

Report On

*“A study on the influence of COVID-19 on university students
online food purchasing behavior in Bangladesh”*

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

BRAC Business School
BRAC University
June 2021

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Kazi Ahab Mahadi

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Supervisor's Full Name & Signature:

Ms. Tanzin Khan

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Ms. Tanzin Khan
Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “A study on the influence of COVID-19 on university students online food purchasing behavior in Bangladesh”.

Dear Madam,

I am pleased to present my internship report, which is named “**A study on the influence of COVID-19 on university students online food purchasing behavior in Bangladesh**”.

I have tried my best to complete the report with the most relevant information and recommendations in the most compact and thorough way possible.

I sincerely hope that the report will fulfill your expectations.

Sincerely yours,

Kazi Ahbab Mahadi
18104280
BRAC Business School
BRAC University
Date: June 07, 2021

Acknowledgement

From finding the best organization to accomplish my internship to having the opportunity to work on a variety of incredibly interesting projects to the end of writing about the three-month learning process, adaptation, and real-world experience, none of this would have been possible without the assistance of some incredibly talented and helpful people. I would really like to thank them all while also realizing that the almighty was and continues to help me develop, also I am grateful for every ounce of his kindness.

First and foremost, I would want to express my gratitude to Ms. Tanzin Khan, Lecturer at BRAC Business School for her patience and advice throughout my internship. Her excellent ideas assisted me in developing a productive concept while also allowing me to describe my complete internship experience.

In addition, I would want to convey my profound appreciation to Mr. Nayeem Ahmed Hredoy, Manager, Client Service, at Asiatic EXP, who is my organizational supervisor. He coached me through the process of completing my internship report. He looked through my ideas and used his expertise to help me produce a better output. I would also want to express my appreciation to Mr. Manas Paul, Director, at Asiatic EXP, who served as a supervisory authority during this time.

Their unwavering support has aided me in finishing the report with a positive attitude.

Executive Summary

One of the most important factors in forming a consumer's opinion of a brand is event marketing. Everyone is getting into the area of experiential event marketing, from multinational corporations to little businesses. Asiatic EXP is a market-leading provider of BTL-based event marketing services. With the growing need for experiential event marketing, event-based companies like Asiatic EXP have found a lucrative market. As a market pioneer, Asiatic EXP benefited from several of the first-mover advantages, including limited to no competition, pricing control power, and even more. However, as more agencies join the event business, Asiatic EXP requires a double-check on their organizational and operational structure. The goal of this paper is to examine the link between the strategic planning team and the operations team, two of the most significant departments in any event marketing firm. Furthermore, the paper discusses the relevance of operational activities in terms of efficiency. The entire report was built around a descriptive case study with theoretical foundations. Secondary data was gathered using the internet to validate some of the primary data. The report also contains information on the organization's origin and history, as well as my roles and obligations of an intern in the Client Service department. I have undertaken all of the essential precautions to assure the report's quality. I genuinely hope that it provides all necessary information that is within my abilities to provide.

Keywords: brand; activation; experiential; key visual; event marketing.

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List of Acronyms

EXP	Experiential
CTA	Call To Action
BP	Brand Promoter
MQL	Marketing Qualified Lead
DW	Digital World
PR	Press Release
POS	Point of Sales
PPC	Pay Per Click
SEO	Search Engine Optimization
UGC	User Generated Content
RFP	Request for Proposal
TOR	Terms of Reference
CRM	Customer Relationship Management
PPC	Pay Per Click
SEM	Search Engine Marketing
KV	Key Visual
AV	Audio Visual

Glossary

RFP

A request for proposal is a professional document that declares a project, explains it, and invites eligible contractors to submit bids to finish it.

TOR

The objective and structures of a project, committee, meeting, negotiation, or any other comparable group of individuals who have decided to collaborate to achieve a common objective are defined by the terms of reference.

Chapter 1

Overview of Internship

1.1 Student Information: Name, ID, Program and Major/Specialization

I Kazi Ahbab Mahadi (ID:18104280) a final year student at BRAC Business School, BRAC University have completed all the required courses for the Bachelors of Business Administration program where I dual majored in Marketing and E-Business.

1.2 Internship Information

1.2.1. Period, Company Name, Department/Division, Address

I completed my internship at Asiatic Experiential Marketing Limited which is situated at House 10, Road 28, Block K, Banani, Dhaka, Bangladesh. Under Asiatic Experiential Marketing limited, I worked as an intern at the Client Service department from 16th of February 2021 to 30th of May 2021.

1.2.2. Internship Company Supervisor's Information: Name and Position

My internship line manager was Mr. Nayeem Ahmed Hredoy who is a Manager of the Client Service department at Asiatic Experiential Marketing Limited. Under his supervision I had a great learning opportunity and experience at Asiatic EXP.

1.2.3. Job Scope – Job Description/Duties/Responsibilities

In Asiatic EXP's Client Service Department, I started as an intern. My organization's supervisor briefed me about the organization, how it works, and the interrelationships between each of its departments on the first day of my employment. Following that, there was a training session to provide in-depth information of the company's operating structure and system. My line manager, Mr. Nayeem Ahmed Hredoy, Manager of Client Service department, started involving me into projects from the same day. Being a manager, he is responsible for the output

of the Client Service department, which he coordinates with both the client service and operations departments. I was given instructions to aid him with planning ideas, organizing physical and virtual events and assisting in government and corporate meetings.

My job was to act as a link between the clients and the agency. I acquired briefings from clients while maintaining a positive business relationship. Following that, I had to debrief the client brief to the planning and creative departments. Also, I was required to follow up on any enquiries about the brief, whether they come from the client or the planning department.

A Client Service intern must follow these few key procedures in order to organize an event successfully:

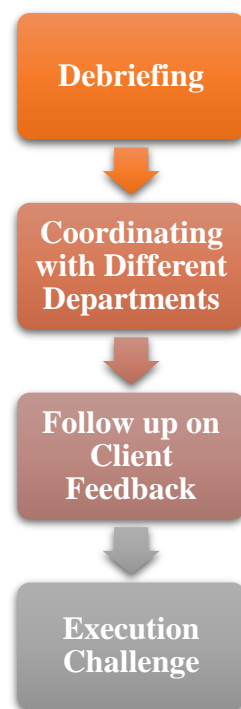


Figure 2.2: Client Service Intern Work Flow

Client Service Department's Organogram

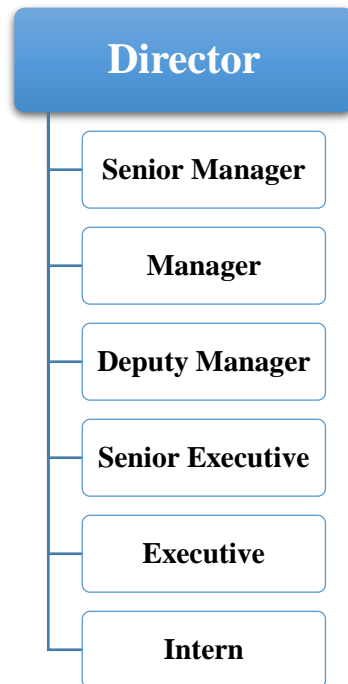


Figure 2.1 Organogram of AEXP's Client Service Department

1.3 Internship Outcomes

1.3.1. Student's contribution to the company

Despite being an intern, I was given genuine responsibilities and projects to work on, the working hours was something that I had a little bit of difficulty to adjust to for a couple of days initially. In the past three months I have contributed in planning government and corporate events notable ones include 26th March, 50 Years of Bangladesh celebration at the National Parade Ground; Inauguration of Payra Power Plant; WCIT 2021 Bangladesh; OMERA lubricants new pack launch event; OMERA LPG Partners Meet at Grand Sultan Tea Resort and so on. At the same time, I assisted my line manager in government and corporate meetings by taking briefs, debriefing them to the Planning and Creative departments and helped create pitch presentations. Along with that I aided my line manager in generating social media

contents for UNDP's #MaskUpBangladesh campaign. On the other hand, I produced Google AdSense ads for ILO World Day for Safety and Health at Work. Additionally, I contributed in organizing events such as UNCDF's phygital conference on "Leaving no micro-merchants behind in the digital era - in Bangladesh" at The Westin Dhaka and British American Tobacco Bangladesh's BUY HERE NOW Present's Here's To Life | SHUNNO concert at The Westin Dhaka. Last but not the least I had to create professional reports particularly International Finance Corporation, The World Bank Group's "Bangladesh International Investment Summit 2021" and the government of Bangladesh's "Digital World 2020".

1.3.2. Benefits to the student

Working for all of these projects has enabled me to have intensive learning outcomes in the last three months. It taught me to manage real-life projects, planning ahead, and multitasking. Similarly, addressing client issues thoughtfully and effectively, while ensuring that projects are delivered on time and within budget. On top of that I learned the art of challenging clients based on the sound knowledge of the project. In addition to that, coordinating with planning, creative and operations teams for timely delivery of projects has enhanced my leadership & people skills. Besides, grinding through continuous client feedback and follow-ups has also helped me gain knowledge from practical experience.

Overall, throughout my internship period at Asiatic Experiential Marketing Limited I have contributed in multiple projects and gained lots of new learning through practical experience. My role as a Client Service Intern at Asiatic Experiential Marketing Limited has allowed me to build exceptional time management and multitasking skills alongside polishing my technical abilities. My work was not only limited to Client Service, I have contributed in Planning, Creative and Digital as well. Apart from that, Asiatic EXP has a unique work culture and

flexible environment because of which I genuinely enjoyed working here. My line manager provided me with several opportunities and put his faith in my abilities by entrusting me with important tasks, which increased my self-confidence while also broadening my knowledge. Throughout the period, I felt more like a full-time employee than an intern, which contributed a lot of benefit to my future career.

1.3.3. Problems/Difficulties (if any faced during the internship period)

There are not many problems that I faced at Asiatic EXP. However, a BTL agency like Asiatic EXP demands a of time commitment from its employees. So, I had to commit to a lot of extra hours and overtime in order to properly contribute to multiple projects. But it was worth all the extra hours because it has helped me grow.

1.3.4. Recommendations (for and suggestions to the company on future internships)

One key recommendation would be to maintain a proper working schedule for interns especially as it may become hectic for some because newly graduated students are not always used to too much workload.

Chapter 2

Organization Part: Overview, Operations and a Strategic Audit

2.1. Introduction

The marketing industry has been flipped upside down in the digital age in order to cope with the diverse perceptions of individuals and competition. But, regardless of what happens, the value of a real-life experience continues to hold its own distinctiveness and demand in the minds of consumers. Asiatic has been a well name as a forerunner of Experiential Marketing, the ultimate type of marketing. Through numerous events, Asiatic EXP constantly guarantees

that their clients receive high-quality marketing and brand image solutions. EXP tends to be more experience centered than any other strategy for this reason. Because hardly anyone chooses a brand by looking at billboards nowadays. People want to gain experience in order to form bonds with brands. Their motto, *“We touch life with passionate ideas that create priceless moments, we call EXPERIENCE”*, is reflected in their work.

2.2. Overview of the Company



On March 15, 1966, Asiatic began its journey. It was known as East Asiatic at the time. They were one of the early adopters in the event marketing industry, and it quickly established its own brand value. In the years subsequently, they have grown to become Asiatic 3sixty, Bangladesh's largest 360 marketing communication organization, providing 360 degree marketing solutions to global and local customers. Asiatic EXP is Asiatic 3sixty's event marketing arm, providing customers with experience marketing solutions. Despite the fact that it is a subsidiary of Asiatic 3sixty, it has its own operational structure and operates autonomously within the company. It began its own journey in 1997. Around all these years, the marketing business was evolving from merely ATL to BTL, creating a demand for

professional BTL media companies that could oversee brand operations. Asiatic EXP has been the pioneer in popularizing the approach in our nation. As a result of being a part of a large brand, they have established themselves as the finest in the country's BTL business.

Asiatic 3 sixty at a Glance

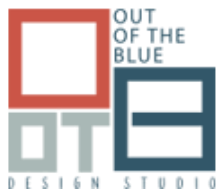


Figure 1.2.1: Asiatic 3 sixty Group of Companies

2.3. Management Practices

The R.O.I. theory, which stands for Relationships, Ownership, and Innovation, is followed by Asiatic Experiential Marketing Ltd. With a distinct sense of inventiveness and devotion, it provides 360-degree BTL service to its clients. Asiatic EXP has by far the most highly skilled team on the market. Their commitment, along with their extensive expertise, makes them the most reliable source for events and activation in Bangladesh's whole agency sector. In order to operate its organizational operations properly, Asiatic EXP has its own departmental structure.

Asiatic EXP's functional departments are as follows:

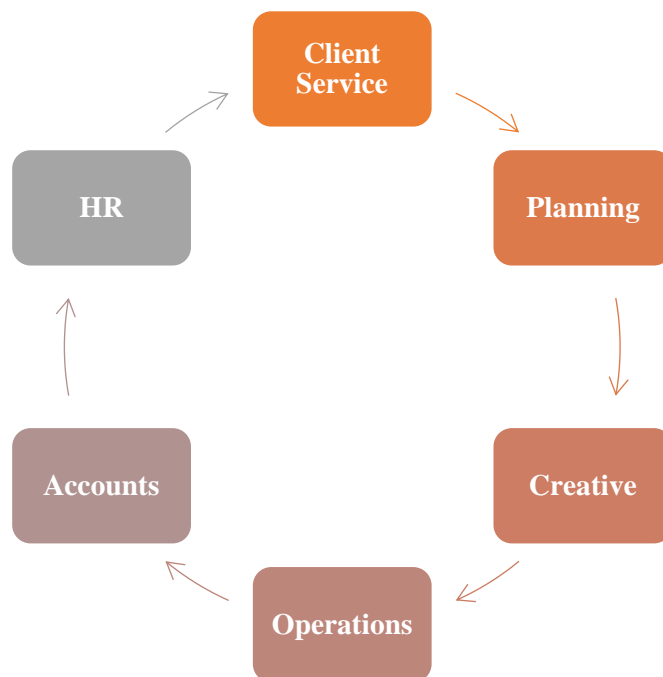


Figure 2.3.1: Asiatic EXP's Organizational Structure

Through their exceptional planning and execution process, Asiatic EXP delivers three separate experiences.



Figure 1.4.1: Asiatic EXP at a Glimpse

Following three Asiatic EXP segments encompass some critical event factors. This ensures that consumers receive Asiatic EXP's promised 360-degree experience.

- Asiatic EXP strives to improve people's lives via lifestyle experiences.
- By way of entertainment expertise Asiatic EXP wants to ensure that customers are happy for the time being.
- Asiatic EXP strives to bring its products closer to its customers via product experience.

Asiatic EXP is the type of organization that devotes its creative personality to serving its consumers for a better market experience and brand image. While having the finest brand name

in the industry, Asiatic EXP understands how to stay on top of their game by being original, inventive, and persistent.

Mission

Offering clients with the best brand advice possible via creative experiential marketing strategy. Being a trailblazer in the realm of creation and living.

Vision

Asiatic EXP is a firm believer in strategy-driven innovation.

Behavior

As a result, it is always focused on strategies with incorporating a creative mindset.

Asiatic EXP's Organogram

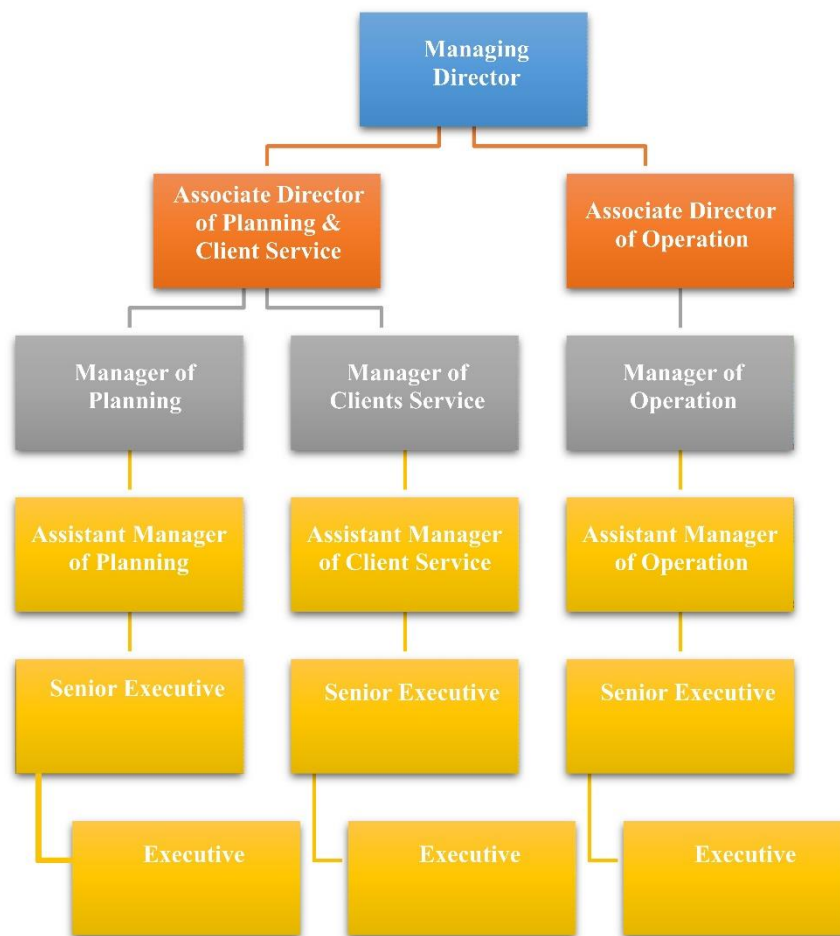


Figure 1.5.1: Asiatic Experiential Marketing Limited's Organizational Structure

2.4. Marketing Practices

Compared to a traditional B2C company, Asiatic EXP's marketing practices are a bit different as it is entirely a B2B company. Here, Asiatic EXP has to maintain year long relationships with corporate and government clients. Customer loyalty plays a key role in this arena. Key Account Executives are responsible for maintaining a liaison with the specific accounts they handle. Based on personal observation it has been seen that they make their clients feel valued by sending them gifts on special occasions such as Eid or Ramadan. Asiatic EXP tries to focus on

how they deliver value to their clients and solves their main pain points in ways other than pricing. For instance, instead of focusing on pricing, Asiatic EXP focuses their marketing strategy on the benefits of their service. Rather than promoting their service as a good deal, Asiatic EXP focus on a particular area of value that clients anticipate.

Apart from that Asiatic EXP's Business Strategies are as follows:

Asiatic EXP's Functional Strategy: Asiatic EXP use a variety of functional level strategies in order to maintain a competitive edge over the market while also assuring long-term viability.

- Asiatic EXP has always believed on being first to market and having the highest rate of adaptation. As a result, the learning curve favored them.
- The organization is continually on the lookout for market gaps and seeks to close them by expanding their expertise and efficiency. If no one else is doing it, Asiatic EXP feels that now is the perfect moment to start.

Asiatic EXP's Business Strategy: Asiatic EXP employs the most adaptable marketing strategy possible in order to maintain a competitive edge over its rivals and to be the market leader.

- Asiatic EXP distinguishes itself from the competition by offering a variety of items. It offers both event planning and activation services, as well as intellectual property held by the firm. As a result, they are the market leader.
- Asiatic EXP can charge a premium fee while still capturing the bulk of the event market thanks to its differentiated approach.

Asiatic EXP's Global Strategy: As the all BTL service provider, Asiatic EXP has a long list of multinational clients, including Grameenphone, Unilever, Nestle, British American Tobacco Bangladesh, UNDP as well as many others.

- Asiatic EXP makes it a point to know everything there is to know about these enterprises, as well as their worldwide position.
- They do, however, adjust their techniques to reflect the local image of these worldwide companies.

Asiatic EXP's Corporate Strategy: Asiatic EXP has changed the traditional event industry into an experience industry. The fundamental concept of Bangladesh's event business was given a push by Asiatic EXP. It develops the market in conformity with international standards.

2.5. Financial Performance & Accounting Practices (add sub-chapters)

Since Asiatic EXP is a marketing agency their Finance & Accounts department is quite small compared to other companies in different industries. Moreover, they have been unwilling to share their Financials because of which there is a lack of data and analysis.

2.6. Operations Management and Information System Practices

The operations team is in charge of the final call and responsible for executing the event. Although the Client Service and Planning departments have done an excellent job, if the operations team does not have the capacity to carry out the plan, the project will fail. As a result, having a robust operational crew is critical for every advertising agency.

The job of operations is to:

- Examine the project plan in detail and prepare a budget that includes corporate payments and other expenses.
- Creating a concise event flow because it comes in helpful later when it comes to event execution.
- Follow through with clients to see if there have been any changes required to the event's specifics or anything else.

Other than that, since Asiatic EXP is a marketing firm, they do not have heavy engagement with MIS. At best they follow a HR software where they track an employee's daily attendance.

2.7. Industry and Competitive Analysis

SWOT Analysis



Strengths:

One of the greatest marketing companies in the industry.

Have a 360-degree solution and the capability to handle any type of company on any continent.

Weaknesses:

Lack of desire to expand one's ideas.

There is no connection between the company's hierarchies.

Opportunities:

Experiential and event marketing are becoming increasingly popular.

MNCs have made new entries.

Threats:

Every day, more agencies register.

For their projects, local MNCs seek overseas agencies.

2.8. Summary and Conclusions

As a result of the service industry's competitive nature, which necessitates a great deal of advertising, Asiatic EXP strives for perfection in every major project they work on. They think that positive word-of-mouth advertising is the most effective type of marketing for any service-oriented business. Corporate, government, and commercial clients seeking innovation, originality, and distinctiveness all trust with Asiatic EXP for the finest experience and event solution. Asiatic EXP has always been one of Asiatic 3sixty's most notable BTL and experiential marketing companies.

2.9. Recommendations

Few important observations in the last three months are that often clients fail to specify the business problem that they are trying to solve with the campaign. Secondly, most brand managers don't give sufficient business/context information in the brief and then specify what exactly is the issue/opportunity that has arisen. Often brand managers fail to specifying what is key takeaway from the campaign and what success will look like after running the campaign in one short run. Thirdly, not having a written agency brief is the most common and the biggest problem of them all. Making the brief written clarifies thoughts, removes ambiguity and brings everyone in the same page. Finally, there has been a lack of proper research in our strategies. I believe that if we can focus more on proper research, we can achieve our clients' goal better.

Chapter 3

“A study on the influence of COVID-19 on university students online food purchasing behavior in Bangladesh”

3.1.Introduction

The report's inspiration stemmed from the advertising industry's shifting dynamics during this COVID-19 situation. Especially when everything is in lockdown, brands are now being forced to invest more in digital marketing from conventional ways of marketing. As a result, in order to survive, the advertising industry must embrace new methods, which are currently being adopted by the market's leading players. I chose to include a quantitative study attribute in this report of one of our client's project, Foodpanda, in order to gain useful theoretical insights into customer behavior and how it reacts to various promotional environments. Therefore, the online food sector is evolving faster than ever to in this digital age, and new methods of online marketing is the ideal way to digitalize and grow operations into new sectors. This is where the inspiration for this report originated from.

3.2.The Research's Objectives

The report's objective is to understand and determine the issues that are causing Foodpanda's online food delivery service to be inefficient among Bangladesh's university students as a result of the COVID-19 pandemic.

3.3.Scope of Study

Because COVID-19 plays such an essential part in today's marketing strategies, the outcomes of this research will help brands to better take decisions during this unforeseen crisis. The increased demand for online necessitates the development of more effective, life-changing

education methods. The study will assist in future research in uncovering crucial aspects of marketing in the COVID-19 situation where there is not many research done in Bangladesh's scenario.

3.4.The Research Question

Is the online food delivery system offered by Foodpanda efficient in the current COVID-19 situation?

3.5.Literature Review

According to Rosenbaum and Russell-Bennett (2020), before the COVID-19 pandemic, nearly 70% of customers engaged in one of the most common consuming behaviors by "webrooming," which is researching a product prior to actually deciding to make choice. During the new normal of the COVID-19 pandemic, online food delivery services have been increasingly popular, particularly in poor countries like Bangladesh. The global coronavirus epidemic has also caused an imbalance in advertising, promotional, marketing, and media spending, pushing marketers to rethink existing and future branding and promotion initiatives in order to retain a consistent stream of revenue. While advertisers are presently attempting to set the appropriate tone during a worldwide health catastrophe, the future foreshadows market change, more competitive environment, and a requirement for innovative and assertive marketing strategies. COVID-19 has had an impact on direct marketing, particularly in regard to the rise in e-commerce demand (Chang and Meyerhoefer, 2021). Traditional marketing volumes have fallen in most areas since the start of the pandemic, in accordance with worldwide postal patterns. The pandemic, on the other hand, has magnified current consumer behavior, notably in based on how people react to online advertisements and sales promotion. Food delivery services has seen a spike in demand as more people are staying at home during the coronavirus lockdown. According to Chang and Meyerhoefer (2020), demand for online food delivery services grew

in Taiwan when the lockdown began due to the COVID-19 epidemic, and utilization of services like Uber Eats and FoodPanda in delivering restaurant food surged by 20-30%. Students on the other hand, have been facing huge pressure and stress from online schooling. Since they have been home for nationwide lockdown, ordering food from online has been a coping mechanism for them to release this stress. According to a recent poll, 39 percent of food customers in Taiwan switched from traditional food outlets to internet vendors to cope with the impact of the Covid-19 outbreak (Chen, 2020). Which is the most likely cause of increased demand for online meal delivery services during the epidemic. However, there still remains concern regarding safety issues arising from online food delivery systems. Thus, concerns arise from the increasing food delivery demand and problems regarding health and safety. So, these problems question the efficiency of online food delivery services such as Foodpanda in this COVID-19 pandemic. As a result, the goal of this research is to better understand the value of online food delivery services and how, in the midst of the epidemic, it may lack features that motivate students to order more online. This research will assist brands in identifying system flaws that may be eliminated or reduced to a level that ensures a secure and efficient online food delivery system.

3.6.Methodology

This analysis is mostly a qualitative study based on data collected through online questionnaires. There is not a lot of reliable information about this research on Bangladesh's perspective on the internet. An online survey using Google Forms was performed and distributed the questionnaire to university students in Bangladesh. A non-comparative scaling methodology has been employed to create the questions, and Likert scale has been used. Google forms, Microsoft Excel and charts have been used to carry out the analysis. No

statistical tools such as STATA have been used for the analysis as it is more of an exploratory research.

3.6.1. Sample

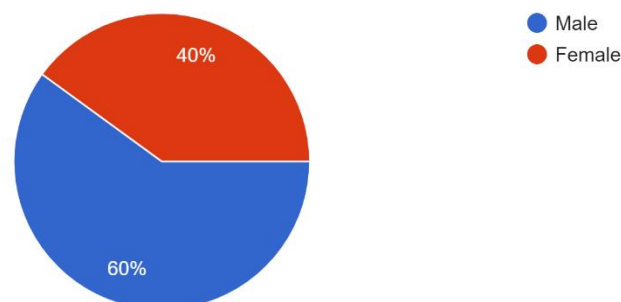
A total of 50 respondents from both public and private universities took part in the survey with male and female students being nearly balanced as possible. The participants' age ranged between 22-25 years who are currently in their undergraduate program. A random sample methodology was utilized to conduct the study in an effort to acquire the best findings that are representative of the population. The sample size looks to be representative based on traditional randomization of respondents, allowing us to discover the factors impacting Bangladeshi university students' online food purchase behavior.

3.6.2. Data Collection

Due to the ongoing coronavirus pandemic one to one interview was not possible, thus online survey has been carried out in this experiment. The data has been collected from 8th of June to 10th of June 2021. Every one of the participants expressed their permission and readiness to take part in the survey.

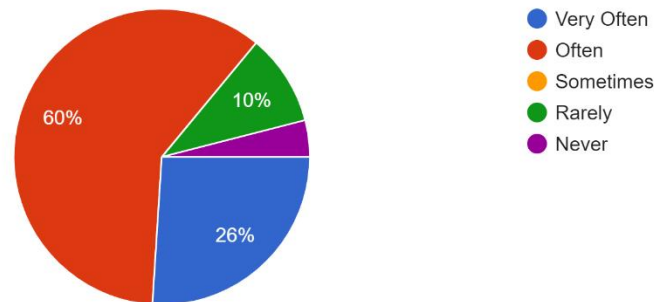
3.7. Findings and Analysis

Q.1) Gender
50 responses



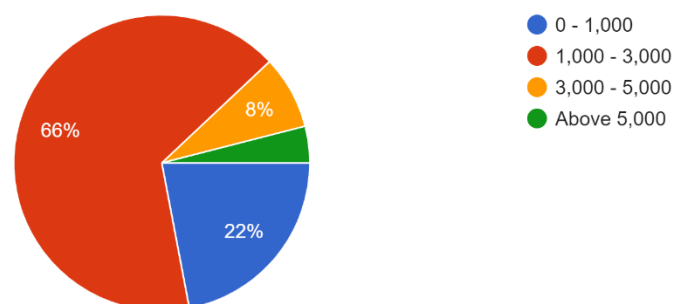
The survey had a nearly equal male-to-female ratio, with the male population accounting for 60% of the total and the female population accounting for roughly 40% percent. So, the survey is gender-neutral in order to obtain a broad picture.

Q.2) How often do you purchase food from online during COVID-19 lockdown?
50 responses



Here, we can see that majority of the students (60%) often purchase food from online delivery services during COVID-19 lockdown. And 26% of the respondents very often order food from online in this COVID-19 lockdown.

Q.3) Monthly expenditure on online food purchase in the last 4 months (BDT)
50 responses

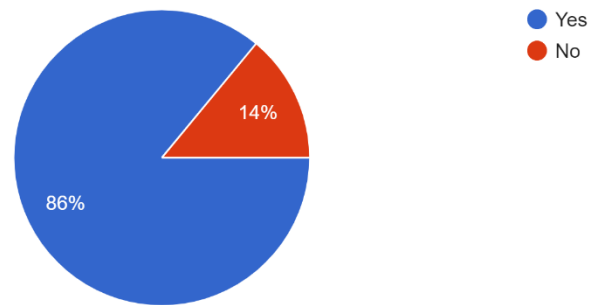


As can be seen from the above diagram, 66% of the students tend to spend around BDT. 1,000-2,000 and 22% of the population spend BDT. 0-1,000. This shows that the students tend to

spend in the lower expenditure range since they are still studying and can only afford to spend less.

Q.4) When a deal or a discount is offered, are you more inclined to purchasing food online than usual?

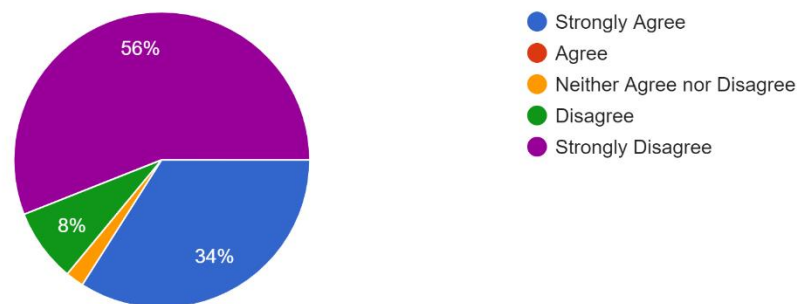
50 responses



It can be understood from the survey that a big chunk of the sample population (86%) chose that they tend to be more influenced by deals and discounts. Since they are still in their bachelors, they find it more convenient to purchase with deals and discounts in a form of saving money.

Q.5) Do you think restaurant deals and discounts are always beneficial?

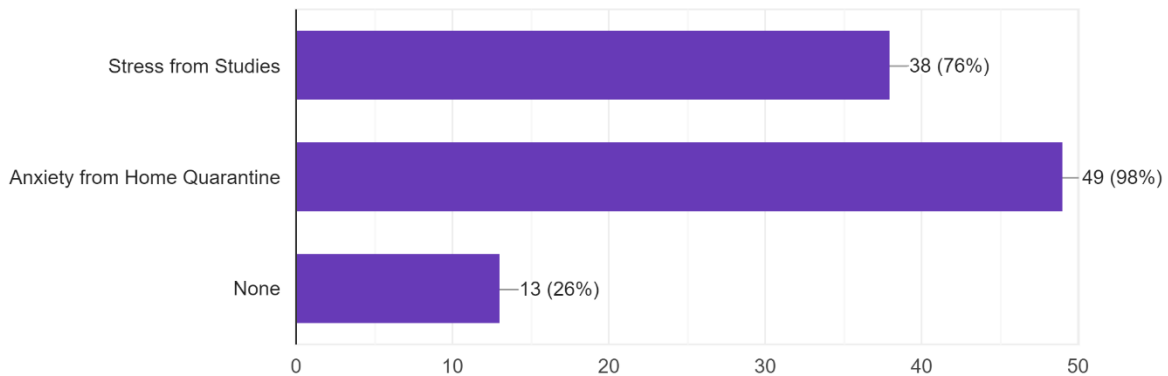
50 responses



Majority (56%) of the students think that restaurant deals and discounts are not always beneficial. This maybe due to restaurants lowering the food quality in an effort to save cost.

Q.6) Which of the psychological factors drove your increased online food buying behavior during the COVID-19 pandemic?

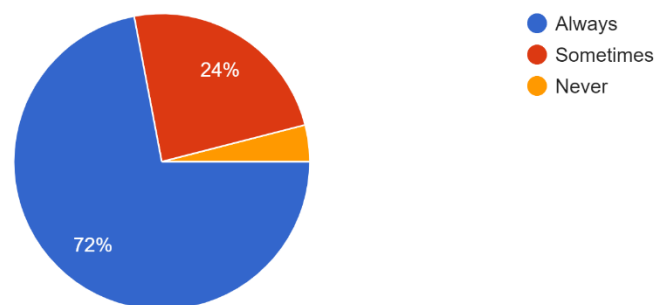
50 responses



Approximately 76% of the students said that they mostly purchase food online due to the pressure and stress created from studies. Whereas almost 98% have expressed that they ordered more food online due to anxiety from home quarantine. However, around 26% said that they were not influenced by these factors.

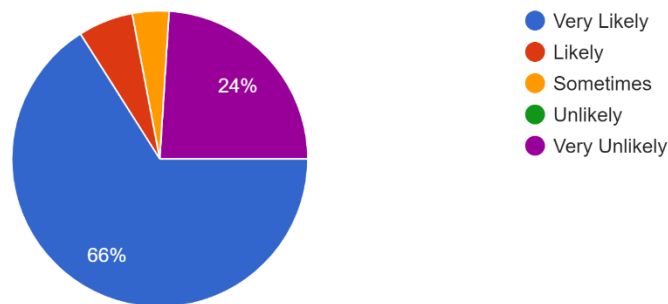
Q.7) How probable is it that an offer (such as buy one, get one free) will persuade you to buy a brand's food item?

50 responses



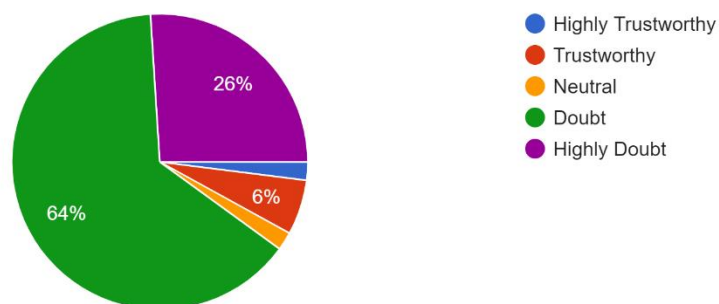
Nearly 72% of the respondents have agreed that offers such as buy one get one free (BOGO) influenced them to purchase food online almost always. And 24% sometimes got persuaded by these offers.

Q.8) Do you prefer to stick with a food delivery service that offers regular deals and discounts?
50 responses



Closely 66% of the respondents prefer to stick with a food delivery service that offers deals and discounts. Likewise, students tend to have less amount of money to spend on online purchase, so they prefer to stick with a dfood delivery service that frequently offers deals and discounts.

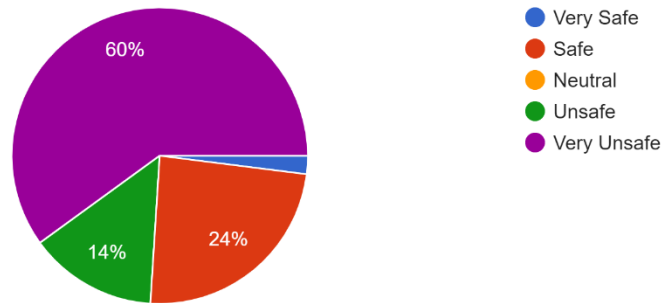
Q.9) When a discount or a coupon is added to a food item, do you doubt its quality?
50 responses



As can be deduced from the survey, 64% of the students doubt the quality of the food and 26% highly doubt the quality when discounts or coupons are offered. Whereas, around 6% find it trustworthy as they had a positive experience.

Q.10) During the COVID-19 epidemic, how safe do you believe Foodpanda's online food delivery services are in terms of health standards?

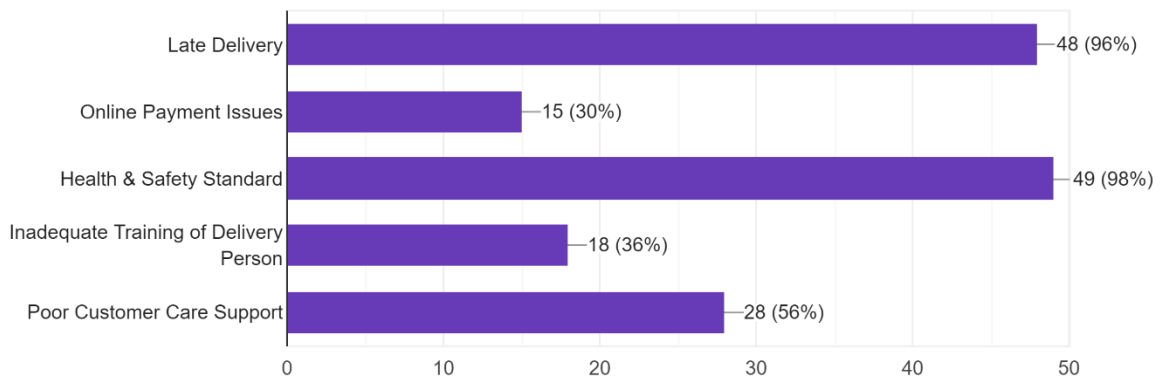
50 responses



Around 60% of the respondents feel unsafe about the food they are receiving due to health and safety concerns in this pandemic. While, approximately 24% feel safe about Foodpanda's online food delivery services in terms of health standards.

Q.11) What variables play a role in Foodpanda's online food delivery systems' ineffectiveness during the coronavirus pandemic?

50 responses



While 96% of the respondents said that they think late delivery service is a problem, around 98% find Foodpanda's health and safety standard to be a major issue. 30% respondents faced online payment issues and around 36% faced poor service from deliverymen due to inadequate training by Foodpanda.

3.7.1. Key Findings

According to the results from the survey, 72% of those who participated in the study were willing to buy food online if there was a promotion or discount given. This shows that sales promotion techniques like discounts and promotional offers have a favorable impact on students' online food purchasing behavior during the coronavirus pandemic. On the other hand, our findings from the survey state that university students have an undesirable attitude toward being frequently provided with promotions and discounts because they feel that the advantages acquired from these promotions and discounts are not worth it be as brands tend to lower the food quality. Students also raised concerns regarding the health and safety standard of Foodpanda's delivery service almost certainly due to the fact that there still exists the risk of virus spreading in the ongoing COVID-19 pandemic situation. Even though food orders have been pretty high during the coronavirus pandemic there are concerns regarding the health and safety standards of the delivery system. This may have been due to poor packaging by restaurants or maybe because of the fact that the delivery person failed to take proper safety precautions by not using face masks and hand gloves. On a different note, it has been found from the study that key psychological factors such as stress from online studies and anxiety from home quarantine has significantly contributed to university students ordering more food online through Foodpanda. Mental health is a major issue that many fail to acknowledge in a third world country like Bangladesh. But it has seen a major spike particularly when students are staying indoors in lockdown situation for months. Moreover, many found Foodpanda's online food delivery system to be inefficient due to several factors such as late delivery of food has been one of the biggest reasons behind their inefficiency as per survey results. This most likely occurred due to huge increase in online orders during the pandemic when people are mostly at home. Nearly 30% of the respondents felt that Foodpanda's service have been at fault due to online payment issues arising from high transactions. Apart from that, almost 36% of

the students found dissatisfaction from Foodpanda's service due to inadequate training of delivery person. Furthermore, poor customer care support has been another big problem contributing to ineffectiveness of Foodpanda's online food delivery system during the COVID-19 pandemic. Overall, all of these factors contributed to the inefficiency of Foodpanda's online food delivery service in Bangladesh during the coronavirus pandemic.

3.8.Limitations of the Study

The goal of the research is to have a fundamental understanding of the students transition on online food purchase behavior during the COVID-19 pandemic. Due to an insufficient data and Bangladesh's initial stage of digitization, the research focuses on what is forthcoming instead of what is being done now. The lack of data and information acquired from the firm is one of the study's limitations. Despite the fact that it is drawn on Asiatic EXP, it concentrates on the qualitative data obtained from both the workplace as well as online survey focusing on a certain demographic of individuals. Additionally, there was a scarcity of available information, making secondary sources extremely difficult to depend on. Furthermore, this research is an internship report based on my current understanding and restricted functions. This study had also been attempted to be completed in a short period of time, implying that an additional time is required to produce a thorough report on the subject.

3.9.Summary and Conclusions

In the middle of the COVID-19 outbreak, the research looked into the usefulness of online food purchasing behavior among Bangladeshi university students. When the first instances of Covid-19 were discovered in March 2020, educational institutions across Bangladesh declared a temporary closure in accordance with the government's mandate. In a time when everybody was home during lockdown, people especially university students inclined towards more online shopping and food consumption by staying at home. Because of the successful and fast actions

made by food businesses to migrate to online platforms from physical locations during the coronavirus lockdown, monthly spending on online shopping has climbed dramatically. Because students nowadays spend so much time online, they are increasingly exposed to the online food delivery services like Foodpanda, which features a variety of profitable offers for them. Overall, the data suggest that promotional offers and discounts have an impact on students' purchasing decisions of an online food delivery service in Bangladesh. University students are more accepting of promotional offers than discounts, according to our findings, because most students have stated that while discounts are a welcome brand communication tool, they are often a sign of the product's quality has been diluted in order to accommodate a price discount. To sum up, this research provided an excellent chance to go deeper into the internship's learning and have a better understanding of the sector as well as digital transformation in the time of the coronavirus pandemic. This research provides a chance to learn about the industry's dynamics as well as how the general public feels about the notion.

3.10. Recommendations

The goal of this study is to understand and determine the issues that are causing Foodpanda's online food delivery service to be inefficient among Bangladesh's university students as a result of the COVID-19 pandemic. Few key recommendations that I would suggest for Foodpanda to improve their efficiency of online food delivery service in Bangladesh during COVID-19 pandemic. Firstly, according to the study's findings university students tend to be more attracted towards discounts and coupons. Subsequently, Foodpanda should primarily focus on giving special discounts and promo codes to students for ordering food online. This will help gather a large pool of customers for them in the short term. Secondly, many students feel that the discount offers are not always worth it as restaurants tend to decrease the food quality in an effort to save cost, which ultimately has a deteriorating effect on Foodpanda's reputation. In order to solve this issue, Foodpanda should consult with their partner restaurants for equally

maintaining the food quality with items on offers because not doing so adversely affects both of their brand image. Other than that, university students purchasing food online still fear that there may still be a risk of contracting the coronavirus through the delivery person. In order to reinforce their confidence with online purchase, Foodpanda should pay attention to the packaging by encouraging restaurants to use properly sealed packaging materials. Moreover, Foodpanda should also invest in training their delivery person for contactless delivery and promote this on their social media pages. In order to do this, they can demonstrate the contactless transactions in video advertisements. For example, the delivery person maintains a meter distance from the customers and keeps the products in front of their doorstep when delivering their items. Also face masks and hand sanitizers should be provided to the riders so that they can properly sanitize themselves from the virus and limit the risk of spreading through delivery. In contrast to that, late delivery has been a huge issue during the coronavirus pandemic as there have been a surge of online orders. This led to students getting frustrated when their orders have been delayed or even canceled at times because of low availability of riders. If this continues to be the case then it will be a matter of time when students will shift to other food deliver services like Hungry Naki, Pathao Food, Shohoz Food, etc. In this case, Foodpanda can outsource riders from other delivery companies in order to maintain consumer satisfaction and brand loyalty. On top of that, online payment issues and poor customer care support has been a major problem among students ordering through Foodpanda's app. A significant number of respondents claimed this to be one of the factors that led to Foodpanda's service to be inefficient during the COVID-19 epidemic. Foodpanda should invest in improving their customer care support and appropriate refund policies so that customer complaints are timely solved and an easy process of online payment method should be promoted in key visuals in the form of pop-up features inside the app. Overall, all of these marketing strategies can help build a sense of trust and safety among university students purchasing food online through Foodpanda's app.

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Appendix A.

Survey Questionnaire

Q.1) Gender

- Male
- Female

Q.2) How often do you purchase food from online during COVID-19 lockdown?

- Very Often
- Often
- Sometimes
- Rarely
- Never

Q.3) Monthly expenditure on online food purchase in the last 4 months (BDT)

- 0 - 1,000
- 1,000 - 3,000
- 3,000 - 5,000
- Above 5,000

Q.4) When a deal or a discount is offered, are you more inclined to purchasing food online than usual?

- Yes
- No

Q.5) Do you think restaurant deals and discounts are always beneficial?

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

Q.6) Which of the psychological factors drove your increased online food buying behavior during the COVID-19 pandemic?

- Stress from Studies
- Anxiety from Home Quarantine
- None

Q.7) How probable is it that an offer (such as buy one, get one free) will persuade you to buy a brand's food item?

- Always
- Sometimes
- Never

Q.8) Do you prefer to stick with a brand that offers regular deals and discounts?

- Very Likely
- Likely
- Sometimes
- Unlikely
- Very Unlikely

Q.9) When a discount or a coupon is added to a food item, do you doubt its quality?

- Highly Trustworthy

- Trustworthy
- Neutral
- Doubt
- Highly Doubt

Q.10) During the COVID-19 epidemic, how safe do you believe Foodpanda's online food delivery services are in terms of health standards?

- Very Safe
- Safe
- Neutral
- Unsafe
- Very Unsafe

Q.11) What variables play a role in Foodpanda's online food delivery systems' ineffectiveness during the coronavirus pandemic?

- Late Delivery
- Online Payment Issues
- Health & Safety Standard
- Inadequate Training of Delivery Person
- Poor Customer Care Support