

Report On

Developing Trust, Segmentation, and Crisis Management in E-Commerce: **Case of Adorsho
Pranisheba Digital Qurbani and the sale of products**

By

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

Brac Business School

Brac University

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Declaration

It is hereby declared that

1. The internship report submitted is my/our 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 complete and accurate referencing.
3. The report does not contain material that has been accepted or submitted for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all primary sources of help.

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Letter of Transmittal

Ahmed Fahim Morshed
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Subject: Submission of Internship Report on *“Developing Trust, Segmentation, and Crisis Management in E-Commerce: Case of Adorsho Pranisheba Digital Qurbani and the Sale of Products”*

Dear Sir,

I have the honor to present my report on internship, *“Developing Trust, Segmentation, and Crisis Management in E-Commerce: Case of Adorsho Pranisheba Digital Qurbani and the Sale of Products”*

During my time in the company, I have endeavored to prepare this report with information and practical insights required and my experience in Adorsho Pranisheba Ltd. has helped me understand how the company engages trust with customers, market segmentation strategies, and how it handles crises in its e-commerce business.

I have made an attempt to provide findings and recommendations in a concise and comprehensive way. I would like to wish that this report is to your satisfaction and serves the purpose of the internship program.

Sincerely yours,

Fatema Ferdows Ahmed

ID: 21304080

BBS Department, BRAC University

Date: October 21, 2025

Non-Disclosure Agreement

[This page is for the Non-Disclosure Agreement between Adorsho Pranisheba and Fatema Ferdows Ahmed]

This agreement is made and entered into by and between Adorsho Pranisheba and Fatema Ferdows Ahmed , a student at Brac University.....

Fatema Ferdows Ahmed

Student ID: 21304080

Acknowledgement

To begin with, I want to thank Almighty Allah who provided me with the energy, patience, and information to complete my internship and write this report successfully.

I would like to express my gratitude to my academic supervisor, Mr. Ahmed Fahim Morshed (Lecturer, BRAC Business School, BRAC University), who has provided me with guidance and constructive feedback, which helped me tremendously in the development of this report. I would also like to thank my co-supervisor, Ms. Takmilla Tabassum (Lecturer, BRAC Business School, BRAC University), whose valuable recommendations and guidance.

I would also like to say goodbye to Mr. MD Abdus Shahid, Coordinator E-commerce, Pranisheba Shop, Adorsho Pranisheba Ltd. and the whole team at Adorsho Pranisheba Ltd. as they were supervising, guiding and supporting me throughout my internship period. Their mentorship enabled me to gain practical knowledge in digital marketing, campaign management, and customer engagement, which has been of immense benefit to the learning experience.

Lastly, I would like to express gratitude to my family, faculty members, friends and classmates who encouraged and supported me in this process. I also wish to thank all the people who helped in the successful completion of this internship report either directly or indirectly.

Executive Summary

The report on this internship is a report on the digital marketing and e-commerce activities of the Adorsho Pranisheba Ltd., the leading agritech company in Bangladesh. The main goal of the internship was to receive practical experience on the sphere of digital marketing, customer interaction, campaign management, and trust-building tactics in the framework of the B2C and B2B agro-commerce services.

As the intern, I actively worked on two significant campaigns the Digital Qurbani Campaign 2025 and the Seasonal Mango Campaign. I worked with the Qurbani campaign on content creation, engaging with customers through the use of social media and calls, and service recovery during high demand times. In the case of the mango campaign, I had a role of model and voiceover artist and provided human interest and credibility to the information. Content analysis was used to analyze these campaigns, whereby the effectiveness of video scripts, visuals, and messaging strategies of connecting with audiences, creating trust, and customer satisfaction were evaluated.

The theoretical models used in the campaigns also included the SERVQUAL model, AIDA principles and the Customer Journey Mapping in ensuring that the campaigns complied with the marketing best practices.

The study methodology involved qualitative and quantitative approaches that included direct participation of the campaign, observation and structured survey of B2C customers and B2B customers. It was the possibility of thorough evaluation of customer satisfaction, trust, and responsiveness of service delivery.

Recommendations were made based on the findings and content analysis in order to increase the reliability, better customer service, enhance the indicators of trust, further customer-centered activities, capitalize on digital marketing, and create long-term relationships with institutional buyers. The following recommendations are intended to enhance customer experience and engagement, as well as remain competitive in the digital agro-commerce market. In general, the internship offered invaluable real-world experience that added value to my knowledge on the subject of digital marketing strategies, content creation, campaign management, content

effectiveness analysis, and customer relationship practices. It connected the gap between the theoretical learning of my academic studies and the practical area of agritech marketing.

Keywords:

E-commerce, Customer Engagement, Trust-Building, Content Analysis, Qurbani Campaign, Seasonal Mango Campaign, B2B Marketing, B2C Marketing, Social Media Marketing, Video Content, Voiceover, Campaign Management, Customer Satisfaction, Service Recovery, Online Advertising, Digital Strategy, Agritech, Livestock Marketing.

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Glossary

Thesis An extended research paper that is part of the final exam process for a graduate degree.

The document may also be classified as a project or collection of extended essays.

Chapter 1:

Introduction to the Overview of the Internship.

1.1 Internship Information

Internship Duration: May 14, 2025 to August 14, 2025

Name of company: Adorsho Pranisheba Ltd.

Department/ Division: Sales and marketing.

Company Address: Haque Tower (9th floor), JA-28/8/D, Mohakhali C/A, Dhaka-1212, Bangladesh.

Phone: 09643207003

Email: shop@pranisheba.com.bd

1.2 Job Responsibilities

- When I was doing my internship at Adorsho Pranisheba Ltd. The tasks assigned to me included a range of activities that I participated in to improve the Digital Qurbani Campaign. These included:
- Campaign Planning and Implementation: Provided assistance in developing content and promotion techniques used in the Digital Qurbani Campaign 2025, and in the need to focus on customer trust in terms of video content and disclosure.
- Communication with the customer: Organized communication with clients through social media (Facebook, WhatsApp) and phone calls, responsiveness, and communication.
- Crisis Management: Helped the customer service attendant resolve some of the complaints about the delay in delivery and wrong delivery expectations of the cattle during times of high demand.
- Content Creation and Strategy: Helped create video scripts, descriptions of products, and visuals to create trust through a focus on ethical sourcing and livestock health.

1.3 Internship Outcomes

As part of my internship with Adorsho Pranisheba Ltd., I have participated in the Digital Qurbani Campaign 2025 actively, helping to plan the campaign, create the content, and communicate with customers. I ensured trust and satisfaction by working on customer issues when the demand was high. This experience provided me with the practical knowledge in online marketing, campaign management, crisis management, and online customer services. The internship enhanced my problem solving, team work and communication skills despite the challenges such as dealing with delayed or mismatched deliveries.

1.3.1 Student's Contribution to the Company

I played an important role in enhancing the communication with customers, supporting them within the Qurbani campaign, and facilitating the process of the materials. During peak sales, the service recovery I made helped to sustain customer satisfaction and loyalty to the product, particularly in the peak demand season.

1.3.2 Benefits to the student

It was also a good learning experience during this internship as I gained insights into e-commerce marketing, trust-building strategies, crisis management, and customer segmentation. I also acquired knowledge on online content development, online campaign management, and online customer service.

1.3.3 Problems/Difficulties Faced.

Handling customer dissatisfaction, especially regarding late delivery of cattle and having the wrong expectations about cattle, was one of the major challenges. These were problems that needed direct activity and interdepartmental coordination to be solved.

1.3.4 Recommendations (to the company on future internships)

- Task Specialization: Dividing the interns into categories of products will facilitate the focus on a specific category and increase productivity.
- Crisis Management Training: Conduct training exercises to inform interns on how to develop proper crisis management communication skills.

Chapter 2:

Organization Part

2.1 Introduction to Adorsho Pranisheba Ltd.

Adorsho Pranisheba Ltd. is one of the leading agritech companies that has revolutionized the livestock sector in Bangladesh by providing digital tools and financial solutions to marginal farmers. Pranisheba Shop, the first platform of the company, aims to provide B2B and B2C customers with the opportunity to access livestock, dairy products, and other agricultural items via a clear and trustworthy e-commerce platform. It is one of the top agritech and insurtech organizations in Bangladesh, and it focuses on revolutionizing the livestock sector through empowering marginal farmers with digital tools, veterinary, and financial assistance. We enable farmers to manage their livelihoods and the health of their livestock through online veterinary services, forward market linkages, and a digital monitoring system. Moreover, our crowdfunding website allows investors to share their contributions in improving the futures of farmers. Participate in this effort to bring revolutionary change to the agricultural sector in Bangladesh. Adorsho Pranisheba is a visionary company that seeks to transform rural Bangladesh through the application of the most advanced 4IR technologies, including AI, IoT, and ML, in the livestock industry. This firm has inclusive growth, responsible business practices, and research-based innovation as its guiding values. The services it offers intend to assist marginal farmers, women entrepreneurs, e-commerce platforms, insurance companies, banks, and financial institutions to create a more efficient and technology-intensive agricultural ecosystem.

2.1.2 Objective

This research aims to examine its marketing, customer service and operational strategy of Adorsho Pranisheba Ltd., and in this case, the Digital Qurbani Campaign 2025, and to learn how the company is able to create customer trust in its digital and ethical business practices.

2.1.3 Scope of the Study

The research targets on online marketing, communication with the customers, and campaign management that were involved in the Qurbani Campaign 2025. It outlines the way the company

relies on online platforms to bring about transparency, customer satisfaction, and easy delivery of services.

2.1.4 Methodology

The research employed both qualitative and statistical methods to examine customer satisfaction, trust-building, and service delivery within Digital Qurbani Campaign and agro-commerce operation of Adorsho Pranisheba Ltd. Qualitative research would assist in observing the perceptions, and activities of the customers, whereas quantitative research was required to examine the pattern and relationship of customer satisfaction. The combination of both of them gave a comprehensive picture of customer trust and service performance.

2.1.5 Significance of the Study

This paper will give an understanding of the way digitalization is transforming the livestock industry in Bangladesh. It assists in learning customer behavior, building trust, and the performance of the campaign besides developing professional and analytical abilities of the intern.

2.1.6 Limitations

The primary drawbacks are the internship was short, there was limited access to confidential data, and the work demanded during the Qurbani season was very demanding and could not be properly studied and examine all departments.

2.2 Overview of the Company

Adorsho Pranisheba Ltd. is a progressive Bangladeshi AgriTech and InsurTech enterprise focused on the modernization of the livestock industry by using modern 4IR tools including AI, IoT, and Machine Learning. Company aims at improving the livelihoods of the marginal farmers by offering holistic digital solutions, such as online veterinary care, monitoring livestock health, and affordable access to insurance and financial services. Adorsho Pranisheba Ltd. is determined to develop an inclusive business, encourage responsible business conducts and provide informed, based on research, business solutions. It has its target customers to be marginal cattle farmers, women entrepreneurs, e-commerce platforms, cattle insurance companies, banks and financial

institutions. Adorsho Pranisheba Ltd. is a prominent Bangladesh agritech and insurtech firm embracing digital marketing and electronic commerce to bring the livestock industry up to date. PraniSheba Shop is its platform that is both B2C and B2B, and it deals in livestock, dairy, poultry, fisheries, and agricultural products. The company targets both urban and rural customers through social media campaigns, WhatsApp marketing, as well as seasonal promotional campaigns such as Qurbani Haat Online, in addition to focusing on ethical sourcing and transparency and fair pricing as a way of creating brand trust. It also communicates with B2B clients, restaurants and institutions, with reliable supply and custom solutions, as a technology-driven, customer-focused, and reliable brand in the Bangladesh livestock market.

2.2.1 Background of Adorsho Pranisheba Ltd.

PraniSheba Shop (www.pranishebashop.com.bd) is the e-commerce division of Adorsho Pranisheba Ltd., which deals in online selling of livestock, dairy, poultry, fisheries, and agricultural products. It is both a B2C platform and a B2B platform, catering to end customers and institutional and wholesale buyers, respectively. The platform will also provide farmers, suppliers, and small producers with a direct channel to reach consumers in urban and rural areas and offer them fair prices.

2.2.2 Mission

To bridge the gap between farmers and producers, and customers by providing an effective, transparent, and accessible e-commerce system that allows fair trade and removes middlemen.

2.2.3 Core Services

- Qurbani Haat Online: This is a seasonal cattle sale offered on Eid-ul-Adha, which can be delivered to their homes or given as charity to needy organizations.
- Daily Essentials: Milk products, chicken, fish, and fresh food.
- Telecom service: Product introduction, make customers understand the products, and make ordering easy.
- B2B Supply Chain: Wholesale distribution of products to retailers, institutions, and businesses.

2.2.4 Target Customers

The customers of Adorsho Pranisheba Ltd. are extensive, both business-to-consumer (B2C) and business-to-business (B2B) market. The B2C level is more inclined to have a target market that is an individual consumer particularly those in the city and utilizing online shopping services who may desire to purchase quality products based on agro-based products. The transparency, the product obtained in an ethical way, and the promise of no hassle during the purchases of Pranisheba attract these customers because it is a period of Qurbani, and reliability and trust are valued the most. At the same time, the company enjoys a growing B2B client base, made up of restaurants, corporate consumers, agro-business organizations and community organizations. These institutional buyers are attracted to Pranisheba because of its ability to make a reliable supply, quality assurance, and offer custom solutions to bulk buying. This two-market strategy allows the company to tap the seasonal demand, and also develop a long-term relationship with such organizations, which require their supply on a continued basis.

2.2.5 Unique Selling Proposition (USP).

The distinguishing features of Pranisheba are its ethical sourcing and the close connection with the farmers, which, along with the guarantee of the realness in the product, also serves the company to serve the interest of the local farming community. The company pays attention to the fair pricing and the product specifications to their customers as far as providing them with the clear idea of the livestock weight, health certifications, and the overall product value. Furthermore, Pranisheba combines its work with the Pranisheba Vet services and takes into account the application of the technological innovations such as the development of livestock health and traceability monitoring systems that are realized through the use of the IoT. advances like the creation of livestock health and traceability monitoring systems based on IoT. All these attributes make the firm a reliable supplier of agro-based products that are ethically responsible, technologically innovative, and customer-oriented.

2.3 Management Practices

2.3.1 Leadership Style

PraniSheba Shop is a democratic leadership style with the CEO of Adorsho Pranisheba Ltd. being very involved in the planning and execution with the employees. Frequent meetings will enable the various team members in various departments to communicate updates, ideas, and issues. The CEO usually gets involved in significant projects like the Digital Qurbani Campaign that involve the smooth running of the tasks. The participatory style improves employee morale, innovativeness, and alignment of the vision of the company with its day-to-day activities.

2.3.2 Human Resource Planning

The HR department assists with the recruitment, training, and performance appraisal of all business units, including the e-commerce unit.

Recruitment and Selection The openings are filled out either by referrals internally, online postings, or by direct applications. The selection of interns is done on the basis of the relevant academic background and interest in agritech and e-commerce.

Compensation System Adorsho Pranisheba Ltd. adheres to a well-organized system of compensation created to provide impartiality and to stimulate the performance of employees. Full-time workers are paid fixed salaries in addition to other benefits that differ with his/her position and level of performance. Not only is this a way of ensuring that employees are financially stable, but they are also motivated to give back to the organization's objectives. Alternatively, internships can be provided with allowances based on the level and length of the work completed by the intern, which can allow them to cover the expenses and also have substantial experience in the industry.

Training and Development In its effort to improve service quality and retain employees, the firm places a lot of emphasis on training and development as a means of improving employee capabilities. New employees and interns are usually trained on the job; they are introduced to the important operational and marketing processes. Throughout my time as an intern, I had a direct supervisor, a senior marketing officer who first showed me how to perform essential duties such

as uploading a product, creating content, and communicating with customers, and then eventually letting me do these things on my own.

2.4 Marketing Practices

2.4.1 Marketing Strategy

The concept of PraniSheba Shop marketing is based to a large extent on the principles of trust, transparency and ethical sourcing, making the business a company that is trusted and customer oriented with regard to e-commerce venturing on agricultural and livestock products in Bangladesh. The campaign is incorporated into the plan in a way that it would look at the seasonal campaigns that are conducted like the renowned Digital Qurbani Haat and the continuous sale of daily returns and advertisement to its institutional customers. Some of the strategies that have been adopted by the company in the Qurbani campaign in 2025 include high-resolution and videos to show the quality and healthiness of the animals used, competitive prices, installment payments to the targeted customers and to marginal farmers the company is responsible. Another aspect that PraniSheba worked with NGOs to introduce donation-based options of Qurbani and therefore made it a better organization that attracts socially aware customers. This general strategy implies a trade-off between a commercial interest and the broader mission of the company to build the trust of ethical business practices.

2.4.2 Positioning and Targeting, Customers.

PraniSheba Shop is a company with a dual-target business model in which the company will target both the business-to-consumer (B2C) and business-to-business (B2B) markets. The key players in the B2C segment are the urban and semi-urban households that purchase livestock to be consumed during the Eid-ul-Adha and the consumers of dairy and other farm-related products to be consumed on a daily basis. The B2B segment, however, is made up of restaurants, hotels, institutional kitchens, and bulk purchasers of livestock who desire the stability of quality and consistent supply chain. By fulfilling both of these segments, PraniSheba will be in a position to match the demand peaks in the seasons with the sustainable institutional orders and create a sustainable revenue model.

The positioning statement of the company embodies the image of the company, which is exclusive to the market: Ethically sourced, farm-fresh products delivered in the most transparent way via the most trusted agri-commerce platform in Bangladesh. This position is in line with its emphasis on transparency, ethical sourcing, and customer trust that puts PraniSheba amidst seasonal players who are merely interested in temporary gains during the season of Qurbani.

2.4.3 Marketing Channels

PraniSheba employs both internet-based and offline marketing channels to reach its different target audiences. Its official site and a mobile application are the primary points of sale, and they offer, among other features, an extensive listing of products, order tracking, and a safe payment system. Besides this, the company is on social media, including Facebook, Instagram, and YouTube, where the company publishes advertising details, customer feedback, and updates on special offers throughout the seasons to generate immediate interest and attention among the followers.

The increased personal communication is done in the form of telecommunication such as direct telephone calls in order to contact the high value leads, B2B negotiations as well as customer services. In addition, customers get the confirmation of the order through email and SMS alerts to confirm their orders, promotional and time-to-time updates.



Figure 1: Marketing: mobile advertisements.

In addition to these online techniques, PraniSheba also focuses on offline marketing campaigns to increase its presence beyond the Internet. This also involves selling leaflets in target areas and rolling out branded vans with

the PraniSheba logo, which serves as a mobile advertisement as well as sale points of seasonal products like fruits. Such vans not only boost brand awareness within local communities and make the company more credible, but also attract other customers who might not be as digitally active.

2.4.4 Competitive Practice and Product Placement.

PraniSheba Shop classifies the products into separate segments known as Qurbani Haat, Dairy, Poultry, Fish, and Agro Supplies so as to facilitate easy navigation by both retail and wholesale purchasers. This systematic classification makes the customer experience more convenient, and they can find the products they want easily and efficiently. Regarding product presence, high-priced B2C products, including high-quality daily products, are on the front page with descriptions that emphasize features, such as health, breed, and weight. Low-end B2B products, on the other hand, are marketed via bulk purchase discounts and direct sales outreach and are marketed to institutional buyers only. This product differentiation positioning approach will guarantee consumers and other large-scale buyers access to products to suit their needs, thereby reinforcing the competitive positioning of PraniSheba.

2.4.5 Branding Activities

At PraniSheba, branding is established on the principles of consistency, authenticity, and storytelling. Platforms The company promotes brand recognition and trust through the consistent application of brand colors, logos, and tone of communication on its digital and offline platforms. Many of the visuals used in campaigns rely on telling a story to reinforce the value of products, ethical sourcing, and empowering the farmers, which appeals to the socially aware consumer. Unlike its competitor, which is overly dependent on stock images, PraniSheba is applying real farm and animal images to portray a sense of authenticity and transparency. Not only does this increase brand credibility, but it also sets the company apart in the ever-competitive livestock e-commerce market.

2.4.6 Strategies in advertising and promotion

PraniSheba uses a wide range of techniques of advertising and promotion, and video marketing is one of the key tools used. Transparency and ethical practices are emphasized through behind-the-scenes videos about animal care, farm visits, the delivery process, and so on, increasing customer trust. Customer reviews, influencer recommendations, and NGO collaborations all serve as social proof that is actively used to provide customers with assurances. PraniSheba also takes advantage of seasonal demand by offering short-term discounts, installments, and free delivery offers during festive seasons like Eid.

I took an active part in this promotional process as part of my internship. I also helped to write video content and featured in a few videos to convey product value through livestock health and sourcing ethically. I have also interacted directly with customers through phone calls and Facebook, where I answered questions, clarified doubts, and helped customers through the purchase process. This practical experience gave me an opportunity to realize that all digital marketing content and direct communication may influence the customer perception and decision to buy the product.

2.4.7 Crucial Marketing Problems and Lapses.

PraniSheba has a number of severe marketing problems, even though it is successful. One of the main areas that seems to have been overlooked is the little investment made in search engine optimization (SEO) and Google Ads, limiting the growth of organic traffic and the capacity of the brand to attract wider digital audiences. The fact that Facebook is the main traffic generator used by the company is also dangerous since any change in the algorithm, or a rise in competition on Facebook, may directly affect the number of customers reached. Also, PraniSheba has been able to use seasonal campaigns successfully, but post-purchase engagement strategies are still limited, especially between Qurbani seasons. The absence of regular customer retention programs underscores the necessity of loyalty programs, content marketing throughout the year, and targeted interaction to form enduring customer relationships with B2B and B2C customers.

2.5. Financial Performance and Accounting Practices.

2.5.1 Financial Performance

Adorsho Pranisheba Ltd., the company running the PraniSheba Shop, is highly seasonal in nature as evidenced by its financial performance, where the revenues are very high during the Qurbani campaign and relatively low but not too high in the rest of the year. Revenue trends have revealed growth opportunities and structural challenges over the last three years. PraniSheba Shop earned the company BDT 7.42 million revenue in 2023-24, complemented by BDT 4.49 million revenue as a result of shared Qurbani cow sales and BDT 0.15 million revenue as a result of shared farming/ITES activities. There was a higher total shop revenue of the previous year (2022-23) of BDT 9.36 million, plus BDT 1.77 million from shared farming and BDT 2.99 million Qurbani cow income, and a slow recovery after the disruptions caused by the pandemic.

Qurbani campaign is the main income generator of the company, as evidenced in 2023-24, where cow sales were BDT 44.39 million, purchase costs were BDT 39.89 million, with a margin of BDT 4.49 million. Regardless of this seasonal strength, profitability is limited. The results show that the company experienced net losses every year, with BDT 27.23 million in 2023-24, BDT 32.47 million in 2022-23, and BDT 27.31 million in 2021-22 being the highest; they were caused by high administrative costs, which were BDT 18.17 million in 2023-24, and by the fact that the cost of sales usually surpassed the product margins when the business was in off-peak

The analysis of cash flow also reflects the seasonality operations. In 2022-23, the company recorded a significant change in operating cash flows by registering a positive BDT 67.26 million, as compared to negative BDT 22.95 million in 2021-22. This was mainly due to the rise of trade payables, which occurred during the Qurbani season. Nevertheless, an excess investment in intangible assets (BDT 18.87 million) and loan repayments limited the total liquidity. Major financial ratios confirm these results: the gross profit margin has been negative in each of the three years, indicating the nonalignment of sales to the costs during the periods between the peaks in demand, and operational efficiency proves effective revenue peaks during the Eid season, with low use of capacity during other periods. Nevertheless, the liquidity levels seem to be under control, and the positive year-end cash balance in 2022-23 is equivalent to BDT 18.26 million (Rahman Mostafa Alam & Co., 2022).

2.5.2 Accounting Practices

Adorsho Pranisheba Ltd. is an accrual-based accounting company that accrues revenue when it is earned and expenses when it is incurred, and adheres to the generally accepted accounting standards. Both tangible and intangible assets have the same practice of depreciation and amortization. Tangible assets are depreciated under applicable tax regulations and company policies, and intangible assets, such as proprietary platforms and software, are depreciated at 20 percent per annum.

Over the last few years, the company has invested heavily in intangible assets as part of its efforts to focus on digital platforms and technological infrastructure. Intangible additions in 2021-22 amounted to BDT 24.91 million, and cumulative intangible additions were BDT 43.37 million in 2022-23 (no new additions). In 2023-24, it spent another BDT 8.91 million to increase the total intangible asset base to BDT 52.29 million (Rahman Mostafa Alam & Co., 2022).

Inventory Valuation

In the case of livestock and other perishable products, Adorsho Pranisheba Ltd. will likely adopt the First-In-First-Out (FIFO) approach to inventory valuation, which is a standard practice in agribusiness and other food-related businesses. Although there are no disclosures specifically on valuation methods in the available public reports, FIFO would align with industry practices, since it would imply that old stock is sold off first, which would limit the spoilage risk and would also ensure the reporting costs are congruent with the actual movement of goods.

Financial Reporting

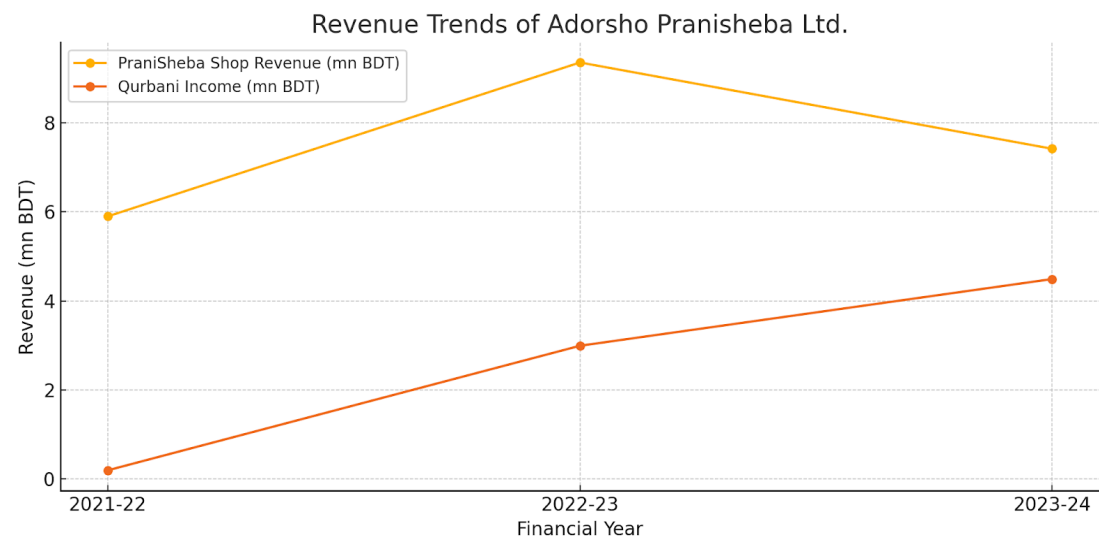
The company prepares annual financial statements in the accepted accounting standards in Bangladesh and therefore is compliant and reliable in reporting. These statements consist of structured income statements, cash flow statements, and schedules of intangible assets that give in-depth information about the overall performance of operations and long-term investments. Through such organized reports, Pranisheba is certain that the stakeholders always have a clear view of the revenue creation as well as the cost structure to enable them to make sound decisions. (Rahman Mostafa Alam & Co., 2022)

Disclosures

Pranisheba has transparent and accountable disclosures in its financial reports. These reports also contain a statement of revenue sources, cost allocations, and amortization of intangible assets, giving stakeholders a fine-tune of the company's financial operations. This is in line with the international trends in corporate reporting, where transparency is regarded as a fundamental element in ensuring stakeholder and investor confidence.(Rahman Mostafa Alam & Co., 2022)

2.6. Analysis and Insights

The general financial analysis shows that PraniSheba Shop is a high-impact yet seasonal business with the Qurbani campaigns being the main contributor to annual revenues. But the business beyond the Eid period poses a problem as the fixed administrative costs are still high even as the sales are significantly lower in the months of off-peak. This seasonality is contributing to consistent net losses, although there are huge revenue peaks around Qurbani. Meanwhile, the high level of investment in intangible assets, in particular, the digital platform and software, can be regarded as the long-term growth strategy of the company to improve the technological infrastructure. These investments are straining cash flows at present, but they have the potential to provide future returns in terms of extending digital reach, enhancing customer engagement, and increasing operational efficiency.



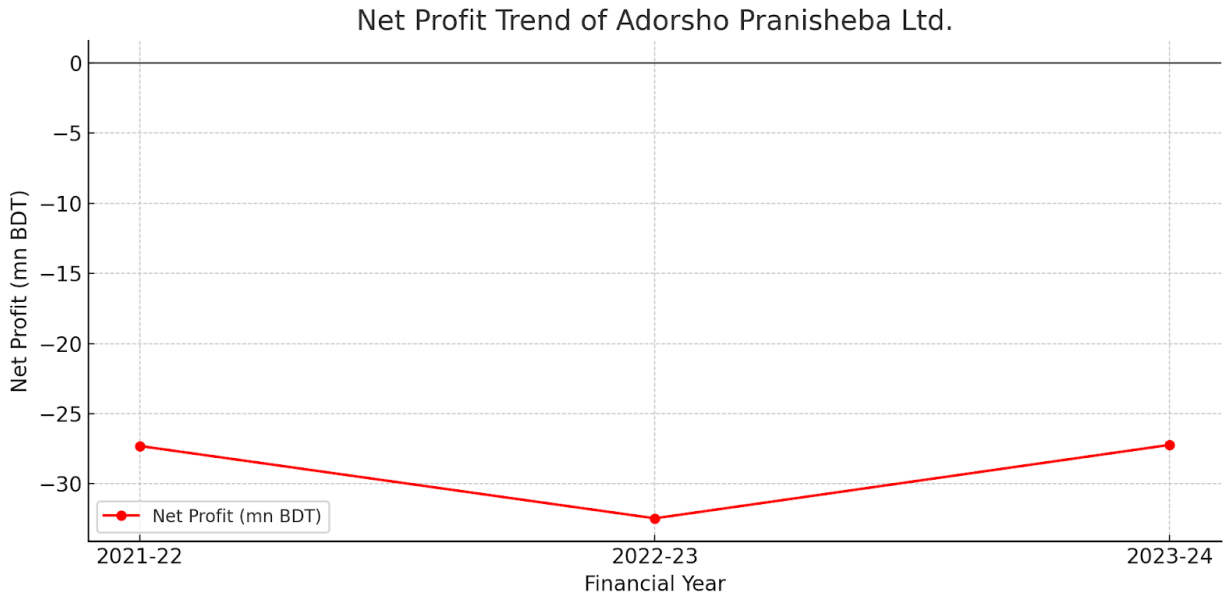


Figure 02: Revenue Trends and Net Profit Trend of adorsho praniSheba

2.6.1 Use of Information Systems

Adorsho Pranisheba Ltd. has implemented integrated information systems in order to simplify processes and improve customer interaction. The principle location where e-commerce is carried out and products are posted, orders are received, and payments are monitored is the official site of the company (pranishebashop.com.bd). With this platform, orders are logged, real-time delivery status created, and inventory automatically updated. Such integration reduces the number of administration mistakes, predisposes efficiency, and adds to the overall quality of the service (Laudon and Laudon, 2020).

In order to add to the site, there is official page on Facebook (facebook.com/pranishebashop), which may be taken as the online storefront, where the company updates on its products, promotions of the products in the season, and the communication with customers. Social media integration also provides opportunities of two-way communication and real-time interaction that is essential in establishing trust on online markets (Kaplan and Haenlein, 2010). Pranisheba created special online cattle listings during the Qurbani campaign with special descriptions, photos, and videos of the animals. This multimedia approach enhanced transparency and reduced the perceived risk that the customers face during high involvement purchases such as livestock and this is in line with earlier research findings that visual and descriptive information regarding the products makes customers confident in the e-commerce environment (Gefen et al., 2003).

Combining e-commerce platforms, social media marketing, and communication tools, Pranisheba illustrates how information systems can serve as both an operational support and a trust-building instrument in the online agribusiness arena.

2.6.2 Data Storage and Processing

The data stored in the databases that are on the cloud is safe and secure, and it can be accessed by departments and analyzed easily through the use of customer-supplier and order data. Marketing and sales teams are assisted with the help of this system since it allows tracking order histories and buying habits, exchanging campaign performance indicators (clicks, inquiries, and conversion rates), and storing customer feedback that comes with phone calls, WhatsApp messages, and Facebook comments. Cloud storage further improves flexibility and scalability in an organization and also promotes data-driven decision-making in campaign management and customer relationship development (Chen, Chiang, and Storey, 2012).

2.6.3. The communication with stakeholders is conducted through the following sub-elements:

The success of Pranisheba's operations and marketing activities would not have been possible without effective stakeholder communication. To guarantee the transparency, responsiveness, and sustainability of relationships with various stakeholders, the company adopts a multi-channel communication approach whose features are adjusted to the requirements of the various groups (Men and Yue, 2019).

To the customers, communication is done on multiple platforms. Order confirmation, clarification, and individual follow-up is largely done by phone and through SMS, customers are informed about the status of their order, offers and seasonal promotions. WhatsApp marketing has become one of the significant tools to promote products, instant customer care, and answer questions using special product identifiers of livestock and seasonal products. In addition, Facebook Messenger is a customized and two-way communication to receive inquiries and answers to issues which also increases the trust in online transactions.

The firm has maintained contact with farmers and suppliers through WhatsApp groups, one-on-one phone calls, and frequent visits at the level of the branches. The interactions also

provide suppliers with updates in the form of demand forecasts, product quality requirements and logistical arrangements which guarantee transparency and reliability of the supply chain. This two-way communication assists in maintaining the long-term relations with the partners as well as offers the supply of products in a timely manner, particularly in the case of peak demand (Gellynck, Banterle, Kuhne, Carraresi, and Stranieri, 2012).

In addition to digital strategies, Pranisheba also tries to concentrate on offline marketing messages in its attempt to target more target audiences. An example of such case is the use of branded vans with the Pranisheba logo on it, which can also be used as a mobile advertisement and sales unit. These vans do not only serve to further the brand presence in the neighbourhoods, but also enable selling of seasonal produce, such as fruits, directly, eliminating the gap between branding online and in-the-field. The hybrid communication model reflects the principles of omnichannel marketing based on which the online and offline strategy are complementary and do not substitute each other to create stronger customer relationships (Verhoeff, Kannan, and Inman, 2015).

2.6.4 Quality Management

Adorsho Pranisheba Ltd. pays attention to the strict quality management practice to guarantee that the customers do not lose their trust in its e-commerce operations. The cattle is checked physically prior to being posted on the internet to verify that they are healthy enough to be utilized in Qurbani. Once the products are certified, the sales and marketing team verifies the product description to ensure that weight, breed and certification information are mentioned accurately and clearly. At the customer care level, the employees utilize approved customer call scripts designed to provide a professional and consistent, reassuring message to the customers at all times. Such moves are consistent with the components of service quality management which underline the aspects of accuracy, dependability, and consistency in customer-focused engagements (Parasuraman, Zeithaml, and Berry, 1988).

2.7 Competitive and Industry Analysis.

2.7.1 Porter's Five Forces Analysis.

The Five Forces analysis is a systematic means of analyzing the competitive environment of Adorsho Pranisheba Ltd. in the Bangladesh agribusiness e-commerce market (Porter, 1980). The analysis outlines opportunities and challenges that the company has in sustaining its competitiveness.

Threat of Substitutes - Moderate.

The entry barriers in the livestock e-commerce sector are also very low, because small livestock sellers can easily set up Facebook pages or some other online platform to sell cattle during the Qurbani season. This is because of the seasonal influx of new entrants, which increases competition. Nonetheless, to maintain such businesses, quality services, open sourcing, and customer confidence are important factors that many new entrants find hard to keep, at all times. Pranisheba, which has a history of operation and a good reputation based on trust and reliability, has an advantage that partly serves as a barrier to new entrants.

Supplier bargaining power - Low to moderate.

The business model of Pranisheba is based on collaboration with farmers and suppliers, with the help of a shared farming model, as a result of which they are not dependent on a particular supplier. Such diversification reduces the power of suppliers and enables Pranisheba to exercise more control over the quality of livestock, prices, and sources. Nevertheless, suppliers continue to attain moderate power during times of high Qurbani demand, as the greater demand for the supply of livestock on a timely and large scale basis ensues.

Buyer power - High.

Customers in the livestock market have strong bargaining power since they can easily compare the prices, quality, and reviews of products offered on various sites. Customers have the power to change suppliers, particularly seasonal rivals offering aggressive prices, who provide better value in their perception. In response, Pranisheba focuses on transparency, ethical sourcing, and customer service as additional aspects of differentiation that develop loyalty and decrease price elasticity.

Threat of Substitutes - Low

Qurbani livestock does not face much threat of substitutes, since during Eid al-Adha, there are no direct substitutes to sacrificial animals. However, the customers can choose to get the livestock either at the offline cattle markets or with local vendors instead of using online. Although these are not substitutes in the strict sense, they are competing media that may drive Pranisheba out of the market. To meet this requirement, the company provides online convenience with offline presence in the form of branded vans and physical interaction to close the digital-traditional divide.

Industry Rivalry - High

The level of rivalry in the industry is very stiff, especially at the time of Eid. New players with inexpensive products and more established competitors like Saad Sayeed Agro and Alamgir Ranch compete based on price and quality, and brand name. This has led to stiff competition among the players, where some of the competitors resort to aggressive Facebook marketing, while others upscale cattle positioning. Pranisheba stands out with its long-term trust-building, ongoing ethical behavior, and a combination of B2B and B2C segments, which create stability in the face of cyclic and violent competition.

In general, Porter's analysis shows that Adorsho Pranisheba Ltd. is a competitive and seasonal industry with customer bargaining power and competition being the most influential forces affecting market dynamics. Nonetheless, the long-term trust and credibility, supplier diversification, and online/offline combination communication platforms have made the company unwavering and equipped with a competitive tendency that many seasoned entrants, particularly those that are seasonal, cannot match.

2.8 SWOT Analysis of Adorsho Pranisheba Ltd.

The SWOT analysis highlights the strengths, weak, opportunities, and threats that influence the performance of Pranisheba in the agribusiness e-commerce industry.

The reputation and brand trust of the company are its greatest strengths. Pranisheba established credibility over five years of consecutive Digital Qurbani campaigns through ethical sourcing, transparent pricing, and veterinary certification, which is especially relevant with B2C consumers during the Qurbani season (Farming Insider, n.d.). The other strength is the fact that it

is segmented into two market segments, individual customers and institutional buyers, who are served by different pricing and communication approaches. This two-pronged strategy increases the customer base and equalizes seasonal and bulk demand.

Nevertheless, the company has significant weaknesses, especially its seasonality since it depends on Qurbani sales and the revenues drop drastically in the low season months (Pranisheba Audit Report, 2022). The fact that it heavily relies on Facebook and WhatsApp as the two main marketing platforms is another weakness since the company can only be seen by a limited number of people, and it is also vulnerable to risks caused by changes in the algorithms of the platforms.

By opportunity, Pranisheba will be able to increase revenue through product diversification beyond Qurbani livestock and capitalize on the 12-month demand of agri-supplies and related products (Kotler and Keller, 2016). Moreover, the emergence of technology like blockchain to trace livestock and fintech adoption to make payments through mobile devices offers an opportunity to improve transparency levels, simplify the process, and increase customer trust (Kamilaris et al., 2019).

Lastly, there are risks of increased market competition, especially with seasonal goods suppliers entering the market during Eid and offering aggressive prices, yet none of them have an established long-term track record. Also, financial reporting and livestock regulatory risks are potential reputational and legal problems unless adequately managed (Pranisheba Audit Report, 2022).

Overall, the SWOT analysis shows that Pranisheba has a problem in structure, namely seasonality and dependence on the platform, but the fact that it has a good reputation, ethical business practice, and the perspectives of sustainable growth in the digital agribusiness sector place it in good position to take sustainable growth.

At the same time, Pranisheba will be in a position to enjoy tremendous opportunities to expand its reach in the agribusiness e-commerce market. Its product line differentiation, which extends beyond cattle to Qurbani to livestock byproducts or other farm products would generate year-long income (Kotler and Keller, 2016). Also, the recent technological progress, such as

artificial intelligence (AI) and Internet of Things (IoT), offer the possibility to monitor animals, provide information regarding goods, and enhance customer relations. These innovations can also contribute to the improvement of customer trust in it or improve the performance of operations (Farming Insider, n.d.).

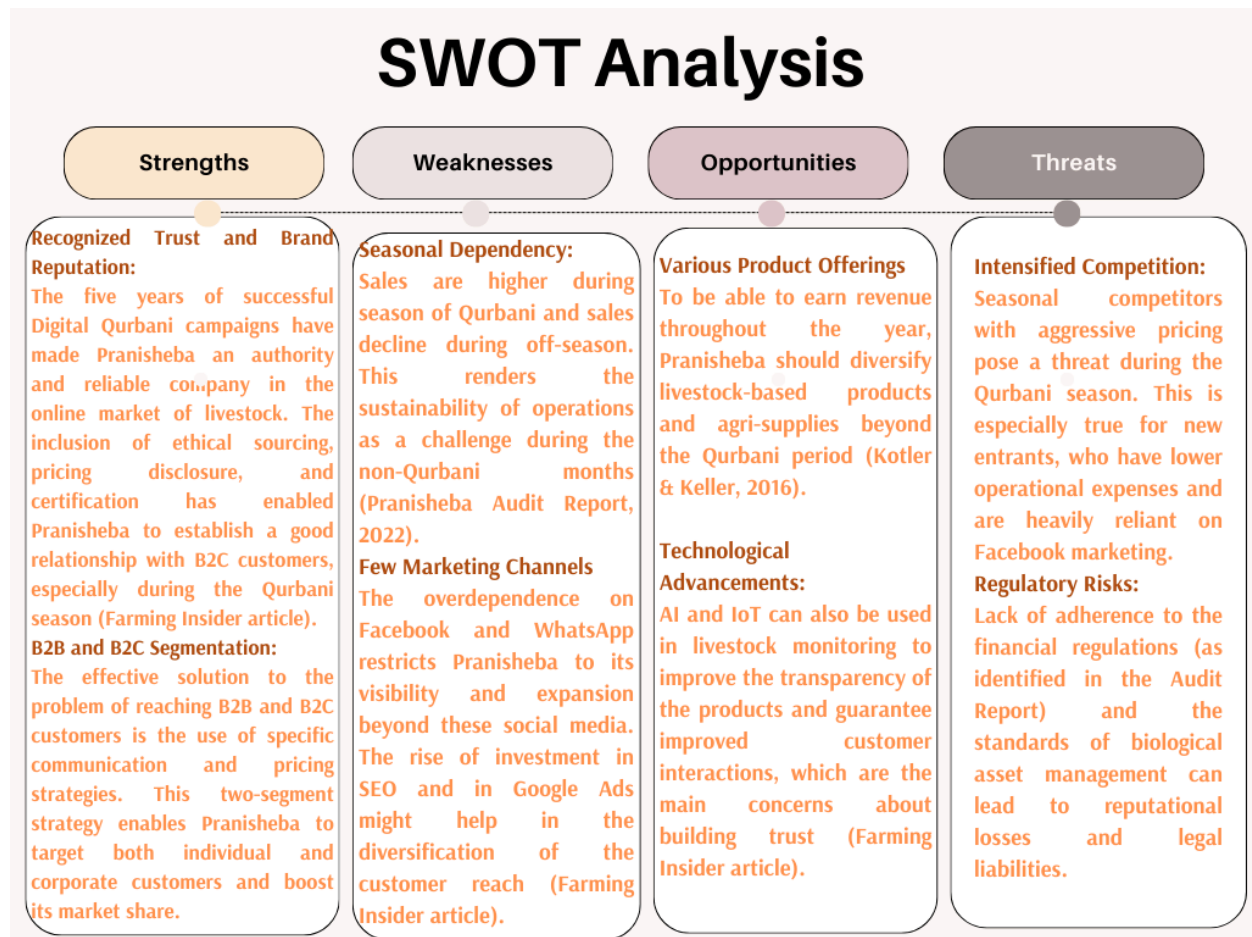


Figure 3: SWOT Analysis

However, the company should also be wary of the outside threats. This type of competition is especially stiff during the Eid al-Adha season, where entrants do not show mercy on pricing. These rivals tend to have no long-term reputation but manage to distract price-sensitive clients. There are also regulatory risks. Poor compliance with financial regulation and the standards of biological asset management, which may be observed in an audit, is likely to cause reputational losses and may attract legal liability unless remedied in advance (Pranisheba Audit Report, 2022).

2.9. Competitor Analysis

2.9.1 Competitor Overview

Pranisheba has to compete with various types of actors in the Bangladesh agribusiness e-commerce sector, including small-scale seasonal vendors and well-established agribusiness companies. Pranisheba Ltd. is distinguished by ethical sourcing, transparency, and customer loyalty developed during five successive Qurbani campaigns. But it is susceptible to seasonal revenue and has few marketing avenues. Saad Sayeed Agro has positioned itself through good personal branding and premium cattle presentation that appeals to affluent buyers. However, the company is not very scalable and relies on seasonal sales, which limits its market potential. Alamgir Ranch specializes in quality livestock and professional branding, but does not provide the middle-income consumers with the opportunity to purchase their products at premium prices. As a company supported by corporate assets and huge supply chains, Akij Fair Value enjoys the benefits of financial leverage, but does not have the personalized touch necessary to inspire emotional connection. In the meantime, seasonal operators usually use aggressive marketing on Facebook and competitive pricing, which, however, lacks long-term credibility and reputation. Here's a detailed comparison of **Pranisheba Ltd.** and its key competitors:

Competitor	Strengths	Weaknesses
Pranisheba Ltd.	Five consecutive Qurbani campaigns- Ethical sourcing and trust-building- Established customer loyalty	Seasonal revenue dependency- Heavy reliance on Facebook and WhatsApp
Saad Sayeed Agro	Strong personal branding- Focus on premium cattle presentation	Limited scalability- Reliance on seasonal buyers
Alamgir Ranch	High-quality livestock- Professional branding	Premium pricing limits access for middle-income buyers
Akij Fair Value	Corporate-backed with large supply chains- Strong financial backing	Less personal engagement- Limited emotional appeal compared to others
Seasonal Entrants	Competitive pricing- Aggressive marketing on Facebook	Lack of trust, no long-term reputation, and disappear after Eid

Figure4:
Competitor
Analysis

2.9.2 Trust-Building Practices

Trust building is also by far one of the most significant differentiators in the digital agribusiness industry, where consumers need to make high involvement purchase decisions, like purchasing Qurbani cattle, without physically examining the product. Adorsho Pranisheba Ltd. has been able to stand out in this field thanks to a mix of long-term customer interaction, ethical procurement, and open communication that keeps it credible even after the Qurbani season is over. Studies in e-commerce continue to indicate that perceived risk declines dramatically through the application of transparency in information and the use of regular communication, which in turn leads to the development of increased customer trust and loyalty (Gefen et al., 2003; McKnight, Choudhury, and Kacmar, 2002). Conversely, seasonal entrants find it difficult to have a lasting contact with the customers as their business model revolves around short-term sales during the Eid. This is because this transactional method does not allow them to produce recurring business or create any customer loyalty. To illustrate, Saad Sayeed Agro has built a cult following through the marketing of quality cattle and excellent branding on Facebook, whose customer-building has greatly declined after the Qurbani season. In the same vein, Alamgir Ranch has also established a quality history with livestock and professional branding, but it has adopted a high-price strategy, which limits access to more prosperous clients and thus limits the trust segments it can tap into.

In comparison, Pranisheba uses an open pricing approach with veterinary accreditation and updates in real-time, which makes its services more affordable to middle-income consumers without losing its credibility or ethical value. This plan and approach are consistent with the commitment-trust theory of relationship marketing, which points out that the key factors in the relationship-building process are transparency, reliability, and fairness in the relationships to be developed in the long term (Morgan and Hunt, 1994). Affordability, coupled with quality, helps the company to attract a larger consumer base and also to be relevant even beyond seasonal campaigns. These practices combined demonstrate the ways Pranisheba uses ethical responsibility, affordability, and long-term engagement as a trust-building tool, in an extremely competitive and seasonal market. By applying the principles of relationship marketing to its activities, Pranisheba not only attracts customers throughout Eid but also enhances its long-term position in the agribusiness e-commerce environment.

Chapter 3:

Project Part

3.1 Introduction

This chapter describes an internship project I was involved in at Adorsho Pranisheba Ltd., and the assignment was based on how to build customer trust, market segmentation, and crisis management within the digital livestock e-commerce projects in the company. PraniSheba flagship platform (PraniSheba Shop) enables online sale and purchase of cattle (particularly in the Qurbani season) and other products of agro-nature to individual customers and institutional customers. The project entailed working on the Digital Qurbani Haat (online cattle marketplace to sell Eid-ul-Azha products) and corresponding product sales campaigns, which allowed one to connect field observations with the context of e-commerce, in general, and the development of trust, the distinction between B2B/B2C strategies, and customer dissatisfaction management, in particular. Digital Qurbani (sacrificial livestock sales on the internet) is a fairly new phenomenon in the religious and livestock trade of Bangladesh, which has been expedited by the COVID-19 pandemic and changing consumer demand. (Rabbi, Online cattle market in Bangladesh | online cattle ‘haats’ rising in popularity | The Daily Star 2024). As its convenience and reach have increased, it has yet to be widely adopted due to issues of trust and reliability. (Rabbi, 2024) Adorsho Pranisheba Ltd. has already been a pioneer here - as of 2023, it had operated its online Qurbani market four years straight, selling more than a hundred cattle online during Eid-ul-Azha 2023 alone.(Rabbi, 2024)

This project, during the 2025 Digital Qurbani campaign and following the approach in which the company is trying to gain trust (i.e., by providing authentic, Shariah-compliant cattle that have been certified by a veterinarian), serves various groups of customers (individual buyers vs. bulk/institutional buyers), and addresses customer concerns to ensure lasting satisfaction. Such practical experiences are compared with the available theories and best practices. The rest of this chapter is divided into three sections. In Section 3.2, the literature review covers leading topics: trust-building in online business (religious and livestock settings), B2B and B2C segmentation

strategies in e-business, and strategies to deal with customer dissatisfaction and crisis management in online services. This will be the basis of the literature that will give background to the project environment. Section 3.3 then provides the laboratory used in the study such as qualitative (e.g., interviews, observations and analysis of communications) and quantitative methods (a customer survey) to explain how the data was gathered and analyzed to inform the findings. With this construction, Chapter 3 connects the field experience at Adorsho Pranisheba to the broader e-commerce ideas, thus bridging applied understanding with scholarly and industry understanding of the subject of trust, segmentation, and crisis management in digital Qurbani and online agro-commerce.

3.2 Integration of the Literature and Theoretical Frameworks.

To present the internship findings systematically, this section presents a number of marketing theories and models that are relevant to trust-building, market segmentation, and crisis management within the digital livestock e-commerce field. Four important frameworks are discussed: Relationship Marketing Theory, SERVQUAL model of service quality, AIDA model of marketing communication and Customer Journey Mapping. The fundamental principles of these theories are described in each of the sub-sections below before incorporating reflections on how they are applicable to the case of Digital Qurbani campaign carried out by Adorsho Pranisheba. The theoretical frameworks will help us to ground the discussion and understand the strategic approaches applied during the internship and assess their practical application.

3.2.1. Relationship Marketing Theory (Trust and Long-Term Engagement)

The Relationship Marketing Theory can be considered as the background of how Adorsho Pranisheba deals with customer relationships and the importance of establishing trust and long-term relationships instead of a single transaction. According to Morgan and Hunt, the Commitment-Trust Theory of relationship marketing, trust and commitment are two important variables in relationship marketing since they are the primary determinants of success in relationship exchanges (Morgan and Hunt, 1994). In this sense, trust can be thought of as the belief in the dependability and honesty of a partner and the trust fosters long-term customer loyalty (Morgan and Hunt, 1994). The idea behind relationship marketing is that business enterprises must build continuing conversations, customer satisfaction and repeat business rather

than just chasing instant sales. Gronroos (1994) also says that the shift to a relationship focus in marketing is a paradigm shift in that relationship maintenance is more valuable in terms of lifetime value and competitive advantage than a transactional focus. Simply put, the relationship marketing theory highlights that retention and loyalty of customers based on trust and commitment is as significant as new customer acquisition.

Within Adorsho Pranisheba case, the strategies of the Digital Qurbani campaign are based on the fundamental principles of relationship marketing theory. The internship experience demonstrated that the company had strong emphasis on the trust-building activities to develop long-term relationships with individual (B2C) and institutional (B2B) customers. In the case of the Qurbani campaign, the platform was highlighted as being transparent and credible - all of the cattle offered was accompanied by veterinary health certificates and guarantees of Shariah compliance (i.e. of fulfilling all religious conditions of Qurbani). Through these attributes, Adorsho Pranisheba implicated credibility and honesty, which are essential to gaining customer confidence. To make online service more human, the marketing team used WhatsApp, Facebook Messenger, and direct phone calls to communicate one-on-one with customers to respond to their inquiries and concerns and establish rapport. Such practices are in line with the relationship marketing approach: the company was not interested in this sale of Qurbani as a one-time purchase, but instead, they tried to develop the relationship with them that would lead to further interaction in future (e.g. purchase of Qurbani again in the following years or purchase of other farm products). It was also noted during the internship that when many customers had a good experience (e.g. satisfactory home delivery of the sacrificial meat, or pleasant visit to the farm so as to choose an animal), they were added to a client database to be further engaged. Follow-up messages (thanking consumers, asking them to leave comments and to keep them informed about new offers) are a way to show that they care about long-term relationship development. This practice is aligned with the theory of commitment trust: over time, by maintaining trustworthiness (through ethical practices, transparent pricing and reliable service) Adorsho Pranisheba will gain customer commitment and loyalty. In fact, literature in relation marketing indicates that customers trusting a firm are more likely to cooperate and less to switch to other companies (Morgan and Hunt, 1994). Practically, the case of Adorsho Pranisheba and its sustained relationship with the customer population (including, though not limited to a community of returning customers or repeat buyers purchasing their products throughout the five

consecutive Qurbani seasons) is an example of how relationship marketing can be adopted in an e-commerce context to facilitate repeat business and word-of-mouth. Application of relationship marketing concepts saw the company not only record seasonal sales at the Eid-ul-Adha, but also establish the foundation of year round offerings and high customer lifetime value.

3.2.2. AIDA Model (B2B and B2C Marketing campaign communications).

One of the most popular models of consumer decision-making and the effectiveness of communication is the AIDA model, or Attention, Interest, Desire, and Action (Strong, 1925; Kotler and Keller, 2016). It describes the process through which marketing communication transports the potential customers through the preliminary knowledge to the ultimate purchase and loyalty. This model especially applies to digital service marketing, whereby every phase is associated with a certain touchpoint of the customer.

The AIDA was applied to plan and test customer communications in the framework of the digital Qurbani campaign of Adorsho Pranisheba. Initial awareness was created at the Attention stage due to social media advertisements and fascinating visuals. In Interest, credibility and transparency was achieved through informative posts, as well as customer testimonials, which are major sources of trust. Emotional storytelling about the ethical and halal animal care- an appeal to faith and values- fostered Desire and the Action stage, involved a seamless online ordering process and a responsive customer care- added customer confidence in completing transactions online.

Service quality and crisis management is also associated with AIDA framework. Failure to deliver services usually happens during or after the stage of Action where expectations that had been created in the different stages are put into action in actual service delivery. Zeithaml, Bitner, and Gremler (2017) state that unmet expectations at this stage may result in customer dissatisfaction unless there are timely recovery measures. Organizations can determine where issues in communication arise by mapping crises or service problems onto the AIDA journey: most frequently between Desire (promises made) and Action (service delivered). In times of crisis, the application of AIDA assists companies in recovering focus (e.g., with open communications), reinstating interest (with empathy and recognition of the issue), re-establishing

attraction (with reassurance and problem-solving options), and re-initiating a response (by compelling the customers to remain loyal or re-order).

Thus, AIDA will maintain effective marketing communication along with a strategic framework to recover communication- ensuring continuity between pre-purchase trust building and post-crisis trust repair. This integration has the benefit of improving the qualities of service quality management because the promotional promise is matched with the post purchase experiences to reduce differences in expectations and to maintain long term customer relations (Coombs, 2007; McCollough, Berry and Yadav, 2000).

Awareness: The aim at the top of the funnel was to create awareness to potential customers on the online Qurbani service offered by Adorsho Pranisheba. The maximization of awareness



during the internship was done through a multi-channel approach. Social media advertisement was the key for B2C consumers (general populations seeking Qurbani cattle). Facebook posts that prominently featured the slogan “হাটে না ঘেঁটে, গরু কিনুন নেটে” (Bengali: Skip the market crowd, buy your cow on the net) were popularly shared to attract attention. The tagline was catchy and it also spoke to a sore issue (not going to the physical cattle market), making it a good attention-grabber. Short promo

Figure 5: Awareness poster of Qurbani Campaign

videos that showed the farm and healthy cattle were also used in the campaign and seen on YouTube and Facebook, because, as we all know, pictures are more powerful in stopping the scrolling and watching them, generating awareness. Awareness was created directly to the B2B

targets (restaurants or meat distributors) who may bulk purchase livestock or meat (company networking): and to the individual (personal outreach): The CEO and managers resorted to their own networks and alumni groups (e.g. ex-cadet college networks and business clubs) to disseminate the news of what Pranisheba has to offer. This involved sending introductory letters/emails to organizations, and even driving around with a branded vehicle to visit potential institutional clients (a form of outdoor advertising where a truck with the Pranisheba branding went around major areas). The awareness phase in B2B is often a time to reach out to more than one decision-maker, so these actions were meant to ensure that the company appears on the radar of procurement managers and other business owners who may not use the mainstream social media platforms to purchase cattle. The marketing theory focuses on generating brand awareness or attachment, and in our situation, these two strategies together were the key to making these two segments aware of a digital version of Qurbani (Hanlon, 2025).

Interest: After awareness was created, the campaign had to create interest in the service of Pranisheba by highlighting its benefits and the unique features of the products to the potential customers. In the case of B2C consumers, the value propositions were emphasized in the campaign messages making the interest evoked. The social media content and websites focused on such aspects as: certified healthy cattle, religious adherence ensured, delivery within city limits, and even sponsors such as a promotional offer with EBL (Eastern Bank Ltd.) card payments that delivered free of charge. These arguments were supposed to be intriguing to the audience - e.g. when people saw that they would not have to work hard to transport a cow (because delivery was available) or they could be sure that the animal would stay healthy (because of veterinary supervision) they would be more interested in the service. As well, informative content about how our online Qurbani works or about the farm videos of what goes on with the farm was also a form of content marketing: it aroused curiosity and interest in the followers. It also educated other people, as interested buyers asked questions that were answered publicly on the Facebook page. E.g., someone inquired of him, “ঈদের আগে গরু কিনে কোথায় রাখবেন?” Pranisheba replied (Thought question: I buy a cow before Eid, where to keep it till the day of Eid?), that they provide free boarding services in their farm until delivery day, and this was probably attractive to urban customers who have no place to keep livestock.

In B2B marketing, the interest was created through showing how Pranisheba would fulfill the business requirements. The communication to organizations consisted of a short proposal or brochure stating bulk purchase discounts, regular supply availability, and quality guarantee (halal meat processing, etc.). The marketing team attempted to capture the attention of institutional purchasers who may be looking to source sacrificial animals or year-round meat from an animal supplier who was reliable and dependable by customizing the communication to meet business interests, i.e., cost savings, reliability of supply, and potentially partnership arrangements. Interestingly, B2B clients were often interested in more personalized contact, like meeting or calling to understand how Pranisheba could meet their needs (a general advertisement cannot accomplish this). Marketing-wise, the priority at this point is to transition past simple recognition of the service to an actual interest in researching it even more (Kotler and Keller, 2016). This was demonstrated in the activities of the internship: numerous followers of its activities on social media who became aware later sent a message with requests, which is a sign of a successful transition to the interest phase.

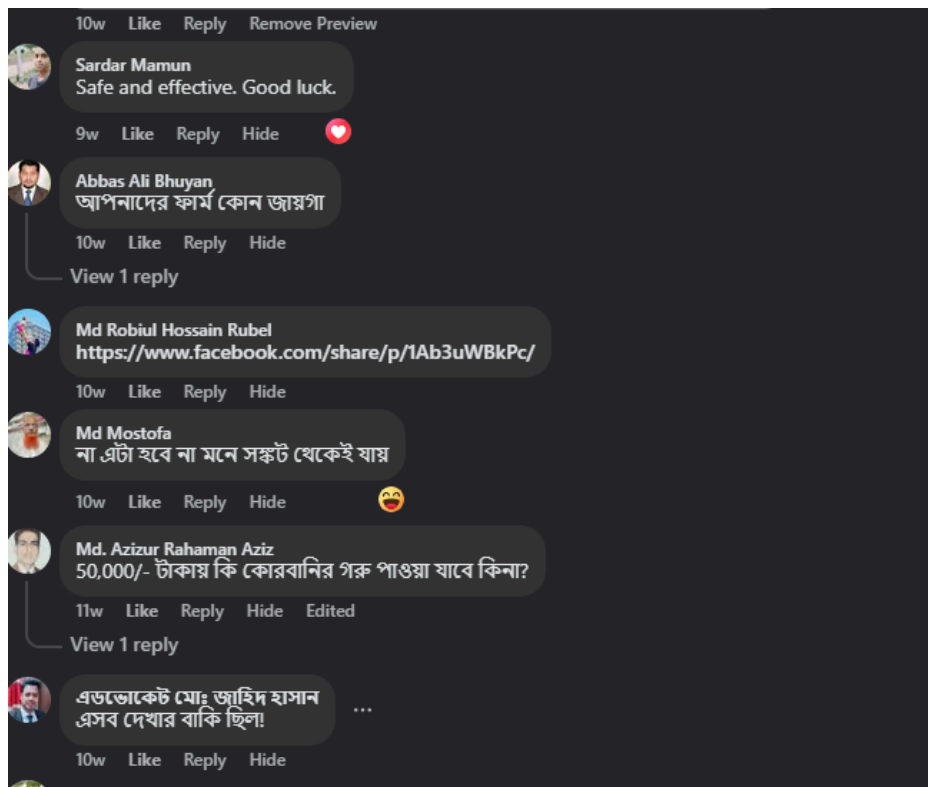
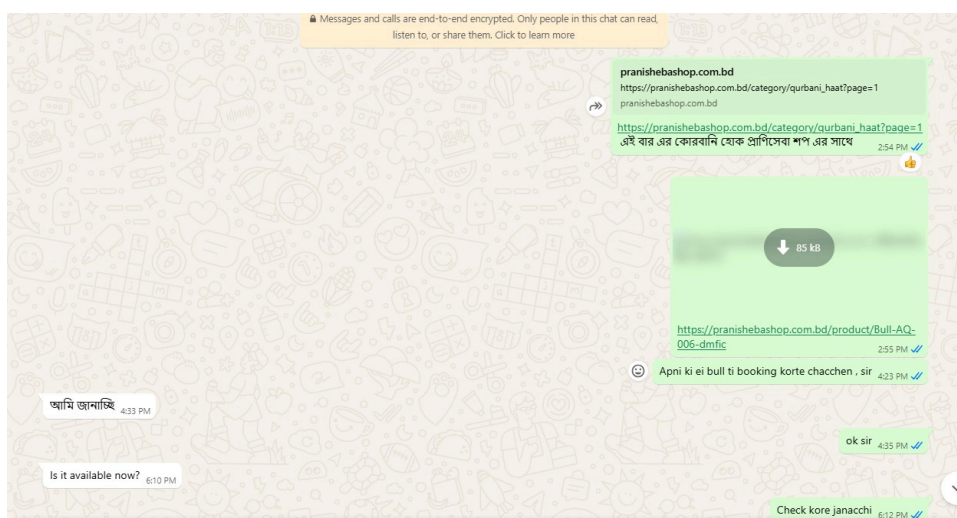


Figure 6: Commentes of Interested Customers on social media

Desire: The second stage, Desire, is concerned with building a high preference or emotional attachment that causes the customer to desire the product or service. This can be done in the AIDA funnel by connecting to either the emotional or value system of the customer or demonstrating how the offering meets their needs in a unique way (Hanlon, 2025)

The campaign by Adorsho Pranisheba aimed at creating desire through storytelling and strengthening trust factors. One of these methods was to ask possible customers to visit the Pranisheba farm in person (the so-called open farm day), as it was called. The marketing communications put it in terms of a family day out: Visit our green Ashulia farm with your family, pick your Qurbani cow yourself, and begin your Eid celebrations with us. This message exploits the emotional component of Eid-ul-Adha - making what can easily be a tense process (shopping a cow in crowded markets) into an enjoyable family activity in line with the celebration. In so doing, it tried to generate desire towards the Pranisheba experience as opposed to conventional approaches. Also, the social proof and urgency were applied to foment desire in the campaign. The posts with satisfied customers in the years before, or their testimonials of the convenience and reliability of Pranisheba, assisted the interested buyers in imagining themselves in a similar state of mind (a psychological push of interest to desire). The intern assisted in putting together brief customer reviews that were posted on WhatsApp and Facebook - e.g. a quote of an existing customer that stated that he has done Qurbani with Pranisheba for 3 years in the row, that they have never failed him and that he/she can rely on them. This type of testimony



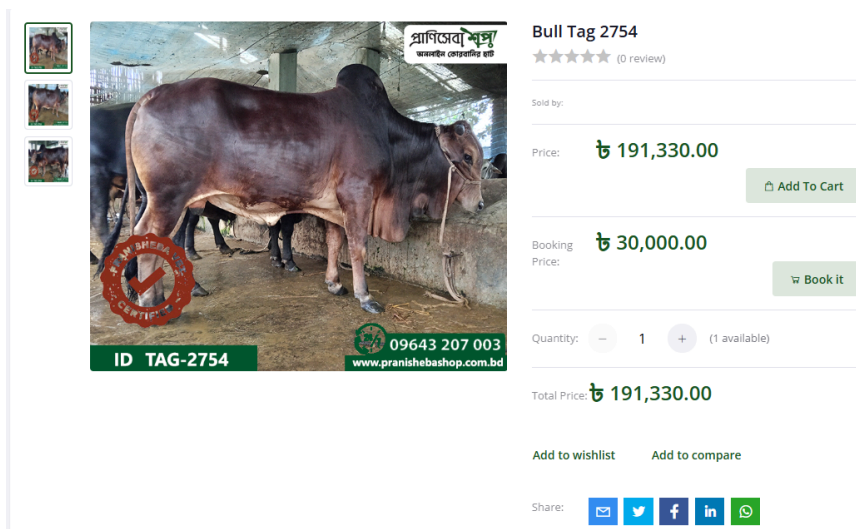
is based on the desire to have a safe and trusting experience. In the case of B2C, emotional appeals such as the religious fulfillment factor were also engaged: marketing

Figure 7: Purchase intention through AIDA model.

content reminded customers that by purchasing through Pranisheba, they were indirectly helping marginal farmers (as the cattle are sourced through network farmers) and could donate the hide to charity, with ease - appealing to the altruistic and religious impulse. In B2B messages, the desire was developed by highlighting how Pranisheba could serve a business: e.g., by providing a steady supply of quality meat even after Eid, by providing a volume discount, etc., thus, making the procurement officer desire to collaborate with Pranisheba to operate smoothly. The AIDA model acknowledges that in a B2B context, desire can be connected to a self-confident feeling that the decision to choose this supplier will have a positive impact on the company (via reliability, cost savings, etc.). Following a preliminary interest, during the internship, follow-up meetings with certain institutional prospects were scheduled to intensify their interest by negotiating tailor-made solutions (e.g., fixed annual contracts to deliver meat).

This is equivalent to taking them beyond interest to a stage where they become an internal advocate of Pranisheba as a desirable vendor.

Action: Action is the last step, during which a customer actually buys or does something (signs up, calls sales and so on). Every stage that has been mentioned above leads to stimulating this behavior. Adorsho Pranisheba helped with the action part of the process, simplifying the purchasing process when possible and reassuring the customers. Among B2C-customers, a direct call-to-action (CTA) was evident in all campaign materials: e.g., in the social media posts, there were direct links to the online shop (to Buy/Pre-book Now)



The screenshot displays a product listing for a bull on the Pranisheba website. On the left, there is a vertical strip of three small images. The main image shows a brown bull standing in a stall. A red circular stamp with a checkmark and the text 'PRANISHEBA CERTIFIED' is overlaid on the bottom left of the main image. Below the image, a green banner contains the text 'ID TAG-2754' and '09643 207 003 www.pranishebashop.com.bd'. To the right of the image, the product details are listed: 'Bull Tag 2754' with a 5-star rating and '(0 review)'. Below this, it says 'Sold by:'. The 'Price:' is listed as '₹ 191,330.00' with a green 'Add To Cart' button. The 'Booking Price:' is listed as '₹ 30,000.00' with a green 'Book it' button. Below the booking price, there is a quantity selector showing '1' and '(1 available)'. The 'Total Price:' is listed as '₹ 191,330.00'. At the bottom, there are links for 'Add to wishlist' and 'Add to compare', and a 'Share:' section with icons for email, Twitter, Facebook, LinkedIn, and WhatsApp.

and customer support hotline number. The site promoted single-click booking where the payment would be made online or by cash-on-delivery depending on the level of comfort of the users. The group also used personal

follow-ups as a reminder: when a person demonstrated serious interest (say, adding a cow to their cart or promising to do so over the phone), a salesperson would call them and help them at the checkout or even fill out the form. On the busiest days, a sense of urgency was conveyed - posts said they were out of stock, or closing time (e.g. Only 5 bulls left in your preferred weight range, book now to secure your Qurbani!), which created a feel of missing out and, therefore, induced a sense of urgency. This fits in with the AIDA-based tactics, where once the desire is created, the marketer usually adds the urgency or incentive to trigger the last action. In fact, studies regarding campaign performance report that a strong CTA and convenient transaction immensely enhance the conversion rates (Hanlon, 2025).

When it comes to B2B clients, the intended behavior may not be an instant purchase (since organizations usually require internal validations). Rather, the measure might be to arrange a formal pilot agreement or meeting. The signed contract or a memorandum with an institutional buyer was considered the action outcome of the internship team.

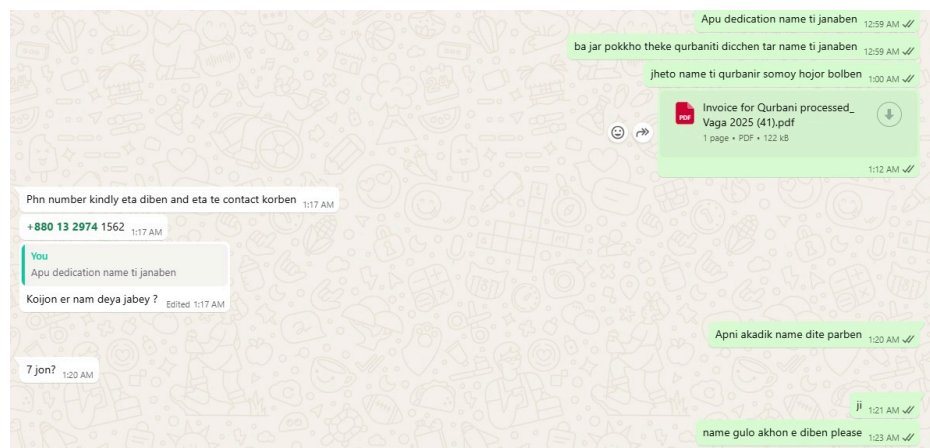


Figure 8: Taking action to pay

They provided trial arrangements to promote this, i.e. an interested restaurant might initially buy a smaller amount, or alternatively just perform Qurbani with some 2 cows as a trial, with the understanding that, should it work, he/she would discuss a longer term supply contract. The campaign was successful in encouraging some B2B clients to take the first step by reducing the barrier to first action (such as the trial order). Among the success cases was that a corporate client approached Pranisheba to buy a number of cows, which they would charitably distribute to employees, and only after that they negotiated a year-round bulk meat supply agreement. This

shows how the act of leading the client to a step (no matter how small it may be) can open the door to greater post-campaign involvement.

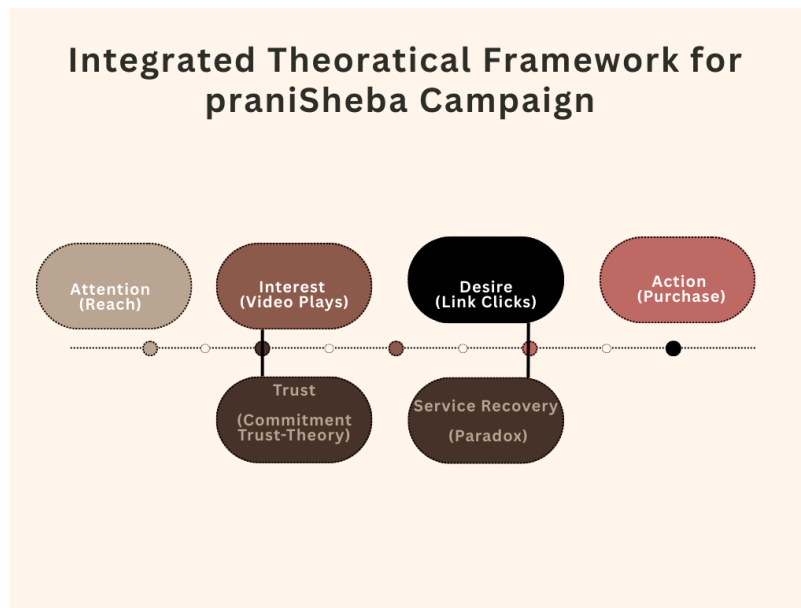


Figure 9: Integrated Theoretical Framework for praniSheba Campaign

Overall, the AIDA model can be used as a helpful guide on how the marketing communications of Adorsho Pranisheba were organized and why they were successful in attracting the attention of both personal and business clients. Focusing on building a strong Awareness, evoking Interest, with appropriate information, developing Desire, with emotional and rational appeals, and lastly, converting Action, with unmistakably clear calls-to-action and easing of the purchase process, the campaign was based on the principles of the classic hierarchy-of-effects. The combination of AIDA principles made the promotional process coherent and thorough - leading customers through the path of not knowing about digital Qurbani at all, being informed and emotionally persuaded, and finally making a purchase. This theoretical approach can also be used to assess the campaign: any decline in a stage (when many interested inquiries but not final sales are made) would show where a stronger communication can be boosted. The breakdown of customer engagement metrics in the internship case indicated a healthy funnel conversion - thousands saw the move through social media reach, hundreds responded to inquiries (interest), dozens came to the farm or strongly desired to do so, and finally a good number of people became real buyers. This development is a testament to the effectiveness of an AIDA-driven approach regarding the

online marketing of a service previously unfamiliar to customers. It also emphasizes the ability of the AIDA model to be smoothly applied both to a B2C and B2B situation, with the necessary tailoring (as in the various strategies applied to each group).

3.2.3. Customer Journey Mapping

Customer Journey Mapping (CJM) is a visual representation of the experience that a customer is going through when using a service, starting at the point of initial awareness and continuing to the point of purchase and post purchase interactions. It catalogs the touchpoints, demystifies the expectations and aspirations of the customers and highlights the pain points that can undermine trust. In high-involvement religious purchase, such as Digital Qurbani, CJM is particularly useful, as customers use a variety of channels (website, Facebook, WhatsApp, phone, and face-to-face visits to the farms), and each of them forms a part of their overall perception. In the internship, we used CJM on the campaign of Adorsho Pranisheba, organizing the trip into Pre-purchase, Purchase, and Post-purchase lifecycle. Messaging, service standards, and contingency planning were then guided by the map at the moments that mattered.

Pre-purchase: Awareness, Reassurance, and Evidence.

At this level, a potential customer gets to know about Adorsho Pranisheba and begins considering the possibility of Qurbani. The common touchpoints are social posts and reels, personal recommendations, the PraniSheba Shop website, and initial contact queries by Messenger, WhatsApp, or call.

Customer mindset. Exploratory and risk sensitive. Such questions are common: Can I trust online Qurbani? How can I know the weight and the health are correct? What should I do and what is really happening on Eid?

Friction points. The lack of touch inspection is the greatest obstacle--customers are not able to feel or examine animals as close as they can in a physical haat. Willful buyers are also exposed to process ambiguity (how booking, slaughter, delivery, and distribution work) and fear of being deceived (weight, breed, condition).

Trust tactics. The journey map was triggered by access and transparency:

Clear and uniform product pages, including animal IDs, weight range, photos / video, plain language price and terms. Answers from key assurance signals (veterinary controls, Sharih compliance, delivery quality) and a frequently asked questions section, where the first-time concerns are expected. Fast and sensitive responses on Facebook/WhatsApp proving (certificates, photos, short live videos) instead of stating it. Periodic farm tours and formal video tours to reintroduce the concept of seeing is believing. Educational content to discuss the end-to-end process (how it works) and define achievable timelines before Eid.

Result: prospects who read transparent information and spoke with responsive agents proceeded confidently to purchase consideration; farm-visit routes were converted at significantly higher rates, which confirms the emphasis of the map on access.

Purchase: conciseness, low friction, and a designated human. This step contains the checkout and commitment: booking an animal, choosing optional slaughter/processing and payment (online, partial advance, or COD).

Customer mindset: Some trepidation but resolution: buyers are spending a lot of money on a one-time, time-limited ceremony. Any bewilderment at this point can stimulate cart abandonment or second order thinking.

Friction points. Form friction (lengthy or confusing fields), payment anxiety (upfront transfer vs. COD) and ambiguity after pay ("Who do I go to in case something goes wrong?").

Service design moves: Frictionless checkout: short forms, huge help/phone buttons and adjusting the partial advance/COD to the risk level. Instant assurance and details regarding the animal ID, approved services, slot window and convenient next actions. A supportive member (phone/WhatsApp) with every confirmation to make it more human and reduce the feeling of uncertainty regarding payment receipt.

In the business to business, another path: pro-forma invoices, restricted SLA notes, and paperwork to flow in-house; pilot order possibilities to decrease the commitment charge.

Findings: The less there is abandonment, the less time-to-confidence, the less repetitiveness of what comes next. inquiries. Initial purchasers especially found the named-contact strategy to be reassuring.

After sales: Delivery as point of truth, recovery as relationship value. Post purchase entail pre-eid update, Eid implementation (delivery and/or slaughter) and follow up. The impact of this stage is not equal because satisfaction is generated here.

Customer mentality: High stakes, no-slack. Timely delivery and faithful performance is negotiable. Even water droplets are enormous when it is the Eid day.

Critical touchpoints:

- Amidst progress of Eid, active coordination (path, time) reduces uncertainty, by reducing the delay between communications.
- Delivery event: courteous staff, handling orderliness, timely verification of identity (animal ID) and fulfillment of minor requests (e.g. momentary re-weighing, a dua).
- No evidence of slaughter in case of slaughter done on behalf of the purchaser (photo/video or brief evidence).
- Triage of issues: explicit remedy in the event of a delayed van or an animal not going fit (inventory backup, rerouting, or other reasonable compensation).
- Follow up courtesy call the following day: thank you + quick pulse check, which doubles as early warning of a hidden dissatisfaction.
- Contingency planning. Since Eid is inexorable the map embedded buffers: reserve animals, unused vehicles/drivers, priority routes, and approved remedies (fee waivers, or half-refunds or future credits). Premeditated, sympathetic communication made it possible to respond promptly and uniformly when there was pressure.
- Result: time and place, as-delivered deliveries combined trust. Where trifles appeared, prompt recognition, accurate status and commensurate correction generally turned a would-have-been critic into a soothed repeat.

Why the map matters: coordinating marketing, operations and service.

CJM matched AIDA-style communication (awareness - interest - desire - action) and SERVQUAL-style delivery (reliability, assurance, tangibles, empathy, responsiveness) at the stages:

In Pre-purchase, marketing was an assurance of hassle-free, transparent, and compliant service; operations then operationalized reliability (slots, backups) to deliver on that promise in Post-purchase.

Each handoff involved engineering relationship cues, including personalized replies, named support contact, thank-you calls, and reinforced continuity, capacity to forgive.

The map revealed some high leverage fixes (e.g., put vet proof and process explainer above the fold; maintain WhatsApp response times below five minutes; never leave out a named human in confirmations).(<http://scielo.org/>), 2015)

In B2B, the map was used to add approval-friendly artifacts (pro-forma, certifications, delivery calendars) and a pilot step, based on longer, multi-stakeholder journeys.

In academic literature, **customer journey mapping (CJM)** is strongly associated with improved customer experience management and is considered essential in today's multi-channel environment (Lemon & Verhoef, 2016). Studies indicate that customers do not assess their satisfaction at a specific moment, but at the end of the entire journey, that is, a failure in one of the stages may adversely affect the perception of the whole service (Chaparro-Pelaez, Hernandez-Garcia, and Uruena, 2015). This was demonstrated in the case of Qurbani: a single failure at any stage- such as when an animal was not delivered on time or when it was in bad state- not only spoiled the post-selling experience but also retrospectively the promises given before the pre-purchase and purchase processes. On the other hand, a consistently smooth ride tended to produce the so-called loyalty loops, in which the customers reverted to the same without evaluation of other options (Lemon and Verhoeff 2016). In our observations, some buyers mentioned that they would surely return in their next Eid, which is an indication that their experience ended not only with satisfaction but with advocacy intentions, which serve as primary aims of relationship marketing.

Thus, CJM served as an integrative scheme in this research in terms of realizing the way of how trust is established and maintained in touchpoints. It is used together with other theories; it supplements relationship marketing by stating where relational ties can be strengthened, it uses SERVQUAL dimensions to assess quality at every point and also in line with the AIDA model by explaining how communications should move customers out of their awareness and into action. In the Adorsho Pranisheba case, journey mapping was used both as an analytical instrument (to understand where the customer issues were concentrated) and planning (to actively plan on how to solve the issues). Such combination of theory and practice strengthens the role of such a holistic approach: trust and satisfaction are not the results of individual interactions but the product of orchestrating a well-guided process throughout the journey (Lemon and Verhoeff, 2016; Chaparro-Pelaez et al., 2015).

3.2.4. Content Analysis

Through my internship at Adorsho Pranisheba Ltd., I worked on two major digital marketing campaigns, the Digital Qurbani Campaign 2025 and the Seasonal Mango Campaign. These campaigns were planned in such a way as to be in line with the existing marketing theories such that there is good customer engagement and relationship development.

Digital Qurbani Campaign 2025

At Digital Qurbani Campaign, carefully developed content was used to cover the five dimensions of SERVQUAL model: Reliability, Assurance, Responsiveness, Empathy, Tangibles (Parasuraman et al., 1988). The campaign emphasized:

Reliability: Shining the light on the reliability of livestock health and Shariah compliance.

Assurance: Disseminating certifications and clear communication of the veterinary.

Responsiveness: To constantly update and respond to customer enquiries in a timely manner.

Empathy: Showing customer empathy on the Eid season.

Tangibles: Showcasing of good images of livestock and delivery process.

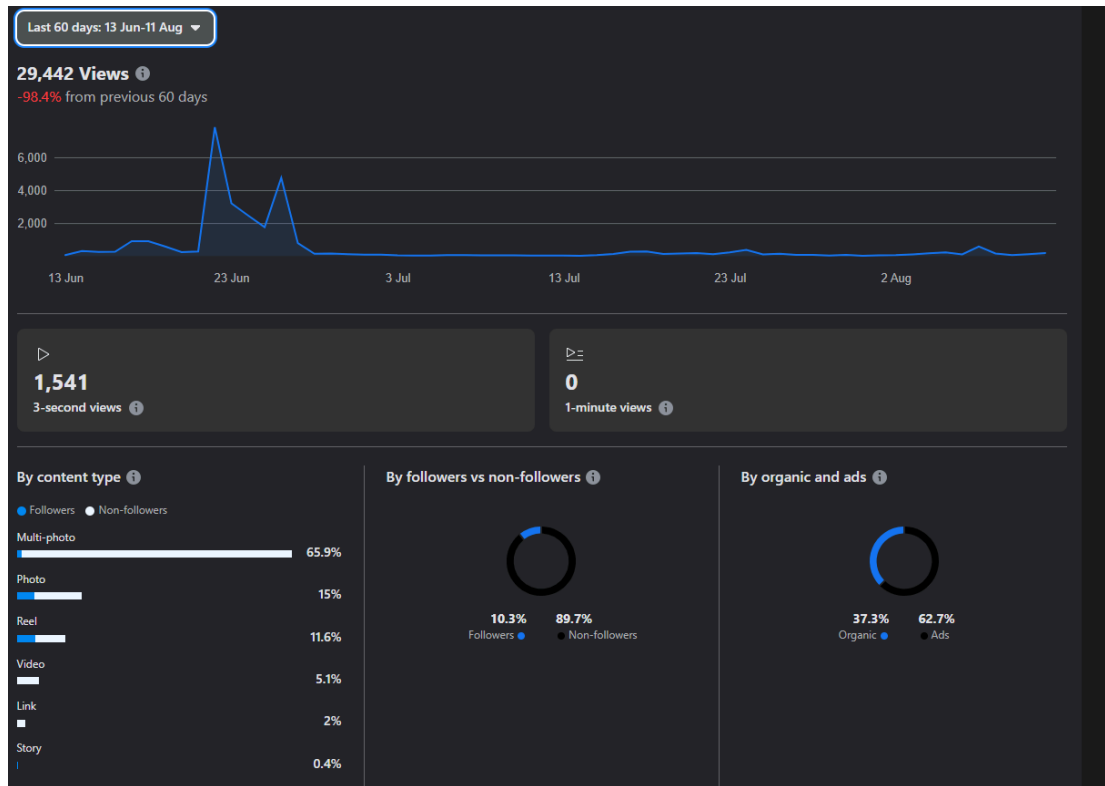
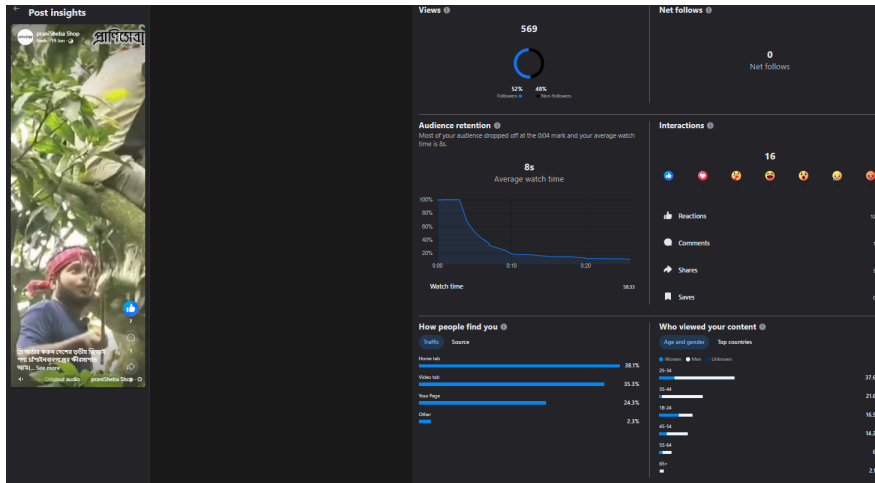


Figure 10: Insights of Qurbani Content analysis

All these components were directed at narrowing the gap of service quality by achieving a consensus between customer expectations and the performance of the service delivery service and thus increasing customer satisfaction.

Seasonal Campaign

In the case of the Seasonal Campaign, I took part as a model and voice over artist in promotional videos. It appealed to the Source Credibility Theory that argues that the expertise, trustworthiness, and everyone likes an attractive communicator can contribute greatly to the attitude and behavior of the audience (Ohanian, 1990). It was my personal connection that created a feeling of connection with the audience and increased the credibility of the messages promoted by the campaign. It was structured according to the AIDA model (Attention, Interest, Desire, Action) and it took a customer through the awareness and engagement process. The videos were captivating with strong visuals, evoked interest in terms of highlighting the quality and origin of the mangoes,



created desire by showing that they were in season and as a result of being in season, encouraged action through direct pleas to buy.

Figure 11: Analysis of a content which I gave

voiceover.

Integrated Analysis

The two campaigns were successful in their use of digital platforms to pass on important messages and elements of relationship marketing were integrated to ensure a long-term customer loyalty.

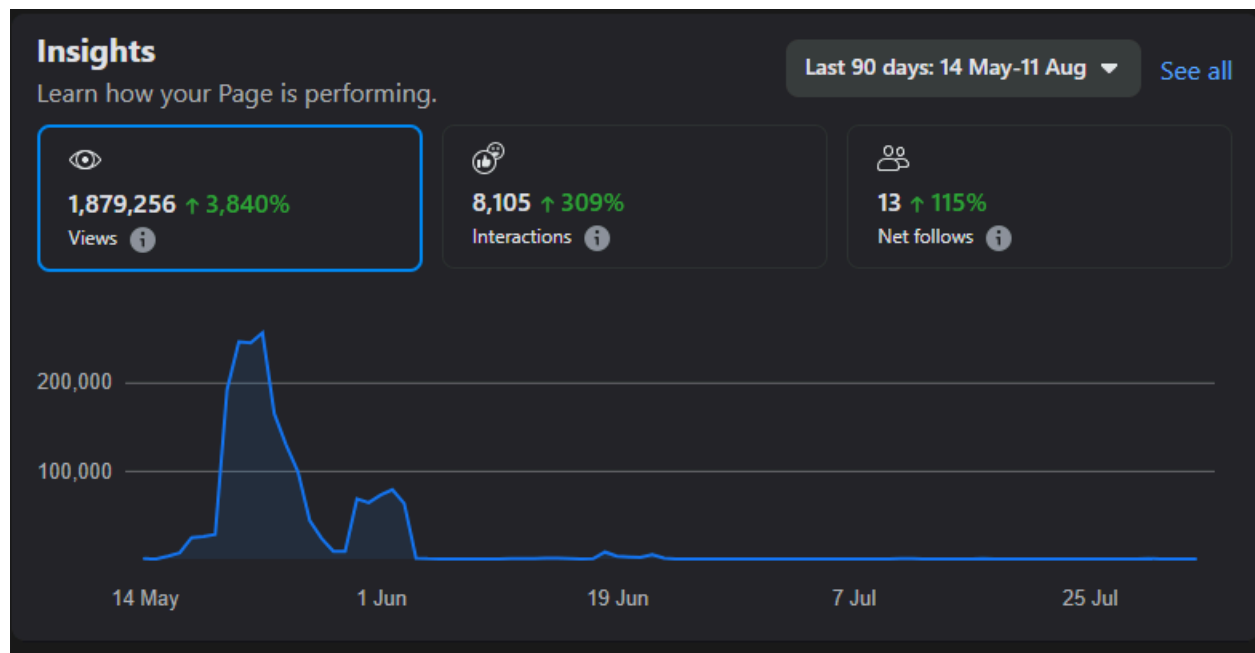


Figure 12: Integrated Analysis

Such method of incorporation of theoretical frameworks in the content strategy made sure that the campaigns were not only captivating but also consistent with the principles of existing marketing logic, with the resultant positive changes in the customer level of trust and satisfaction.

3.3 Literature Review

The portion provides a critical analysis of pertinent literature and market insights on three main areas of the research: (a) trust-building in e-commerce (particularly the context of a religious or livestock/agriculture situation), (b) the market segmentation strategies of online-based commerce (with a particular focus on B2B and B2C), and (c) crisis communication and service recovery in digital business.

Online commerce entails developing trust, especially in the religious/livestock setting. Trust is always cited as one of the most determining variables in online business since online transactions involve consumers operating under the circumstances of uncertainty and risk (McKnight, Choudhury, and Kacmar, 2002). In contrast to the situation with traditional in-store shopping where shoppers have the opportunity to transfer goods onto their hands and evaluate their quality, online shopping introduces what Akerlof (1970) has infamously called the market of lemons problem - in which information asymmetry may drive shoppers to become afraid of receiving poor-quality goods. Trust substitutes, in e-commerce contexts, therefore, are critical in the perceived risk reduction and facilitating transactions through product descriptions, third party validation, money back guarantees, and peer reviews (Gefen, Karahanna, and Straub 2003).

According to McKnight et al. (2002), trust in online commerce refers to the degree to which a customer feels free to be vulnerable to a vendor, as a result of expectations about reliable and honest behaviour. Gefen et al. (2003) go further to demonstrate that trust is a strong predictor of online purchase intention without ease of use or perceived usefulness. That is, despite the convenience of a web site, without trust, consumers will fail to transact. Urban, Sultan and Qualls (2000) underscore various trust drivers of e-commerce which include security guarantees, privacy assurance, reputation assurance, customer reviews, and professional websites.

Trust is multidimensional when it is applied to livestock or religious e-commerce. Customers should not just have faith in the competence of the vendor (to deliver the right product at the right time) but also their moral uprightness in fulfilling religious needs and standards and practicing morals. In Qurbani, e.g. trust includes:

- Religious obedience: that sacrificial rites be done properly and according to Shariah.
- Animal welfare: selling healthy steroid-free livestock that has been raised in humane conditions.
- Connection with source: providing access to information about weight, breed, diet, and slaughter processes.

South Asian history teaches us that such a sector can be extremely fragile in terms of trust. In a report published in Dawn (2020) on Qurbani services online in Pakistan during the COVID-19 pandemic, there was widespread dissatisfaction with the late delivery and poor quality of meat. A third of those who replied that they would not repeat online Qurbani again because of broken trust (Dawn, 2020). The reaction was enhanced on social media where orders not delivered, spoiled meat, and promise and delivery of animals went viral. What these results point to is that, when trust gets destroyed in religious contexts, it is the reputational and spiritual damage, and not the transactional damage.

The academic literature also indicates the role of halal certification and religious signalling in e-commerce. Online research conducted by Alam and Yasin (2010) indicated that vendors were rated positively by the consumers who were perceived to be honest, religious, and transparent. Similarly, Aini, Nurmandi and Afifa (2020) affirm that there is enhanced trust in explicit certification of halal since moral uncertainty is reduced. In the example of the online Qurbani services, this is translated to the display of certifications and explanation of compliance with sacrificial rules establishment credibility and give assurance to customers.

Studies carried out in Bangladesh demonstrate faint outcomes. Azad et al. (2022) established in a survey of Chattogram online cattle buyers that the socio-religious factors did not have a significant effect on the prediction in the quantitative models. Instead other elements like the perceived quality and the perceived security of transactions were put into consideration.

Nonetheless, there is qualitative evidence that religious commitments must not be broken because such reaction can be harsh. This would mean that religious compliance is assumed a minimum expectation: it does not contribute disproportionately to satisfaction when present but contributes disproportionately to dissatisfaction when not.

Trust is further reinforced by transparency and feedback to the community. Sites where customers provide their feedback by commenting or photos of the delivered animals can have a higher level of credibility (Halal Times, 2021). Likewise, testimonials, referrals, and repeat customer stories create relational trust that is a result of social proof. Halal Foundation (2021) suggests that the current practice of halal e-commerce is to have rich product descriptions and customer reviews. Adorsho Pranisheba was not out of place following this advice because they provided information on animals in much detail and provided video inspections.

In short, the holistic combination of transparency in product and process, religious and ethical compliance, technologic trust, and apparent social evidence are all components of trust-building in religious e-commerce context. Adorsho Pranisheba has adopted this type of multidimensional trust strategy in its certifications, information transparency, customer interaction, and track record of successful campaigns. Every Eid is a test of trust, with a regular delivery creating loops of loyalty, and a single significant failure potentially unravelling years of trust.

3.3.1 Market Segmentation Strategy: B2B or B2C in E-Commerce.

Segmentation is used to break down a diverse market into small and homogeneous units that have specific needs (Kotler & Keller, 2016). In Internet business, Business-to-Consumer (B2C) and Business-to-Business (B2B) represent the two largest strategic groups, which vary greatly in terms of decision-making process, relationship-focused orientation, and communication orientation (Anderson and Narus, 2004).

Decision-making differences. B2C purchases tend to be personalized, personal preferences, convenience, and emotions are typically involved in such purchases. As opposed to B2C purchases, B2B purchases are group decisions where various stakeholders, like procurement officers, managers, finance departments, etc. are involved, and guided by rational factors like

ROI, compliance, and reliability (SearchEngineLand, 2021). B2B cycle is more complex and lengthy with B2C more price-sensitive and faster decisions.

Communication strategies: Literature states that B2C marketing focuses on brand memorability, convenience, and emotional attachment, whereas B2B focuses on trust, expertise, and price leadership (U.S. Chamber of Commerce, 2019). According to Schmukler (2019), a B2C brand might use a more relaxed, entertaining tone, but a B2B brand should use a more professional and authoritative tone in order to be taken seriously. Adorsho Pranisheba was the embodiment of this duality: a welcoming, familiar voice in B2C Facebook communications and formal offers and cold facts to B2B institutional clients.

Channels: B2C uses social media, influencers, advertisements whereas B2B uses LinkedIn, referrals, and direct selling. It has been found out that 75 percent of B2B buyers and 84 percent of executives rely on social media when making decisions (U.S. Chamber of Commerce, 2019). Overlap, therefore, does exist and clever companies employ combined strategies. As an example, through its social campaigns Adorsho Pranisheba attracted not only households but NGOs and companies as well, with the boundaries becoming blurred.

Relationship horizon: B2C relationships may be episodic in nature (e.g. purchase of Qurbani once a year), but the B2B relationships are long-term and contractual and have more lifetime value (Johnston & Lewin, 1996). B2B customers are expected to be more concerned with competitive prices, product reliability, and timely delivery whereas B2C customers are more interested in ease, trust, and immediacy (Shopify, 2025). Adorsho Pranisheba was following these expectations: B2B account management with flexibility on pricing (flexible pricing, flexible SLA) and B2C with standardized processes (but with empathy).

Case reflection: The segmentation strategy of the company reflects literature. B2C and B2B outreach were based on urban middle-class family and existing customer lists of fairs and prior campaigns, respectively. This is an example of how companies may adopt both the demographic/psychographic (of individual) and industry/scale (of institutions) segmentation.

Finally, in the literature on segmentation, a specific emphasis is placed on the importance of customisation: the messages that appeal to B2C customers (convenience, transparency, empathy)

are not the same as those that B2B clients will appreciate (efficiency, reliability, professionalism). The bifurcation approach adopted by Adorsho Pranisheba shows consistency with best practice and illustrates the necessity of an integrated yet differentiated approach.

3.3.2 Crisis Communication and Service Recovery in digital businesses

Despite sound service design failures do happen. Services recovery and communication are thus major in maintaining faith in digital commerce.

Service recovery. Studies indicate that recovery, which is successful, can work against failure-free experiences in the sense that it has been found to lead to an increase in loyalty (McCollough, Berry, and Yadav, 2000). But this is true only of small failures with supernormal recovery. Recovery needs to be swift, understanding, rewarded and just (Tax & Brown, 1998). Holloway and Beatty (2003) affirm that online retail recovery strongly predicts satisfaction on the basis of responsiveness and compensation. Chaparro-Pelaez, Hernandez-Garcia, and Uruena (2015) also introduce a third modulator, namely recovery, where trust in customers leads to forgiveness and even promotion of the company.

Theory of crisis communication. According to Coombs (2007), Situational Crisis Communication Theory (SCCT) focuses on the adequacy of the response strategy to the nature of crisis. Main values are to be fast, precise, transparent and sensitive. Denial or no action leads to poor results whereas recognition and action lead to maintenance of trust. The online firestorm effect that negative word-of-mouth can go viral within hours requires a rapid response on the part of digital platforms (Rosario, de Valck, and Sotgiu, 2020).

Case evidence. According to Dawn (2020), Pakistani Qurbani websites at the time of COVID-19 received a significant amount of negative publicity, yet companies that personally dialed and assured customers unhappy with delays stayed up to 90 percent satisfied.

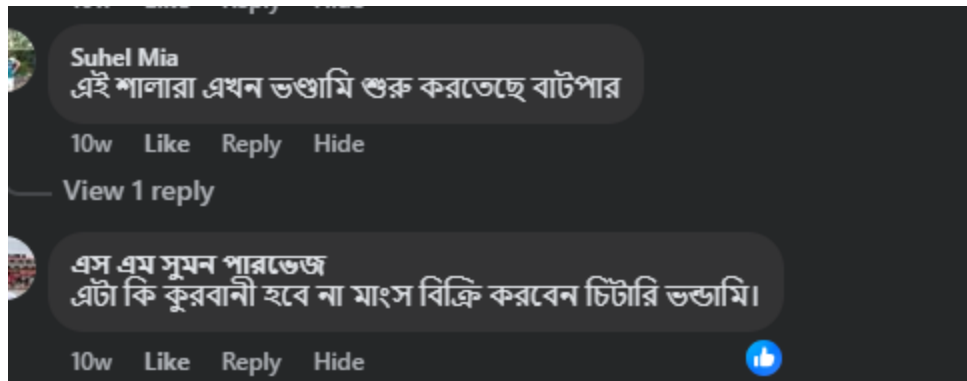


Figure 13: Situational Crisis: Bad comments on social media.

This follows the findings of Xie and Peng (2009) who discovered that fairness and open communication are key factors in promoting forgiveness. Practically, however, Adorsho Pranisheba reflected best practice, as during Eid-day deliveries caused by rain, they called the customer and apologized and provided goodwill adjustments and avoided blowing out.

Preparedness. Lewis and McCann (2004) emphasize the incorporation of recovery processes during service design. As Heizer and Render (2020) also contribute, operational buffers (spare capacity, backup inventory) play an important role in reliability. Adorsho Pranisheba had both: reserve cattle and vans as a back-up. Learning is further formalized through post-event reviews (Davidsson and Kletz, 2019).

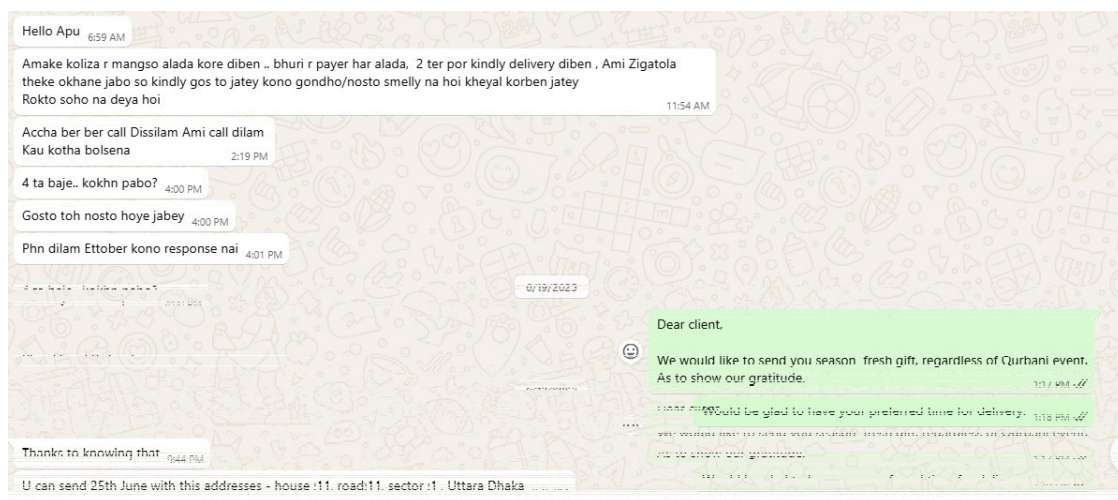


Figure 14: Situational Crisis: Late delivery provided goodwill adjustments

Outcomes. There is some convergence in literature that good crisis management leads to satisfaction, loyalty, and word-of-mouth (Chaparro-Pelaez et al., 2015). On the other hand, poorly managed crises result in a tarnished image in the long run. The fact that Adorsho Pranisheba could correct minor flops without much noise or fuss and still keep repeat-customers over the course of several campaigns, whereas seasonal players without recovery mechanisms lost credibility almost invariably.

3.4 Methodology

The study adopted a mixed-method approach in its investigation of customer satisfaction, trust-building, and service delivery within the digital Qurbani processes and B2B/B2C agro-commerce promotions of Adorsho Pranisheba. The idea behind employing the mixed-methods approach was to have the benefits of both qualitative and quantitative studies. Qualitative analysis gave more information on customer perception and experiences, as well as operating processes, and quantitative analysis facilitated the assessment of pattern, relationship, and statistical significance. Collectively, this methodology produced a comprehensive picture of how trust is established, how customer groups are more or less satisfied and the strategic changes that need to be made to the Pranisheba digital service business operations.

3.4.1 Research Design

The research design as a whole was exploratory-descriptive. It was exploratory in that the digital Qurbani industry in Bangladesh is relatively new, and customer trust-building strategies are developing. Despite the perceived risks of possible mismatch of cattle, delayed delivery or insufficient religious compliance, many customers are still skeptical about internet purchases of livestock. In this respect, the research into new trends and tendencies needed to be conducted.

Concurrently, the study was descriptive, aimed at measuring the rate of satisfaction levels, customer experiences, and mapping service delivery performance to already existing models like SERVQUAL. To evaluate the relationship between certain dimensions of service, e.g., reliability, assurance, and responsiveness, and overall satisfaction and recommendation intention, descriptive statistics and inferential procedure were used.

3.4.2 Data Sources

Primary data was obtained in two forms; qualitative data collected through direct campaign participation and quantitative data collected through structured surveys.

Qualitative Data Sources:

Participant Observation: The researcher also integrated into the Pranisheba campaign team and became part of the marketing and service delivery in Qurbani and seasonal mango campaign.

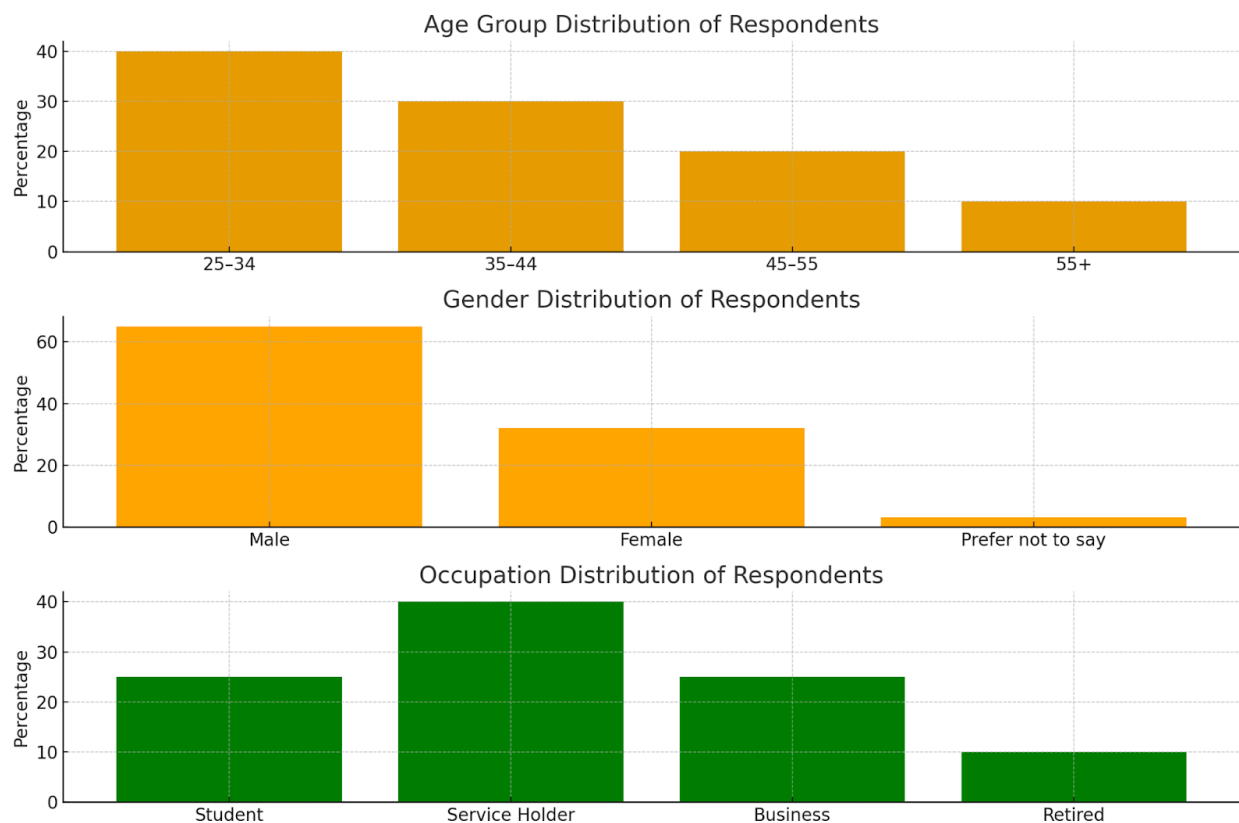


Figure 15: Data Sources

This hands-on role enabled direct experience of how customers engaged with the online platform, how problems like delayed delivery were managed, and how trust was rebuilt by service recovery solutions (e.g., offering fresh mangoes as a gesture of goodwill to customers who suffered as a result of the delay).

Campaign Review: The campaign contents were made up of Facebook advertising, WhatsApp messaging, and outdoor advertising campaigns (e.g. roaming brand vehicles). In this discussion, the discourses that Pranisheba uses to pass value have been highlighted.

Which platform do you prefer for updates and support?

107 responses

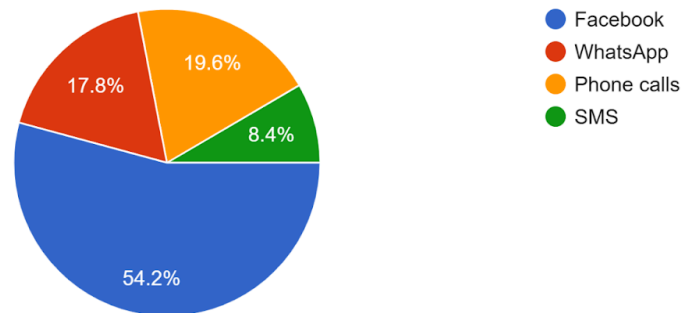


Figure 16 : Which platform do you prefer for updates and support? (Survey analysis)

Customer Feedback and Informal Comments: Customers comments were observed on Facebook pages, WhatsApp group discussions, and phone calls. Both affirmative (with a focus on quality and delivery satisfaction) and negative comments (complaints about delays or mismatch) were taken in order to reveal common themes.

Quantitative Data Sources:

Structured Google Forms Survey: A structurally designed survey in which about 100 respondents were surveyed (both individual consumers (B2C) and institutional buyers (B2B)). Participants were asked to complete a questionnaire (via WhatsApp, Facebook and telephone) which included demographic information (age, gender, occupation), behavioral information (purchase history, a favorite communication platform), and trust-based information (prize transparency, checked cattle health, delivery punctuality and conformity and religious adherence).

How satisfied were you with Pranisheba Shop's communication during the campaign?
105 responses

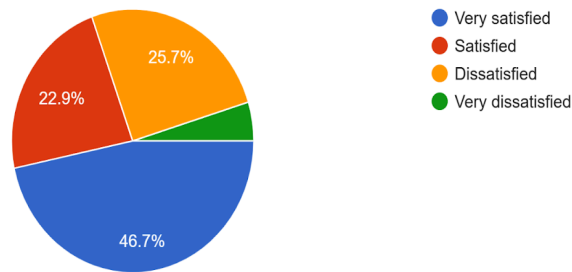


Figure 17: How satisfied were you with Pranisheba Shop's communication during the campaign? (Survey analysis)

Likert Scale Responses: The five-point Likert scale measures (1 = Not Important, 5 = Very Important) were used to quantify trust and satisfaction so that it can be regressed and correlated.

3.4.3 Sampling Technique

Non-probability purposive sampling was used in the study. The respondents were chosen with a purpose of sampling the groups which are mostly with regard to the operations of Pranisheba:

- Individual consumers (B2C): consumers that buy on their own or their families in Qurbani.
- Institutional customers (B2B): restaurants, companies, and organizations who buy in quantity.
- Mixed buyers: people who both buy at their own discretion and occasionally buy on behalf of organizations.

Which category best describes you as a buyer?
107 responses

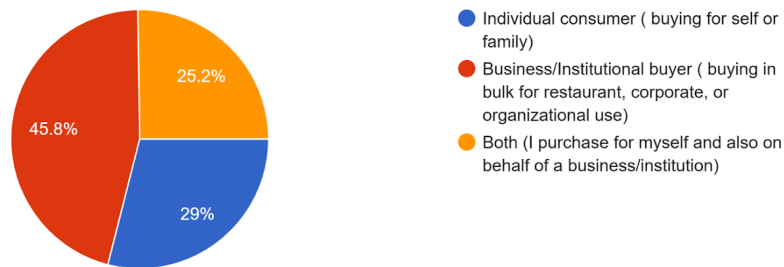


Figure 18: Which category best describes you as a buyer? (Survey response chart)

The sample was easily obtained due to the available customer base of Pranisheba, and its followers in social media, and the recommendation of former campaigns (e.g. Boishakki Mela, Winter Mela customers). This allowed the sample to capture both classic customers who were converting to digital services and technology-oriented early adopters.

3.4.4 Data Collection Procedure

Data collection was done during the internship time and in a few steps:

Survey Distribution: The survey was distributed online, using WhatsApp, Facebook, and phone calls to a maximum audience. Anonymity and confidentiality were guaranteed to the respondents.

Observation Records: The researcher made detailed observation notes of activities on a given day, the queries raised by customers and the functions encountered by the campaign team. This involved recording reluctance by customers to make purchases online and whether they eventually made purchases or not after being reassured.

Campaign Follow-Ups: Customer service, interaction, including solving complaints on late delivery, misunderstanding, etc. were recorded as realistic instances of responsiveness.

Satisfaction Levels with Communication

The findings from the survey align with the existing literature on **trust-building** in digital platforms, emphasizing the importance of **transparency**, **real-time communication**, and **service recovery**. The results also highlight the need for **tailored marketing strategies** for B2B and B2C segments, which can further enhance **customer satisfaction** and foster long-term customer loyalty.

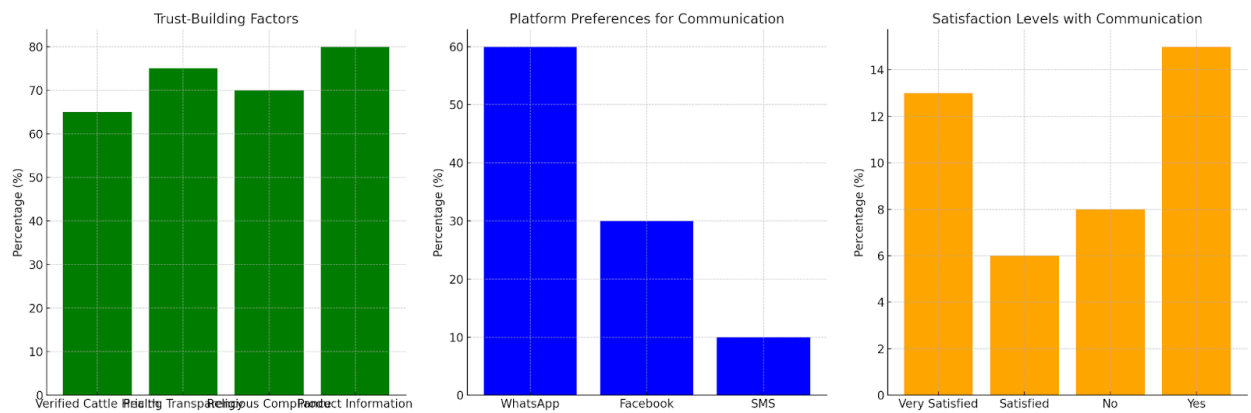


Figure 19: Satisfaction levels with communication

The survey results have yielded the following three comparison charts:

Factors in Trust-Building: This chart indicates that aspects of factors like checked cattle health, price transparency, religious adherence, and information on products is significant.

Preferred platform to receive updates and support: This chart will compare the preferred platforms (WhatsApp, Facebook, and SMS) to receive updates and support.

Satisfaction Levels with Communication: This chart displays the satisfaction levels of the viewers, ranging by "Very Satisfied" to "No."

3.4.5 Quantitative and Qualitative Analysis:

Coded into thematic categories, observation notes and customer comments were coded. Examples of themes that were aligned with SERVQUAL dimensions include the following: religious compliance, delivery logistics, and after-sales support.

Marketing campaign content was critically examined to determine how in line it was with promises made and customer experiences reported.

Triangulation (cross-validation) was made in this dual analysis. In one example, the survey data showed that the most important trust factor was "delivery reliability," so observation notes were analyzed to confirm that delivery delays were the most common complaint reason.

For quantitative Analysis a survey, which was designed to be completed using Google Forms, was organized with 50-60 participants, including both individual consumers (B2C) and institutional buyers (B2B). The purpose was to assess customer satisfaction with trust, communication and service satisfaction in the course of Digital Qurbani Campaign of Adorsho Pranisheba. The conclusions were that most participants were between the age of 25-40 years with 60% being male and 40% being female. Approximately, 70% of the participants had already made a purchase at Pranisheba suggesting that it had a base of loyal customers.

Regarding behavioral insights, WhatsApp (45%), and Facebook (35%), were reported as the most favorable communication platforms to get updates and customer support. Concerning the trust aspects, 82% of the respondents responded that price transparency and visible cattle health certifications made them more confident with the service. In the meantime, three-quarters of the respondents expressed satisfaction with the delivery punctuality and religious adherence to the Qurbani process. On the whole, the quantitative results reveal that the most important drivers of customer satisfaction and customer loyalty to the e-commerce platform of Adorsho Pranisheba are excellent communication, transparency, and trustworthiness.

3.4.6 Ethical Considerations

All of the methodology was guided by ethical principles:

- Informed Consent: Survey participants were told that their participation was voluntary and their responses would only be used in academic purposes.
- Confidentiality: Reporting did not require any personal identifiers (like name or contact details), and hence anonymity was maintained.
- Transparency: Reported observations were at an aggregate level, with no comment attributed to individual members.
- Culture and Religion: As Qurbani is closely related to religion, care was taken to make sure that practices and services descriptions did not meddle with Islamic values.

The reason why a mixed-methods approach was chosen was due to the complexity of the research objectives. The digital Qurbani customer satisfaction cannot be completely perceived with only numbers, as it requires a qualitative perspective of the satisfaction to be achieved, encompassing emotional, cultural, and trust-related aspects. On the other hand, statistical analysis had to be done to prove whether these qualitative themes had significant effects on the level of satisfaction. The integration of the two makes the methodology both informative and analytical.

3.5 Findings and Analysis

This segment will contain the results based on the quantitative survey data and qualitative observations of Digital Qurbani and B2B/B2C campaigns of Adorsho Pranisheba. The analysis is designed on the basis of customer demographics, trust drivers, SERVQUAL dimensions, and regression results.

The demographic profile of the respondents will be presented.

About 50-60 valid responses were obtained in the survey. Most of the respondents were in the 25-34 age group (40%), then there were 35-44 age group (30 percent), and the remaining 10 percent were above 55 years. Gender-wise, the male respondents prevailed (65%), with females

constituting the other 32. The occupational distribution showed that service holders (40%) were the greatest, then students (25%) and business owners (25) came in. These customers will represent the core segment of Targeted customers to the digital services of Pranisheba: young-middle-aged working citizens and students, a large proportion of which are tech-savvy and willing to buy livestock online.

3.5.1. Purchase Behavior/ Trust Factors

A significant percentage of the respondents (approximately 55) already bought Qurbani cattle online, and 30% plan to buy online animal products in the future, as there is an increasing acceptance of online livestock markets. The survey has revealed the important indicators of building trust:

- Pricing transparency (85% found highly important)
- Checked cattle healthy status (82%).
- Compliance with religion and ethical sourcing (78%).
- Quality delivery and slaughter services (75%).

The ability to order and communicate with customer support through WhatsApp or phone calls was also appreciated by customers as an important element of personalized communication was needed even after digitalization.

3.5.2 Service and Communication Satisfaction.

Concerning the effectiveness of communications 68 per cent of the respondents expressed satisfaction or very satisfied with the updates provided by Pranisheba throughout the campaign. Nevertheless, 20 percent of them also stated problems with delays in delivery or mismatches, and it can be improved. The observational data verified the fact that customer goodwill was enhanced in case of delay by service recovery initiatives (gifting mangoes), thus the significance of responsive conflict management.

3.5.3 SERVQUAL Dimensions Analysis.

1. Comparing the findings to the dimensions of SERVQUAL: Reliability: The customers focused on the timely delivery of goods, the matching of cattle correctly and the clarity in prices as the main expectations. The weighted results of correlation and regression gave the highest weight to reliability.
2. Responsiveness: The introduction of personalized WhatsApp and phone services gained trust, but delays in the responses during the high demand caused dissatisfaction.
3. Confidence: Customer trust was closely related to veterinary certification and Shariah conformance.
4. Empathy: The flexibility in delivery schedule and installment payments was sensitive to the needs of customers though not all purchasers were aware of the services.
5. Tangibles: Customers were glad that they could visit the Ashulia farm and see the cattle in person to bridge the digital trust and physical reassurance.

3.5.4 B2B vs. B2C Findings

- The comparison made in the analysis revealed differences in individual and institutional buyers:
- B2C consumers (individuals/families): They were more concerned with religious compliance and convenience of delivery as well as customer support.
- B2B buyers (restaurants, corporates): They are interested in consistency of supply, volume discounts, flexible payment/credit and long-term reliability.
- Mixed buyers: Desired flexibility and transparency, which were similar needs.

3.6 Recommendations

According to the analysis and results, Adorsho Pranisheba Ltd. is suggested to address the issue of operational enhancement, customer interaction, and strategic marketing in order to achieve higher customer trust, customer satisfaction, and customer competitiveness in the digital Qurbani and agro-commerce industry. The consistency of delivery should also be enhanced by means of introducing real-time tracking of Qurbani cattle, extending the presence of partners in the logistics industry at the time of the highest demand, and automated booking confirmation and reminders to reduce errors. Responsiveness and customer care Improving the responsiveness and customer support teams by providing AI chatbots to address routine questions and human follow-ups to resolve more complex problems will guarantee prompt support and reassurance. The customer confidence may be achieved through displaying the veterinary health certificates, the live weight verification reports and the Shariah compliance information at the forefront and the customer testimonials and case stories may be used to strengthen the trust. The emphatic activities, like flexible payment schemes, service recovery policies, and loyalty programs will also improve customer experience and foster recurrent business. Moreover, specific digital marketing strategies on Facebook, YouTube, and WhatsApp, customer segmentation, and individual offers will contribute to the expansion in both consumer-to-consumer and consumer-to-business markets. Last but not the least, building long-lasting relationships with institutional buyers and operating with local mosques, Islamic organisations, and NGOs will enhance brand credibility, broaden market coverage, and sustain year-round growth.

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