

Report On

Driving Brand Awareness for the Lifestyle Industry: A Quantitative
Analysis of Social Media Strategies at Wonderif

By

Tahsina Rahman
ID: 23104084

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

BRAC Business School (BBS)
BRAC University
January 2025

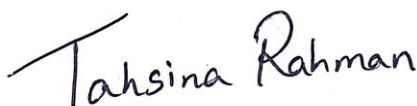
© 2025. Brac University
All rights reserved.

Declaration

It is hereby declared that

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

Student's Full Name & Signature:



Tahsina Rahman

ID: 23104084

Supervisor's Full Name & Signature:



Ms. Ummul Wara Adrita

Senior Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Ummul Wara Adrita
Senior Lecturer,
BRAC Business School
BRAC University
Kha 224, Bir Uttam Rafiqul Islam Ave, Dhaka- 1212

Subject: Submission of Internship Report for the completion of “BUS400 – Internship” as registered in the semester of Fall, 2024.

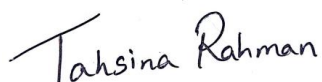
Dear Madam,

I am pleased to submit the internship report required for the completion of my Bachelor of Business Administration (BBA) degree. The outcome of my ongoing employment at Wonderif Studio Pvt. Ltd. has been presented within this report. Wonderif is a branding and design studio based in Dhaka, Bangladesh. I have completed my internship in this organization in the position of Intern, Digital Marketing.

This report also includes my research on the relevant topic, aligned with the specific proposal you had approved, titled: “Driving Brand Awareness for the Lifestyle Industry: A Quantitative Analysis of Social Media Strategies at Wonderif.”

I hope this report meets the academic standards you have prescribed.

Sincerely yours,

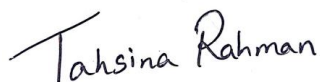


Tahsina Rahman
ID 23104084
BRAC Business School
BRAC University
Date: January 30, 2025

Non-Disclosure Agreement

This agreement is made and entered into by and between Wonderif Studio Pvt. Ltd. and the undersigned student at Brac University. Therefore,

1. The employee understands and agrees that the confidential information constitutes trade secrets of the employer and the employer has taken all reasonable precautions to protect the confidentiality of such information.
2. The employee agrees not to share said confidential information for the benefit of any person other than the employer.
3. All agreements shall be governed by the laws of the People's Republic of Bangladesh.



Signature of the Employee

Tahsina Rahman

Print Name

Date

Signature of the Employer

Mohammad Faisal Omar

Print Name

MD, Creative Director

Title

Date

Acknowledgement

I would like to begin by thanking my assigned supervisor, Ms. Ummul Wara Adrita, and co-supervisor, Ms. Nadia Afroze Disha, for their kind guidance and insights in the preparation of this report.

I would like to thank my organization supervisor, Mr. Faisal Omar, for his continued support and guidance in my professional development.

I would also like to thank my colleagues at Wonderif Studio, for their kind friendship and professional support throughout my internship period.

Last but not least, I would like to thank my significant other, whose endless support made every hardship feel easier.

Executive Summary

This internship report has been written by an ongoing full-time employee of Wonderif Studio Pvt. Ltd., a branding and design studio, based in Dhaka, Bangladesh. The employee held the position of Intern, Digital Marketing, whose main responsibilities entailed optimizing the social media platforms and content through consistent strategic approaches for different client brands. The organization is a branding and design studio, offering a wide range of services, including strategic brand identity design, UI/UX design, content design, business collateral design etc. to its clientele.

This research intends to analyze the relationship between social media strategies and brand awareness within the lifestyle industry of Bangladesh. Utilizing a quantitative approach, this research examines the impact of three key independent variables—frequency of social media posts, frequency of digital advertisements, and platform of choice—on brand awareness. The findings of this research aim to provide actionable insights for lifestyle brands in Bangladesh looking to optimize their social media strategies.

Keywords: Social Media ; Content Design ; Content Plan ; Facebook Advertisement ; Brand Awareness ; Brand Identity.

Table of Contents

Declaration	1
Letter of Transmittal	2
Non-Disclosure Agreement	3
Acknowledgement	4
Executive Summary	5
Table of Contents	6
List of Tables	9
List of Figures	10
Chapter 1: Overview of Internship	11
1.1 Student Information	11
1.2 Internship Information	11
1.2.1 Company Information	11
1.2.2 Company Supervisor's Information	11
1.2.3 Job Scope	11
1.3 Internship Outcomes	12
1.3.1 Student's Contribution to the Company	12
1.3.2 Benefits to the Student	13
1.3.3 Difficulties Faced during the Internship Period	14
1.3.4 Recommendations to the Company	14
Chapter 2: Organization of Internship	16
2.1 Introduction	16
2.1.2 Objectives	17
2.1.3 Scope of Study	18
2.1.4 Methodology	18
2.1.5 Significance of Study	18
2.1.6 Limitations	18
2.2 Overview of the Company	19
2.2.1 About Wonderif	19

2.2.2 Core Values	20
2.2.3 Services Offered	20
2.2.4 Target Audience	21
2.2.5 Organization Structure	22
2.3 Management Practices	23
2.3.1 Workplace Culture	23
2.3.2 Leadership Style	23
2.3.3 HR Practices and Performance Management	24
2.3.3.1 Recruitment Process	24
2.3.3.2 Training and Empowerment	25
2.3.3.3 Compensation and Motivation	26
2.4 Marketing Practices	28
2.4.1 Marketing Strategies	28
2.4.2 Targeting and Positioning Strategies	29
2.4.3 Marketing Channels	30
2.4.4 Marketing Gaps	31
2.5 Financial Performance and Accounting Practices	31
2.5.1 Financial Performance	31
2.5.2 Accounting Practices	32
2.6 Operations Management and Information System Practices	32
2.6.1 Operations Management	32
2.6.2 Information System Practices	33
2.7 Industry and Competitive Analysis	34
2.7.1 Porter's Five Forces	34
2.7.2 SWOT Analysis	36
2.8 Summary and Conclusions	38
2.9 Recommendations	38
Chapter 3: Research Project	40
3.1 Introduction	40

3.1.1 Background and Problem Statement	41
3.1.2 Objectives	42
3.1.3 Significance	42
3.1.4 Scope of Study	43
3.2 Literature Review	43
3.3 Methodology	45
3.3.1 Research Approach	45
3.3.2 Research Design	46
3.3.3 Data Collection	46
3.3.4 Limitations of the Study	47
3.4 Findings and Analysis	47
3.4.1 Sample Demographics	47
3.4.2 Descriptive Statistics of Key Variables	49
3.4.3 Reliability Analysis	50
3.4.4 Correlation Analysis	51
3.4.5 Regression Analysis Results	52
3.4.6 Overall Interpretation of Results	54
3.5 Summary and Conclusions	55
3.6 Recommendations	55
References	57
Index	59

List of Tables

Table 1.1: Sample Demographics.....48

Table 1.2: Descriptive Statistics.....49

Table 1.3: Reliability Analysis.....50

Table 1.4: Correlation Analysis.....51

Table 1.5: Model Summary.....52

Table 1.6: Regression Coefficients.....53

List of Figures

Figure 1.1: Organization Structure.....	22
---	----

Chapter 1: Overview of Internship

1.1 Student Information

Name: Tahsina Rahman

Student ID: 23104084

Program: Bachelor of Business Administration (BBA)

Major/ Area of specialization: Marketing

1.2 Internship Information

1.2.1 Company Information

- Company name: Wonderif Studio Pvt. Ltd.
- Internship period: 3 months (6th October 2024 - 6th January 2024)
- Department: Marketing
- Address: 84, Arambagh, Dhaka 1000

1.2.2 Company Supervisor's Information

- Name: Mohammad Faisal Omar
- Position: Managing Director, Creative Director

1.2.3 Job Scope

Job Description:

The role of an intern in the field of digital marketing involves a diverse set of tasks related to social media platforms and content management. An intern is required to assist in strategy formulation for the company's and client's social media channels, plan monthly content calendars based on the formulated strategies, manage regular content posting and run digital advertisements across platforms. These responsibilities make

this position an executory one, acting as a bridge that connects the target audience with the brand and its identity

Job Responsibilities:

- Assisting in creating, scheduling, and publishing engaging content across multiple social media platforms (e.g., Facebook, Instagram, LinkedIn).
- Monitoring performance and responding to audience interactions.
- Developing innovative content strategies tailored for client brands.
- Collaborating with the creative team to design visuals.
- Contributing in caption and copywriting that align with brand objectives.
- Tracking the performance of social media posts and campaigns using tools like Meta Business Suite and Ad Manager.
- Creating monthly performance reports.
- Assisting in the creation and management of digital ad campaigns on platforms such as Facebook and Instagram.
- Participating in team brainstorming sessions to contribute creative ideas.

1.3 Internship Outcomes

1.3.1 Student's Contribution to the Company

My contribution at Wonderif consisted of a series of tasks related to digital marketing needs of the company and also the client companies. Since joining as a Digital Marketing intern, I contributed to multiple client projects to support the social media performances of the clientele. From performing research on competitor brands, to strategizing an effective content plan on a monthly basis, I took ownership of the tasks assigned to me and tried my best to ensure that my work was up to the organisation's standards. I took part in planning paid social

media campaigns for multiple clients, learning a lot about the digital advertising world in the process. Additionally, I also contributed to writing effective content and caption copies that were relevant to each of the brands' respective identity systems. I actively took part in team discussions and professionally conveyed my personal inputs in different decision making situations. I prioritized maintaining a friendly relationship with all my colleagues, and tried my best to be a good team player in every occasion. I took it as a responsibility to deliver my best possible output for every task that was assigned to me, and always made sure that my work was in the best interest of the company.

1.3.2 Benefits to the Student

The benefits I could reap from my internship at Wonderif has been profound. Not only has this internship given me a chance to grow personally and professionally, but the connections that I have made with my colleagues will always stay with me. This internship gave me an opportunity to work full-time at an organisation, and experience an extremely productive office-culture. I have developed my communication and networking skills, while gaining first-hand experience of what professional behaviour should be like. Other than these, the internship also opened doors for me to gain multiple software based skills. For instance, I started working with tools like Meta Business Suite and Ubersuggest, learning more and more about these platforms each day. These software skills will be beneficial to me for the entirety of my professional life. Besides learning and enhancing these core skills, one of my biggest takeaways from this internship was understanding how to deal with obstacles. I learnt how important it is to have an optimistic outlook and maintain proper professional courtesy during crucial times. Moreover, having to effectively communicate with different clients for various projects opened many doors of networking for me. This has taught me adaptability, and made me realise the importance of collaboration within a work environment. To summarise, my

experience at Wonderif was extremely rewarding and a very insightful learning experience. I am very grateful to have had this opportunity, and I plan to carry all these learnings with me for my professional life ahead.

1.3.3 Difficulties Faced during the Internship Period

Hardships are a part of life, and in a work environment where collaboration is key, some hardships are bound to exist. The work culture that I experienced at Wonderif was extremely friendly and productive. I would say, the main problem that I faced during my tenure was being able to match my supervisor's expectations. As this was my first time working in such a professional environment on a full-time basis, for the initial month, I put a lot of pressure on myself to simply 'fit in'. However, as time went by, I realised how friendly and accepting the work culture at Wonderif was. With the help of my supervisor's kind guidance and all my colleagues' unconditional support, I successfully overcame that insecure feeling. Other than this, being an introvert at heart, initially it was a bit difficult for me to open up and communicate my views or opinions. But that also got sorted with time. If anything, I am very happy that I could overcome these hurdles at such an early stage of my professional life.

1.3.4 Recommendations to the Company

The friendly and transparent work culture at Wonderif is what I appreciated the most about it. My recommendation to the company would be to continue to foster this culture. I believe having such a culture makes the employees feel more connected to the company and its goals. Moreover, the transparency in communication makes individuals feel more seen and heard. As I have mentioned before, being an introvert, initially I struggled communicating my views or opinions at Wonderif. But because of such a friendly and accepting culture, where everyone gets heard, I overcame my barrier of communication successfully. I felt more

comfortable in sharing opinions and accepting feedback as well. That is why, my recommendation for Wonderif would be to continue maintaining this productive work culture that they have developed over the years. I believe this quality greatly contributes in creating an optimistic work environment for every employee.

Chapter 2: Organization of Internship

2.1 Introduction

In today's world, the internet and social media have become the new frontiers of marketing. These platforms have not only brought the entire world closer, but also made it possible to share information around the world within seconds. It is no wonder that businesses would try to leverage this opportunity of using the internet and social media to reach wider audiences, boost sales, enhance brand image, and more. But it is to be noted that being present on these platforms is one thing, but knowing the techniques of appealing to the audience is something that requires a strategic approach. This is where one of the core competencies of Wonderif comes in.

At Wonderif, while design takes the center stage, making sure that the designs reach the correct audience is also a crucial priority. The company uses various social media platforms to reach out to their target audiences. Moreover, the company also provides social media content optimisation services for their interested client brands. And they are not the only company doing so. In Bangladesh, there are currently multiple active brand design agencies and marketing agencies, providing business to business services of professional social media and content management. All these services now fall under the digital marketing category, making it one of the fastest growing professional fields in today's time.

Wonderif sets itself apart from its competitors through their commitment towards designing exceptional brand experiences. The main motto that set the company apart is their belief that the concept of design is not only about the visuals. Designs are not only supposed to appeal to audiences because of their visual beauty—rather design is something the audiences should be able to resonate with on an emotional level. This is how Wonderif creates a differentiation

within their offering, and their social media channels play a pivotal role in communicating this differentiating factor to their target audiences.

Some of the core values of Wonderif studio are creativity, curiosity, and compassion. The company is driven by a desire to break the norm, and think outside the box for every project. The essence of their core values is found amidst their portfolio of projects, which reflects a blend of global standards of design with a distinctive local touch.

The company is committed to creating impactful and meaningful brand experiences, and are willing to make their mark in shaping the ever-evolving world of branding.

2.1.2 Objectives

The objectives of this report are closely connected with my role at Wonderif. As a Digital Marketing intern, one of my primary responsibilities was to strategize social media strategies for both the organization and its clientele. Thus, the purpose of this report is relevant to Wonderif and my time as an intern there. The objectives can be pointed as:

- To analyze the effectiveness of social media strategies implemented by Wonderif Studio in driving brand awareness for lifestyle brands.
- To identify the key factors that play a role in influencing consumer perception, such as social media posting frequency and platform interaction.
- To provide actionable insights that can be useful for Wonderif in crafting their future branding strategies.

2.1.3 Scope of Study

This report is focused on the lifestyle industry of Bangladesh. Through a quantitative analysis, it examines the role of social media marketing in enhancing brand awareness among consumers. This analysis includes factors like frequency of posts, digital advertisements, and platform of choice. The study is meant to provide a very consumer-centric perspective on brand awareness and visibility.

2.1.4 Methodology

This report utilizes both primary and secondary research methods in collecting and analyzing data. The primary data was collected through a survey that was conducted targeting consumers of lifestyle brands in Bangladesh. A structured questionnaire was prepared, which was then used to gather insights on brand awareness and social media usage. For secondary data, internal organizational reports, industry publications, and previously published studies were used. Afterwards, multiple regression analysis was applied to quantify the relationship between social media strategies and brand awareness.

2.1.5 Significance of Study

This study is significant as it provides Wonderif Studio with quantitative insights into consumer behaviour on social media. By gaining a deep understanding of the factors that influence brand awareness on digital media, Wonderif can refine their social media strategies, create more targeted campaigns in the future, and overall create more value for their clients.

2.1.6 Limitations

Some of the challenges and limitations that may have affected this study are as follows:

1. The sample size of server respondents may not be enough to represent the entire population of lifestyle brand consumers.
2. This study has been specifically conducted with the lifestyle industry in mind, limiting generalizability to other sectors or industries.
3. The duration of the study might not have been long enough for it to accurately capture the constantly changing social media trends and preferences of consumers.
4. The reliance on self-reported data collection through the survey and questionnaire may introduce biases and inaccuracies.

2.2 Overview of the Company

2.2.1 About Wonderif

Wonderif is a design-oriented branding studio that was founded with an aim to deliver stellar brand experiences. The organization is guided by the philosophy that focuses on the transformative power of design, and how that can be utilized in building meaningful connections. Ever since its inception, Wonderif has always prioritized building identities based on a very human, and customer-centric approach. The team of creatives at Wonderif work dedicatedly to craft unique and impactful brand experiences that resonate with audiences. The organization strives to deliver memorable experiences, driven by core values such as curiosity and the desire to gain a deep understanding of client needs.

Mission: The core purpose of Wonderif is to build deeper connections and collaborations with the help of design.

Vision: To enhance brand experiences through strategic brand identity design in order to enable businesses to be more expressive and resonate with their audiences.

2.2.2 Core Values

Among the core values of Wonderif, Compassion is one of the main themes. Here, compassion stands for empathy to understand every client's needs and perspectives. Following that, comes Curiosity. As a core value, curiosity defines the organisation's willingness to grow and deliver meticulous work. Finally, creating positive impact with meaningful work is another core value that the company always stands by.

2.2.3 Services Offered

Wonderif Studio offers their clients a range of brand experience design services. Their current list of services is mentioned below:

Strategic Brand Identity Design

The core competency of Wonderif lies in strategic brand identity design. Through this service, the company builds a distinct system of brand expression for their clients. Wonderif strategically integrates the brand imagination of the clients along with innovation. Thus, they design an entire brand experience that is captivating, inspiring, and leaves a long lasting impact.

UI/UX Design

Wonderif tries to create an impact with their design. By creating cohesive and aesthetically appealing interfaces, they contribute in enhancing customer engagement for their clients.

Website Design and Development

Creating exceptional digital experiences is a part of strategic brand identity design. While an identity design system creates the personality of a brand, presenting that personality through

immersive digital platforms is what makes the work reach the audience. Through website design, Wonderif reaches those audiences for their clients.

Content Building

Bringing client brands to life on social media platforms is one of the core services of Wonderif. This service also aligns with the purpose of reaching audiences and presenting a refreshed brand identity through social media platforms. They produce elaborately planned content in accordance with the specific needs mentioned by the clients.

Print Design

Wonderif also works to create compelling physical marketing materials designed to reflect and communicate the unique identity of their respective clients. This makes print design an important service that one Wonderif provides.

Signage

Wonderif strives to make sure that a brand's communication is always delivered with maximum impact. The studio creates visually appealing designs to meet specific signage needs of each client, providing personalized solutions that align with their requirements.

2.2.4 Target Audience

Wonderif caters to a wide range of clients who understand the value of having a creative, strategic, and impactful brand identity. Their primary target audience include brands and businesses that mainly fall under the lifestyle industry, with the core focus on:

- New Business Owners
- Family-Owned Businesses

- Established Brands in Need of an Identity Refresh
- Corporate Decision Makers

2.2.5 Organization Structure

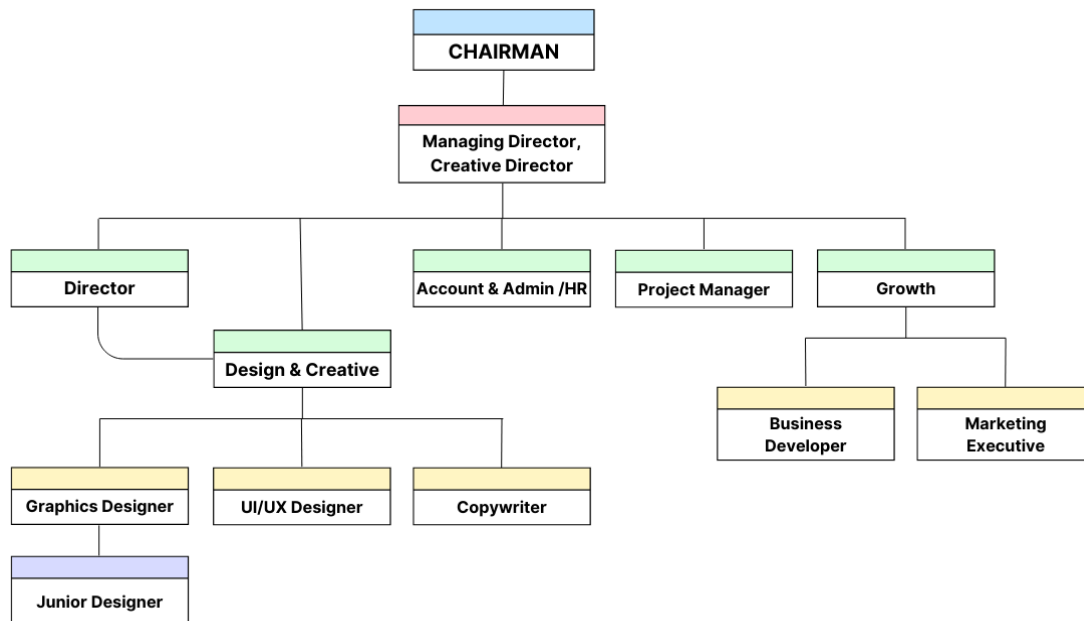


Figure 1.1: Organization Structure

The organization structure of Wonderif starts at the top with the Chairman—who oversees the operations while being directly informed by the Managing and Creative Director. The Managing Director comes next, who supervises major roles such as the Director, Project Manager, Head of Accounts, Administration, and Human Resources. Within the Design and Creative department, roles like Junior Designers, UI/UX Designers, Copywriters, and Graphic Designers work under the guidance of the Director and Creative Director. On the other hand, roles like the Marketing Executive and Business Developer operate under the leadership of the Managing Director.

2.3 Management Practices

2.3.1 Workplace Culture

The workplace culture of Wonderif is filled with positivity, collaboration, and motivation. The company understands the importance of evolving ahead of cultural shifts. This is why, the team of Wonderif always cultivates a work culture centred on creating impactful and progressive identities. Every idea is equally valued within the workspace, and different roles collaborate together to shape those ideas into effective strategies. The team of creatives is driven by the deeper purpose of crafting future ready brands, and the culture is defined by a strong sense of teamwork and mutual respect. Wonderif also prioritizes work-life balance, ensuring that team members maintain their well-being while delivering good quality work. All of these make the workspace of Wonderif a place where creativity thrives and meaningful relationships are built.

2.3.2 Leadership Style

The leadership style at Wonderif prioritizes employee autonomy and independence in managing their own tasks. This approach comes from the belief that empowering team members to make decisions creates a sense of ownership and accountability for their work. Through this, the organization creates an environment that inspires creativity and innovation. The main purpose of this leadership style is to encourage decision-making, cultivate responsibility, and create self-reliance among team members. This allows every member of the team to showcase their unique talents while contributing to the company's overall goals. This method of leadership promotes individual growth, while also creating a motivational and collaborative workplace.

2.3.3 HR Practices and Performance Management

2.3.3.1 Recruitment Process

Utilizing Social Media for Job Posts

Wonderif utilizes their social media platforms to announce job opportunities and start the process of recruitment. The company focuses on creating engaging and highly informative employment posts that reflect transparency while also highlighting the innovative work culture. By circulating these job postings across multiple social media channels, Wonderif targets to connect with a diverse population of design and branding centred professionals. Interested candidates are required to fill up an online form with some personal, and mostly professional details— including submission of their resumes and portfolio links.

Proactive Talent Hunting

Besides posting about job vacancies on social media, Wonderif also takes a proactive approach to recruitment. Team members actively scout for potential talent, looking for individuals whose skills and values align with the organization's vision and culture. This approach enables Wonderif to identify exceptional candidates, including individuals who might not be actively looking for new employment opportunities.

Stage 1: Resume Screening

Following the talent hunt, the recruitment process begins with a thorough review of the submitted resumes. In this stage, the Creative and Managing director collaborate with the existing team to identify candidates who most closely align with the company's values. With the help of open conversation, the evaluation not only takes professional experience into account, but also focuses on the candidates' alignment with

Wonderif's mission, vision, and objectives for the future. This holistic approach ensures that the selected candidates are the most compatible with the organization's core principles.

Stage 2: Interview Screening

The shortlisted candidates from the first stage proceed to in-person interviews conducted by the Creative and Managing Director. These interviews help in gaining a deeper understanding of a candidates' work experience, and their ability to collaborate effectively within a team. This stage ensures that the newly hired employees not only bring the right skills to the table, but also can effortlessly blend into the cultivated work culture of the company.

Final Selection:

Based on the interviews, a comprehensive evaluation is done with inputs from the existing team. Factors like cultural compatibility are taken into consideration as team members share their perspectives on each interviewee. This ensures that the selected individual is someone who can harmoniously work and collaborate with the existing team.

2.3.3.2 Training and Empowerment

Learning On-the-Job

At Wonderif Studio, employees begin their journey by familiarizing themselves with the company's creative process. This includes learning about the workflow and certain project protocols. The company highly appreciates on-the-job learning, encouraging employees to apply their theoretical knowledge in real-world scenarios.

Learning Outside the Job

The company encourages their employees to grow beyond their daily tasks at the office. This comes from a continuous learning culture, where every team member is assigned small assignments outside their normal working hours. As an intern, this aspect of the company really motivated me in learning new skills. The assignments may involve completing online courses, skill-based projects, or simply letting imagination flow in a blank canvas. These assignments also welcome collaboration amidst the team, promoting productive teamwork and strengthening the overall expertise of the company.

2.3.3.3 Compensation and Motivation

Two types of compensation process are mainly followed at Wonderif Studio:

Monthly Payroll

Following a traditional approach of compensation, Wonderif offers their employees a monthly payroll system. Each month, the employees receive their compensation, which includes a base salary along with additional incentives, such as an annual bonus. This monthly structure ensures consistency and reliability in employee remuneration.

Payment on Project-Basis

In addition to the monthly payroll, Wonderif also offers their employees with project based payments. This approach is taken through clear agreements that define compensation terms and conditions beforehand. This allows the company

to ensure fair remuneration based on contributions made by an employee towards the completion of a project. As a company, Wonderif ensures that their employees are adequately compensated for all their dedication and hard work.

Performance Feedback

At Wonderif Studio, regular performance evaluations (formal and informal) are highly prioritized. These evaluations help the firm in understanding every employee's strengths and areas of growth. Afterwards, the management team works closely with the employees to have them create personalized development plans. This collaborative approach in performance feedback works as a two-way bridge between the employees and the company, making way for a positive and productive work environment.

Recognition and Rewards

The company places a strong emphasis on recognising the learnings and achievements of their employees. This includes successful completion of courses, learning new skills, and reflection of the gained knowledge and skills in their work. By acknowledging these accomplishments, Wonderif creates a positive and encouraging work environment that motivates employees to continuously strive for more growth within the workspace.

2.4 Marketing Practices

2.4.1 Marketing Strategies

For Marketing purposes, Wonderif tactically implements some strategies that contribute in creating more brand awareness for them within the branding and design industry. Some of these strategies include:

Active Networking

Wonderif actively engages in networking within the design, branding, and marketing sectors. They do this by leveraging memberships in various professional organizations. These memberships play a key role in building relationships and discovering new business opportunities for Wonderif. From attending physical conventions to participating in virtual networking platforms, these networking strategies help Wonderif significantly in staying informed about industry trends. Eventually, it helps the company expand its reach and connect with more professionals worldwide.

Attending Industry Events

The organization prioritizes attendance at industry-relevant conferences. These events offer valuable opportunities for Wonderif to stay connected with emerging trends and innovations. Additionally, these events also provide a platform to network with potential clients and collaborators.

Social Media Presence

Wonderif makes it a point to have a strong social media presence. Their work portfolio is presented on their social media channels through visually captivating designs and formats. By showcasing their projects on social media, the firm aims to communicate their design philosophy and attract potential clients, all while creating awareness for their brand.

They make sure to maintain a consistent posting schedule to keep their audience informed about new projects and also to showcase successful works from time to time. This not only drives audience engagement for the brand, but also strengthens the company's online reputation. Moreover, Wonderif strives to create a sense of community within their social media channels by creating earnest connections with a strong brand presence.

2.4.2 Targeting and Positioning Strategies

Targeting Strategies:

As we discussed before, Wonderif's target audience consists of progressive businesses that understand the value and necessity of having a consistent brand identity system. The company targets businesses that place quality above cost, particularly industries recognized for their creativity and customer centred approach — like the lifestyle industry. They focus on businesses that are looking to elevate their brand presence and attract attention in competitive markets. By offering bespoke branding solutions, Wonderif positions itself as a studio that leaves a lasting impact.

Positioning Strategies:

Wonderif positions itself as more than just an agency that designs brand logos. They actively communicate the message that a brand identity is not only about the logo or the colour— it's much more than that. They present themselves as a branding studio that specializes in designing unique experiences, helping brands connect emotionally with their audience. The studio consistently focuses on delivering high-quality work, and thrives to help clients make a bold statement in their industries. This approach makes Wonderif stand out in a competitive market as the preferred partner for businesses seeking to elevate their brand to the next level.

2.4.3 Marketing Channels

Word of Mouth

Till date, word of mouth has been the most effective promotional tool for Wonderif. Directly coming from the positive experiences of satisfied clients, word of mouth has led to multiple new business opportunities for Wonderif over the years. They also leverage word of mouth by encouraging clients to share testimonials about their time working with the company. These recommendations can then be highlighted in marketing campaigns and also be proudly presented on Wonderif's website. Overall, as a marketing channel, word of mouth builds trust and credibility— amplifying Wonderif's reputation within the industry.

Social Media

Social media platforms such as Facebook, Instagram, and LinkedIn play a key role in building the marketing strategy of Wonderif. Sharing and talking about the creative process, showcasing a visually appealing portfolio of projects, and posting behind-the-scenes content create significant audience engagement on the digital platforms of the brand. Maintaining a consistent posting schedule, and creating industry-relevant content pieces helps the maintain a steady online presence as well.

Website

The responsive and visually captivating design of Wonderif's website also impacts the overall marketing strategy of the brand. The site is optimized for seamless navigation across every kind of device, working as a reflection of the studio's professionalism. The site further consists of a comprehensive list of services provided by Wonderif, a

meticulous portfolio of projects, and also the previously mentioned client testimonials. Thus, the website plays a crucial role in attracting potential clients and enhancing the digital presence for Wonderif.

2.4.4 Marketing Gaps

Despite the active marketing efforts of Wonderif, there remain some gaps that hinder the full potential of the brand and its outreach:

- Wonderif lacks having a structured follow-up strategy of reaching out to professionals they engage with during virtual or corporate events. This sometimes results in missed business opportunities for the brand.
- One of the main market issues that Wonderif faces is that most of the target audience are still at a 'problem unaware' stage when it comes to understanding the necessity of having a consistent brand identity. This lack of awareness triggers the need of designing targeted campaigns to educate and attract businesses and familiar with Wonderif's unique value proposition.

2.5 Financial Performance and Accounting Practices

2.5.1 Financial Performance

The financial performance records of Wonderif Studio are not publicly available. As an intern, I was not granted access to their financial reports or data. Key metrics such as revenue, profits, and the overall financial health of the organization are considered as highly sensitive information. As a result, those information are not disclosed to individuals without an appropriate level of clearance. Consequently, I was unable to conduct an in-depth analysis of

Wonderif's financial performance. However, the company's consistent delivery of high quality services and growing reputation suggest a positive financial trajectory.

2.5.2 Accounting Practices

Details regarding Wonderif's accounting practices are also strictly confidential and are not shared with employees unless explicitly authorized. These documents and records are considered privileged information, accessible only to selected personnel. As an intern, I was not in a position to review or evaluate any accounting methodologies in use. These strict policies reflect Wonderif's commitment to maintaining privacy and security over their financial operations. This is a standard practice in organizations that handle sensitive client projects and financial data.

2.6 Operations Management and Information System Practices

2.6.1 Operations Management

Wonderif operates as a compact organization, with a small team of six employees. Due to its size, the company does not rely heavily on formalized operational management frameworks. The services offered by Wonderif are highly customized— from branding and design to marketing solutions. These services get shaped by the unique needs of each client, resulting in significant variation in terms of costs and resources.

Since the company follows a Laissez-faire leadership approach, there is no need for micro management within the team. This leadership style leaves little room for standardization of processes. Other than this, Wonderif places a strong emphasis on meeting project deadlines and consistently delivering high quality solutions. As a result, because of the high customization aspect, defining quality with a single standard is challenging. The success and

quality of each project is closely tied to the expertise of the involved team members. This reflects the company's commitment to crafting bespoke and impactful branding solutions that are tailor-made to reach specific client goals.

2.6.2 Information System Practices

Wonderif utilizes a collection of softwares and platforms in order to stay on track with their project deadlines and information.

Team Gantt

The company uses Team Gantt as its primary project management tool, to enable efficient planning and tracking of project workflows. The platform allows team members to create visual schedules collaboratively, and monitor progress of each project. This ensures that the whole team stays on the same page and projects are completed on time and within scope.

Miro

This is another platform that the company uses for their ideation purposes. Miro works as a digital canvas for brainstorming and collaboration for Wonderif. This platform helps in real-time team work, enabling team members to share ideas, create mind maps, and visually put their ideations together for the entire team to understand. The interactive features of Miro aids great help on the creative process, making it a frequently used tool at Wonderif.

Google Workspace

Google Workspace is what the company uses the most in terms of internal communications. Its suite of tools like Gmail, Google Docs, Google Drive, etc. helps

the team members to work on shared documents, manage files securely, and maintain communication at all times. The encrypted nature of the Google Workspace ensures data privacy, while also supporting effective collaboration in real time.

Other Cloud-Based Channels

In addition to these main platforms, Wonderif uses other cloud based solutions like Whatsapp for better communication within the team. These help the company maintain both internal collaboration and client interactions, irrespective of the location of a team member.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces

To deeply understand the dynamics shaping Wonderif's operational system, Porter's Five Forces Model gives us a comprehensive framework we can use. This tool can be used to take into consideration the competitive pressure and external factors that influence the branding and design industry. Below is an analysis of the five forces and their impact on Wonderif.

1. Competitive Rivalry: 2/5

While the branding and design industry involves many players, Wonderif experiences moderate competition. This is mainly because of its niche market focus. By prioritizing businesses that mostly cover the lifestyle industry, Wonderif works in a market where the competition is relatively low. That's why, they can earn a score of 2 out of 5 in this category.

2. Threat of New Entrants: 4.5/5

The low entry barriers of the branding and design industry create a significant risk of new competitors entering the market. That is why, this factor gets a high score of 4.5 out of 5 for Wonderif. With minimal start-up costs and relatively accessible resources, new entrants can quickly enter into the market, increasing competition. To eliminate this threat, Wonderif must focus on enhancing their unique value proposition, establishing a strong market presence.

3. Substitute Threats: 5/5

The branding and design sector faces intense pressure from substitutes. For this reason, this factor scores a critical 5 out of 5. With a wide variety of alternatives available in the market, including agencies that offer lower priced services, substitute threats are a big deal for Wonderif to take into consideration. Although the lower price range often compromises quality, cost conscious clients may opt for these substitutes anytime. This poses a significant challenge for Wonderif.

4. Bargaining Power of Buyers: 4/5

In the branding and design industry, the clients hold a considerable amount of influence. They often have the higher power to negotiate pricing and demand exceptional quality of work. That is why this factor gets a strong score of 4 out of 5. This emphasizes the need for Wonderif to stay updated on client preferences and consistently adopt more and more customer-centric strategies.

5. Bargaining Power of Suppliers: 4/5

This factor also gets a 4 out of 5, because suppliers also carry significant power in this industry. The suppliers of special tools, equipment, and printing services can vastly influence the overall operational costs of the company. To eliminate this challenge, it is essential for Wonderif to

build strategic partnerships with suppliers and maintain effective communication. This will ensure a stable and favourable supplier connection for the firm.

Final Overall Rating

Combining all the individual scores mentioned above, the total market competitiveness for Wonderif gets a rating of 3.9 out of 5. This figure suggests that the industry is not overwhelmingly competitive, however, it should not be underestimated. The moderate to high competitive environment showcases that survival is achievable, but maintaining a competitive advantage will require significant effort. Overall it can be said that Wonderif must implement the necessary strategies we discussed above for each factor, in order to excel in this challenging industry.

2.7.2 SWOT Analysis

Internal Strength

Wonderif's dedication towards always delivering high quality work is what sets it apart in the competitive industry. The organization actively resists mediocrity, promoting a work culture full of innovation and high standards. This passion to deliver one-of-a-kind services acts as a strength for the company, making its reputation reliable and superior in the industry.

Internal Weakness

- **Limited Team Size:** One of the key challenges faced by Wonderif is their limited team size. This factor limits the organization's capacity in terms of handling a larger volume

of projects. This can, in a bigger picture, impact the company's efficiency, and act as a hindrance when initiating innovative projects that require more resources.

- **Low Clientele Base:** As a relatively young company, Wonderif currently has a limited client base. Expanding and diversifying the clientele is very important for organizations to secure sustained growth and ensure their long term success.

External Threats

A significant external threat for Wonderif is the risk of new competitors entering the market. The low barriers to entry, as mentioned before, make it easier for competitors to emerge. To maintain their competitive edge, Wonderif must continually strive to create differentiation within the market space.

Opportunities

There are a lot of opportunities in the branding and design industry that Wonderif can utilize to grow their market share. The company has the potential to attract a broader client base by exploring the untapped segments within the market. This will pave the way for long term growth and innovation for Wonderif.

To summarise the SWOT Analysis, Wonderif's strong commitment to excellence remains a key strength. However, having internal challenges like a limited team size and relatively small client base can turn out to be obstacles to their scalability. The company's opportunity for market growth can be utilized effectively, but they must keep in mind the threat of new entrants. This threat also highlights their need for strategic planning and differentiation to stand out

within the market. By addressing these factors, Wonderif can propel towards sustainable growth in a more controlled manner.

2.8 Summary and Conclusions

Wonderif Studio aspires to establish itself as a leading name in the branding and design industry. While the organization competes in a dynamic market, their commitment towards always delivering high quality work is what truly sets them apart. However, the discussed internal challenges emphasize their need for better strategic planning and forward thinking approaches.

In conclusion, Wonderif's unique design philosophy provides them a strong foundation within the market. Despite being a relatively recent entry, the company continues to push forward by addressing challenges up front. By implementing some of the strategies we discussed above, Wonderif can strengthen their overall market position significantly.

2.9 Recommendations

Here are some recommendations that I have for Wonderif, which I believe will help them strengthen their position in the competitive landscape:

Team Expansion and Skill Development

Expanding the team is one of the most important things for Wonderif to address the current resource limitations. This will enable the company to handle larger and more diverse projects without having to compromise. Besides this, investing in continuous training and skills development for team members will help to keep them updated on industry trends.

Clientele Diversification

Pursuing a broader client base is crucial for the company to reduce dependency on a limited number of projects. Wonderif can adopt a strategic approach to outreach more potential clients through targeted campaigns and building external collaborations. Exploring such collaborations with relatively larger firms can open doors to high value opportunities for the company.

By prioritizing team expansion, better operational management, and client diversification, Wonderif can overcome their current challenges. This will allow them to position themselves as a leading player in the branding and design industry. These strategic steps will address the immediate issues, while also laying the foundation for long term success of the company.

Chapter 3: Research Project

3.1 Introduction

In the fast-paced digital world of today, social media plays a more important role than ever in establishing brand recognition. Particularly for sectors like the lifestyle industry, where aspects like storytelling and visual aesthetics are essential to captivate audiences. Social media platforms, which were once only used for personal communication, have now transformed into effective tools that help companies engage and interact with their target markets. These platforms allow them to create and leave a lasting impression, and build a strong brand presence over time. Specifically for the Lifestyle Industry, these platforms present unique opportunities to blend creativity with strategic communication.

The importance and necessity of having well established brand awareness in the Lifestyle sector is a critical factor. And today, brand awareness is not only about having visibility. It depends on how well a brand communicates its values, establishes trust, and positions itself as a preferred choice among a sea of competitors. Social media strategies— ranging from frequency of posts to platform choice and digital advertising, significantly influence this process. By combining interactive and visually appealing content with strategic implementation, brands can connect with their audiences on a deeper level.

This report explores the impact of such social media strategies on brand awareness, specifically within the lifestyle industry. In the following pages, we will examine the correlation between important factors such as posting frequency, digital advertising efforts, and platform of choice through a quantitative analysis. The report's objective is to offer practical insights into how brands can improve their social media strategy to increase their brand awareness while also creating a stronger market presence.

As the scopes of internet and social media continue to evolve, understanding the dynamics of these platforms become increasingly important for Lifestyle brands to thrive in a competitive market space. This report offers data-driven recommendations for lifestyle brands looking to use social media platforms effectively to drive awareness and long-term success.

3.1.1 Background and Problem Statement

The influence of social media platforms on Lifestyle branding has been profound, reshaping the traditional marketing strategies and consumer behaviour to a great extent (Kumar et al., 2024). Today, the use of social media in promoting Lifestyle brands has increased by manifolds. The whole idea of 'digital marketing' has come to life very recently—emphasizing on the fact that promotional activities on social media are now not only limited to posting visuals or pictures of a brand or product. From influencer marketing to brand sponsorship, social media has opened many doors for these brands to reach their target audiences. These different forms of content now work as a means of marketing communication, enabling a business to connect their brand with people, places, experiences, feelings, and other things. They contribute to enhancing brand awareness by placing the brand in people's memories.

Despite such widespread usage of social media by these Lifestyle focused brands, there remains a gap in understanding the specific set of strategies that can drive brand awareness within this sector. While some studies have explored social media's effectiveness as a promotional tool, few have delved into how Lifestyle brands can strategically use these platforms to maximize awareness within their target audience group. The objective of this research is to bridge this gap by providing a quantitative analysis on how the Lifestyle brands of Bangladesh can

effectively and strategically optimize their social media presence to influence better brand awareness. By focusing on industry-specific dynamics, the research aims to offer actionable insights that can help Lifestyle brands optimize their marketing strategies and achieve greater brand awareness.

Problem Statement

Drawing from the aforementioned discussions, the problem statement for this research is: "Lifestyle brands often lack data-driven insights on how specific social media strategies influence brand awareness, leading to inefficient optimization of their digital presence."

3.1.2 Objectives

The primary objective of this report is to examine and analyze the impact of social media strategies—specifically the post frequency, digital advertisements, and platform of choice—on brand awareness within the Lifestyle industry. By conducting a regression analysis on consumer data, this report aims to:

- Quantify the correlation between social media activities and brand awareness.
- Identify the most effective social media strategies for Lifestyle brands.
- Provide actionable recommendations to enhance the digital presence of lifestyle brands.

3.1.3 Significance

The ability to understand the impact of certain social media tactics from a data-driven point of view is essential for Lifestyle brands. More so because well-branded content, brand message, and brand identity are important factors that influence customer engagement within this sector. The significance of this report resides in its ability to offer actionable recommendations to Lifestyle businesses, an industry renowned for creating emotional bonds

with customers. Despite the growing nuances of social media usage, there exists limited research in this sector regarding different techniques of optimizing the platforms. This gap presents an opportunity for brands to optimize their social media strategies, to make sure that their digital marketing efforts are successfully resulting in higher brand awareness and customer recognition.

3.1.4 Scope of Study

This research is limited to three key variables: the frequency of social media posts, the frequency of digital advertisements, and platform of choice. The study involves:

- **Consumer insights:** Data collection and analysis based on a consumer survey to understand their interaction with Lifestyle brand content on social media.
- **Regression Analysis:** A quantitative analysis of the relationship between the identified variables and brand awareness.
- **Lifestyle industry focus:** Special focus tailored to the lifestyle sector, given its dependency on creative marketing approaches.

The scope of this study excludes other industries, unrelated digital marketing factors, and financial aspects of social media campaigns. Through the findings, this research aims to offer actionable insights for Lifestyle brands and marketers who are willing to refine their social media strategies effectively.

3.2 Literature Review

Brand Awareness

Brand awareness is the force of the brand that makes the consumer retain it in their memory (Pappu & Quester, 2007). In today's modern age, the importance of social media in shaping

interactions between brands and consumers cannot be overstated. According to Kapferer (2008), one way to make a brand stand out is to be consistent in posting across all social media platforms that a brand uses to reach its audience. However, many brands struggle to maintain content consistency in their social media presence. Their social media handles appear to be last updated many weeks back. Moreover, some of these brands do not think to utilize every available social media platform to increase their brand awareness. On the contrary, many companies use video and live streams on social media platforms to enhance their brand awareness (Yasav, 2015). As we can understand, there exists a gap in the market in terms of understanding which social media strategies and approaches work better than the others. This report will dive into a quantitative analysis that explores the influence of these approaches and decisions on a brand's overall recognition amidst the consumer market.

Consumer Perception and Engagement

Social media has made customers more sophisticated and helped them develop new tactics in searching, evaluating, choosing, and buying goods and services (Albors et al., 2008). Research highlights the significant impact of social media on customer loyalty through enhanced brand-customer interactions and emotional connections (Gholamveisy et al., 2023). Research on social media engagement highlights the importance of post frequency in maintaining audience interest and fostering relationships (Mufadhol et al., 2024). Which means, every time a brand puts itself out on social media through any form of content, an effect on consumer perception is made. Studies emphasize that finding the right balance between consistency and relevance in posting frequency is crucial for brands. (Su & Li, 2023). On the other hand, a study conducted by Martins et al., (2018) examined the impact of well-designed quality advertisements on brand awareness. According to the results of this study, well designed content and brand awareness, both have a positive effect on purchase intent of consumers.

Another study conducted by Erkan et al., (2019) showed that the attitude towards Facebook advertisements perceived as entertaining and informative had a positive and significant impact on a brand's image and brand awareness on a consumer's mind. These previously conducted research and studies show that factors like content and advertisements on social media can play a key role in increasing awareness about a brand to its target audiences. Building up on these foundations, this report will present a quantitative analysis of these factors— with a special focus on the Lifestyle industry of Bangladesh.

Platform of Choice

The effectiveness of social media strategy is heavily influenced by aligning platform preferences with target audience demographics. Research indicates that platforms like Instagram and TikTok are particularly effective for reaching younger audiences, while Facebook has a broader demographic appeal, attracting users across various age groups (Pew Research Centre, 2021). Moreover, a comparative study examining the effectiveness of social media marketing on brand equity found significant differences in platform engagement based on user demographics (Alharbi et al., 2023). Understanding these demographic trends can help Lifestyle brands to tailor and optimize their content and engagement strategies across social media platforms effectively.

3.3 Methodology

3.3.1 Research Approach

This report uses a Quantitative research approach to analyze the relationship between social media strategies and brand awareness in the lifestyle industry. Quantitative research for chosen due to its ability to provide measurable and statistically relevant insights. This approach will help in identifying correlations between the aforementioned variables. The data collection

process for this research centred on a well structured questionnaire that was designed to capture consumer perspectives. The quantitative nature of the study ensures a rigorous and objective analysis of the collected data.

3.3.2 Research Design

This report adopts a descriptive research design, which is ideal for quantitatively examining relationships among variables. This design brings in a structured approach into the report, analyzing how specific strategies influence brand awareness. Furthermore, Regression analysis was implemented to determine the strength and direction of relationships between the dependent and independent variables of this research. The quantitative and descriptive nature of the research ensures data-driven correlation between the dependent variable (brand awareness) and the independent variables (frequency of social media posts, frequency of digital advertisements, and platform of choice). It also ensures that the findings are actionable and are directly relevant to the lifestyle industry.

3.3.3 Data Collection

The data for this report was collected online, with an emphasis on consumer responses.

- **Questionnaire Design:** A structured questionnaire was developed in order to collect data on consumer perceptions of social media strategies implemented by Lifestyle brands. Questions were designed in a way that would help in further quantitative analysis of measuring the impact of posting frequency, advertisement frequency, and platform of choice on brand awareness.
- **Sampling:** The questionnaire was distributed to a sample of 50 individuals familiar with the lifestyle industry. With a valid response rate of 100%, the 50 responses were then analyzed.

- **Data Analysis:** The collected data was analyzed using Regression Analysis, which helped in providing numerical insights about the relationship between the independent variables and the dependent variable. This approach provided an all-encompassing evaluation of how social media strategies contribute to brand awareness.

3.3.4 Limitations of the Study

Some of the limitations that may have affected this study are as follows:

1. The sample size of server respondents may not be enough to represent the entire population of lifestyle brand consumers.
2. This study has been specifically conducted with the lifestyle industry in mind, limiting generalizability to other sectors or industries.
3. The duration of the study might not have been long enough for it to accurately capture the constantly changing social media trends and preferences of consumers.
4. The reliance on self-reported data collection through the survey and questionnaire may introduce biases and inaccuracies.

3.4 Findings and Analysis

3.4.1 Sample Demographics

Before examining the main variables of the study, it is important for us to understand the composition of the survey respondents. Table 1.1 below presents the demographic characteristics of the sample (n=50).

Table 1.1: Demographic Profile of Survey Respondents

Demographic Characteristic	Frequency (n)	Percentage (%)
----------------------------	---------------	----------------

Gender		
Male	23	46%
Female	27	54%
Total	50	100
Age Group		
18-24	37	74%
25-34	12	24%
35-44	1	2%
45+	0	0
Total	50	100
Educational Level		
High School	16	32%
Bachelor's Degree	29	58%
Master's Degree	4	8%
Doctorate or Higher	1	2%
Total	50	100

The sample predominantly consisted of 54% female and 46% of male respondents, with a significant proportion falling within the 18-24 age group (74%). The educational background of respondents was primarily Bachelor's Degree (58%), which aligns with the typical demographic profile of the current generation lifestyle brand consumers.

3.4.2 Descriptive Statistics of Key Variables

To better understand the factors influencing brand awareness, a descriptive analysis of the key variables involved in our study is presented below. This analysis provides insights into the central tendencies and variability of the dependent variable, Brand Awareness, as well as the independent variables: Frequency of Social Media Posts, Frequency of Digital Advertisements, and Platform of Choice. The table below summarizes these descriptive statistics, highlighting mean values, median scores, modes, standard deviations, and variances for each variable.

Table 1.2: Descriptive Statistics of Key Variables

Variable	Mean	Median	Mode	Standard Deviation	Variance
Brand Awareness	3.91	4	3.5	0.7191973985	0.517244898
Frequency of Posts	3.37	3.67	3.67	0.9797033194	0.9598185941
Frequency of Advertisements	3.28	3.33	3.67	0.87380628	0.763537415
Platform of Choice	2.44	2	1	1.231557832	1.516734694

The descriptive statistics reveal that Brand Awareness scored the highest mean ($M = 3.91$) with the lowest standard deviation ($SD = 0.72$), indicating consistently high brand awareness among respondents. Both Frequency of Posts and Advertisements showed moderate mean scores (M

= 3.37 and $M = 3.28$ respectively) with similar variations in responses. Platform of Choice demonstrated the lowest mean ($M = 2.44$) but highest variability ($SD = 1.23$), suggesting diverse platform preferences among respondents. These patterns provide context for understanding the relationships between variables in subsequent correlation and regression analyses.

3.4.3 Reliability Analysis

Before conducting the main Regression analysis, the reliability of the measurement scales was assessed using Cronbach's alpha coefficient. This statistical measure evaluates the internal consistency of multiple items used to measure each variable within the report. Cronbach's alpha values range from 0 to 1. Values above 0.7 are generally considered acceptable for research purposes. This value indicates that the items reliably measure for the same underlying construct.

Table 1.3: Reliability Analysis

	Brand Awareness	Frequency of Posts	Frequency of Ads
Number of Items	4	3	3
Sum of Indv. Variances	3.55	4.36	4.10
Variance of Sums	8.27	8.63	6.87
Cronbach's Alpha	0.76	0.74	0.60
	Acceptable	Acceptable	Questionable

The calculated reliability analysis shows that Brand Awareness ($\alpha = 0.76$) and Frequency of Posts ($\alpha = 0.74$) demonstrates acceptable consistency among themselves internally, indicating that the questions used to measure these variables were reliably capturing the motives of the research. However, the 'Frequency of Advertisements' variable showed a questionable

reliability ($\alpha = 0.60$), suggesting some inconsistency in how respondents answered these questions. This limitation should be considered when interpreting results related to advertisement frequency. Platform of choice was measured using a single question, thus not requiring reliability analysis.

3.4.4 Correlation Analysis

A correlation analysis was conducted to examine the relationships between the dependent variable (Brand Awareness) and the independent variables (Post Frequency, Advertisement Frequency, and Platform of Choice). Pearson correlation coefficients were calculated to measure the strength and direction of these relationships. The correlation coefficients range from -1 to +1. Values closer to +1 indicate stronger positive relationships and values closer to -1 indicate stronger negative relationships. Values closer to 0 indicate weaker relationships.

Table 1.4: Correlation Analysis

Variables	Brand Awareness	Post Frequency	Advertisement Frequency	Platform of Choice
Brand Awareness	1	0.401	0.365	-0.011
Post Frequency	0.401	1	0.749	0.503
Advertisement Frequency	0.365	0.749	1	0.496
Platform of Choice	-0.011	0.503	0.496	1

The correlation analysis shows how different variables are related to each other. Brand Awareness has a moderate positive relationship with Post Frequency ($r = 0.401$), meaning that

when brands post more frequently on social media, their brand awareness tends to increase somewhat. There's also a weak positive relationship between Brand Awareness and Advertisement Frequency ($r = 0.366$), suggesting that more advertisements are linked to slightly higher brand awareness. Interestingly, Brand Awareness has almost no relationship with Platform of Choice ($r = -0.012$), suggesting that the choice of platform doesn't really affect brand awareness. The strongest relationship found was between Post Frequency and Advertisement Frequency ($r = 0.749$), showing that brands that post more frequently also tend to advertise more frequently. Both Post Frequency and Advertisement Frequency have moderate relationships with Platform of Choice ($r = 0.504$ and $r = 0.496$), indicating that people who prefer certain platforms tend to notice more posts and advertisements.

3.4.5 Regression Analysis Results

To understand the relationships between social media strategies and brand awareness, a multiple linear regression analysis was conducted. The analysis investigated how Frequency of Social Media Posts, Frequency of Digital Advertisements, and Platform Choice may or may not have an influence on Brand Awareness. The regression model was designed using data from 50 survey respondents, with Brand Awareness as the dependent variable and the three social media factors as independent variables. All variables were measured on a 5-point Likert scale. Composite scores were calculated for multi-item measuring variables.

Table 1.5: Model Summary

R	R Square	Adjusted R Square	F Statistic	Significance F	N
0.496	0.246	0.196	4.994	0.004	50

The regression analysis gave us an R Square value of 0.246, indicating that 24.6% of the variance in Brand Awareness can be explained by the three independent variables. The Adjusted R Square value of 0.196 gives us a more conservative estimate of the model's explanatory power, accounting for the number of predictors in the model. The model's overall significance (F Statistic = 4.994, $p = 0.004$) confirms that the set of variables collectively have contributions towards variations in Brand Awareness. The F-statistic exceeding the critical value and the p-value being less than 0.05 suggest that the model is statistically significant.

Table 1.6: Regression Coefficients

Variable	Coefficient	Std. Error	t-value	p-value
Constant	2.775	0.368	7.537	<0.001
Frequency of Posts	0.284	0.146	1.949	0.057
Frequency of Advertisements	0.195	0.163	1.195	0.238
Platform Interaction	-0.189	0.089	-2.141	0.038

The regression coefficients provide us with understanding about the individual contributions of each predictor variable. The constant term ($\beta_0 = 2.775$, $p < 0.001$) represents the baseline level of Brand Awareness when all other variables are zero. Frequency of Posts showed a positive relationship ($\beta = 0.284$, $p = 0.057$), suggesting that each unit increase in posting frequency is associated with a 0.284 unit increase in Brand Awareness, although this effect is marginally significant at the conventional $p < 0.05$ level. Frequency of Advertisements showed a positive but non-significant relationship ($\beta = 0.195$, $p = 0.238$), indicating that while advertising frequency might have a positive effect, there isn't enough proof to confirm this

relationship. Interestingly, Platform of Choice showed a significant negative relationship ($\beta = -0.189$, $p = 0.038$), suggesting that higher platform interaction frequency is associated with lower Brand Awareness.

3.4.6 Overall Interpretation of Results

The findings achieved from the Regression Analysis are quite interesting, and they reveal several important insights regarding social media strategies and their effectiveness on creating brand awareness. In the case of the first independent variable, Frequency of Posts, we can see a marginally significant positive effect. This tells us that consistently posting on social media channels does actually play a moderate role in building brand awareness.

On the other hand, the negative relationship between brand awareness and platform of choice indicates that higher user interaction on a specific social media platform does not translate to higher brand awareness. This finding is not only interesting, but it can significantly help lifestyle brands in understanding why one specific platform of social media may not always be adequate to create brand awareness. This relationship could also suggest that users who are highly interactive in one specific platform, end up seeing content from and interacting with multiple brands. This exposure to multiple businesses potentially dilutes their awareness about any single brand. From this basis, lifestyle brands should implement multi-channel strategies in a way that promotes differentiation. Only then, creating effective brand awareness may be possible.

Finally, the non-significant effect of advertising frequency raises questions about the effectiveness of current advertising strategies that Lifestyle brands are using. This makes it clear that it is not only the advertisement quantity that matters. There can be multiple other

factors playing a role here: from quality of the advertisement to its visual format. Without properly knowing and understanding which digital advertisement strategies work and which don't, lifestyle brands will not be able to strategize their digital advertising tactics in a profitable manner.

3.5 Summary and Conclusions

Upon conducting a thorough quantitative analysis using the Regression model, it is evident that the world of internet and social media is not as simple or predictable as it seems on the outside. While some may think that the more digital advertisements they put out, the more consumers will become aware about them— the actual scenario can be something completely different. Factors such as getting overwhelmed by multiple brand interactions through social media is not something the current lifestyle brands are accustomed to. As a result, the brand dilution that happens due to the exposure to multiple businesses at once, negatively impacts brand awareness. Thus, it can be undoubtedly said that social media optimization can have a massive impact on how a brand is perceived by the consumers. From frequency of posts, to frequency of advertisements, and catering to specific platforms- each decision can have its own impact on the overall long-term brand perception. It can be said that this research and report can open new doors to exploring and conducting newer research regarding other possibilities that may be achievable through optimization of internet-based marketing tactics.

3.6 Recommendations

My personal recommendations for the lifestyle industry, in terms of social media optimization would be:

- Exploring more social media platforms rather than consistency depending on the traditional ones that have been around for a while. The younger generation of people

are more likely to browse on the latest social media platform like TikTok. So, instead of giving the entire focus on a platform like Facebook- where many other brands are already causing dilution, lifestyle brands should consider also posting on the newer side of social media.

- Taking decisions on the basis of some research, rather than optimizing their strategies on the sole basis of assumption.

The more time passes, the more today's world is becoming dependent on the world of digital media. Therefore, the brands that will be the first to make the most strategic moves in this competitive landscape, will be the ones with the highest chances of prevailing long term.

END

References

1. Aaker, D. A. (1996). Building strong brands. Simon and Schuster.
2. Albors, J., Ramos, J. C., & Hervás, J. L. (2008). New learning network paradigm: Communities of objectives, crowdsourcing, wikis, and open source. *International Journal of Information Management*, 28(2), 194–202.
<https://doi.org/10.1016/j.ijinfomgt.2007.09.006>
3. Alharbi, K., Kim, J. K., Noland, C., & Carter, J. (2022). When Corporate Social Advocacy Meets Controversial Celebrity: The Role of Consumer–Brand Congruence and Consumer-Celebrity Congruence. *Sustainability*, 14(3), 1811.
<https://doi.org/10.3390/su14031811>
4. Constantinides, E. (2014). Foundations of social media marketing. *Procedia - Social and Behavioral Sciences*, 148, 40–57. <https://doi.org/10.1016/j.sbspro.2014.07.016>
5. Erkan, I., Gokerik, M., & Acikgoz, F. (2019). The impacts of Facebook ads on brand image, brand awareness, and brand equity. In *Handbook of research on entrepreneurship and marketing for global reach in the digital economy* (pp. 442–462). IGI Global. <https://doi.org/10.4018/978-1-5225-6307-5.ch019>
6. Gholamveisy, S., Momen, A., Hatami, M., Sekhavat, M., & Homayooni, S. (2023). The effect of perceived social media marketing activities on brand loyalty. *Apuntes Universitarios*, 13(3), 105–118. <https://doi.org/10.17162/au.v13i3.1374>
7. Kapferer, J.-N. (2008). The new strategic brand management: Creating and sustaining brand value. Kogan Page.
8. Kumar, B. R., Madhuri, M., Manchem, S., & Reddy, S. (2024). Exploring the impact of social media influencers on consumer behavior and brand loyalty in the digital age. *Journal of Digital Trends*, 21, 2656–2676. <https://doi.org/10.5281/zenodo.12592520>

9. Lou, L., & Koh, J. (2018). Social media advertising effectiveness: A conceptual framework and empirical validation. *Asia Pacific Journal of Information Systems*, 28(3), 183–203. <https://doi.org/10.14329/apjis.2018.28.3.183>
10. Martins, J., Costa, C., Oliveira, T., Gonçalves, R., and Branco, F. (2018). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2017.12.047>
11. Mufadhol, M., Tutupoho, F., Nanulaita, D., Bell, A., & Prabowo, B. (2024). The influence of posting frequency, content quality, and interaction with customers on social media on customer loyalty in a start-up business. *West Science Business and Management*, 2(2), 582–594. <https://doi.org/10.58812/wsbm.v2i02.966>
12. Pappu, R., & Quester, P. G. (2006). Does customer satisfaction lead to improved brand equity? An empirical examination of two categories of retail brands. *Journal of Product & Brand Management*, 15(1), 4–14. <https://doi.org/10.1108/10610420610650837>
13. Atske, S., & Atske, S. (2024, December 17). Teens, Social Media and Technology 2022. Pew Research Center. <https://www.pewresearch.org/internet/2022/08/10/teens-social-media-and-technology-2022/>
14. Su, L., & Li, X. (2023). The effects of message attributes and source characteristics of news posts on audience engagement on social media. *Asian Journal of Communication*, 33(1), 1–19. <https://doi.org/10.1080/01292986.2023.2200435>
15. Yasav, S. (2015). The impact of digital technology on consumer purchase behavior. *Journal of Financial Perspectives*, 3(3). <https://ssrn.com/abstract=3084041>

Index

1. Regression Analysis Calculation Sheet:

<https://docs.google.com/spreadsheets/d/1Azd5sc5yw619DZHZY90hilaD9sD-EYOebaSb8YDurh4/edit?usp=sharing>

2. Survey Questionnaire:

https://drive.google.com/file/d/1kIwnehFBsnp1H_Mez1XW-f9WNRbfumZe/view?usp=sharing
