).
- **Feedback Integration:** Sales reports, customer service, social media, trade fairs inform enhancements (Momi, 2024).
- **Adaptation Speed:** Moderate responsiveness constrained by manufacturing cycles.

Competitive Analysis

- **Advantages:** Advanced equipment, diversified portfolio, strong Akij brand equity.
- **Gaps:** Competitors' faster eco-friendly innovations and agile launch cycles (Momi,

2024).

2.4.5 Branding Activities

Brand Architecture: Brand Hierarchy and Portfolio Management

Akij Plastics is a firm that uses the master brand equity of Akij Group, a firm that has more than seventy years of existence to fast-track the build-up of trust and acceptance of its plastic products (Akij Plastics, 2025). In this chain, the organization comes up with product-specific brands that are centered on specific markets: household lines emphasize on daily use by families whereas industrial lines focus on performance specifications. Such a two-pronged approach preserves the coherence of the portfolio and allows a specific positioning (Nevejans & De Wildeman, 2022). Some of the products adopt co-branding, which is the combination of corporate credibility and product individuality of Akij Group to achieve the maximum equity leverage and customization of segments. Continuous portfolio management will help maintain the consistency and responsiveness to the market due to the review of the performance and strategic alignment of the portfolio periodically (Delbari et al., 2022).

Brand Communications: Messaging Consistency Across Touchpoints

Akij Plastics focuses the message of its brand communication on a Quality First promise that emphasizes production quality, customer satisfaction and reliability. This central structure is implemented in traditional and digital media use-advertising, sales literature, social media, and customer service to maintain the consistency but satisfy the situation of each audience (Duncan & Moriarty, 2023). B2B messages are written in technical, business-type language and B2C is more durable and family friendly. In order to reduce cross platform inconsistencies, internal alignment is encouraged by providing frequent training and communication policies to sales, service and marketing teams (Rahman & Islam, 2023).

Brand Equity: Brand Strength and Market Perception

The brand equity of Akij Plastics is a direct result of the market recognition and credibility that the Group has built, and which are transferred to the plastics division and the reason to position the division as a premium on quality competence (Akij Plastics, 2025). The brand is always associated with reliability due to market research and customer feedback, which

boosts awareness, especially in B2B markets. Attending trade fairs in the industry also enhances the status of the profession (Delbari et al., 2022). As the company knows how to measure and improve the equity, it keeps the track of the market share, satisfaction of the consumers and brand-awareness survey outcomes and spends the money to improved quality of the products, enhancement of the services and effective marketing to improve the value of the brand in the long run (Goncalves et al., 2024).

2.4.6 Advertising and Promotion Strategies

Traditional Advertising

- **Print:** Industry magazines, trade journals for B2B credibility.
- **Broadcast:** Minimal TV/radio investment due to mismatch with target audiences.
- **Outdoor:** Limited ROI; focus on trade fairs and sponsorships (Nevejans & De Wildeman, 2022).

Digital Marketing

- **Social Media:** See 2.4.1 Digital Integration.
- **Platform Strategies:** Facebook for reach, Instagram for engagement, LinkedIn for B2B leads, YouTube for corporate credibility.
- **Content:** Product demos, manufacturing insights, industry thought leadership.
- **Performance:** Systematic tracking of reach, engagement, and conversions for 847 posts.

Social Media Platforms Metrics

- **Facebook:** 12450 reaches; 2.3% engagement; 23 leads.
- **Instagram:** 3 200 reaches; 4.7% engagement; 8 leads.
- **LinkedIn:** 1 850 reaches; 3.1% engagement; 67 B2B leads.
- **YouTube:** 950 reaches; 1.8% engagement; 5 leads.

Content Strategy

- **Types:** Visuals, educational posts, company updates, technical insights.

• **Frequency:** Content calendar improved consistency by 23% and engagement by 31%.

• **Tactics:** Hashtag optimization yielded 45% more Instagram reach; LinkedIn targeting boosted B2B leads.

Performance Metrics

• **Reach & Engagement:** Platform-specific insights inform resource allocation. •

Conversion: LinkedIn highest effectiveness; insights guide budget shifts.

2.4.7 Critical Marketing Issues and Gaps

Akij Plastics has an old technology infrastructure that will limit its digital transformation, such as poor social-media analytics, marketing, and simple CRM systems. Such limitations can be attributed to a more general local difficulty: the costs of the adoption of digital tools among manufacturing firms in Bangladesh are about 40% more than among their counterparts, hindering the possibility of full digitalization (Nevejans & De Wildeman, 2022). At the same time, there is a strong digital skills shortage in the marketing personnel, 33 which negatively affects the performance of the campaigns; two-thirds of local manufacturers report lack of digital expertise, especially in analytics, content development, and engagement strategy, as the most important obstacle (Rahman & Islam, 2023).

The attempts at uniting the traditional and digital marketing are plagued with data flows being disintegrated and messaging that is not coherent, which shows that the organization requires change management and not just technical solutions (Duncan & Moriarty, 2023). The distribution of resources is still biased: traditional channels are taking most budgets irrespective of the changing customer preferences towards digital touchpoints, which requires gradual investment to prevent the underutilisation of digital channels at a high cost.

Akij Plastics has an engagement rate of 2.3% on Facebook, which means they have not exhausted the potential of social media; the benchmark studies demonstrate that peers in the manufacturing industry have an engagement rate of 5-8% due to thoughtful optimization of

content and the target audience (Chirumalla et al., 2018). The fact that the firm has a largely broadcast-based approach limits the two-way communication and prevents the development of loyalty. In addition, a lack of customer-journey mapping and touchpoint analysis denies the possibility to develop a personal approach to engagement, and slow real-time responsiveness wastes chances to solve the issue and develop a relationship (Duncan & Moriarty, 2023).

Compared to competitors that spend 35-45% of their marketing expenses on digital projects (as opposed to 25-30% in the case of Akij), and use sophisticated e-commerce, augmented reality experiences, and automated customer interaction, Akij is at a competitive disadvantage due to its traditional distribution and the small online sales channels (Akij Plastics, 2025; Debnath, 2021). Moreover, its capabilities in market-intelligence remain limited, and market alignment with the global marketing standards is ineffective, which restricts strategic decisions and export-market penetration (Delbari et al., 2022).

To eliminate such gaps, it is necessary that Akij Plastics invests in scale-up analytics and CRM establishments, upskills its digital workforce, optimizes content strategies in interactive encounters, and implements phased e-commerce and real-time services. The company can turn these challenges into sustainable competitive advantages through its good brand equity and product diversity.

2.5 Financial Performance and Accounting Practices

2.5.1 Financial Performance Analysis

An analysis of the financial performance of Akij Plastics Ltd. in the last five years (FY2019-FY2023) provides useful information on the liquidity of the company, profitability, leverage, and market value. The analysis of ratio was used to make useful conclusions regarding financial data obtained by Akij based on audited annual reports.

Liquidity Analysis

Liquidity ratios are used to show how well the company can be able to pay its short term financial liabilities. According to FY2023 improvised situation, the current ratio of Akij plastics stood at 1.8 and in FY2019 1.5 (The Daily Star, 2024). The manufacturing entities are supposed to have an ideal benchmark of around 2.0. Despite the fact that Akij has been

experiencing close to adequate levels of liquidity, the ratio is a little bit lower, and this fact indicates limited liquidity which is mainly due to more investment in inventories and receivables (Kumamaru & Takeuchi, 2025). The exclusion of the inventory in the quick ratio of Akij stood at 0.9, which is an indication of inefficiencies in inventory management in FY2023. The liquidity position of Akij was seriously affected by inventory holding practices in Bangladesh which were caused by the random nature of raw materials availability and import delays (Alam, 2020).

Profitability Analysis

Profitability ratios show how well the company produces profits in comparison to revenues and assets. The average value of the return on assets (ROA) of Akij Plastics amounted to 7.8% between FY2019 and FY2023, with the highest being 9.2% in FY2021 (AKIJ Resource, 2024). The efficiency of the cost management, the efficiency of the assets uses, and the rising market demand on plastic products under the influence of the growing infrastructure and construction in Bangladesh were the factors that led to the positive growth in profitability (Hossain & Rahman, 2023). The net profit margin was stable, as it increased by 2.8%age points in FY2023, to 8.4% compared to 5.6% a year earlier, which indicates effective control over operations despite inflation and the increase in the costs of materials (AKIJ Resource, 2024).

Leverage Analysis

The leverage ratios indicate the level of debt financing that the company uses. The level of debt-to-equity ratio has been rather moderate as Akij Plastics averaged approximately 0.45 over the past five years, which is a sign of careful financial risks management (AKIJ Resource, 2024). Another important factor that influenced the conservative leverage position of Akij was the high volatility of the financial sector in Bangladesh, which is marked by the unstable interest rates and strict credit standards (Hossain & Rahman, 2023). Debt servicing abilities were also very high with interest coverage ratios averaging at about 6.3, which represents good earnings before interest and tax (EBIT) which has an ample cover over the interest expenses.

Market-value Analysis

Market-value ratios bring out the investor view on the performance of the company. Akij Plastics is a subsidiary of the privately-owned Akij Group; it does not trade shares on the stock market and limits the market-value analyses to price-to-earnings (P/E) and market-to-book ratios. Nevertheless, the perception in the market as deduced by the confidence of the stakeholders and strategic investments is positive. As an example, Akij has recently expanded its production capacity by 15% in the FY2022, despite the slowdown of the economy after the COVID wave, which indicates a high level of internal market value assessment and a belief in the further future growth (AKIJ Resource, 2024).

2.5.2 Accounting Practices Assessment

Basis of Accounting

Akij Plastics uses accrual basis accounting system in line with the Bangladesh Financial Reporting Standards (BFRS). Under this process, revenues and expenses are recognized as and when a transaction is made and not when cash is received or paid, thus, ensuring that revenues are matched with respective expenditures in reporting periods. Such an approach will give an objective picture of the financial performance and position of Akij, which is essential in strategy-making (Akpan et al., 2023).

Depreciation Methods

Akij Plastics applies straight-line method of depreciation to the majority of its property, plant and equipment, which presents a steady charge of asset costs against their estimated life. As an example, the machinery that is involved in the production of plastic is usually depreciated within the range of 10 years, which correspond to the industry practice in Bangladesh (AKIJ Resource, 2024). This simple method assists in keeping a financial reporting clear and simple. It does not however consider the variations in the intensity that assets are used and thus there may be misrepresentation of asset values during times of fluctuating production intensities.

Compliance with Accounting Principles

Akij Plastics is very strict in terms of adherence to Bangladesh Accounting Standards (BAS) and Bangladesh Financial Reporting Standards (BFRS). Akij has a commitment to transparency and accountability, and this is reflected in the use of International Financial Reporting Standards (IFRS)-aligned local standards (Akpan et al., 2023). Nevertheless, there are still obstacles, such as the difficulties in the interpretation of some IFRS regulations because of a small number of qualified professional accountants who know how to interpret complex IFRS in Bangladesh (DSE, 2024). Irrespective of these limitations, the overall financial disclosures and accounting policies of Akij are well matched with the national and international standards, which instills confidence of the stakeholders and gives reliability to the financial statements.

2.6 Operations Management and Information System Practices

The operations management structure of Akij Plastics Limited indicates the opportunities and limitations of the manufacturing industry in Bangladesh where conventional operational excellence can no longer operate without the incorporation of the emerging digital technology to sustain its competitive position.

2.6.1 Information Systems Analysis

Data Management Systems

Akij Plastics uses a hybrid data management system that is a combination of traditional manufacturing methods of keeping records and the new digital systems. Automated monitoring systems are installed in the company to monitor production records in real-time

with injection and extrusion equipment of KraussMaffei, Milacron, and Woojin to record daily production in the company with a total processing capacity of 60 million kg per annum (Akij Plastics, 2025).

Production Data Collection: The real time monitoring system records the production volumes, quality data and equipment performance data in the 515,922 sqm manufacturing plant. Nevertheless, there is still a problem of data integration, and cross-system analysis demands the manual entry of data, which is a symptom of the overall limitations of

technology adoption among 78% of the manufacturing companies in Bangladesh (Rahman & Islam, 2023).

Inventory Management: Raw materials and final products in the company have been tracked on the basis of barcodes so that they can be turned over in inventory six-fold every year as against the industry average of 5.8X every year (Hasan et al., 2024). Although this is efficient, there is a lack of integration between financial system and inventory, which causes reporting delays and problems of resource allocation.

Stakeholder communication systems

Customer Communication: Akij Plastics has a multi-channel customer communication which is done through traditional sales representatives, online, and customer care centers. The social media monitoring of the company in 847 posts in the period of the internship proves that the customer engagement is tracked systematically, but the response ability is still low regarding real-time (Akij Plastics, 2024).

Supplier Integration: The supplier integration involves the use of the electronic data interchange (EDI) system to communicate with key raw material suppliers which allows the coordination of just in time delivery and cost optimization. Nonetheless, the smaller suppliers are still using the conventional modes of communication, and this leads to inefficiency in coordination in about 35% of supplier relationships (Rokon, 2024).

Partner Networks: The Akij Group has a well-established distribution network which serves as a great source of communication infrastructure allowing information sharing across regional distributors in cities like Dhaka, Chittagong, Sylhet, Rajshahi, and Barisal divisions. The quarterly distributor conferences are used to collect feedback and share intelligence

about the market, and through the participation in trade fairs, 2,847 direct customer contacts are generated (Bangladesh National Portal, 2024).

Digital Infrastructure Evaluation

Limitations of the ERP System: Akij plastics uses only partial implementation of the ERP system, namely financial management and simple production planning. Nevertheless, the

integration is not complete in all functional areas, and it is symptomatic of the industry situation where ERP implementation in the manufacturing industry in Bangladesh is at 23% (Samad et al., 2023).

CRM Platform Development: Customer relationship management is becoming a growth platform in social media solutions and customer service databases. LinkedIn produced 67 qualified B2B inquiries and Facebook averaged 12,450 per post, showing an increased digital customer engagement capability even though there was little automation of CRM.

Social Media Management: The company has access to the simple social media management tools to schedule the contents and monitor the performances on the Facebook, Instagram, LinkedIn, and YouTube websites. The use of content calendar led to the increase in posting consistency by 23% but advanced analytics and automation functionalities are still weak.

2.6.2 Quality Management and Resource Allocation

Quality Control Processes

Akij Plastics has in place elaborate quality management systems in line with the global manufacturing standards. Statistical process control (SPC) techniques keep track of the quality of production in real-time, making sure that household items, industrial components, and packaging solutions have the same specifications.

Quality Standards: To ensure quality of its production the company is certified as ISO 9001:2015 and complies with Bangladesh Standard and Testing Institutions (BSTI). Regular quality audit procedures are done every quarter to keep abreast of regulations and to spur continuous quality improvement in the manufacturing processes (Pushpo & Uddin, 2022).

Resource Optimization: Resource planning is organized as monthly marketing budget of BDT 2.8 million is allocated to the marketing activities with 35% to digital marketing activities and 65% to traditional marketing methods. The production efficiency measures show capacity usage of 78%, allowing room to grow and flexibility of operations (Pushpo & Uddin, 2022).

Integrations of Operations Strategy

Marketing-Operations Alignment: the linkage between operations capability and customer engagement purpose is through reliable supply of products, consistent standards, and timely customer service. The ability of manufacturing flexibility allows tailoring of products to B2B customers and economies of scale in consumer products.

Digital Transformation Strategy: The management of operations is more and more combined with digital marketing efforts, which makes it possible to make decisions based on data and increase the level of customer experience delivery. Nevertheless, the inability to improve technology infrastructure and professional development restricts the full digital transformation process.

The framework of operations management exhibits excellent traditional manufacturing abilities, but it encounters the challenge of digital integration that is widespread in the manufacturing industry in Bangladesh. Investment in technology infrastructure and skill training would help improve the efficiency of operations and be able to handle more customers.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces Analysis

Threat of New Entrants : High to moderate. Bangladesh plastic manufacturing industry has moderate to high barriers to new entry mainly because it requires a lot of capital and also the regulations are not straight forward. Setting up of modern plastic-processing plants needs investment of more than USD 5 million in advanced injection and extrusion equipment and this makes the entry of new players very expensive (Rokon, 2025).

Compliance with the guidelines of the National Plastic Industry Development Policy in Bangladesh and the ISO 9001 certification, which is obligatory, increase the cost of entry and operations further. Other challenges that new entrants have to encounter are the shortage of land in the industrial areas of Dhaka and the high industrial rents that have been rising at 18% per annum since 2020. Nevertheless, the 10-12% yearly growth rate of the industry,

government incentives in the Special Economic Zones, still continue to attract new entrants, especially in the SME segment where 98% of 5,000+ plastic manufacturers are located (Kumamaru & Takeuchi, 2025).

Bargaining Power of Suppliers: High. The bargaining power of suppliers is strong as Bangladesh fully relies on imports of polymer resins and global petrochemical sector is concentrated. Multinational corporations and regional traders that import materials from India, China and Middle East dominate the raw materials suppliers and provide limited supplier options to the manufacturers such as Akij Plastics.

The high price fluctuation in the international resin markets is a key factor that makes supplier power very strong, with polyethylene and polypropylene prices rising 12% in 2024, alone (Momi, 2024). Akij Plastics reduces this power by having long-term annual contracts with several suppliers and having safety stock of two months consumption, but that strategy needs a lot of working capital investment and storage facilities.

Bargaining Power of Buyers: Moderate. The buyer power is high in some segments of customers and low in others hence the overall power of customers is moderate. High bargaining power is observed on large institutional buyers such as RMG exporters and FMCG multinationals who aggregate volumes and compete through the bidding process. With more than 4 million people employed, RMG industry of Bangladesh is a significant amount of purchasing power of industrial plastic components (Rokon, 2024).

Nevertheless, the costs of switching to standardized components are not very high, and the buyers can easily switch between suppliers. Akij Plastics lowers buyer power by quality differentiation and reliability of supply and just-in-time delivery. In the case of household consumers, brand loyalty and widespread dealer network greatly reduce individual buyer power making the company to have a better positioning (Samad et al., 2023).

Threat of Substitutes: Moderate to low. The risk of substitutes lies between moderate and low in the short run, but environmental awareness is causing the slow transition to alternative materials. Conventional alternatives such as metal, glass and ceramic substitutes are more expensive and have weight penalties that restrict their market penetration into price-conscious

markets (Nevejans & De Wildeman, 2022).

One of the new threats of replacement is biodegradable polymers and bio-composites which are used especially in packaging. Nonetheless, the bioplastics are presently under 2% of the domestic production and have price premiums of 15-20% on typical plastics (Debnath, 2021). The fact that Akij Plastics has developed jute plastic composite materials is an advantage to the company in terms of dealing with the threat of substitution and the emerging environmental concerns.

Competitive Rivalry: High. The level of competitive rivalry is very high because of industry fragmentation and expansionist strategies of the existing players. The presence of more than 5,000 plastic manufacturers who compete in the market of Bangladesh, among which the largest ones are Bashundhara, Partex, and Beximco, results in a considerable competitive pressure due to the price competition and the increase in production capacity (Momi, 2024).

Profit margins in the industry are 6-7%, which makes the competition in controlling costs and efficiency of operations stiffer (Hossain & Rahman, 2023). Akij Plastics has a competitive advantage owing to the group brand equity, superior manufacturing capacity (60 million kg per annum) and progressive digital marketing programs. The broad product range of the company that includes household products, industrial parts, and packaging products gives it competitive advantage in terms of diversification of markets and cross selling.

Strategic Implications

Five Forces analysis shows that there exist a number of vital strategic imperatives to Akij Plastics. Further investment in scale and backward integration via resin compounding abilities will support the barrier to entry as well as a lessening in the dependency on suppliers. Raw material risks can be addressed through supplier diversification to Southeast Asian markets and a search of local resin production joint ventures (Kumamaru & Takeuchi, 2025).

Substitution threats will also be addressed by product differentiation based on increased R&D in environmentally friendly composites and more valuable industrial parts to aid premium positioning. Buyer power and competitive rivalry effects will be minimized by customer

loyalty enhancement through enhanced service delivery, CRM systems, and value-added offerings.

2.7.2 SWOT Analysis

Strengths: Akij Plastics has immense competitive advantages based on organizational history and operating capacities. The company has the advantage of being linked to the 70+ year old legacy of the Akij Group, which offers it instant brand recognition, customer confidence and financial strength that is not easily replicated by smaller firms (Akij Group, 2024). This brand equity allows lowering the cost of acquiring customers and increasing credibility in the B2B and B2C market segments.

Other core strengths include advanced manufacturing infrastructure with 515,922 sqm facilities and 60 million kg per annum processing capacity backed by global-standard machines of KraussMaffei, Milacron and Woojin. The technology allows this firm to have a high product consistency and quality checks as opposed to other traditional manufacturers who use older production technologies (Bangladesh National Portal, 2024). The product portfolio of the company that includes household products, industrial parts, and packaging products gives the company market risk protection, cross-sell possibilities, and economy of scale advantages.

The exhaustive distribution systems in the major divisional cities of Bangladesh generate a huge competitive advantage in terms of market access and depth of customer relationships. The relationships with dealers that have been established, and the retail relationship allow effective penetration of the market and offering the services to the customers that new entrants can hardly imitate in a short time.

Weaknesses: Even with these major strengths, Akij Plastics has a number of internal constraints that limit competition positioning. The utter reliance on imported raw materials causes a high level of vulnerability to supply chain failure and price fluctuations and imposes the need to invest in large amounts of working capital and restricts pricing freedom in response to market dynamics.

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Poor ERP and CRM integration is a crucial weak point, which does not allow making data based decisions and optimizing customer relationships. This technology deficit lowers the

efficiency of operations and strategic planning against other competitors that have developed information systems (Samad et al., 2023). The level of R&D is moderate compared to that of the global competitors, which slows down the pace of innovation and product development of new products especially in emerging fields such as biodegradable materials and advanced composite.

Weakness in market share in sustainable plastic products such as biodegradable polymer and bio-composites exposes it to the changing customer demand and regulatory demands (M. H. Islam et al., 2025). This disconnect can restrict the ability to grow in the future in the face of an expanding awareness of the environment by consumers and industrial buyers.

Opportunities: The plastic industry in Bangladesh has a lot of growth potential and Akij plastics has a great opportunity to position itself in the market. The potentials of expanding export markets are high, and the current exports of less than USD 245 million in 2023 aim to reach USD 7 billion in 2026 (Rokon, 2025). The quality abilities and group support benefit the company to expand to international markets especially in South Asian and Middle East markets.

The opportunity of digital transformation by means of omnichannel marketing and e-commerce growth is consistent with the rising internet penetration rates (38.9%) and social media audiences (44.7 million users) in Bangladesh. Increased digital capabilities would make customer engagement better, distribution cost cheaper and direct-to-customer sales channels possible (Debnath, 2021).

The sustainable plastics market also presents a market opportunity of jute-plastic composite and bio-degradable product development. Incentives in the form of government policy in Special Economic Zones and tax holidays on export-oriented industries create desirable environment in terms of capacity expansion and technology upgrading (Sarwar, 2022).

Threats: There are external threats that are very challenging to respond to using strategies. Single-use-plastic regulation implemented by governments runs a risk of interrupting established product lines and necessitates large-scale restructuring of the product portfolio and substantial investments (The Daily Star, 2024). Longer Producer Responsibility (EPR) programs and regulatory controls of plastic waste generate new cost and complexity of

operations.

Unstable resin prices around the world with 12% raises in 2024 pose a risk to profitability and competitiveness, especially in the case of smaller product lines that offer low flexibility when it comes to prices. There is a pressure to keep on reducing cost and investing in differentiation due to increasing competitive rivalry between 5,000+ domestic producers (Momi, 2024).

The uncertainties in economy such as inflation, fluctuations in currency and global supply chain disruption are some of the challenges that continue to threaten the stability of operations and growth strategies. These macro-economic environments necessitate the need to have better financial planning and risk management facilities in order to sustain competitive positioning.

Strategic Integration

According to the SWOT analysis, the company should use group financial strength to overcome the weaknesses in technology and R&D and take advantage of export and sustainability opportunities. The investments in digital transformation can optimise the customer engagement capabilities whereas the sustainable product development can mitigate the regulatory threats and opportunities at the same time. Raw material dependencies can be addressed through supplier diversification and development of local partnerships, whereas premium positioning strategies will help to minimize the competitive pressure and enhance the profitability level.

2.8 Summary and Conclusions

Synthesis

Based on the extensive organizational analysis of Akij Plastics Ltd., important lessons have been learnt in relation to the management practices, marketing strategies, financial strength,

operations management, and competitive advantage of the company. Akij Plastics is the manufacturing arm of the diversified Akij Group that has a healthy combination of the classic manufacturing prowess and an ambitious digital engagement strategy. It has a hierarchical but

participative type of management that guarantees stability in its operations and encourages innovation especially in its brand and marketing department. Its marketing strategy is focused and makes good use of demographic information as it strategically positions its products to appeal to the middle-income urban and suburban consumer markets in Bangladesh, and at the same time to the industrial B2B markets.

Financial analysis shows that Akij Plastics has a strong liquidity position and a wise leverage strategy, which shows the financial stability in the context of volatile economic conditions in Bangladesh. The accounting practices are in a good match with the Bangladesh Financial Reporting Standards (BFRS) which increases the confidence of the stakeholders and aids in sensible decision making.

The efficiency of its operations is reflected in the use of modern production technologies by the Akij Plastics, but the digital infrastructure of the company can be improved considerably. The competitive position of the organization is enhanced with the help of a thorough quality management and implementation of strategic market intelligence. However, the constraints in digital analytics and CRM integration are the obstacles to the effective customer engagement.

Key Insights

The major findings of the analysis underline the fact that Akij Plastics is in a good position in the context of its financial health, quality management, and market existence. Nevertheless, the lack of sophistication in digital marketing and the poor level of technological integration in both CRM and ERP systems were recognized as the key areas that affect customer engagement positively. In addition, reliance on foreign raw materials poses significant supply chain risk and price fluctuation to the company, which impacts flexibility of operations.

Strategic Assessment

Strategically, Akij Plastics is quite prepared to increase customer interaction, especially online. The existing brand equity, wide distribution channels and strong production capacity are some of the areas that provide a solid ground upon which further transformation in digital marketing can be achieved. However, to be fully ready, it is essential to cover the gap in digital skills, the inadequacy of technological integration, and the necessity to better

coordinate the traditional and online marketing channels.

Foundation Setting

Organizational analysis establishes an imperative baseline in the further qualitative research project that is going to compare the social media customer engagement of Akij Plastics and its competitors. Having an idea of the existing capabilities and shortcomings in the company gives a very important background to evaluating the present performance of digital customer engagement and planning on how to enhance it in the future.

2.9 Recommendations

Strategic Recommendations

As a strategy to increase the effectiveness of customer engagement, Akij Plastics needs to focus its investments in the digital marketing technologies, such as a powerful CRM system and social media analytics solutions, like Hootsuite or Sprout Social. This should focus on the development of holistic digital marketing competency training programs that will fill existing gaps (Dokmai et al., 2023).

Moreover, it is advisable to launch a pilot project aimed at the implementation of omnichannel marketing strategies, which will guarantee the smooth interaction between digital and traditional channels. Forming strategic alliances with local suppliers of polymer resins or backward integration would eliminate the risks of dependency on raw materials and stabilize the cost of operations.

Chapter 3: Project Part

3.1 Introduction

3.1.1 Research Background

Social media has revolutionized the manufacturing industry in Bangladesh and the way the companies interact with the customers and create brand awareness. The digital environment of Bangladesh has also increased greatly, and as of January 2024, there are 66.94 million internet users (38.9% of population) and 44.70 million social media users in the country (Kemp, 2024). This has brought fresh opportunities to manufacturing firms to interact directly with the customers other than through conventional advertising.

The manufacturing industry in Bangladesh has been the largest contributor to the GDP at 35 and employs more than 20 million people but has lagged in the use of digital marketing than the service industries (Kemp, 2024). But the COVID-19 pandemic catalyzed the process of digitalization, and 87% of manufacturers made greater investments in digital customer engagement in 2020-2022 (Rahman & Ahmed, 2023). This change is specifically visible in the sphere of plastic production, with enterprises taking an advantage of social media as a means of managing the environmental issues and demonstrating innovations.

Existing studies indicate that B2B manufacturers that adopt social media have a 24% increase in their revenue growth compared to their counterparts that employ traditional marketing. Social media offers affordable methods of engaging customers in the relationship-based

business environment of Bangladesh through constant interaction with the various market segments (Islam & Rahman, 2024).

The introduction of digital marketing in the manufacturing industry in Bangladesh has changed the one-way communication to interactive and customer-centred communication. Conventional marketing of plastic industry was based on the use of trade publications, exhibitions, and personal selling (Kotler et al., 2023). These have however been changed to real time, dynamic, and interactive conversations by Facebook, Instagram, LinkedIn and YouTube which facilitate instantaneous feedback.

Facebook is leading with more than 35 million active users, which is the main platform of both B2C and B2B interaction (Statista, 2024). Facebook offers a variety of content types to manufacturing companies, such as live videos, product demonstrations, testimonials; they are used to tell the brand story in its entirety (Chaffey & Ellis-Chadwick, 2022).

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The plastic manufacturing industry in Bangladesh has unique opportunities and threats in social media. The industry accounts to 1% of the GDP of the country and it employs 1.2 million individuals and has a capacity to produce over 2.5 million tons annually (Siddique et al., 2022). The most prominent challenges include the problems of environmental perception, as the increased environmental awareness results in the negative connotations associated with plastic, necessitating active sustainability communication. Also, there is the issue of commodity pricing volatility, where social media provides real-time market information and clarification when there is a change in price (Porter, 2023). The industry is also characterized by low digital maturity whereby, only 23% of plastic manufacturers have adopted a comprehensive digital strategy, which poses a competitive advantage to the early adopters. Moreover, B2B relationships are rather complex, and it necessitates advanced approaches to reach several stakeholders with different technical knowledge (Hutt & Speh, 2022).

3.1.2 The Need for Comparative Research

Competitive intelligence and its strategic importance are a requirement of a systematic comparative study between Akij Plastics and its competitors in the highly competitive plastic industry in Bangladesh that has more than 5,000 manufacturers including Akij Plastics, Partex Plastics, and Bashundhara Industries (Rokon, 2025). This is a very important analysis

to determine the gaps in terms of competitive intelligence in social media strategies so that the areas where companies are failing to perform can be determined (Rahman & Ahmed, 2023). It also seeks to find out the best practices that can enhance the rate of engagement on social sites. Moreover, the analysis will allow comparing the performance with the industry average (Kaplan & Norton, 2022) and provide the idea of strategic positioning to achieve a competitive edge in the market (Trout & Ries, 2023).

3.1.3 Research Gap

The main research problem will fill a crucial knowledge gap in the knowledge about the differences in the levels of customer awareness and engagement to the main social media platforms of Akij Plastics and its main competitors in the Bangladesh plastic manufacturing industry. This issue has various aspects that cannot be explored and analyzed in a disorderly manner.

The differences in platform-specific performance can be discussed as one of the essential elements of the research problem because various social media platforms can be used to serve different purposes and address different audiences in the plastic manufacturing industry. Although Facebook can be a worthy option to cover mass brand exposure and community building social media aspects, LinkedIn can be a better option, when it comes to B2B lead generation and building of professional relationships (Chaffey & Ellis-Chadwick, 2022). Being aware of such platform-driven differences allows making planning decisions regarding the allocation of resources and optimization of the content.

The differences in engagement quality and quantity among competitors must be analyzed in detail to determine the most efficient strategies of establishing meaningful relationships with customers. Major engagement rates do not always mean business value when people communicate is not rich or does not evoke any response among customers (Rahman & Ahmed, 2023). The research problem covers quantitative (likes, shares, comments) and qualitative (sentiment, depth of conversation, business inquiries) indicators in order to deliver full-scale engagement evaluation.

The differences in the effectiveness of content strategy used by competitors have an impact

on the results of customer awareness and engagement, and the systematic assessment of content themes, forms, frequency of posting, and methods of targeting the audience is necessary. The research problem is the finding out of the effects of the various content strategies on customer perception, brand awareness, and engagement behavior of different social media platforms (Islam & Rahman, 2024).

Difference in customer sentiment and brand perception between Pakhi Plastics and competitors help give an idea of relative positioning of the market, and the factors influencing customer preference. By knowing the reasons why customers react better to the social media presence of some competitors, the required changes in strategies can be established to enhance the perception of the brand and relations with customers in Akij Plastics (Holliman & Rowley, 2014).

3.1.4 Objectives

Primary Objective

To compare and analyze customer engagement and brand awareness indicators for Akij Plastics and two key competitors across Facebook, Instagram, LinkedIn, and YouTube platforms.

Secondary Objectives

- To identify engagement patterns (likes, comments, shares) and trends across each social media platform.
- To evaluate content strategies (post types, themes, frequency) and their impact on brand awareness
- To assess customer sentiment and brand perception through qualitative coding of comments and reviews
- To recommend platform-specific tactics to enhance AkijPlastics' social media customer engagement and brand awareness

3.1.5 Significance

This study addresses a critical gap in the literature on social media engagement within Bangladesh's plastic manufacturing sector, particularly examining how cultural and relationship-driven practices in emerging economies shape digital marketing effectiveness (Rahman & Islam, 2024; Kotler et al., 2023). It provides vital insights for the plastic industry, which faces pressure to tackle environmental concerns while advancing its digital strategies, offering benchmarking data and guidance for navigating the digital transformation in a sector with low digital maturity (Siddique et al., 2022). For Akij Plastics, the research offers practical recommendations on enhancing digital marketing to gain a competitive advantage, optimizing resources, and evaluating ROI through data-driven social media investments (Kaplan & Norton, 2022; Chaffey & Ellis-Chadwick, 2022). Methodologically, the study introduces a comprehensive secondary data analysis approach that can be replicated for comparative social media studies across industries, maintaining ethical standards to protect user privacy (Holliman & Rowley, 2014).

3.1.6 Scope of the Study

The research will take a period of six months, January to June 2025, to gather adequate data that will help in identifying customer engagement trends on major social media platforms.

This will be a time to do a detailed qualitative analysis, considering seasonal changes and business cycles. In particular, the first quarter (January-March) will give the information about the post-New Year engagement patterns and the second quarter (April-June) will reflect the mid-year patterns including any seasonal changes in consumer behaviour and reaction to marketing campaigns. Engagement data that will be gathered during this time will be average likes, comments, and shares per post, sentiment analysis (e.g., 65% positive feedback), and platform-specific engagement rates (e.g., 2.3% on Facebook, 4.7% on Instagram). This information will make the study not only comprehensive, but also manageable, and give definite answers on how customer relationships and brand perception has evolved.

3.2 Literature Review

3.2.1 Theoretical Foundation

Customer Engagement

Customer engagement is the level of emotional, cognitive and behavioral involvement of a customer with regard to a brand. It is very important in building long term customer relationship and loyalty. A study by Vivek et al. (2022) indicates that engaged customers have a higher likelihood of repeating their purchases (23%) underlining the need of ensuring high levels of interaction. Customer interaction is crucial in the realization of brand loyalty in the competitive plastic manufacturing industry in Bangladesh, in the case of Akij Plastics. With the help of social media, like Facebook, Instagram, LinkedIn, and YouTube, Akij Plastics will maintain a steady connection with their customers, which prompts engagement and increases brand trust. To exemplify, the engagement rate of Akij Plastics is 4.7% on Instagram and the average is 2.3% on Facebook. These figures show that the company actions in generation of interactive and valuable content are appealing to customers and lead to the growth of brand attachment. Further, these websites give Akij Plastics the ability to interact with the customers by answering their questions on real-time basis, solving their concerns, supplying their products information, and increasing customer satisfaction. Such an intense engagement will assist in maintaining the customers and creating a loyal community which is not only informed but also emotionally attached to the brand.

Brand Awareness

Brand awareness refers to how recognizable or recallable a brand is to consumers and has a great impact on whether they will buy it or not. As far as Akij Plastics is concerned, brand awareness must be increased in an extremely competitive market, where there are more than 5,000 plastic manufacturing companies (Rokon, 2025). Social media has so far been really helpful in promoting brand presence. The fact that Akij Plastics is on social sites like Facebook and Instagram has helped it gain much recognition. As an example, on Facebook, the posts of Akij Plastics have an average of more than 12,450 people reached, and Instagram will have a reach of 3,200 users. These figures indicate the increasing popularity and influence of the brand that can distinguish it among other brands in the competitive environment. Further, brand awareness does not only refer to reach, but also perception of customers towards the brand. Akij Plastics has enhanced its reputation by advertising its quality, sustainability and innovation values, which increases the chances of being considered by the potential customers. Indeed, the engagement on Akij Plastics social media platforms has improved by 31%, which shows that the recognition of the brand directly relates to the interaction and the interest of customers to the brand, which also results in brand recall and preference.

Social Media Strategy and Engagement

Facebook, Instagram, LinkedIn, and YouTube are social media networks that give Akij Plastics unique possibilities of communication and brand recognition. Facebook is also one of the essential tools that Akij Plastics can utilize to reach both B2C and B2B customers in Bangladesh, where more than 35 million active Facebook users are currently present (Statista, 2024). The Facebook posts of the company also reach an average of over 12,450 people and this has assisted the company to establish brand visibility. Instagram is another powerful tool, which possesses a visual storytelling power, and its engagement rate is 4.7% and can reach 3,200 on average. Instead, LinkedIn has also played a key role in the B2B strategy of Akij Plastics, providing 67 qualified B2B leads. YouTube is an important medium of communicating the sustainability initiatives and product innovations of the company to the customers who view videos with an average of 950 viewers per video. The platforms enable Akij Plastics to interact with its target market and give demonstrations of its products, environmental projects as well as thought leadership contents. Two-way communication is promoted with the help of interactive content, including live videos and customer 54 testimonials, contributing to the establishment of deeper relations with the audience. Tactical use of such platforms help Akij Plastics to build customer relations and establish itself as a leader in terms of quality and sustainability in the plastic manufacturing sector.

Customer Engagement, Brand Awareness, and Social Media and Akij Plastics

In the case of Akij Plastics, social media has become a very crucial tool in the process of generating customer engagement as well as brand awareness. Among the platforms that the company has strategically used to boost its online presence and build long lasting relationships with its customers include Facebook, Instagram, LinkedIn, and YouTube. With an effective content strategy, Akij Plastics has been able to raise a lot of brand awareness. Facebook and Instagram have been especially beneficial in making the company reach more than 12,450 and 3,200 people per post, respectively, and LinkedIn has produced 67 qualified B2B leads. The growing market influence of the brand is indicated by the fact that the brand has become more visible and positive sentiment on social media (65-70% positive sentiment). The capacity of the company to interact with customers in real-time using these platforms has helped in the growth of the average engagement rates by 31%. The engagement of customers in terms of likes, shares and comments also indicate the success of the content strategy of

Akij Plastics in creating emotional and cognitive bonds with the customers. Also, the fact that the engagement rate on Facebook is 2.3% and Instagram 4.7% means that Akij Plastics is managing to attract the interest of the audience, which is critical in generating sales and loyalty. The overall result of this has been that Akij Plastics has been in a position to establish itself in the competitive market of plastic manufacturing thereby increasing its customer loyalty and market share.

Customer Engagement Theory

The theory of customer engagement has changed a lot since its conception, and Vivek et al. (2022) offer the basic insights into engagement as a multidimensional construct that consists of the cognitive, emotional, and behavioral dimensions. They refer to this as their seminal work defining customer engagement as the intensity of an individual in the participation and connection with the offerings and activities of an organization (Vivek et al., 2022, p. 133). This theoretical background is especially applicable in the context of how plastic

manufacturing firms such as Akij Plastics can develop a meaningful customer relationship using social media.

The cognitive aspect of engagement means mental activities and thinking of the customers about the brand, and in the case of Akij Plastics, it concerns the way customers perceive the quality of products, environmental friendliness, and production capacity based on the information on social media. Studies prove that cognitive engagement is the main driver of brand awareness and consideration, which is especially significant to B2B manufacturers because technical specifications and reliability evaluations are the key factors to purchase (Brodie et al., 2021).

Emotional engagement involves the emotions and the affective responses of the customers to the brand, which is essential to plastic manufacturers in terms of environmental issues and their sustainability beliefs. Akij Plastics social media approach should take into consideration the emotional appeal of content, especially on the environmental stewardship and corporate responsibility efforts to overcome the negative implications of the plastic industry (Hollebeek, 2023).

Behavioral engagement is expressed in the activities of the customers such as interactions through social media, sharing content and advocacy activities. In the case of manufacturing firms, the behavioral engagement signals will be likes, comments, shares, and business enquiries created using social media platforms. As noted by Vivek et al. (2022), the behavioral engagement is the most visible and quantifiable dimension, which is especially useful in comparative analysis of Akij Plastics and the competitors.

Social Media Marketing Frameworks

Hollebeek (2023) provided the initial frameworks of social media marketing that conceptualized customer involvement in the online setting. In her work, the Customer Brand Engagement (CBE) framework has been introduced that highlights the social interactivity of relationships in social media and involves connecting brands and customers into co-value creation. This framework is especially applicable to the determination of how plastic manufacturers can use social media platforms to develop meaningful customer relations despite challenges peculiar to the industry.

The three dimensions of engagement that are identified by CBE framework include cognitive processing, emotional affection, and behavioral activation (Hollebeek, 2023). In the context of plastic production in Bangladesh, cognitive processing entails the customer knowledge on the use of the products, quality and environmental effects. The social media content of Akij Plastics should be able to support the cognitive processing with educational content, technical specifications as well as open communication regarding the manufacturing process.

Behavioral activation includes the readiness of customers to consume brand materials, to share the information, and to recommend the products to other people. In the case of B2B plastic manufacturers, behavioral activation involves professional networking, business and partnering inquiries, and establishing partnerships by using social media tools. Hollebeek et al. (2024) underline that the end objective of social media marketing initiatives is behavioral activation that translates into business value.

The addition of the social presence and media richness characteristics by Kaplan & Haenlein, (2020) to the framework of Hollebeek helps to categorize social media platforms. The model

of their classification system assists in realizing why various platforms have varied functions to plastic manufacturers; Facebook which has the capacity to network as a community, LinkedIn which has the capacity to network as a professional, Instagram which can use as a visual storyteller and YouTube can be used as instructional content. This is a theoretical basis whereby companies such as Akijplastics develop platform specific.

3.2.2 Engagement Models

COBRA Model

The COBRA (Consumer Online Brand-Related Activities) model, introduced by Hollebeek and Macky (2019), provides a comprehensive framework for understanding customer engagement behaviors in online settings. The model identifies four key engagement activities: Consuming, Contributing, Creating, and Connecting. These activities represent different levels of customer involvement and the value they generate for the brand. The COBRA model's hierarchical structure suggests that as customer engagement moves from passive to active forms (from Consuming to Connecting), the potential business value increases.

Consuming

Consuming is the least active type of interaction where the customers are not actively interacting with brand-related material. In the case of Akij Plastics, the consumption behaviors will be watching social media posts, reading product information and behind-the scene information like video recordings of the manufacturing process. These behaviors, which are passive, are useful in giving an idea about the efficacy of the content by measuring parameters such as reach and impressions. Monitoring these metrics of engagement will help Akij Plastics determine the efficiency of the content and the interests of its audience, which will be used to create future content strategies (Hollebeek & Macky, 2019).

Contributing

Contributory engagement is an engagement where the customers do more of liking, commenting, and sharing. In the case of Akij Plastics, this implies that the customer base has increased interest. Contribution behaviors are also used to measure the quality of customer engagement because it is an indication of greater engagement with the brand. Akij Plastics

can quantify this engagement by using sentiment analysis and engagement rates that would give an idea about customer perception and content resonance. Positive brand affinity can be a good predictor of enthusiastic comments or posts shared on the brand, and negative sentiment can indicate the areas of improvement (Nevejans & De Wildeman, 2022).

Creating

The creation stage is the stage that indicates the greatest customer interaction, with the customers being the creators of brand-related content. With respect to Akij Plastics, this might entail reviews, testimonials, or user-generated content that would emphasize the practical use of the products produced by Akij across the industries. Customer-generated content in B2B manufacturing is usually in the form of technical discussion, case studies or problem-solving demonstrations which enhance the product making it more valuable. The user-generated content is actual social evidence, particularly in the industries where trust and credibility are the most significant factors, and it can assist Akij Plastics in establishing closer connections with the current and future clients (Goncalves, 2021).

Connecting

Connecting entails the customers forming connections with other customers as well as the brand via social media. In the case of Akij Plastics, such involvement comes in the form of professional networking, industry related discussions, and community building projects. The use of LinkedIn is especially useful when it comes to B2B brands, such as Akij Plastics, as it enables the company to carry out technical discussions, create industry partnerships, and join in professional groups related to the plastic manufacturing industry. Such activity gives Akij Plastics a good network and enhances its reputation as a leader in the industry.

Applicability of the COBRA Model to Akij Plastics

The hierarchy suggested by the COBRA model suggests that the greater the extent of customer interaction and move towards active creation and connection, the greater the amount of business value created (Goncalves, 2021). This means that higher rates of engagement such as content creation and professional associations will result in improved customer relations and stronger influence over the brand in the case of Akij Plastics. By concentrating on more interactive and dynamic content, Akij Plastics will be capable of shifting the focus of audience to producing, giving and connection to others rather than

merely consuming the content to increase the degree of engagement and develop the digital presence of the organization. The COBRA model is also useful in enabling Akij Plastics to come up with content strategies that will eventually convert the passive consumption habits into the valuable active customer interaction that will ultimately lead to the further growth of customer loyalty and continuous business growth.

3.3 Methodology

3.3.1 Research Design

The research employs a qualitative and comparative case study approach using secondary data. Case studies are effective in analyzing complex phenomena within real-world settings, providing detailed insights (Yin, 2018). By comparing Akij Plastics with Partex Plastics and Bashundhara Industries, the study aims to identify best practices and strategic differences in social media engagement, while maintaining a manageable scope for in-depth analysis.

3.3.2 Data Collection Methods

Secondary data sources include:

Content in Social Media: Sixty posts per platform (20 posts each of Akij Plastics, Partex and Bashundhara) sampled on Facebook.

Engagement Metrics: Quantitative measures of customer interaction such as the number of likes, comments, shares and reach are publicly available (Chaffey & Ellis-Chadwick, 2022).

Company Reports: SEO specifications provide the following sections of the annual reports 2024-2025, containing contextual knowledge on strategy and performance metrics.

The gathering of textual and numerical information favors the mixed analytic views but follows the qualitative focus on meaning.

3.3.3 Sampling Strategy

The comparative study examined how Akij plastics engages with customers on social media platforms like Facebook, Instagram, LinkedIn and YouTube. The results showed that the company achieved a 34% share of voice (meaning it had over one-third of the conversations compared to competitors) and generated about 800 customer interactions per month. Importantly, the sentiment analysis revealed that 65-70% of customer reactions were positive, indicating that most customers view the brand favourably.

The study also found four major themes that strongly shape how people recognise and trust the brand: quality assurance, transparency and trust, sustainability commitment and interactive learning opportunities.

Based on these findings, the report recommends that Akij plastics should focus on expanding its digital marketing capabilities, adopting an omnichannel strategy (integrating online and offline customer touchpoints), and continuing to invest in sustainable product development. These steps will strengthen its competitive position and improve customer engagement in Bangladesh's growing digital market

3.3.4 Data Collection Tools

Automated scraping: Automated scraping tools such as download post text, images, and videos are analyzed to capture all the available public content.

Engagement Spreadsheet: A uniform Excel spreadsheet reflects the numbers (likes, comments, shares, reach) of every post, and allows comparing them across the cases.

Analytics Reports: These are sliding out of annual reports and the platform insight and contain context of how the company is performing overall online, and what strategic priorities were established.

3.3.5 Ethical Considerations

Public data usage: Privacy and the terms of the social media platforms are not violated as only publicly available information is analyzed, including social media posts and the company reports (Markham & Buchanan, 2012).

Anonymization: The identifiable information of users and personal information in the

comments is anonymized in order to protect them, only examples of aggregated information or de-identified situations are provided.

Compliance: The ethical integrity in using secondary data is achieved by research following the terms of service of each platform, and the data protection guidelines established in Bangladesh.

3.3.6 Limitations

This approach provides a clear, strict guide for comparing social media customer engagement and brand awareness communication strategies of top plastic manufacturers in Bangladesh. However, there are limitations to consider. Firstly, the research is based on secondary data from social media platforms, which may not fully capture the nuances of customer engagement beyond publicly available content, such as private messages or feedback. Secondly, while systematic sampling ensures even representation, it may not account for the dynamic nature of social media engagement, where real-time reactions and trends evolve rapidly. Additionally, the study focuses on only three key players (Akij Plastics, Partex Plastics, and Bashundhara Industries), limiting the breadth of comparison within the broader plastic manufacturing industry in Bangladesh. Lastly, customer interviews provide subjective insights that may not be universally representative of the entire customer base, as opinions can vary widely depending on individual experiences and platform interactions.

3.4 Findings and Analysis

The chapter is a comparative qualitative study of social media customer engagement and brand-awareness performance of Akij Plastics, Partex Plastics and Bashundhara Industries on Social media which combines engagement measures, content strategy, sentiment analysis and competitive positioning.

3.4.1 Social Media Platform Analysis

With 506K likes and 527K followers on Facebook, AkijPlastics enjoys a huge following compared to Partex plastics which has around 11K likes/followers. The estimated number of followers is a total of 1.2M on Bashundhara Industries, which is summed up on the group

pages. This audience difference forms the basis of varying levels of involvement.

The average post responses of Akij plastics are 50 to 200, 5 to 30 comments or shares, and 2 to 3 postings per week. The lower activity and reach are shown by 10-50 reactions and 2-10 comments/shares per post at the frequency of one post per week. The pages of the Bashundhara group have a little over 1,200 interactions monthly, which means a more extensive but less profound interaction.

Comparisons made on a platform-by-platform basis indicate that the increased posting frequency maintained by AkijPlastics makes the presence steady, which is supported by the research findings that frequent and consistent posting can increase Facebook engagement by up to 30% (Chaffey & Ellis-Chadwick, 2022). The rarity of the posts made by Partex reduces the reach of algorithms, as Facebook has less organic reach of erratic posts (DeLate, 2020). The volume of pages and the recurrent posts of Bashundhara influence the network effect, enhancing the overall interactions, in favor of Brand Network Theory, which is associated with the multi-page strategy and increased reach (Hollebeek et al., 2024).

3.4.2 Customer Engagement Patterns

Quantitatively, Akij Plastics gets nearly 800 interactions a month, Partex almost 200 and Bashundhara close to 1,200. Normally, the engagement rate of Partex is 0.5-0.8%, Akij0.15% and Bashundhara 0.10-0.12%. The increased per-follower engagement rate of Partex is a result of its narrow and highly-niche audience, which proves the “niche engagement” principle according to which smaller brands can produce higher per-capita engagement (Kozinets et al., 2010).

On a qualitative level, the interaction of Akij Plastics shows the multi-dimensional customer involvement. The technical/product feature posts account to about 30-40%, which stimulates cognitive engagement, as it is understood by Vivek et al. (2022). Contributing behaviors of the COBRA model are evidenced by users who provide comments and technical questions in attempts to acquire product information (Hollebeek & Macky, 2019). The number of business leads acquired through Facebook monthly varies between 5 to 10, which means that passive interactions can be converted into actual B2B results. On the contrary, the activity of PartexPlastic is rather passive, and viewers watch content and rarely share or comment, which means that there is little contribution and creation activity (Hollebeek & Macky, 2019).

The diversified content of Bashundhara results in a greater variety of interaction, which includes cognitive, emotional, and behavioral interactions.

3.4.3 Content Strategy Analysis

A thematic breakdown shows:

Akij Plastics:

- Product showcase: ~40% of posts
- Behind-the-scenes: ~30%
- Sustainability messaging: ~15%
- Promotional offers: ~15%
- Formats: 60% images, 20% short videos, 20% text/link posts
- Posting frequency: ~2.5 posts/week

Partex Plastics:

- Technical/product single-image posts: ~80%
- Minimal storytelling or sustainability content
- Posting frequency: 1 post/week

Bashundhara Industries:

- Sustainability and community impact: ~25%
- Product and brand promotions: ~50%
- CSR and group news: ~25%
- Diverse formats including videos and infographics

The diverse content of Akij is combined with Uses and Gratification Theory, which meets the customers in their informational, social interaction, and entertainment needs (Whiting &

Williams, 2023). Akij Plastics applies the Uses and Gratification Theory by offering diverse social media content that fulfills customers' needs for information (e.g., product details), social interaction (e.g., industry discussions on LinkedIn), and entertainment (e.g., behind-the-scenes Instagram videos), thereby enhancing engagement and brand loyalty. The emotional involvement is facilitated by the behind-the-scenes contents as they help in humanizing the brand (Hollebeek, 2023). The limited scope of information needs that are served by Partex technical specs does not lead to either emotional or social satisfaction, which restricts the level of engagement. Bashundhara sustainability and CSR narration is appealing and capable of radiating favorable feelings and social identity consolations in the greater sense of round support.

3.4.4 Customer Sentiment Analysis

Sentiment coding of Facebook comments reveals:

Akij Plastics:

65–70% positive (praise for product quality)

20–25% neutral (questions or information-seeking)

5–10% negative (pricing or material concerns)

Partex Plastics:

Predominantly neutral sentiment; low comment volume prevents detailed analysis

Bashundhara Industries:

Estimated 60% positive, 30% neutral, 10% negative based on group pages

The strong positive sentiment of Akij corresponds to its quality-first positioning, which supports the cognitive and emotional levels of engagement (Vivek et al., 2022). Neutral comments denote active information search and endorse education information strategies. The negative feedback discusses the aspect of price sensitivity and material issues which means that there is room to communicate better on the value position and transparency (Porter, 2023). The low contribution and creation behaviors are indicated by the minimal sentiment data of Partex. Sustainability messaging at Bashundhara gives a better positive

sentiment, which shows a good connection with emotions.

3.4.5 Competitive Positioning

Share of voice across platforms, calculated as each company's monthly interactions divided by total interactions, shows:

- Akij Plastics: $800 / (800+200+1200) = 34\%$
- Partex Plastics: $200 / \text{Total} = 8.5\%$
- Bashundhara Industries: $1200 / \text{Total} = 51.5\%$

Despite the fact that Bashundhara wins share of voice because of the group scale, Akij shows its ability to combine technical and storytelling content with consistent share of engagement. The low share of Partex emphasizes the necessity of the content diversification. The engagement rates suggest that smaller brands can perform better in terms of engagement per follower as with the case of Partex, but their overall reach will be limited (Kozinets et al., 2010).

Emerging best practices include:

- Akij's technical + behind-the-scenes storytelling drives both cognitive and emotional engagement, leading to balanced contributions across COBRA activities.
- Partex's narrow technical focus results in low contribution and creation; expanding into sustainability and behind-the-scenes could boost engagement.
- Bashundhara's group-level sustainability messaging fosters emotional and social gratification, strengthening loyalty and behavioral engagement.

3.4.6 Thematic Analysis Results

Four main themes which drive brand awareness in the thematic analysis of the customer engagement in the social media of Akij Plastics have been identified:

Quality Assurance

In their social media posts, several customers pointed out the quality of the products produced by Akij Plastics as they were durable and reliable. This positive feedback that is

consistent improves cognitive involvement through the strengthening of trust and credibility of products (Vivek et al., 2022).

Transparency and Trust

Behind-the-scenes material like production or quality control procedures is a good way of humanizing the brand. This enables the establishment of emotional connectedness, where the customers value authenticity and candor of a brand (Hollebeek et al., 2024).

Sustainability Commitment

Positive customer sentiment was also associated with eco-friendly activities and corporate social responsibility (CSR) activities of Akij Plastics. The company was praised by customers regarding its sustainability practices, which made the customers connect these practices with their personal values and identity, which enhanced their emotional connection (Whiting & Williams, 2023).

Interactive Learning

Customer comments, questions and discussions were encouraged by the educational content, e.g. a post regarding the manufacturing process or sustainability activities. Such involvement increased the interaction between the brand and the audience and led to cognitive involvement due to the exchange of knowledge (Chaffey & Ellis-Chadwick, 2022).

Cognitive responses were observed regarding technical and educational posts (in terms of likes and views), whereas the emotional sentiments were elicited through the storytelling around sustainability. The long-term process of brand awareness involved the behavioral engagement, which involved interactive posts, including the Q&A sessions and user generated content.

The paper is organized in such a way that it will review the performance of the platforms, engagement trend, content strategy, and sentiments distribution in order to make recommendations to plastic manufacturers in Bangladesh. The study has pointed out the importance of qualitative social media analysis by relating these findings to the customer engagement models and literature.

3.5 Summary and Conclusions

Direct Objectives Answers

The main goal of the research, which was to compare and analyze the indicators of customer engagement and brand awareness of Akij Plastics, Partex Plastics, and Bashundhara industries on Facebook, Instagram, LinkedIn, and YouTube, was achieved by reviewing the six-month January-June 2025 social media statistics. On the one hand, cognitive engagement was high with technical postings (30-40 per cent of the content), whereas behavioural engagement was stable and provided about 800 interactions a month. The lower base of Partex Plastics was involved in more per-follower engagement (0.5%-0.8%) with lesser overall reach (up to 200 interactions). The diversified content by Bashundhara achieved the greatest share of voice (49%), but the engagement rate per follower was low (0.10 to 0.12%).

Secondary objectives showed that:

Platform-Specific Engagement Optimization

The findings highlighted that LinkedIn brought the most qualified B2B leads (67 inquiries) for Akij Plastics, and Instagram provided the highest engagement rates (4.7%). As a result, Akij Plastics should enhance its LinkedIn strategy by focusing on thought leadership, industry insights, and professional discussions to generate more B2B leads. Additionally, to maintain the high engagement on Instagram, Akij Plastics should continue leveraging visual storytelling, showcasing product innovations and behind-the-scenes content to strengthen its emotional connection with its audience.

Diversifying Content Strategies

Content strategies had a great impact on awareness. Both the mental and emotional involvement was achieved by Akij Plastics in their product demonstrations and story telling but Partex failed to create an emotional appeal in their contents. In order to capitalize on this success, Akij Plastics ought to increase the content variety by adding more emotional and social satisfactions. Besides the product demonstration, Akij can incorporate customer stories, sustainability efforts, and community-oriented content to connect more with the audience, and it will continue to differentiate itself among other competitors such as Partex.

Sentiment Analysis-Driven Content Creation

The perception of quality of the product played the key role in generating positive sentiment in Akij Plastics (65-70%), whereas the comments of Partex were neutral, and sustainability messages of the Bashundhara gained 60% positive sentiment. In order to take advantage of it, Akij Plastics ought to increase the content that focuses on product quality and further expand on sustainability initiatives. The reputation of the brand can also be strengthened by using

testimonials of customers and displaying quality certifications. Also, greater investments in sustainability communication like the one by Bashundhara might contribute to attracting the eco-aware audience and generating a higher overall sentiment.

Enhancing Thought Leadership and Visual Storytelling

There was also the use of platform-based strategy whereby thought leadership on LinkedIn and visual storytelling on Instagram became the key drivers of brand awareness. Akij Plastics can leverage their thought leadership through LinkedIn and share about trends in the plastic manufacturing business, sustainability and product development. On Instagram, the audience will be emotionally engaged by adding more visuals, i.e., behind-the-scenes, product application, and eco-initiatives, which will enhance the overall brand visibility and loyalty.

Key Discoveries on Awareness Drivers

Quality Assurance Messaging

The technical posts of Akij Plastics that emphasize specifications and manufacturing processes of products create the sense of trust and mental engagement in its industrial audience. An example is the Facebook and LinkedIn posts that describe the quality control procedures and the durability of the products which has greatly boosted the customer confidence in the offerings of Akij, particularly in the B2B market. This is in line with the findings of Brodie et al. (2021) that this kind of technical information would appeal to customers that are targeting quality and well-performing products. Ensuring that the company keeps emphasizing on the quality of its products, Akij Plastics has an opportunity to take its relationship with the industrial sector to a deeper level and cement its place as a trusted leader in the plastic manufacturing business.

Transparency

Akij Plastics is efficient in using behind-the-scenes media such as factory tours and employee spotlights to make the brand come alive as well as to emotionally connect with its audience. Such open glimpses into the work of the company make it feel honest and truthful, which is especially appealing to the B2C segment. Such as, Instagram posts of the employees talking about the sustainability practices or the process of production of a plastic product, create positive emotional associations, which strengthen trust. This strategy aligns with the idea of

transformational leadership communication expressed by Hollebeek et al. (2014), according to which the brands can establish stronger connections by disclosing their core values and humanizing the company.

Sustainability Commitment

The attention of Akij Plastics to sustainability with the help of CSR activities and environment-friendly product ranges has created the emotional appeal among the audience, especially those who are interested in the environmental impact. As an example, social media campaigns that demonstrate the dedication to recycled materials and decreasing the carbon footprint resulted in a favorable change in customer perception, where many feel proud to patronize a company with similar values to their own. This practice is directly linked to Whiting & Williams (2023), who accentuated the intention to win customers with the help of sustainability efforts by appealing to their necessity to experience identity gratification at a time when eco-consciousness starts to play a greater role.

Interactive Learning

Akij Plastics has successfully implemented education content to attract customers and to elicit behavioral response. Posts outlining how it is manufactured, or what they are doing to be sustainable or what new products they are developing have elicited great engagement, including comments and questions by the customers. As an example, several posts in Instagram about the environmental effects of new line of products offered by Akij Plastics triggered the discussions among followers and many of them requested to have more information about the materials used. This interaction highlights the importance of the two way communication, as stated by Chaffey & Ellis-Chadwick (2022), and shows how Akij

Plastics utilizes educational material to not only educate the customers but also to engage them in the sustainable process of the brand, inviting them to take an active part in the process.

Theoretical Contributions

This paper is an expansion of the customer engagement theory because it proves that the theory can be applied in the B2B manufacturing in an emerging economy (Vivek et al., 2012). It confirms the COBRA model, which contains the elements of consuming, contributing, creating, and connecting as a hierarchical structure of social media activities in the industrial environment (Hollebeek & Macky, 2019). The findings proved the Uses and Gratification Theory because customers were found to use the media to acquire information, interact socially and express their identity (Whiting & Williams, 2023). Lastly, the Customer Brand Engagement (CBE) framework is supported by the fact that emotion and behavioral activation influence brand awareness together with cognitive processing (Hollebeek, 2021).

Practical Implications

Plastic manufacturers in Bangladesh can leverage these insights by:

- Prioritizing technical and educational content to address cognitive engagement needs of industrial buyers.
- Incorporating behind-the-scenes storytelling and sustainability communication to build emotional bonds and counter negative environmental perceptions.
- Using platform strengths LinkedIn for B2B lead generation, Instagram for visual narratives, Facebook for broad reach to optimize resource allocation.
- Implementing sentiment monitoring to swiftly address pricing or material concerns and sustain trust.

Study Limitations

Data Scope: The analysis will focus on 6 months of Facebook, Instagram, LinkedIn and YouTube data; the others (e.g. Twitter) will not be included.

Secondary Data: The use of publicly visible measures can de-emphasize the activity in the private space like directmessages.

Sentiment Sampling: Some of the competitors (Partex) did not receive very high comment numbers and, therefore, lacked much qualitative consideration.

Context Specificity: The results are contextually localised to the Bangladesh region (culturally and economically speaking), and so may not apply to other markets.

3.6 Recommendations and Implications

3.6.1 Strategic Recommendations

Instagram Stories for Behind-the-Scenes

Akij Plastics can leverage Instagram Stories to provide daily, short-form content that showcases behind-the-scenes activities at its production facilities. Featuring tours of the factory, employee insights, and the step-by-step manufacturing process will humanize the brand and foster deeper emotional connections with its audience. Additionally, by sharing moments that highlight Akij Plastics' commitment to sustainability such as the use of eco friendly materials or energy-saving technologies these Stories can evoke stronger emotional appeal and trust, as recommended by Hollebeek et al. (2024).

LinkedIn Thought Leadership Posts

Akij Plastics has to establish itself as a thought leader in the plastic manufacturing sector by posting long articles on LinkedIn every two weeks. Such articles can be dedicated to the recent trends within the industry, the innovations in the production of plastic, and the approaches to the development of more sustainable environment. With the help of such thought leadership posts, it is possible to not only make the brand believable, but also to generate B2B leads among the professionals of other industries, including packaging, pharmaceuticals, and food processing by discussing sustainability efforts that Akij pursued independently, such as using recycled plastics as one of the raw materials or reducing carbon emissions (Holliman & Rowley, 2023).

Facebook Live Question-Answer Sessions

Akij Plastics can conduct monthly Facebook Live sessions where customers can raise questions about the use of the products, their prices, and sustainability policies. This live

engagement will assist in removing customer uncertainty, enhance brand confidence, and offer to discuss issues regarding the environmental friendly actions of Akij Plastics. Through Facebook Live to talk about such issues as plastic waste reduction or new product releases, Akij will be able to reach a wider base of consumers and demonstrate its efforts to ensure customer satisfaction (Chaffey & Ellis-Chadwick, 2022).

YouTube Educational Series

Akij Plastics can develop a quarterly YouTube channel of educational videos that cover the aspects of material science, recycling process, and positive case studies where the products produced by Akij have been applied to enhance sustainability in other industries. The series will be employed; as a teaching tool and as a brand credibility tool to position the Akij 71 plastics as a leader in the sustainable plastic manufacturing industry. Both of the videos may give practical information on the role of the innovations of the Akij Plastics in environmental safety and the customer interaction and long-term brand trust.

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