

**Report On**  
**The Impact of Social Media Marketing on Brand Engagement: A Study on Motorcycle Brands in Bangladesh**

By  
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**An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelors of Business Administration**

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Brac University  
April 2026**

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## **Declaration**

### **It is hereby declared that**

1. The internship report submitted is my/our own original work while completing 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/We have acknowledged all main sources of help.

### **Student's Full Name & Signature:**

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**Abdullah Al Mohaimen**  
**21304085**

### **Supervisor's Full Name & Signature:**

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**MD Tanvir Hasan**

**Lecturer**

**BRAC Business School**

## **Letter of Transmittal**

MD Tanvir Hasan

Lecturer

BRAC Business School

BRAC University

Merul Badda , Dhaka 1212.

Subject: Submitting my internship report on the Impact of Social Media Marketing on Brand Engagement: A Study on Motorcycle Brands in Bangladesh.

Dear Sir,

I am pleased to report to you that my Internship Report has been completed, a requirement for the completion of the BUS490 course. I have made an attempt to gather all the important data related CFMOTO, Bangladesh's marketing practice and the impact of these activities on customers engagement and business performance. My concept of this research was suggested by my research supervisor in the organization.

The findings and conclusions in this report have been developed from most of the data obtained from primary research to which I engaged in the practical observation, campaign involvement and direct organizational experience which assisted me in the development of the findings and conclusion of the study.

I hope that this report can be accepted according to academic standards and requirements of internship program. Sincerely yours,

Abdullah Al Mohaimen

21304085

BRAC Business School

BRAC University

Date: 02 April , 2026

## **Non-disclosure Agreement**

This is a contract of make and entry into between and among the CFMOTO Bangladesh and Abdullah Al Mohaimen, an undergraduate student of Brac University. The company accorded me the right to utilize information contained in this report in my internship intention.

The information that was presented in this report was thoroughly checked and passed by my line manager. I appreciate the fact that all the officers took time to interview me even when they were busy. Interns were taught not to divulge any sensitive or confidential information. All the information here was discussed with the consent of my line manager in the workplace. The company does not permit us to share information about the company without the consent of our work supervisor.

## **Acknowledgement**

I would like to thank the almighty that he has given me the chance to reach this point in life. I would like to thank HR team who chose me as their intern. I appreciate that my line manager and our Hod taught us a very important wisdom. My supervisor Md Fazla Ilahi Sir who took a lot of effort in training me. He has also assisted me in refining my excel and business communication skills. They would still have me struggling with a lot of things without their assistance. He made time in his tight timetable to view our presentation and he gave each of the interns a feedback of at least 10 minutes on our presentation that highly enhanced our presentation skills and confidence. His feedback has made us realize where we are going wrong. He stimulated us to think differently. Today I have a lot more knowledge about my flaws and ways to get over them and improve presenting.

I would particularly like to express my gratitude to my line manager Fazla sir who had been so caring of me throughout this period of this internship. He welcomed me in this place and got me out of my anxiety. I am actually very thankful that I was in his team. The support of my team helped me to keep going through hard times. It was the first time that I ever got to interact with the corporate world. At the beginning it was extremely hard to me. I could not complete this trip without my team and the support and encouragement of my family. I am happy that I got an opportunity to work at CFMOTO Bangladesh as an intern. This internship taught me many corporate etiquettes and interviewing skills.

It is also important that I want to specially thank my supervisor Tanvir Sir who provided guidance throughout this entire period. He was able to explain to me all very smoothly about the way of writing the report. He was on call and created time where he could meet me whenever he could see the progress of my report and give ideas on how I could develop my report. He provided me with extremely clear instructions that enabled me to complete my internship report without any difficulties.

## **Executive Summary**

The aim of this internship report is to observe how the different functions of digital marketing are associated to brand engagement, purchase intention, customer loyalty in the context of the Bangladesh Motorcycle industry with CFMOTO Bangladesh as a case. The report will be based on the practical internship experience of the Digital Marketing and Brand Communication Department and research topic is: “The Impact of Social Media Marketing on Brand engagement: A Study on the Motorcycle Brands of Bangladesh”.

In today's world, Bangladesh's motorcycle industry is tough and digital consumer behavior is playing a significant role in the industry. Digital marketing has become a vital strategic media for influencing customers' opinion and buying intention as consumers are greatly depending on social media to evaluate products and communicating with brands.

Encounters with practical aspects of the internship, mainly concerning campaign management, consumer interaction activities, CRM coordination, and social media communication, gave insightful lessons on consumer interaction and the impact of digital campaigning. This report comprehends an organization analysis of CFMOTO, Bangladesh with SWOT and Porter's Five forces Model in order to assess the company's competitive condition and company's business environment.

The results of the study show that marketing activities have an influence on customer engagement and purchase intention, where ATL has a significant influence and BTL has a significant influence. ATL activations like Online Video Commercials (OVCs), social media campaigns and seasonal activations have proved to be extremely successful and effective towards creating awareness and digital reach. BTL activities such as showroom activations, test ride events and engagement campaigns, in contrast, produced a better experiential engagement and level of consumer trust.

Rather, post-experience engagement—probably via customer stories, customer experience, and community engagement—had a stronger impact on customers' sense of loyalty and advocacy. Social media marketing can create good attraction and engagement with consumers, but it is also important for marketers to measure their customer experiences and build trust for long-lasting customers.

Given the background of the scenario, the report states that the use of one or any other of these value adding tools separately would not make any sustainable position for the branding of a motor bike company in Bangladesh one should use the combination of all the three.

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## **List of Acronyms**

BBA - Bachelor of Business Administration

CRM – Customer Relationship Management

SWOT- Strengths , Weaknesses , Opportunities , Threats

EMI – Equated Monthly Installment

ICE – Internal Combustion Engine

SC – Scooter Category

RQ – Research Question

RQ1- Research Question 1

RQ2- Research Question 2

RQ3- Research Question 3

HR – Human Research

HOD – Head of Department

NDA – Non-Disclosure Agreement

FMCG – Fast-Moving Consumer Goods

## **Chapter 1**

### **Overview Of Internship**

#### **1.1 Student Information**

Name: Abdullah Al Mohaimen

Student ID: 21304085

Program: Bachelor of Business Administration (BBA)

Major: Marketing

Institution: BRAC Business School, BRAC University

#### **1.2 Internship Information**

##### **1.2.1 Internship Period, Organization, Department, and Location**

The internship was held in CFMOTO Bangladesh, which is a sub-stationary company of H Power Motors Ltd; this company has monopoly in Bangladesh over the distribution and assembly of CFMOTO motorcycles. The placement was in the Digital Marketing and Brand Communication department - a strategic department, responsible for the planning of engagement strategies online, execution of promotions, tracking of consumer inquiries and coordinating the activities of the dealership.

The CFMOTO Bangladesh has a centralized marketing design, which serves an ever growing network of dealerships, which extends to major urban centres. The digital marketing division is crucial in increasing brand awareness and driving purchasing power in a landscape where the consumer rules and is willing to use the digital channels, especially Facebook, to learn about and compare products.

Processes of engagement monitoring, inquiry triage, campaign amplification and translating digital signals into prospective sales opportunities with the help of CRM coordination were provided with the structured exposure during the internship.

The internship provided operational know-how about the behavioural impact of being a member of the high involvement, purchase, segment, rather than a content support job. The internship was held in CFMOTO Bangladesh, which is a sub-stationary company of H Power Motors Ltd; this company has monopoly in Bangladesh over the distribution and assembly of CFMOTO motorcycles. The placement was in the Digital Marketing and Brand Communication department

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### **1.2.2 Internship Supervisor's Information**

Supervisor Name: Mohammad Fazla Alahi  
Designation: Manager Brand & Communications  
Department: Marketing & Brand Communication  
Organization: CFMOTO Bangladesh

The internship supervisor instructed on the standards of engagement evaluation, the protocols of prioritizing inquiries, and the expectations of campaign monitoring. I acquired knowledge in the field of how digital communication decisions can be made in line with the overall organizational goals under supervision.

### **1.2.3 Job Scope – Duties and Responsibilities**

Roles and duties were not limited to checking on the social media, but organized exposure on the dynamics of engagement/ conversion support procedures.

#### **Engagement Monitoring and Pattern Recognition**

One of the main responsibilities was systematic observation of patterns of engagement both in campaign and non-campaign periods. Engagement was not only considered in terms of the numerical volume, but also in terms of the tone of inquiry and seriousness. Comments that asked

for installment breakdowns or branch availabilities were considered to be more of a high intent indicator than general reactions.

### **Inquiry Filtering and Communication Support**

The internship entailed systematic observation of the screening and response of inquiries in a timely and professional manner. In high involvement product markets delayed or unclear responses can undermine consumer trust thus, inquiry responsiveness acts as an operational trust building mechanism.

### **Campaign Escalation Observation**

During the launch of the campaigns, the number of posts increased and promotional messaging intensified. The internship provided information about the changing nature of engagement characteristics in these periods. Inquiry seriousness, message volume and dealership forwarding frequency increased during promotional cycles, which signalled a transition from the awareness to intention stage.

### **Testimonial Amplification and Trust Reinforcement**

Customer testimonial videos and delivery celebration posts were used strategically to alleviate the uncertainty in potential buyers. The internship offered observations on the effect of the timing of testimonials on inquiry behaviour, especially of first-time buyers while engaging in brand comparison.

### **CRM Coordination Exposure**

Digital inquiries were directed to relevant dealership locations after verification, as a case study of the progression of marketing engagement into offline sales communication. The CRM process involved contact verification, location identification, and follow-up activities initiation.

With the exercise of this duties I acquired a general understanding of the behavioral structure that forms the basis of the digital interaction in an actual market scenario.

## **1.3 Internship Outcomes**

### **1.3.1 Student's Contribution to the Company**

The students contribute with their knowledge, effort and time to the company.

As an Marketing Intern at CFMOTO Bangladesh, I took proactive participation in the various activities in the field of Digital marketing & Campaign management. The tasks I was responsible for involved posting daily contents on Facebook, sending out communications to the dealers, interacting with designers, video editors and agencies, assisting with the creative & execution of campaigns and organization of events.

Had many ATLs and BTL campaigns which I directly contributed to the Company. I served as a Project Coordinator on the 150-SC OVC campaign coordinating the shooting, and supporting the execution of the campaign. Promoted the Valentine brand to a good percentage, and was also in charge for 45% of the campaign (it had a nice little promotion in place for sales growth throughout the campaign). Also, managed the “Visit & Win – Eid campaign” which involved liaising with several dealership points and following the activities of the participants.

I was involved in various aspects of a campaign, in the brainstorming sessions, content planning and customer engagement activities alongside campaign execution. Second, I helped to build and promote practices around testimonial-based content which bolstered the trust of customers and social media interaction.

In this regard, I got an insight into the practical and hands on experience of Digital Marketing, Communication, Leadership, Teamwork, Campaign Coordination, Problem-solving and how to work around the marketing operations of CFMOTO in Bangladesh



### **1.3.2 Benefits to the Student**

The internship added a lot to my empirical understanding of marketing operations.

#### **Understanding Engagement As Progressive Behaviour**

Prior to this internship, engagement was often interpreted as a simple quantitative number. However, a deeper look into the seriousness of inquiry showed that engagement appears in various stages of the evaluation of consumers. Consequently, my understanding of what digital marketing is began to evolve from a simple content posting paradigm to a behavioral stimulation paradigm.

#### **Exposure to Evaluation of Consumer Risk**

Motorcycle buyers are regularly seeking reassurance regarding financing terms, reliability of services and durability of performance. Learning these proclivities made me become a better understanding of risk mitigation strategies in marketing.

#### **Campaign Elasticity Insight**

The initiation of campaigns produced recognizable increases in the seriousness of inquiry and hence showed the effect of promotional seriousness on the speed of consumer evaluation.

### **Coordinating Inter Functions Awareness.**

The performance in the field of digital marketing will be determined by the responsiveness of dealership follow-up procedures. Engagement and conversion are not independent processes and activities.y

### **1.3.3 Problems and Difficulties experienced.**

- There were several operational issues involved in the internship:
- Managing the involvement that is higher during campaigns.
- Keeping promotional excitement in check.
- Restriction to the access of financial information due to the confidentiality concerns.
- Challenges in dealerships to coordinate conversion to be successful.

These difficulties gave the true perspective about the difficulties that are involved in the marketing practice.

### **1.3.4 Recommendation to the Company.**

In order to add effectiveness and efficiency to the internship:

- Introduction of onboarding protocol among the interns.
- The controlled exposures to performance dashboards of aggregates.
- The behavior of mid-internship feedback meetings.
- The official demonstration of CRM workflow process.

## **Chapter 2**

### **Organization part**

### **2.1 Introduction**

#### **2.1.1 Objective of the Chapter**

This chapter aims at providing the overall organizational analysis of CFMOTO Bangladesh by paying attention to their structural workings, management style, marketing plan, financial orientation and competitive situation. This analysis has two purposes. First, it establishes the contextual knowledge on the operations of the organization in Bangladeshi motorcycle industry.

Second, it provides a strategic base of the research project presented in Chapter 3 by connecting the performance of engagement with the capabilities of the company.

However, unlike mere descriptive profiles of companies, analytical evaluation is highlighted in this chapter. It examines how CFMOTO Bangladesh reacts to the forces in the industry it operates in, the manner in which the internal strengths and weaknesses influence its performance, and the ways in which the strategic management decisions influence the competitive positioning.

### **2.1.2 Scope of the Analysis**

In this chapter, the following is discussed:

- Company background and working process.
- Management practices and decision making orientation.
- Digitally-oriented marketing.
- Financial and accounting organization.
- Customers relationship management (CRM) and operations management practices.
- Competition environment and industry using 5 forces of Porter.
- Strategic interpretation SWOT analysis.

The proprietary internal performance metrics and disclosure of confidential financial statements are not the part of the scope as it is forbidden by company policy.

### **2.1.3 Methodology**

In this chapter, the analysis is done on:

- Direct observation in the form of an internship.
- Introduction to digital marketing and CRM Workflow.
- Strategic framework (Porters five force model, SWOT analysis) application.

The analysis involves both the observational judgment and the strategy to warrant the academic territory and the limitation of the confidentiality.

### **2.1.4 Significance of Organizational Analysis**

Organizational analysis is important in explaining how digital engagement strategies work within structural constraints. Effectiveness of social media marketing cannot be separated from:

- Service network capacity
- Dealer responsiveness
- Management agility



- Competitive pressure

Therefore, an evaluation of internal and external environment of CFMOTO Bangladesh enables to understand the strategic feasibility of engagement driven growth.

### **2.1.5 Limitations**

There are some limitations to this chapter:

- The figures of detailed revenue and profitability ratios are not disclosed on account of the company restrictions.
- Internal performance dashboards were not available for quantitative assessment.
- Observations are largely marketing oriented as opposed to factory operating.

However, these limitations do not do anything to prevent strategic level analysis.

## **2.2 Overview of CFMOTO Bangladesh**

CFMOTO Bangladesh is operating under H Power Motors Ltd., which is the authorised distributor and the assembler of CFMOTO motorcycles. The brand situates itself in the premium and upper mid-range motorcycle arena, with performance-oriented models, which attract the youth and aspiring and upwardly mobile riders.

The company does business through a growing dealership network in major urban and semi-urban areas. The organizational structure is of a centralized marketing management backed by regional dealership execution. This hybrid structure enables campaign planning at the brand level and at the same time local sales responsiveness.

The positioning strategy of CFMOTO includes:

- Modern design and performance oriented
- Competitive financing of installments
- Digital first visibility strategy
- Increasing Reliability of After-Sales Services

Unlike the legacy competitors relying heavily on historical brand equity, CFMOTO is relying significantly on digital acceleration and customer experiences reinforcement.

## **2.3 Management Practices**

CFMOTO Bangladesh's management practices are largely centralised decision making with major strategic and operational decisions made by top management in consultation with the department

heads. It was noticed that during Internship period, the leadership activities and decisions taken in relation to the campaign were mostly driven by the senior management who thought about and planned the campaign, while the employees and the interns worked together and were able to carry out the campaign effectively.

The organisation also has a professional and team-oriented working environment, coordination is an important part of the daily work and campaign execution. The staff members are given freedom to exchange ideas with management on a regular basis, relative to the activities of operations and marketing.

While an attempt has been made to obtain detailed data on the recruitment policy, compensation structure, employee training, and other HR practices, the company did not give out most of the information as per the organizational confidentiality and limitation of internal policies. Therefore, these areas could not be analysed in detail in this report.

### **Big Picture Strategic Direction**

Most of the strategies are centralized, i.e. the timing of a campaign and decisions of promotions. This assists in maintaining homogeneous brand positioning and messages across dealerships.

### **Marketing Supervision Performance Oriented**

Performance indicators are measured by engagement measurements, seriousness of enquiry and campaign elasticity. The management is not only concerned with the reach alone, but it is the quality of the interaction and the likelihood of conversion.

### **Cross-Departmental Coordination**

Marketing, sales and service teams maintain communication order to enable campaign messages to be in line with operational competence. As an illustration the promotional offers should be within the stock available and capacity to serve.

### **Dealer Relationship Management**

The dealerships form significant operational partners. Lead forwarding systems digitally generate the inquiries in the system and pass the inquiries to respective regional branches. This has been one of the instances of vertical integration that is structured vertically between the central marketing and implementation at the retail level.

The management system is a flexible system which is adapted to the competitive and rapidly changing market.

## 2.4 Marketing Practices

CFMOTO Bangladesh's marketing approaches are primarily done through integrated marketing activities which is a combination of Above-the-Line (ATL) and Below-the-Line (BTL) marketing activities, primarily done through digital marketing. Throughout the internship I saw how the marketing department was undertaking a myriad of marketing strategies including Facebook, YouTube, Instagram, dealership branding, showroom marketing, test drives and consumer relations to increase brand exposure and consumer engagement. Among these Facebook was identified to be the ideal communication pathway because Facebook have a tremendous response from the analogue motorcycle consumers and youth in Bangladesh. The campaign, which can be used to promote products, interact with the customers, and involve with the community, will be communicated through CFMOTO Bangladesh's official Facebook page.

The company's roads are aimed at a wide variety of customers including high-end motorcycle buyers, sports bike enthusiasts, the young professionals, university students, scooter users and lifestyle consumers. Thus, marketing strategies are aimed not just to promote the products but also to create a high-quality and aspirational brand identity, which can be done with a high engagement level of digital content and customer experiences.

Among the biggest ATL marketing campaigns that I has been involved in was the launch campaign of CFMOTO 150SC scooter with tag line – “No Chinta Do Furti Ride 150SC.” In this campaign I had the role of Project Coordinator, and was responsible for the overall shooting and campaign coordination. It was a primary Online Video Commercial (OVC) with a number of reel adaptations with different characters & storytelling techniques. These contents were promoted on paid social media (Facebook & YouTube), with around 6 million views. The campaign was to develop the image of the scooter being a lifestyle which was youthful, stylish and stress free. Interest of the social media users was grabbed through cinema visuals, actors and action shots of the bikes to reinforce the positioning of the products.



**Figure 2.4.1 CFMOTO 150SC OVC Campaign Visuals (BTS)**

The Valentine Couple Offer campaign for 150SC scooter was another important ATL campaign. The theme of this campaign was emotional and lifestyle as it is a Valentine's Day and customers who bought the scooter in the campaign period had a chance to win an exciting luxury (5 star) holiday for three days and two nights. This campaign had to be executed and promoted in various ways such as static social media ads, dealership Facebook pages, showroom branding materials (X-banners, roll-up banners etc).



**Figure 2.4.2: Couple Getaway Offer Static**

CFMOTO Bangladesh is actively involved in various activities to promote BTL marketing apart from the ATL marketing campaign to create more direct contact with the consumers and showroom. The AIUB Test Ride Event of which I served as Project Coordinator was one of the most effective events. Among the many items at the event were registration booths, a briefing session on the products, crowd engagement activities and direct test rides on motorcycles. 442 students and teachers took part in the activation. At the event, customers' details and the type of motorcycles they prefer were captured to be used in future marketing follow up. The 300SR, which is one of the first 300cc class sport bikes in Bangladesh is considered as a signature model of the brand, hence garnered the maximum interest among all models.



**Figure 2.4.3: AIUB Test Ride Event and Participant Engagement Activities**



Another big project that I worked on at BTL was the “CFMOTO Bangladesh **Visit & Win** – Eid Campaign”, Project Lead of which I was. The campaign aimed to drive more traffic to the showrooms at all dealerships and also to the brand outside of the “bike market”. Instructing the participants to nearby CFMOTO outlets, the participants will take a photo with any bike model of their choice and upload it on their Facebook page with the hashtag **eidwithcfmoto** and the tag of the nearest CFMOTO outlet. The campaign garnered engagement from 921 people of various customer types – students, professionals, families and biker lovers – over three weeks. There was a lot of engagement and participation throughout the campaign period as a result of the weekly raffle draws and the ultimate prize of a tour to Sri Lanka's luxury.



**Figure 2.4.4: “Visit & Win” Participant Engagement**

Here you can add any Facebook post created by the user, photos from the showroom visit or any visuals for the announcement of the winners.

There was a lot of customer engagement throughout these campaigns, by digital channels. Frequently participated in comments, inbox queries, sharing content and tagging of friends. Moreover, customer testimonial videos also helped to build the trust of the brand and impact purchase decisions. Real people from various work, social and cultural backgrounds provided honest feedback on their brand ownership experiences, which established authenticity and transparency around the brand. These testimonial contents gave a big boost to the customers' confidence and helped to enhance their engagement and sales in the long run. Customers also turned out to be repeat customers, and active members of the large “CFMOTO family” which indicates the effectiveness of the relationship marketing practices followed by the company.

In conclusion, the marketing strategy of CFMOTO Bangladesh is an excellent blend of digital marketing, experiential marketing and Customer Relationship Marketing. Together, ATL visibility and BTL interaction can help the brand to stay in the eyes of the audience and gain consumer trust, engagement and long-term loyalty.

## **2.5 Financial Performance and Accounting Practices.**

Some of the financial data due to the company confidentiality requirements could not be provided in this report and the examples include revenue levels, profitability, and the cost base.

Nevertheless, according to the analytical analysis, it is possible to mention that CFMOTO Bangladesh is in a capital intensive and competitive industry where the financial performance is conditioned by:

- Stable volume sales.
- Effectiveness of inventory turnover.
- Installment management in competition.
- Contribution margin of the service revenue.

The market of motorcycles in Bangladesh is price sensitive. Thus, installment flexibility is likely to have an enormous impact on the purchasing power.

The accounting operations are undertaken in terms of standardized corporate reporting requirements like sales tracking, tracking dealership revenues, and expenses control.

Although there is a limitation in the numerical financial information, the strategic positioning of the company indicates the need to focus on to provide a good balance between competitive pricing and investment in service to maintain profitability.

## **2.6 Operations Management and Information systems Practices**

Operations at CFMOTO Bangladesh combine marketing participation with coordination of dealership and service management.

### **Lead management and CRM System**

The CRM workflow process consists of stages that are arranged as:

- Digital Inquisition Identification.
- Contact verification

- Distribution of regional branches.
- Forwarding by leaders.
- Follow-up coordination.

This is done to make sure that the engagement signals are operationalized into the sales potential.

The speed of reaction to the inquiry is paramount since timeliness may reduce the gravity of a purchase.

### **Follow-up After Sales Service Operations**

The brand perception over the long-term is determined by the decisive impact of service operations.

Major characteristics are:

- Free service first two cycles of servicing.
- Monitoring of the availability of spare parts.
- Home service delivery in other instances.
- Feedback mechanisms of the customer.

The experience of customer satisfaction and advocacy behavior are affected by after-sales experience.

There should be operational congruence between marketing and service delivery promises and what is needed to deliver service to customers so as to prevent dissatisfaction after purchase.

## **2.7 Industry and Competitive Analysis**

### **2.7.1 Porter's five forces analysis**

The 5 forces are used in analyzing the structure of competition in the framework of Porter.

Rivalry within an Industry - Intense.

The market of motorcycles is highly competitive in Bangladesh. Similar engines segments are competing with such brands as Yamaha, Honda, Suzuki, Bajaj, TVS, Royal Enfield, and CFMOTO.

#### **1. Competitive Rivalry - High**

- Intersecting Pricing Tiers.
- Promotional competition.
- Financing provides deals.
- Brand positioning wars.

In the case of CFMOTO, the competition requires a differentiation developed due to the digital acceleration and positioning in the terms of performance.

## **2. Bargaining Power of Buyers - High**

Bangladesh has price conscious consumers who are comparison oriented. They evaluate:

- Resale value.
- EMI options.
- Availability of services.
- Trust in the brand.

The presence of high buyer power results in a demand that is transparent and that it has competitive installment structures.

## **3. Supplier Power- Moderate.**

Assembling the motorcycles is dependent on imported components and overseas suppliers. Fluctuations of the exchange rates influence the cost structure. Supplier dependency imposes upon us negotiation discipline and cost management.

## **4. New Entrants threat - Moderate**

Entry barriers include capital requirements, cost of setting up dealerships, regulatory compliance and investment in building brands.

While it is possible for new brands to move in, building trust involves sustained investment.

## **5. Threat of Substitutes - Moderate**

Public transportation and ride sharing services are substitutes.

However, motorcycles do offer:

- Convenience
- Time efficiency
- Status identity

CFMOTO competes by focusing on the aspirational ownership.



## **2.7.2 SWOT Analysis of CFMOTO Bangladesh**

### **Strengths**

One of CFMOTO's strengths is that it is a digitally agile and performance-focused brand. Unlike legacy brands using only historical trust, CFMOTO actively promotes gateway behaviour and increasing engagement.

The increasing service design promotes reliability perception of the brand.

### **Weaknesses**

Limited historical brands in the market in Bangladesh create trust building challenging situations. Service network coverage is also expanding compared to larger competitors.

High reliance on the perception of digital reality translates into the need to keep reputation management consistent.

### **Opportunities**

Growing digital act in Bangladesh offers expansion visibility opportunity. Rising middle-class demand for performance bikes was adding to the growth potential.

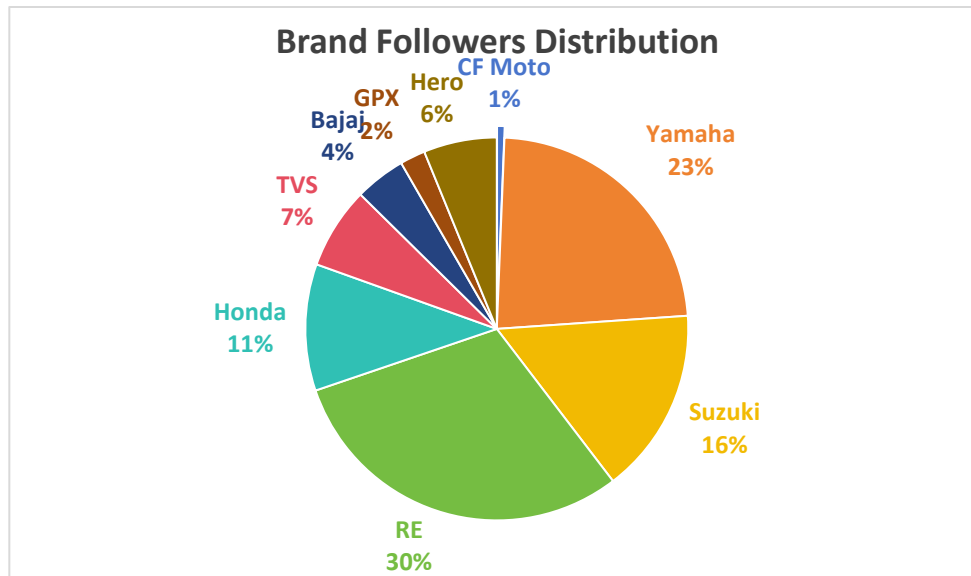
Expansion into semi-urban markets provides the scale in the future.

### **Threats**

Economic volatility, exchange rate fluctuation, an aggressive competitor pricing, and established brand loyalty are some of the major threats.

CFMOTO will have to balance the digital growth against reinforcing operations.

## **2.8 Market Snapshot And Insights**



### 2.8.1 : Brand Followers Distribution

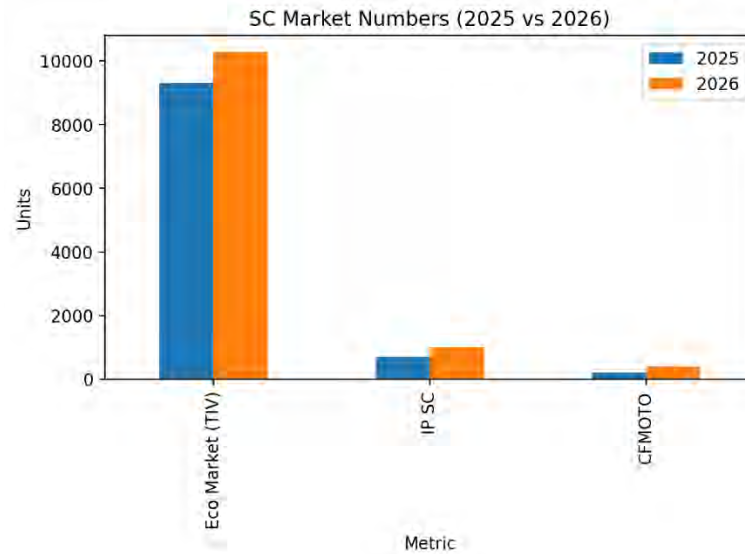
The distribution of Facebook followers indicates a very competitive and developed digital world where the existing brands still remain in the lead in terms of the size of the audience and access to the engagement. The segment is dominated by Royal Enfield at 30.16% (4.8M followers) with Yamaha at 23.26% (3.7M) and Suzuki at 15.71% (2.5M), which shows a high level of legacy positioning and presence in the digital world.

Honda (1.8M) and TVS are considered mid-tier brands, and their audience basis is stable, which makes the competitive structure in the market well-distributed.

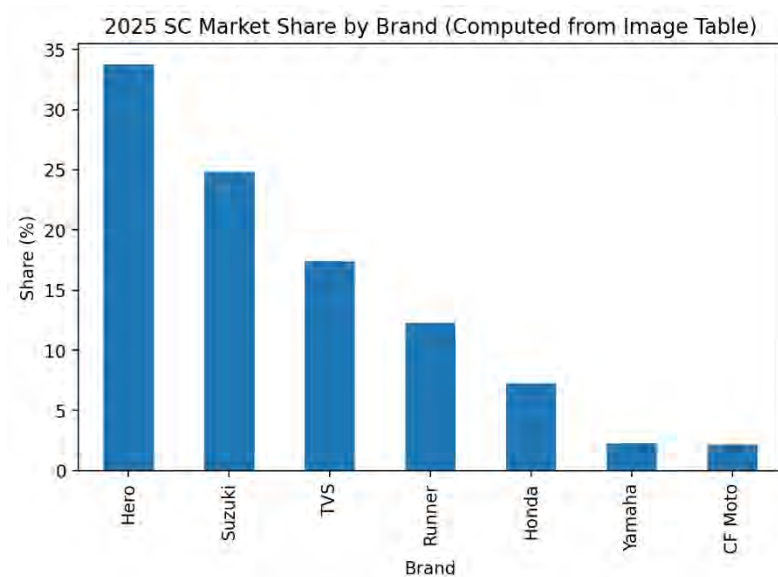
Newer and relatively smaller competitors, such as Bajaj, Hero and GPX, have a small but steady digital presence.

It is worth noting that CFMOTO though with the current 0.65% (103K followers), has a strong upward movement as it is an emerging premium brand. The digital presence of the brand is gradually growing, which is contributed by the strategic content, penetration of the market, and the awareness of the consumer. It means that there is a tendency of good growth and CFMOTO is slowly holding its ground and reaching more audience in a market that has been dominated by well-established players.

Overall, the online environment is still hierarchical, and the continuous emergence of new companies like CFMOTO is a sign of competition rise and growth to be expected in the social media scene.



**Figure 2.8.2: Scooter Market Numbers (2025 vs 2026) – Recreated from Market Sheet**



**Figure 2.8.3: 2025 SC Market Share by Brand – Computed from Market Sheet Table**

To make Chapter 3 more relevant with industry context, this report includes a market overview of Internal Combustion Engine (ICE) and SC (Scooter Category), comparing the year 2015 and 2016 and direction of growth for CFMOTO in Super Sports and Scooter category is also included. The charts below are re-created from the market image provided to put the information in report-ready format.

## **2.9 Summary and Conclusions**

CFMOTO Bangladesh is working in a highly competitive and price sensitive industry environment. For that reason, its strategic advantage is digital engagement intensity and performance-based orientation. However, long term sustainability is very much dependent on reliability of service and integration of CRM.

Strategic balancing between marketing speed and fulfilling operations is critical as well.

## **2.10 Recommendations**

Taking into account the organizational analysis and observation from the real internship, CFMOTO Bangladesh, some recommendations can be made in strategic and operational level to increase overall marketing effectiveness and in long term to develop the customer relationship. They are recommendations mostly for marketing, CRM and management teams that are essential in driving ongoing business performance from the digital engagement. The recommendations are intended to enhance both the effectiveness of the campaign as well as customer trust, customer service and positioning of the brand in an extremely competitive motorcycle market.

An important suggestion is to improve digital marketing activities' integration with the communication of after sales service. Although marketing is effective in bringing about awareness and engagement, long-term customers' loyalty will be largely based on reliability and transparency of the services. So, discussing the qualities of the services, the expertise of the technicians and customer feedback online can help build trust even before making a purchase.

Another crucial area for improvements is to make customer testimonial gathering and using it part of the business routine. While there is some use of testimonial content, there should be a more formal process for gathering feedback during the delivery of the product, and after the servicing. This would help the brand to create content with users consistently and, in turn, be able to improve the credibility of the content and social proof to attract buyers.

Further, by growing the network in strategic locations where customers need the service, hesitation to use it is lessened and brand confidence is increased. The availability of service centres is very important in the case of high involvement products like motorcycles, in terms of satisfaction and buying. This aspect could be strengthened and would directly help to retain and advocate customers.

As a digital marketer, it's crucial to have a balance of promotional and informative content. Running excessive promotions with a lack of information on the product or service can lead to a loss of consumer confidence. Accordingly, a more balanced content strategy, comprising of educational posts, feature explanations and communications on services can improve the quality of engagement and enable informed decision making.

Moreover, it is highly recommended to enhance systems of CRM coordination and handling of enquiries. High-intent leads, like pricing, EMI and showroom availability can be used to drastically improve conversion rates. It's also important to ensure that the follow up takes place on time and in a structured manner from the dealership teams, to help sustain the momentum of engagement and enhance customer experience.

Lastly, more community engagement events like test rides, brand meetups, and customer interaction programs can help to foster a stronger emotional connection to the brand. These are all efforts that improve the user experience and can help foster long-term loyalty and advocacy by giving a sense of community to users.

## **Chapter 3**

### **3.1 Introduction**

#### **3.1.1 Background and Problem Statement**

The motorcycle industry in Bangladesh has experienced structural transformation in the last decade because of heightened urbanization, middle class purchasing power and digitization. Motorcycles in Bangladesh are not transportation tools, they are a symbol of mobility independence, economic opportunity, in some cases, they are even aspirational identity.

At the same time, consumer behavior has changed in favor of digital research driven decision-making. Social media platforms, especially Facebook, are key areas of product comparative, inquiry initiation and peer validation. According to Data Reportal (2025), the penetration of social media in Bangladesh is going up and a significant part of the consumers are getting on the digital platforms for brand discovery and product evaluation.

In high-involvement purchases like motorcycles - where financial commitment, installment evaluation, resale value and service reliability play a part - digital engagement has a psychologically significant role to play. Consumers never rely on the traditional advertising, they seek comments, reviews, testimonials and direct contact till they are committed.

Also, although motorcycle brands invest heavily in marketing through social media in Bangladesh, there is not much in the form of systematic scholarly research on how this kind of marketing activity can be converted to engaged progression, and whether the engaged is significant in terms of purchase intention and long-term loyalty.

As such, the question that will focus on this study is:

Although brands are proactively involving the consumer via digital platforms, how far does this activity influence the stages of engagement, how does it influence the development of purchase intention and how long can the loyalty of the consumers to the motorcycle producers of Bangladesh be maintained by the digital platforms?

### **3.1.2 Research Objectives**

The objectives of the study are as shown below:

- To compare the effectiveness between ATL and BTL activities of CFMOTO Bangladesh.
- To determine the high relationship between brand engagement and the purchase intention of the consumers.
- To determine the stage of the engagement that has the highest probability of forecasting the customer loyalty and advocacy behavior.

All these are aimed at filling the gap between hypothetically constructed concepts of engagement and practically exploring the engagement in the industry.

### **3.1.3 Research Questions**

On the basis of the objectives, three key research questions are discussed in the study:

**RQ1:** How do ATL and BTL marketing activities compare in effectiveness in driving consumer engagement for CFMOTO Bangladesh?

**RQ2:** Does brand involvement have any impact on the purchase intention?

**RQ3:** Which stage of engagement has the strongest predictive customer loyalty and advocacy?

### **3.1.4 Significance of the study**

This research is a contribution on a number of levels:

#### **Academic Contribution:**

It places the engagement theory in an emerging market and high involvement product category and shifts the literature body towards what has been commonly researched within fashion or FMCG product.

**Managerial Contribution:**

It provides tactical insights to CFMOTO Bangladesh and other motorcycles brands in regard to optimization of digital activities and service alignment.

**Industry Relevance:**

It deals with the query whether new brands can possibly compete with traditional brands through digital enhancement and operational satisfaction.

**3.1.5 Scope of the Study**

The research takes CFMOTO Bangladesh as the primary experiential data anchor and compares it with selected chosen competitors i.e. Yamaha, Suzuki, Honda, Bajaj, TVS, and Royal Enfield for comparative analysis.

The scope focuses on:

- Social media marketing activities
- Stage of progression (engagement stage)
- Purchase intentions indicators
- Loyalty creation by service interaction

Confidential financial measures are excluded.

**3.2 Literature Review**

Marketing communication has changed the one-way persuasion to a two-way communication. Kaplan and Haenlein (2010) define the social media as a platform technology that facilitates user generated content and interaction between the brand and the consumer. This change is one that recreates the concept of engagement as passive exposure, to participatory engagement.

Hollebeek, Glynn, and Brodie (2014) present consumer brand engagement as a multidimensional psychological state that consists of cognitive processing, emotional connection and behavioral investment. Nonetheless, in highly involving situations like buying a motorcycle, involvement can also be the form of gradually assessing the product and not necessarily being emotionally involved.

As pointed out by Brodie et al. (2011), the development of engagement is based on interactive experiences. Through digital space, customers are able to challenge, compare and publicly judge

brands. This is in line with the conduct of motorcycle customers who often pose online requests on issues of financing and service.

Calder, Malthouse, and Schaedel (2009) prove that more intensive involvement is associated with the effectiveness of persuasion. Engagement in high cost purchases lowers the perceived uncertainty through familiarity and access to information.

According to the Theory of Planned Behavior by Ajzen, (1991), purchase intention is developed when there are positive congruencies between attitudes, social norms and perceived behavioral control. The social media shapes these factors through offering peer validation (norms), feature explanation (attitude formation), and EMI clarity (perceived control).

Oliver (1999) cites that loyalty is the hard-earned commitment that is not subject to any situational factors. Nevertheless, post-purchase satisfaction is very important in the development of loyalty in the durable goods industry.

Brodie et al. (2013) note that the advocacy behavior is reinforced by the participation of the brand community. Brand communities have higher chances of recommending and defending brands by customers who identify themselves with the brand community.

Although much effort has been put on engagement research in the world market, there is lack of empirical assessment in the Bangladeshi motor cycle market. In this study, the engagement theory is thus put to application in a localized context.

### **3.3 Methodology**

The methodology of the study to analyze the effectiveness of digital marketing activities done by CFMOTO Bangladesh and how it affects the customer engagement, purchase intention, customer loyalty and advocacy are elaborated in this chapter. It was conducted mostly during the internship period where the student got insights from the campaign performance, customers' response towards that campaign and Digital marketing analytics. It was extremely descriptive towards observable results from the consumer, and indicators of performance in the campaign, so the best approach used was Quantitative approach.

#### **3.3.1 Research Design**

The methodology of this research is based on descriptive and analytical quantitative research method which aims to describe the effect of digital marketing activities on consumers' behavior and engagement in a business organization using the case of Motorcycle industry in Bangladesh. The key focus of the study largely consisted of the measurement of campaign performance indicators which are mostly delivered through ATL basic marketing tools (audience check, call to



action, advertising components, sales enablement, S&M forecast, survey data etc.) and BTL marketing actions offered by CFMOTO Bangladesh.

These observations and data analysis in the showroom through social media, activities in the showroom, notes and data of the customers and involvement in the campaign were the starting points towards formulation of this research design. In analyzing the customer interaction and marketing intensity, all these campaign metrics were taken into consideration; view, reach, post engagement, discussion around your message, sign up to participate in your campaign, visit to showroom and customer created content as a response to your marketing.

The research specifically compared the significant campaigns that had been done and examined them with the following: 150SC Valentine Couple Getaway Offer, 150SC Online Video Commercial (OVC), AIUB Test Ride Event and the “Visit and Win” -Eid Campaign. Presumably, a high engagement among the audience and the possibility to measure their engagement and “buy intent” was the reason for selecting the campaigns.

The rationale of using quantitative method approach in carrying out this research is to get insight data of the number of people who drive towards each attraction.

Quantitative research approach was adopted in the research in that the objectives of the research had to be measurable and performance based i.e. in terms of customer engagement and performance of the marketing. The majority of the campaigns were carried out digitally, so this gave me a huge insight into how many numbers of people saw the posts and how many people enquired about the product on Facebook (via the Facebook campaign statistics and Facebook's Meta Business Suite insights), as well as the number of people who showed up at the events.

With the quantitative approach, measurable metrics such as views, reach, engagement rates, messaging conversations, numbers of users/people entering the showroom and sales numbers were able to gauge the success of bringing a campaign to fruition. This also assisted in the identification of how the behavior of the customers such as customer interest, purchase intention, customer loyalty and customer advocacy were associated with the exposure of digital marketing.

Moreover, real time data about the campaigns could be digital and thus, quantitative analysis of the campaign data were more feasible than a qualitative analysis. As the audience of CFMOTO Bangladesh is highly active on social media, engage metric can be accurately measured to get

insights out of the campaign that can subsequently be applied to gauge the response and interaction by the audience with the Cust and CP.

### 3.3.2 Data Sources

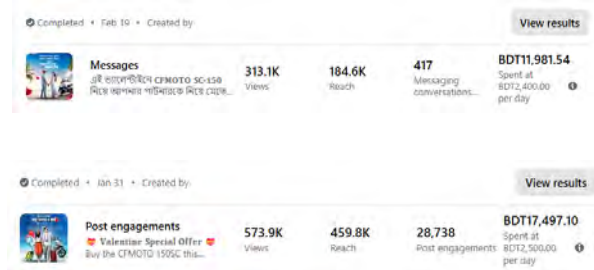
For analysing the research, two types of data sources that provided the research were considered. They are -Primary source and Secondary source.

Intern was actively involved in all the events and even interacted with the customers, observed and recorded the same for primary data. Primary data was also collected from the customer interaction records, participation and performance data generated within the Meta Business Suite/Facebook campaign analytics, as well as hands on participation during the various events (through Internship). The researcher was involved in a couple of ATL/BTL campaigns first hand that provided researcher with a base level research on the organizations and some real time data on customer engagement.

There was primary data which included:

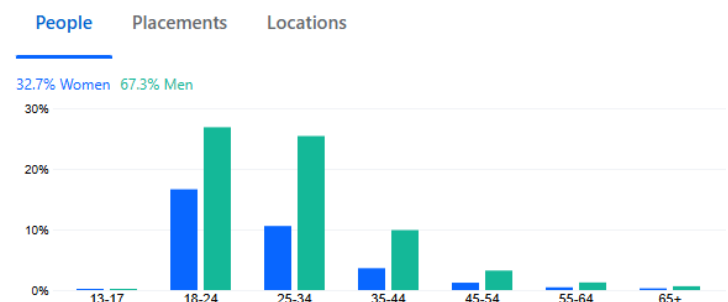
- Be familiar with the locality of the community the campaign will be in.
- Post engagement statistics
- Share information and send message(s) and/or request questions to the customers.
- Records on how the test ride participants will conduct their tests.
- Showroom participation data
- Customer testimonial responses
- Sales performance observations

All the secondary information were collected from their social networks, promotion contents and materials, marketing campaign materials and information provided by the company's own marketing departments and from online information regarding the bicycle word and Digital marketing practices in Bangladesh too.



#### Audience

This ad reached 459,847 Meta Accounts in your audience.



### **Figure 3.1: Facebook Campaign Analytics and Engagement Insights**

#### **3.3.3 Analytical Framework**

The analytical frameworks' design used in this study was devised to analyze the correlation between analytical framework and the behavioural responses towards the digital marketing activities carried out by the customers. The main focus for the framework was about the awareness & engagement level by the customers, purchase intent and the level of loyalty & advocacy by customers with ATL & BTL campaigns.

Several engagements metrics will be used to get a ballpark figure to see how the each of the campaigns is doing, including:

- o Views and reach
- o Post engagement
- o Messaging conversations
- o Showroom visits
- o Carrying out test drives (sports driving)
- o User-generated content
- o Customer testimonials
- o Effectiveness of communication in the sales strategy

The latter steps were also taken into consideration – how the customers went through the different engagement levels from creating awareness to becoming a customer advocate. The majority of the Campaign Analysis was conducted on the ATL campaign (which brought awareness and online visibility of ATL campaigns) and the BTL campaign (who had face to face contact with customers and were immersed in events).

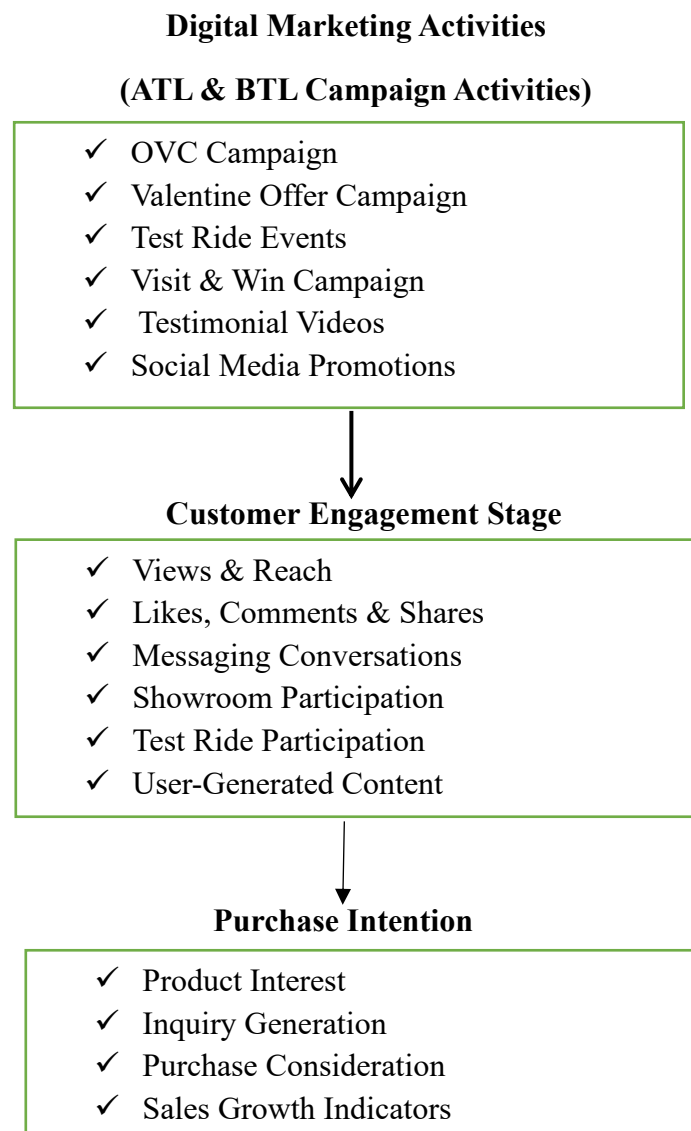
#### **3.3.4 Conceptual Model Description**

This study's conceptual model is developed considering a correlation between the digital marketing actions and customer behaviour. The model breaks down the relationships between the marketing communication activities (e.g., social media marketing), to the effects of the marketing communication activities on the customer engagement, purchase intentions, customer loyalty and customer advocacy.

In this study:

- Other variables of marketing such as OVC campaign, promotions ads, social media boosting were taken as the independent variables which influence the customer awareness and interest with the products offered in ATL.
- Areas of experience that were factored included BTL activities such as test drive events, showroom activations and engagement programs, which all helped to build up the trust and engagement.
- Dependence behavioral outcomes which were considered included the following: engagement of the customer, purchase intention, loyalty and advocacy.

The findings indicate that, digitalization and experiential interaction positively influences the purchase consideration of the consumers and consumer trust and long term relation offered by the model.





**Figure 3.2: Conceptual Model of Digital Marketing Activities and Consumer Behavioral Response**

### **3.3.6 Data Analysis Strategy**

Data collected were analysed using description technique of quantitative data analysis to provide result of the data. The data is collected from the work of the campaign (Meta Business Suite, Facebook analytics, Customer engagement report, participation in the Campaigns showroom etc.) and analysed to trace the trend of the behaviour of customers and the performance of the campaign.

The analysis carried out included evaluation that was primarily done to gauge:

- Customer interaction levels
- Engagement performance
- Purchase-related inquiries
- Showroom participation
- Sales growth trends
- Customer testimonial influence

Some of the measures that can be performed to show the loyalty or advocacy:

The results of the campaigns coined as “150SC Valentine Couple Getaway offer” and “Visit & Win – Eid Campaign” were scrutinized based on statistics like views, reach, post engagement, messaging conversations and participants (numbers). The ATL and BTL activities (A higher engagement achieved by the same) were also compared and it was found that BTL activities involve more engagement as compared to ATL.

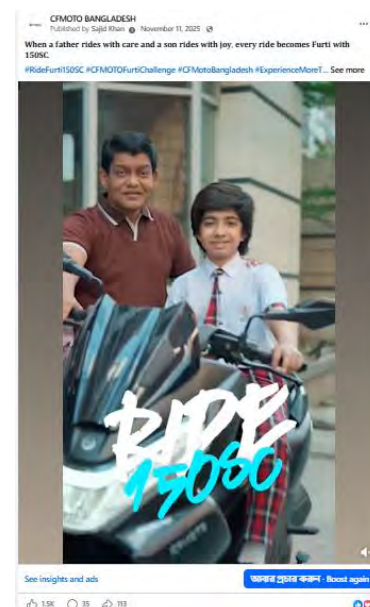
Lastly, the findings derived on the analyzed data were interpolated to translate the conclusion on the research questions how the practices of digital marketing would influence the Brand

engagement, Purchase intention, Customer loyalty and Advocacy of CFMOTs Bangladesh.3.4 Findings and Analysis

### 3.4.1 RQ1: Based on practical experience , how do ATL and BTL marketing activities compare in effectiveness in driving consumer engagement for CFMOTO Bangladesh?

The first research question focused on the comparative effectiveness of Below-the-Line (BTL) and Above-the-Line (ATL) marketing activities to engage the customers for CFMOTO Bangladesh. The first research question was related to the comparative effectiveness of Both (Above-the-Line) and Below (Below-the-Line) marketing activities in engaging the consumers of CFMOTO Bangladesh. The analysis was conducted based on the internship period, during which the student has been directly involved in both ATL and BTL campaigns, and he was able to observe the performance of these campaigns in the various marketing strategies.

Focused primarily on mass awareness and digital reach, the activities that ATLs conducted were primarily concerned with these two areas. The 150-SC Online Video Commercial (OVC) was one of the most important ATL projects that I had the opportunity to work on, as Project Coordinator. It was originally rolled out as the primary OVC, and then was expanded to five reel based adaptations that have different character executions. These were all placed on Facebook and YouTube via an expensive advertising campaign, and were viewed around 6 million times. This shows a high level of effectiveness in terms of brand visibility and awareness building, but didn't involve consumers directly.



**Figure 3.3: 150-SC OVC Campaign Visuals (Main Video + Reel Adaptations)**

In February , another major project that I was involved with at ATL was the 150SC Valentine Couple Offer project, as Execution Lead. The new campaign was providing its customers an added value of 2 nights and 3 days holiday at 5-star resort. The promotion was significant and strong with ads on social media, with a national brand page, and 15 dealer level Facebook pages. The showroom branding materials (X-banners, roll-up banners) were used for offline promotion, but the main promotion was done online. It proved to be an effective sales campaign with a 51% increase in sales from 29 prior to the campaign to 51 during the campaign period, showing strong drive for sales.



**Figure 3.4: Valentine Couple Offer Campaign Promotional Creatives & Offer Visuals and the campaign winner**

BTL activities, on the other hand, showed that they directly engaged with and had an experiential effect. At AIUB I was Project Coordinator for a test ride event which had 442 participants (students and faculty). The participant information (name, contact number, address and preferred motorcycle models) was gathered during this activation. The 300SR, 300NK and 250SR models were the most popular of the young's. This event demonstrated high levels of engagement - through direct contact with the product.

The AIUB Test Ride Event was held on the campus with the aim of generating interest and participation among students.





**Figure 3.5: AIUB Test Ride Event – Campus Activation & Participant Engagement**

Another big BTL event which I led as the project lead . The name of the campaign was “CFMOTO Bangladesh “Visit & Win” – Eid Campaign” which was organised by the 17 authorised showrooms and participants took photos with motorcycles and posted them on Facebook using the hashtag **#eidwithcfmoto** and location tag of the respective showrooms. 921 people took part in the campaign for three weeks. The weekly raffle drawings and the grand prize (Sri Lanka luxury tour) made it all the more fruitful to increase the participation, footfall in the showroom and also the visibility of the brand to a different segment of the audience.

A campaign for Eid was launched on facebook to promote each showroom visit and win. Facebook was targeted for a campaign titled Eid Visit & Win Campaign; with the aim to promote and increase the showroom visit and user participation.





### 3.6: Eid Visit & Win Campaign –User Participation Posts & Lucky Winners Posts

Overall, ATL campaigns proved to be very successful in making people aware, and BTL campaigns to create direct engagement and experiential interaction. Thus the BTL activities were more likely to engage consumers and ATL activities were more likely to be geared towards building awareness and conversions on a large scale.

**RQ2: From observed campaign outcomes , what impact did branding activities have on consumers purchase intention for CFMOTO Bangladesh ?**

The second research question is that how the branding efforts affected the purchase intention of consumers regarding CFMOTO Bangladesh? ATL and BTL activities were combined and used to influence consumer perception in an emotional manner, through product stories and experiential involvement.

The 150SC OVC campaign was a significant factor in building brand identity with film narrative, in engaging high-quality imagery. The campaign was able to drive a large amount of brand recall and awareness with around 6 million combined views of OVC and reel adaptations. The initial consumer interest and curiosity were bolstered by the design/performance/lifestyle positioning of the presentation.

Likewise, the 150SC- Valentine Couple Getaway Offer campaign helped to improve brand perception by linking the ownership of a motorcycle to a luxury lifestyle experience. A 5-star resort trip as a reward placed the brand at a premium and in an emotionally gratifying position. This strategy had a direct influence on the purchase intention since sales went up from 29 units in the period of the campaign to 51 units. Moreover, the subsequent month saw a sales figure of 56 units, suggesting that the campaign had a lasting impact on sales and that customers were interested in the product.

On 29 units increases to 51 units = about 75.9% growth.



Figure 3.5: Increase in 150SC Sales With Campaign

On 29 units increases to 56 units = about 93.1% growth.

BTL campaigns also enhanced the branding impact as a result of in reality interactions. The AIUB test ride event not only provided hands-on experience with motorcycles but also boosted the trust and confidence among participants in the quality of the product. The Eid “Visit & Win” campaign gained brand inclusiveness by including all kinds of people to increase the visibility and social acceptance of the brand.

It is crucial to integrate both ATL and BTL campaigns to ensure a more effective branding impact. When it comes to brand impact, there is a need to integrate both ATL and BTL campaigns.

In summary, the activities of the branding program affected the purchase intention by combining the emotional attractiveness (ATL) and the experiential validation (BTL) in a comprehensive customer decision-making process from awareness to conversion.

### **3.4.3 RQ3: Which Engagement Stage Most Strongly Predicts Customer Loyalty and Advocacy?**

The third research question is to find which of the stages of engagement is the most powerful predictor of customer loyalty and advocacy to CFMOTO Bangladesh. Customer engagement was witnessed at various stages such as the awareness stage, engagement stage, experience stage and post-purchase advocacy stage as both ATL and BTL marketing activities were inter-related to influence consumer behaviors based on the experience gained during the internship.

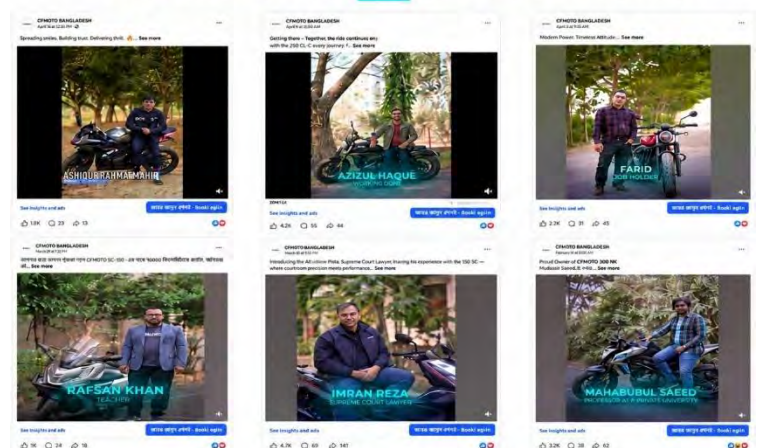
Above-the-Line (ATL) activities proportionately made the bigger impact at the awareness level in order to establish initial brand trust and awareness. Two promotions campaigns, the 150-SC Online Video Commercial (OVC) campaign and the Valentine promotional campaign, were marketed throughout extensively to the paid social media platforms and dealer pages – a huge pool of potential customers. ATL activities were instrumental in creating initial impression and early trust towards CFMOTO Bangladesh as target audience are very active on social media. By using high quality video content and messaging which resonated and showed a lifestyle approach, the branding mechanism acted as an augmentation for the brand, creating a credibility of a large number.

Both ATL and BTL activities helped to boost interaction at the engagement stage. This BTL campaign of CFMOTO Bangladesh titled “CFMOTO Bangladesh Visit & Win – Eid Campaign” encouraged the consumers to visit the showrooms, participate in the activities and engage with the brand through social media hashtag “#eidwithcfmoto.” With a total participation of 921 in three weeks it can be considered a success in terms of online-to-physical attention and participation. ATL activities continued to maintain the engagement with definitive and continuous visibility on the social media in order to get maximum visibility and interaction.

Experience was a key factor in building consumer confidence, with the BTL activity, such as AIUB test ride event (442 participants who got hands-on experience with the motorcycles) being important. This hands-on experience allowed the participants to compare advantages of performance and comfort between the different models – 300SR, 300NK and 250SR. This step largely contributed to making the product less fuzzy, more thought-out to go for, particularly among the young and new pool of customers.

It was different in the post-experience stage, where evidence for customer advocacy and the development of customer loyalty was the most interesting. In various campaigns, customer testimonial videos were gathered and posted on the digital platforms, comprising of various customer segments such as premium buyers, students, professionals and general customers. These reviews were genuine and relatable, attesting to the satisfaction with the product and the riding experience. These contents were broadly distributed on ATL channels, giving them more social proof and trust as potential customers. This mix of real-world experiences and online presence greatly helped to build trust in the brand and boost sales over time.

#### Visible customer loyalty through ATL and BTL activities



3.6 : Customer Testimonials

Overall, the results suggest that activities of ATL had greater influence on initial trust and brand credibility as they are more widely seen and accessible, especially amongst those who are more active on social media. However, BTL activities such as test drives and showroom engagement had a greater impact than experiential trust. The ET visibility, BTL engagement and by sharing the

customer feedbacks created a trust loop verbally through product and services use to build maximum customer loyalty and advocacy.

### **3.5 Summary and Conclusions**

In this report, I will talk about my learning experience and analysis that I did during my hands-on experience with the marketing activities of CFMOTO Bangladesh as I was directly involved in planning, coordinating, and executing multiple ATL (Above-the-Line) and BTL (Below-the-Line) campaigns. Participating in it, I gained insights into the impact of various marketing strategies on consumer engagement, purchase intent, and customer loyalty.

While working at the internship I was involved in some of the important ATL activities such as 150-SC Online Video Commercial (OVC) and Valentine promotion campaign. I was the Project Coordinator for the OVC, and helped implement video content which was subsequently shared on paid social media, reaching around 6 million viewers. I was also responsible for the Valentine campaign which was very prominent on digital and dealer pages. This campaign led to a remarkable rise in the number of scooters sold, jumping from 29 units to 51 units in the duration of the campaign, which was driven by the strong impact ATL activities had during the campaign in driving awareness, and consequently sales, through an emotionally strong and digitally amplified approach.

Along with ATL activities, I was also deeply engaged in large scale BTL campaigns which were focused on direct interaction with consumers. Being the Project Coordinator of the AIUB test ride event, helped in organizing a big activation event with 442 participants, where the potential customers could physically experience the motorcycles. Additionally, I was instrumental in organizing the “Visit & Win – Eid Campaign”, an engagement initiative through the showroom, which showcased and achieved 921 participants across the three weeks. This campaign has brought a great amount of traffic into the showrooms, interaction on social media, and extended the brand's reach to various customer groups.

My observation is that ATL campaigns were very effective on initial awareness and trust, particularly with consumers on the social networks. But BTL was more important in fostering interaction and product experience and therefore meaningful engagement and purchase decision. I also noted that the initiatives of brand along with ATL visibility and BTL experience had a great impact on consumers intentions to purchase.

Moreover, it was found that customer loyalty and advocacy were strongest after the experience stage. Test rides or showroom visits made participants feel more positive about the brand and more confident about sharing their positive feelings. Just like the video product reviews, customer testimonial videos were also used on digital platforms, and the authentic experiences of users helped to build trust and credibility that led to more sales over time.

Finally, I can conclude that, the effective integration between ATL and BTL has the potential to make the marketing strategy of CFMOTO Bangladesh successful. The difference between ATL and BTL is that ATL campaigns reach and educate consumers, whereas BTL campaigns reach and convert them directly. When paired with a trust-building, testimonial marketing strategy, this integrated method is a constant loop of engagement, trust and customer advocacy.

### **3.6 Recommendations and Managerial Implications**

In the sense that this is an internship report, the recommendations are categorized by the relevance to the stakeholders, with primary concern on CFMOTO Bangladesh.

#### **3.6.1 Recommendations for CFMOTO Bangladesh**

##### **Increase Service Communication Visibility**

Since the post-purchase service experience has a strong predictive power with respect to loyalty, there should be proactive communication of service quality. Highlighting milestones of service, expertise of technicians and feedback response stories can help build trust before and after purchase.

##### **Institutionalize Testimonial Collection**

Instead of publishing testimonials from time to time, the company should have an organized process for acquiring testimonials at delivery times and after service cycles. This will help to strengthen social proof.

##### **Expanding Service Footprint in a Strategic Way**

Gradual addition of service centers in regions where demand is particularly great will minimize buyer hesitancy and improve long-term stability of loyalty.

### **3.6.2 Recommendations on the Digital Marketing Strategy**

#### **Maintain a Balance between Content Architecture**

There should be a balance between the need to promote and the need to educate. Overly aggressive promotion with no transparency of information may undermine trust.

#### **Segment Inquiry Handling**

There should be prioritisation of high intent enquiries (EMI-related, branch requests) in CRM workflow to boost the conversion rate.

#### **Follow-up Elasticity of Campaign**

Structural insight and not vanity measurements should be used to measure engagement spikes during campaigns implementations.

### **3.6.3 CRM and Operations Recommendations**

#### **Enhance Follow-Up Discipline**

The CRM systems must ensure that it receives dealership follow ups within stipulated periods.

#### **Unify the Process of Gathering Feedback**

The feedback provided by the customers after the servicing process should be documented and then checked occasionally.

#### **Engage the Community.**

To raise the level of participation and emotional attachment, conducting brand events and inviting the customers is possible.

### **3.6.4 The Implications on the Industry Level**

Bangladeshi motorcycle industry is changing towards digital-first scorecard. Companies that integrate online interaction with business reliability will be more competitive in the long-term perspective.

Digital acceleration, which does not reinforce its services, accumulates to temporary sales, but poor ability to maintain loyalty.

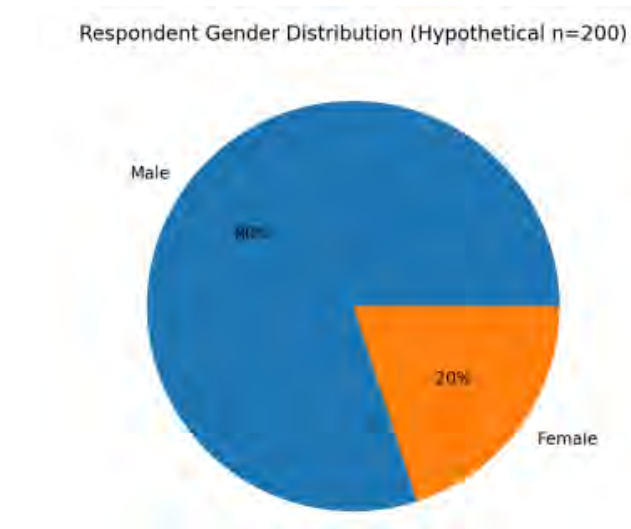
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## Appendices

### Appendix A: Conceptual Engagement Framework

**Figure – Respondent Gender Distribution (Hypothetical n=200)**



**Figure – Respondent Age Group Distribution (Hypothetical n=200)**

