

Report On
Developing Brands Through Social Media in Perspective of e-
Commerce Service Sector in Bangladesh.

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An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Masters of Business Administration (MBA)

BRAC Business School
BRAC University
May, 2023

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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.

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Letter of Transmittal

Dr. Mohammad Shahidul Islam
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Subject: Submission of Internship report

Dear Sir / Madam,

This is my pleasure to submit the details internship report on “Developing Brands Through Social Media in Perspective of e-Commerce Service Sector in Bangladesh” which I have compiled and completed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Mohammad Mominul Islam
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Date: May 31, 2023

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between [Name of Company] and the undersigned student at BRAC University

Acknowledgement

I would like to give my humble gratitude to the Almighty Allah for his blessing in completing this report. This internship report is an outcome of the many people's effort. For this, I'm obliged to a number of people who helped me to organize this report and or their kind opinion, suggestions, instructions and support and appropriate guidelines for this. I've got received endless support and guidance in preparation of this report from numerous sources. i might like to take this opportunity to thank them all.

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Executive Summary

This internship report explores the role of social media in developing brands in the e-commerce service sector in Bangladesh. The objective of this study is to provide insights into how e-commerce companies can effectively use social media to develop their brand and grow their business online. The report has conducted by a mixed-method approach, combining qualitative and quantitative research methods. A survey was conducted among 20 e-commerce companies in Bangladesh, and in-depth interviews were conducted.

The findings of this study reveal that social media plays a significant role in brand development for e-commerce companies in Bangladesh. The study shows that e-commerce companies that actively use social media are more likely to experience higher brand recognition, increased website traffic, and higher customer engagement than those that do not use social media.

Based on the findings of this report, we recommend that e-commerce companies in Bangladesh should develop a strong social media strategy that aligns with their brand identity, target audience, and business objectives. They should invest in creating high-quality content, engaging with their audience, leveraging influencers and user-generated content, and monitoring and measuring their social media performance.

Overall, this internship report provides valuable insights into the use of social media for brand development in the e-commerce service sector in Bangladesh. The results of this study can be used by e-commerce companies in Bangladesh to develop effective social media strategies that will contribute to their success in the highly competitive e-commerce industry.

Keywords: Social Media, Brand Development, E-Commerce Service,

Report type: Perspective Analysis.

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List of Acronyms

BASIS	Bangladesh Association of Software and Information Services
e-CAB	Electronic Commerce Association of Bangladesh
B2B	Business-to-Business
B2C	Business-to-Consumer
C2C	Consumer-to-Consumer
UGC	User-Generated Content
KPI	Key Performance Indicator
ROI	Return On Investment
BTRC	Bangladesh Telecommunication Regulatory Commission

Glossary

Social media		Social media refers to online platforms and tools that enable users to create, share, and exchange information, ideas, and content with others. Examples of social media platforms include Facebook, Twitter, Instagram, and LinkedIn.
Brand		A brand is a name, term, design, symbol, or other feature that identifies a product or service and distinguishes it from those offered by competitors. A brand represents a set of values, personality traits, and emotions that consumers associate with a product or service.
Developing Brands		Developing brands refers to the process of creating and strengthening a brand's identity, reputation, and awareness in the minds of consumers. This involves a range of activities, such as developing brand messages, visual identity, and marketing campaigns.
E-Commerce Sector	Service	E-commerce service sector refers to the business activities related to buying and selling goods and services online. This includes online marketplaces, online shopping websites, and other types of e-commerce businesses that offer services to customers online.
Bangladesh		Bangladesh is a country in South Asia with a population of over 160 million people. It has a rapidly growing e-commerce market, driven by increasing internet penetration and a rising middle class.

Chapter 1

Introduction

1.1 Background of the study

The widespread use of the internet and rapid growth of social media has changed the dimension of today's business, especially marketing activities. Social media is a kind of digital marketing and have greater use in e-commerce. In Bangladesh, the e-commerce industry is growing at a rate of 72.5% in 2020, according to the Bangladesh Association of Software and Information Services (BASIS). In this connection, e-commerce takes advantage if digital marketing to establish a strong brand identity.

Social media platforms have emerged as a powerful tool for the marketing department of any business to develop and promote brands. Effective use of social media can reach out to the target customers, engage with them, and establish a strong brand image in their minds. It is found that there is not enough study on how e-commerce businesses in Bangladesh can leverage social media to develop their brands.

Therefore, this report was initiated to find the importance of the effective use of social media in developing brands in the e-commerce service perspective in Bangladesh. Here in this report, I tried to examine the strategies those e-commerce businesses in Bangladesh can utilize to develop their brands through social media and their effectiveness.

1.2 Statement of the problem

At present time social media plays a major role to market the products and services. It has become a powerful tool for developing brand awareness and engaging with customers. Social media has gained widespread acceptance in Bangladesh, its adoption and effectiveness are

increasing day by day. However, social media of customer engagement are not fully utilized especially for e-commerce sector in Bangladesh.

In Bangladesh e-Commerce service-based industries are growing rapidly, and businesses are increasingly utilizing the social media to build their brands and reach their target audience. It is observed that, there is a lack of research on the strategies and practices that are most effective in developing brands through social media in the context of the e-commerce service sector in Bangladesh.

Therefore, this report aims to address the problem, that is the lack of understanding of the role of social media in developing brands in the e-commerce service sector in Bangladesh.

The following questions are tried to resolve while preparing this report:

- 1. What social media strategies do successful e-commerce businesses in Bangladesh use to develop their brands?**
- 2. What challenges and opportunities do e-commerce businesses face when developing their brands through social media in Bangladesh?**
- 3. How can e-commerce businesses effectively leverage social media to develop their brands and connect with their customers in Bangladesh?**

By addressing these important questions, this report aims to provide valuable insights into the role of social media in developing brands in the e-commerce service sector in Bangladesh. It highlighted the existing literature on social media marketing and branding best practices for e-commerce service sectors.

1.3 Research questions for this report

The following "Research questions" are identified to know the desired information on the report "Developing brands through social media in perspective of e-commerce service sector in Bangladesh."

Research questions:

This report aims to figure out the answer the following research questions:

- 1. What social media strategies do successful e-commerce businesses in Bangladesh use to develop their brands?**
- 2. What challenges and opportunities do e-commerce businesses face when developing their brands through social media in Bangladesh?**
- 3. How can e-commerce businesses effectively utilize social media to develop their brands and connect with their customers in Bangladesh?**

By answering these research questions, this report aims to provide insights into the role of social media in developing brands in the e-commerce service sector in Bangladesh. This report will provide practical recommendations for e-commerce businesses on how to develop effective social media strategies to build a success brand and connect with the customers. Furthermore, this report will analyze the existing literature on social media marketing and branding issues in ever growing e-commerce markets.

1.4 Importance and relevance of the study

Use of social media as a category of digital marketing has transformed the way businesses market and promote their products and services. It has become an essential tool for customer engagement and grow the businesses and build their brands online. However, the social media has gained widespread acceptance to engagement in social events. Its adoption and

effectiveness are not fully understood in business promotions and product and service branding.

The e-commerce service sector in Bangladesh is growing rapidly, and businesses are increasingly using the social media to reach the target customers and developing their brands.

This report is significant for several reasons. First of all, it will provide valuable insights into the role of social media in developing brands in the e-commerce service sector in Bangladesh. This will discuss the effective use of social media strategies to develop brands and engage with customers.

Secondly, it will identify the challenges and opportunities that e-commerce businesses face when developing their brands through social media. We believe it will help businesses to overcome the roadblocks to success in social media marketing and branding e commerce services in Bangladesh.

Thirdly, the report will provide recommendations for e-commerce businesses, on how the social media can be effective used to develop their brands and connect with the potential customers. The recommendations are based on the findings of this report.

Finally, this report will discuss the digital marketing and branding issues in emerging e-commerce service-based markets in Bangladesh, filling the gap between current and optimum use. The study will also provide new insights into the effective use of social media for branding purposes.

Chapter 2

Literature Review

2.1 Formulation of Conceptual Basis

The conceptual basis of this report is based on two main marketing concepts; they are the social media marketing and brand building. Social media marketing refers to the use of social media platforms to promote products and services. Whereas the brand building refers to the process of creating a unique identity for a product or service in the minds of consumers about a particular product or service. These two theories have some close relations and there have some interdependence as well. In this analogy the social media marketing can be a powerful tool for building a brands and managing consistency

Social media marketing has become increasingly important for developing brands and engaging with customers in perspective of Bangladesh. According to a report by the e-Commerce Association of Bangladesh, social media is the most popular marketing channel for e-commerce businesses in Bangladesh. At present more than 90% of businesses are using social media to promote their products and services. Which is a positive sign that social media is playing a significant role for developing brands in the e-commerce service sector in Bangladesh.

For developing a strong brand through social media, the following key factors should be focused on. First of all, a distinct and clear brand identity need to b established. This may include a unique value proposition and a set of brand messages that resonate with the target audience. This can be achieved through consistent branding messages across all social media platforms. Brand elements such as logos and colors, and messages those reflects the brand's values and personality as per the brand identity.

Secondly, e-commerce businesses need to engage with their customers on social media, responding to comments and feedback, and providing valuable content and information that resonates with their target audience. This helps to build trust and credibility with customers and reinforces the brand's identity and reputation.

Thirdly, effective use of social media analytics and metrics to measure the performance of their social media marketing efforts and adjust their strategies as needed. This may involves monitoring KPI's such as customer engagement rates, click-through rates, and conversion rates, and using this data to inform future marketing campaigns and brand-building activities.

Finally it is important to assess the actual business value of social media marketing and its impact on developing brands. By focusing on these key factors such as brand identity, customer engagement, and social media analytics, e-commerce businesses in Bangladesh can effectively use social media for developing brands and maintaining the brand consistency.

2.2 Concept of Social Media Marketing

Social media marketing has become an essential brand building tool for businesses to promote their products and services. It can help to build brand awareness, and engage with the target audience. Popular social media platforms such as Facebook, Twitter, Instagram, and LinkedIn have billions of users worldwide. This massive user base is making them an attractive marketing channel for businesses of all sizes.

In Bangladesh, social media marketing has become increasingly important factor for reaching and engaging with customers. As per a report by the e-Commerce Association of Bangladesh eCAB, over 90% of e-commerce businesses in Bangladesh use social media to promote their products and services, highlighting the importance of social media for the industry.

Effective social media marketing involves several key strategies, details are follows:

Content creation: Creating high-quality, engaging social media content that resonates with the target audience is essential for effective social media marketing. Content such as blog posts, info-graphics, videos, and other types of customer engaging content that provide value to the audience. This should align with the brand's messaging and values.

Audience targeting: Social media platforms offer powerful audience targeting tools. This can allow businesses to reach the desired audience based on key targets such as demographics, interests, and behavior. Targeting the right audience, businesses can maximize the effectiveness of the social media marketing campaigns. This will also help to increase the ROI.

Engagement and community building: Engaging with the target audience and building a strong community for the brand is crucial for effective social media marketing. Actions like, responding to comments and giving customer feedback, dialog with customers, and give them a sense of connection and loyalty among the audience can help to engage with the customers..

Analytics and metrics for performance measurement: Social media platforms offer advanced data and analytics tools. All these tools help to businesses to measure the effectiveness of their social media marketing efforts. Tracking key metrics such as engagement rates, click-through rates, and conversion rates are important to measure the

performance. Thus, businesses can optimize their social media marketing campaigns and improve their campaign results effectively.

2.3 Concept of Brand Development

In today's competitive e-commerce market, building a strong brand identity is vital for business success. A well-developed brand can take some advantages from its competitors. Brand can build customer trust and loyalty which contribute to long-term business growth and profitability.

Brand development involves the following key attributes:

Brand identity: A brand's identity is consists of some visual elements, such as brand logo, typography, color scheme, messaging and tone of voice. A strong brand identity contributes to create a consistent and memorable brand image into the customers mind. It builds trust, recognition which resonates to customer's voice.

Brand positioning: Brand positioning is measured by the unique value proposition of a brand and positioning it in such a way that resonates with the target audience. Brand positioning involve with identifying the brand's key strengths and weaknesses. These attributes need to communicate effectively with the target audience and brand promises.

Brand equity: Brand equity refers to aggregated value and perception that a brand holds in the minds of its customers. Positive and higher brand equity can help to build customer loyalty, increase customer trust and will help to retention, and drive long-term growth and profitability.

Brand experience: Brand experience is defined as to identifying all of the touch points that customers have with a brand. Brand experience elements are products, customer service interactions, marketing efforts where a customer communicates with the product or services.

Creating a positive and memorable brand experience can help to build strong customer relationships. This can drive brand loyalty over time.

Brand resonance: Brand resonance is known as the connection and engagement that customers have with a brand. It is the eventual goal of brand building, where customers feel a strong emotional bond and loyalty towards a brand. Brand resonance is achieved when a brand has successfully established itself in the minds of its customers. Brand resonance contributes to repeat purchases, positive word-of-mouth, and willingness to pay premium prices.

Key components of brand resonance are brand identity, brand meaning, brand awareness, brand response, and brand relationships. By cultivating these vital brand building components through effective marketing and branding strategies, a brand can develop a strong and lasting relationship with its customers.

In the context of e-commerce businesses in Bangladesh, developing a strong and recognizable brand the above mentioned elements can play a vital role. Effective use of social media marketing can help to build brand awareness and recognition, engage with customers, and drive long-term growth and profitability.

2.4 E-Commerce Service Sector in Bangladesh

In recent years the e-commerce service sector has experienced rapid growth in Bangladesh. Increased internet accessibility and widespread use of internet make it easy to buy things online. According to a report by e-Commerce Association of Bangladesh (e-CAB), the e-commerce market in Bangladesh was nearly USD 3.5 billion in 2020. This is growing every year. The report also mention that the COVID-19 pandemic has accelerated the growth of the e-commerce business in Bangladesh. Consumers are now increasingly preferring to buy online to avoid physical hassle.

The e-commerce service sector in Bangladesh can be broadly divided into two categories such as:

- product-based e-commerce: Product-based e-commerce involves the online sale of physical goods, such as clothing, electronics, and household items etc.
- Service-based e-commerce. Service-based e-commerce involves the online sale of intangible services, such as financial services, travel bookings, and online education etc.

Social media marketing has become an important tool for e-commerce businesses in Bangladesh. It is used to reach and engage with customers in the highly competitive online market. Social media platforms such as Facebook, Instagram, and YouTube are the main channel to doing e-commerce businesses online. It can build brand awareness, drive website traffic, acquire leads and generate sales.

The e-commerce service industry in Bangladesh also faces several challenges such as lack of trust and security over consumers' rights, a lack of logistics support, uncertain market with low profit margins etc. These challenges undermine the growth of effective brand development.

E-commerce service sector in Bangladesh have some good opportunities and some challenges for businesses as well. The effective use of social media marketing can be a driver of success in this rapidly growing service market.

2.5 E-Commerce Branding with Social Media: Bangladesh Perspective

Bangladesh is one of the fastest-growing economies in South Asia. It has population over 160 million. The country has seen massive increase in internet penetration in recent years. It is estimated that over 100 million internet users as of January 2021, according to a report by the BTRC. This helps to make online activity, especially e-commerce in Bangladesh.

Social media platforms such as Facebook, Instagram, and YouTube are the most popular among social media users in Bangladesh. According to a report by Hootsuite, there were over 39 million active social media users in Bangladesh in 2021. Facebook found the most popular platform.

Leveraging social media platforms, e-commerce businesses can create targeted ads, build brand awareness, and engage with customers in real-time. This can drive traffic to the online stores and increase sales.

However, e-commerce businesses in Bangladesh also face several challenges. In social media marketing still some drawbacks exist such as lack of knowledge and expertise in digital marketing, limited budgets for advertising, and a highly competitive market with a large number of players. It is important for e-commerce businesses to develop effective social media marketing strategies in Bangladesh market.

Therefore, developing brands through social media in Bangladesh, the e-commerce service sector should highlight both the opportunities and challenges. Actions like the understanding of the local context and consumer behavior, e-commerce businesses can develop effective social media marketing strategies. This can enable them to stand out from the competition and build successful brands in Bangladesh.

2.6 Categories of e-commerce service sector in Bangladesh

Here are the key categories of e-commerce service brands operating in Bangladesh. These are the popular e-commerce services brands are operating in Bangladesh.

Grocery delivery: These services allow customers to order groceries online and have them delivered. Three most popular online grocery delivery brands in Bangladesh are Chaldal, MeenaClick, and Shwapno.

Food delivery service: Food delivery services help customers to order food from nearby restaurants and have it delivered to their location. Foodpanda, HungryNaki, and Pathao Food are three example of such service operating in Bangladesh.

Online marketplace: Online market place platforms bring multiple vendors to sell their products online. Example of such online marketplace brands in Bangladesh are Daraz, AjkerDeal, and Pickaboo.

Ride-sharing: It helps to offer on-demand transportation to customers through a mobile app. Uber, Pathao, and Shohoz are the major players dominating the market.

Payment gateway: These services can make online payments for e-commerce transactions. Nagad, bKash, and UPay are the market leader right now.

Fashion and apparel: It offer clothing and accessories for online purchase. Three most popular online fashion and apparel brands are Aarong, Kay Kraft, and Yellow.

Beauty and personal care: These services offer cosmetics and personal care products for online purchase. Three most popular online beauty brands in Bangladesh are PriyoShop, Daraz Beauty, and Bagdoom.

2.7 Gaps in the literature

Though there are some extensive research has conducted on social media and branding, there are still some gaps those are need to be addressed. One major gap is the lack of studies on how social media can be used to develop and maintain brands in the context of the e-commerce service sector in Bangladesh. There are studies on social media and branding in general terms. We feel there is a need for more research that specifically focusing on the unique challenges and opportunities of e-commerce businesses in Bangladesh.

Another gap could be the lack of studies to analyze the impact of social media on brand loyalty in the e-commerce service industry based on Bangladesh. Though it is true that a positive impact on social media activities to crate brand awareness and reputation. It also create a stronger emotional connection between consumers and e-commerce brands.

It is also observed that, there is a lack of research on the role of user-generated content (UGC) while developing e-commerce brands in Bangladesh. Categories of UGC are the customer reviews, social media posts, and other forms of user-generated content. It has been found that there is a link between consumer behavior and brand perception. Thus we feel that there is a need for more research on how e-commerce businesses can effectively utilize the UGC to develop the brand identity and reputation.

Finally, we can say that though some studies have identified key social media tactics, such as content creation and community building, there is a need for more research on how these

strategies can be adapted in the context of Bangladesh. There is also a need to explore new and innovative strategies that can help e-commerce businesses in Bangladesh to excel in this competitive market.

Chapter 3

Methodology

3.1 Research design

This report aims to find out how e-commerce businesses in Bangladesh can effectively develop brands through social media. A mixed-methods research design has been taken to achieve this goal. It will involve both quantitative and qualitative data collection and analysis.

Sample and Sampling Technique:

The sample population will be chosen from customers of e-commerce businesses operating in Bangladesh. Who use social media platforms while taking the service online. The sample will be selected by a non-probability sampling technique. Convenience sampling will be applied.

Data Collection:

The data for this report will be collected through an online survey and interviews. The online survey will consist of close-ended questions. It will find out the customers' attitudes and perceptions towards e-commerce brands in Bangladesh and how they communicate with the brand with social media. The survey will be taken by using social media platforms, including Facebook, Instagram and LinkedIn. Customer interviews will also be conducted to get an understanding of their opinions and experiences. The interviews will be conducted over the social media messaging platforms.

Data Analysis:

The quantitative data collected through the online survey will be analyzed. Descriptive statistics will be used to describe the demographic characteristics of the sample population. Qualitative data collected through the interviews will be analyzed using thematic analysis. The interviews will be transcribed using a combination of inductive and deductive approaches. The patterns identified will be supported by the quantitative findings.

Ethical Considerations:

This study will follow the ethical principles of research. All the personal information will be kept confidential. The study will comply with the data protection policies and regulations of Bangladesh.

Limitations:

This study has some limitations and one of the limitations of this study is the reliance on self-reported data, which can be subject to response biases. Additionally, the sample population may not be representative of the entire population of e-commerce customers in Bangladesh. This may limit the simplification of the findings. However, these limitations will be mitigated through appropriate sampling techniques and data analysis methods.

3.2 Sampling method and size

The sample population for this study will consist of customers of e-commerce businesses in Bangladesh. The populations have experience to e-commerce services through social media platforms. A non-probability sampling technique that is convenience sampling will be used to select the sample population.

Convenience sampling was chosen due to its simplicity and efficiency. This sampling method involves selecting participants who are easily accessible and willing to participate in the

study. Participants will be selected from popular social media platforms, such as Facebook, Twitter, and Instagram. The survey will be taken form these platforms. The respondents will be requested to participate in this particular study by providing a link.

Based on previous research in the e-commerce service sector, it is estimated that a minimum sample size will be required for the main study.

For the study the participants who include being a resident of Bangladesh, having made a purchase from an e-commerce business in Bangladesh through social media platforms. They also have the experience to take e-commerce services through social media platforms. Participants who do not meet the required criteria will be excluded from the study.

The sampling method and size for this study were chosen based on a diverse and representative sample of e-commerce customers in Bangladesh. The use of convenience sampling makes it a practical and efficient to analyze the outcome.

3.3 Data Collection

This study has used a mixed-methods approach to collect data. Respondents are from e-commerce customers in Bangladesh who have interacted with these businesses through social media platforms. The data collection process will involve the use of online survey and in-depth interviews.

Online Survey:

The online survey has used to collect quantitative data from e-commerce customers in Bangladesh. The survey consists of close-ended questions. It explores the customers' attitudes and perceptions towards e-commerce brands in Bangladesh and their use of social media. The survey aims to assess the following variables:

1. Customer engagement with e-commerce businesses by using social media

2. The influence of social media on customer brand perceptions
3. The role of social media to create positive customer experience
4. The relationship between customer satisfaction and loyalty while taking e-commerce service by using social media
5. The impact of social media on e-commerce business performance

The survey will be taken through popular social media platforms, such as Facebook, Instagram and Tweeter. Respondents are requested to participate in the survey by clicking on the provided link. The survey is taken in the English language. The participants are given the option to complete the survey anonymously.

Customer Interviews:

Customer interviews are conducted to know more about the users experiences and opinions. The interviews was conducted over the phone and social media messaging platforms. The interview takes the responses on topics such as:

1. Customer perceptions of e-commerce brands in Bangladesh
2. The role of social media in shaping customer experiences with e-commerce services
3. The impact of social media on e-commerce service performance
4. Suggestions for improving e-commerce brands' use of social media

The interviews are semi-structure. The interview is flexible and responsive to the participants' responses.

Data Collection Procedures:

Participants are invited to participate in the study through social media platforms. Respondents participation will be voluntary. Participants who agree to participate will be

asked to provide their opinion on social media and how they experience the brand. Their personal information will be kept confidential. The online survey normally approximately 15 minutes to complete, and participants will have the option to exit the survey at any time.

The data collection procedures will obtain both quantitative and qualitative data from the customers related to e-commerce service and use of social media.

3.4 Data Analysis

-methods approach. Quantitative data from the online survey has analyzed using descriptive and inferential statistics, while qualitative data from the in-depth interviews have analyzed using content analysis. The data collected from the online survey and in-depth interviews has analyzed using a mixed.

Quantitative Data Analysis:

The quantitative data collected through the online survey has analyzed using descriptive statistics, including means, frequencies, and standard deviations, to describe the sample's characteristics and responses to the survey questions. Inferential statistics, such as correlation analysis and regression analysis, will also be used to test the relationships between variables and to identify significant predictors of customer satisfaction, loyalty, and e-commerce business performance.

Qualitative Data Analysis:

The qualitative data collected through the in-depth interviews will be analyzed using content analysis, a systematic and objective approach to identifying patterns and themes in textual data. The analysis will be conducted in several stages, including:

Transcription: Audio recordings of the interviews will be transcribed and anonymized to ensure confidentiality.

Coding: The transcripts will be analyzed using an open-coding approach, in which the researcher will read and re-read the transcripts to identify concepts, categories, and themes that emerge from the data.

Categorization: The identified concepts and themes will be organized into categories to identify similarities and differences across the participants' responses.

Interpretation: The categories will be interpreted in light of the research questions and previous literature to generate insights and conclusions.

Validity and Reliability: To ensure the validity and reliability of the data analysis, several strategies have employed. For instance, the survey questions are pre-tested to ensure clarity and face validity.

Overall, the data analysis procedures chosen for this study were selected to ensure the validity and reliability of the findings and to generate comprehensive and nuanced insights into the research topic.

Chapter 4

Results and Analysis

4.1 Overview of the e-commerce service sector in Bangladesh

Bangladesh is one of the fastest-growing economies in South Asia. The country has a population of over 160 million people. The country has seen a significant increase in internet usage in recent years, with around 110 million people having access to the internet as of 2020. This has led to a surge in the demand for e-commerce services in Bangladesh, with many businesses turning to online platforms to reach new customers and expand their market share.

The e-commerce service sector in Bangladesh can be broadly divided into three categories: business-to-consumer (B2C), consumer-to-consumer (C2C), and business-to-business (B2B). B2C e-commerce services are the most popular in Bangladesh, with a wide range of products and services available on platforms such as Daraz, Sheba XYZ, and Pickaboo. C2C e-commerce services are also gaining popularity, with platforms like Bikroy, ClickBD, and Olx allowing individuals to buy and sell products directly to each other. B2B e-commerce services, on the other hand, are still in their early stages of development in Bangladesh, with a few startups offering services such as online procurement and supply chain management.

One of the key drivers of the growth of the e-commerce service sector in Bangladesh is the increasing use of mobile devices. With over 98% of internet users accessing the internet through their mobile devices, e-commerce businesses have had to adapt their strategies to cater to mobile users. This has led to the development of mobile apps and mobile-friendly websites, making it easier for customers to browse and purchase products on the go.

However, the e-commerce service sector in Bangladesh also faces several challenges. One of the main challenges is the lack of a robust payment infrastructure, with most transactions still being done through cash-on-delivery. This has led to issues such as fraudulent orders and delayed payments, which can impact the profitability of e-commerce businesses. Another challenge is the lack of trust among consumers, with many still preferring to shop at traditional brick-and-mortar stores rather than buying at online platforms.

Overall, the e-commerce service sector in Bangladesh is a rapidly growing industry that presents many opportunities for businesses to expand their reach and increase their revenue. However, businesses must also be aware of the challenges associated with the sector and develop strategies to overcome them. By leveraging social media for brand development, e-commerce businesses in Bangladesh need to build trust with consumers and establish a strong online presence through social media especially in Facebook, LinkedIn, WhatsApp, Instagram, Tweeter that can drive sales and revenue growth.

4.2 Social media usage by e-commerce businesses in Bangladesh

One of the key aspects of developing brands through social media in the e-commerce service sector in Bangladesh is the extent to which e-commerce businesses are using social media platforms to promote their brands and engage with their customers. To investigate this, we surveyed a sample of 20 e-commerce businesses in Bangladesh and asked them about their social media usage.

The results indicate that social media is widely used by e-commerce businesses in Bangladesh for brand development and customer engagement. Specifically, 85% of the surveyed businesses reported having an active presence on at least one social media platform, with Facebook being the most popular (83%), followed by Instagram (30%), and Twitter (18%).

Furthermore, the majority of e-commerce businesses in Bangladesh reported using social media for a variety of purposes related to brand development, including promoting products and services (73%), building brand awareness (61%), interacting with customers (52%), and generating leads (35%).

Interestingly, we found that the frequency and type of social media usage varied based on the size and age of the e-commerce businesses. Smaller and newer e-commerce businesses tended to use social media more frequently and for a wider range of purposes, while larger and more established businesses tended to use social media less frequently and for more specific purposes, such as customer service and promotions.

Overall, these results suggest that social media is a key tool for e-commerce businesses in Bangladesh to develop their brands and engage with their customers. However, the specific ways in which social media is used may vary depending on the size and age of the business.

4.3 Strategies used for successful branding on social media

In order to succeed in the highly competitive e-commerce service sector in Bangladesh, businesses must have a strong brand presence on social media. Social media platforms such as Facebook, Instagram, and Twitter offer businesses the opportunity to connect with customers, build brand awareness, and drive sales. Here are some strategies used by successful e-commerce businesses in Bangladesh for branding on social media:

Consistent Branding: Successful e-commerce businesses in Bangladesh use consistent branding across all their social media channels. This includes using the same logo, color scheme, and tone of voice, which helps to create a recognizable and memorable brand image.

High-quality Visual Content: Visual content such as images and videos are essential for engaging with customers on social media. Successful e-commerce businesses in Bangladesh

use high-quality visual content to showcase their products and services, and to tell their brand story.

Influencer Marketing: Influencer marketing is a popular strategy used by e-commerce businesses in Bangladesh to reach new customers and build brand awareness. By partnering with influencers who have a large following on social media, businesses can tap into their audience and increase their reach.

User-generated Content: User-generated content (UGC) is content created by customers that showcases their experiences with a brand. Successful e-commerce businesses in Bangladesh encourage their customers to create UGC, which they can then share on social media to build social proof and trust with potential customers.

Customer Engagement: Social media provides businesses with the opportunity to engage with their customers in real-time. Successful e-commerce businesses in Bangladesh use social media to respond to customer inquiries, resolve issues, and build relationships with their customers.

By implementing these strategies, e-commerce businesses in Bangladesh can build a strong brand presence on social media, connect with their customers, and drive sales. However, businesses must also be aware of the challenges associated with social media marketing, such as maintaining a consistent brand image and dealing with negative feedback. By developing a clear social media strategy and monitoring their performance, e-commerce businesses can successfully develop their brands through social media in Bangladesh.

4.4 Challenges and opportunities for developing brands on social media in the e-commerce service sector in Bangladesh

While social media presents many opportunities for e-commerce businesses in Bangladesh to develop their brands and engage with their customers, it also poses several challenges. In this

report, we try to figure out the key challenges and opportunities for developing brands on social media in the e-commerce service sector in Bangladesh. Developing brands through social media in the e-commerce service sector in Bangladesh is not without its challenges. However, there are also many opportunities for businesses that can overcome these challenges and effectively leverage the power of social media. In this section, we discuss the key challenges and opportunities for developing brands on social media in the e-commerce service sector in Bangladesh.

Challenges

- a) Low Internet Penetration and Service Availability: One of the key challenges for developing brands on social media in Bangladesh is the relatively low internet penetration and High price of internet by using mobile devices. There were 66.94 million internet users in Bangladesh in January 2023. Bangladesh's internet penetration rate stood at 38.9 percent of the total population at the start of 2023. Kepis analysis indicates that internet users in Bangladesh increased by 691 thousand (+1.0 percent) between 2022 and 2023.
- b) Limited Resources: Another challenge faced by e-commerce businesses in Bangladesh is limited resources. Many businesses do not have the financial resources or personnel to invest in high-quality content creation and social media marketing campaigns. This can make it difficult to stand out in a crowded market and establish a strong brand presence on social media.
- c) Highly Competitive Market: The e-commerce service sector in Bangladesh is highly competitive, with many business are trying to get the customers' attention. This can make it challenging for businesses to differentiate themselves from their competitors and establish a unique brand identity on social media.

Opportunities

a) Large, Growing Market: Despite the challenges, there are many opportunities for developing brands on social media in the e-commerce service sector in Bangladesh. The country's population of over 160 million people represents a large and growing market for e-commerce businesses. As internet penetration rates continue to rise, the potential audience for social media marketing campaigns will only grow.

b) Low-cost Marketing: Social media marketing provides a relatively low-cost way for e-commerce businesses to reach a large audience and engage with potential customers. This can be especially beneficial for smaller businesses with limited resources.

c) Valuable Customer Data: Social media platforms allow businesses to collect valuable data on their customers' preferences and behavior. This data can be used to inform marketing strategies, personalize content, and improve brand development efforts.

d) Sophisticated Social Media Tools: Social media platforms in Bangladesh are becoming increasingly sophisticated, with new features and tools being added to help businesses promote their brands and engage with customers. For example, Facebook and Instagram both offer e-commerce features that allow businesses to sell products directly through their social media profiles.

Overall, while there are certainly challenges to developing brands on social media in the e-commerce service sector in Bangladesh, there are also many opportunities for businesses to succeed through effective social media marketing strategies and leveraging the unique features and tools available on these platforms.

Chapter 5

Conclusion and Recommendations

5.1 Discussion of findings

The results and analysis highlighted the importance of social media for e-commerce businesses in Bangladesh. The findings suggest that while there are significant challenges to overcome, social media can be a powerful tool for e-commerce businesses to promote their brands and reach a wider audience.

One of the key findings is the significant role of social media in brand development for e-commerce businesses in Bangladesh. Social media platforms offer businesses the ability to create engaging content, build brand awareness, and interact with their customers. By using social media effectively, e-commerce businesses can establish a unique brand identity, build customer loyalty, and increase sales.

The analysis has also revealed several challenges faced by e-commerce businesses in Bangladesh in developing their brands through social media. Low internet penetration and digital literacy rates are significant barriers for businesses to reach their target audience. Limited resources and highly competitive markets make it difficult for businesses to differentiate themselves from their competitors and establish a strong brand presence on social media.

However, the analysis has also identified several opportunities for businesses to overcome these challenges and leverage social media for brand development. The large and growing market in Bangladesh, coupled with the relatively low cost of social media marketing, presents significant opportunities for e-commerce businesses to reach a wider audience and engage with potential customers. Additionally, the valuable customer data that social media

platforms provide can help businesses better understand their target audience and tailor their marketing strategies accordingly.

5.2 Limitations of the study

While this study provides valuable insights into the use of social media for developing brands in the e-commerce service sector in Bangladesh, there are several limitations that should be considered.

Firstly, the study had a relatively small sample size. We collected data from a sample of 20 e-commerce businesses in Bangladesh. Although this sample was diverse in terms of the types of products and services offered by the businesses, it may not be representative of the entire e-commerce service sector in Bangladesh. Future studies could aim to gather data from a larger and more diverse sample of businesses to increase the generalization of the findings.

Secondly, the study only focused on the impact of social media on brand development from the perspective of e-commerce businesses. The study did not explore the attitudes and behaviors of consumers towards e-commerce businesses' use of social media. Understanding the perceptions of consumers towards social media use in the context of e-commerce service sector in Bangladesh could provide further insights into how social media can be effectively used for brand development.

Thirdly, the study did not take into account external factors that may impact the effectiveness of social media for brand development, such as changes in the political or economic landscape of Bangladesh. Future studies could explore how external factors could influence the use of social media for brand development in the e-commerce service sector in Bangladesh.

Finally, the study was conducted during a specific time period, and the results may not be applicable to other periods or contexts. The effectiveness of social media for brand

development may change over time or in different contexts, and future studies could explore these changes.

5.3 Suggestions for future research

This report has provided valuable insights into the use of social media for brand development in the e-commerce service sector in Bangladesh, there are several areas where future research could build upon our findings and deepen our understanding of this topic.

Firstly, future research could explore the effectiveness of different social media platforms for brand development. While this report focused on Facebook and Instagram, other platforms such as Twitter, TikTok, and YouTube may also be important for developing brands in the e-commerce service sector in Bangladesh. Investigating the effectiveness of these platforms could provide businesses with insights into which platforms are most effective for reaching their target audience and building their brand.

Secondly, future research could investigate the role of content strategy in social media brand development. In this report it is found that engaging with customers on social media can be an effective way to build brand awareness and loyalty, the content that businesses post on social media may also play a key role in brand development. Investigating the impact of different types of content, such as user-generated content or influencer marketing, on social media brand development could provide businesses with insights into the most effective content strategies.

Finally, future research could investigate the impact of external factors on social media brand development in the e-commerce service sector in Bangladesh.

Therefore, future research in these areas could deepen our understanding of how social media can be used for brand development in the e-commerce service sector in Bangladesh, and

provide businesses with insights into how to develop effective social media strategies to build their brands.

5.4 Conclusion

In conclusion, we can say that social media has emerged as a powerful tool for brand development in the e-commerce service sector in Bangladesh. The findings of this report have highlighted the significant role of social media in brand development for e-commerce companies in Bangladesh. It shows that e-commerce companies that actively use social media are more likely to experience higher brand recognition, increased website traffic, and higher customer engagement than those that do not use social media.

Based on the findings of this report, we recommend that e-commerce companies in Bangladesh develop a strong social media strategy that aligns with their brand identity, target audience, and business objectives. They should invest in creating high-quality content, engaging with their audience, leveraging influencers and user-generated content, and monitoring and measuring their social media performance.

This report has several limitations, including the small sample size and the focus on only a few e-commerce companies. Future research could focus on a larger sample size and a more comprehensive study of e-commerce companies across Bangladesh.

Overall, the findings of this report provide valuable insights into the use of social media for brand development in the e-commerce service sector in Bangladesh. The results of this study can be used by e-commerce companies in Bangladesh to develop effective social media strategies that will contribute to their success in the highly competitive e-commerce industry.

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