

Report On

**The Influence of Digital Marketing Communication on  
Consumer Purchasing Decisions in a Pandemic (COVID-19)**

By

Sadman Sakib Ayon  
19304106

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  
May 2022

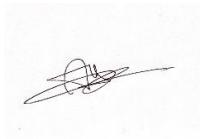
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## Declaration

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 have acknowledged all main sources of help.

### Student's Full Name & Signature:



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Sadman Sakib Ayon  
19304106

### Supervisor's Full Name & Signature:



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**Ms Ummul Wara Adrita**  
Lecturer and Program Coordinator, Brac Business School  
Brac University

## Letter of Transmittal

Ms Ummul Wara Adrita  
Lecturer, BRAC Business School,  
Brac Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Internship Report Submission

Dear Madam,

It gives me great pleasure to submit my internship report, "**The Influence of Digital Marketing Communication on Consumer Purchasing Decisions in a Pandemic (COVID-19)**," in accordance with the instructions provided.

I have made every effort to conclude the report with the necessary data and recommendations in the most concise and thorough manner feasible.

I genuinely hope and pray that this report will fulfill your expectations.

Sincerely yours,



---

Sadman Sakib Ayon  
19304106  
BRAC Business School  
BRAC University  
Date: 28 May, 2022

## **Non-Disclosure Agreement**

This agreement is established and entered into by and between X Integrated Marketing Agency and Sadman Sakib Ayon, a student at BRAC University's Brac Business School, to rigorously restrict the exposure of the specified firm's confidential information.

## **Acknowledgement**

I would like to begin by expressing my gratitude to my respected faculty member, Ms. Ummul Wara Adrita, for providing me with the direction and knowledge essential to finish this internship report. Second, I'd like to express my gratitude to Ms. Fahmida Shams, my internship supervisor and team leader, for all her assistance in teaching me the fundamentals of my tasks and patiently demonstrating each required detail, correcting me when I'm wrong, extending her warmth as a token of appreciation, and guiding me throughout my internship period. As a result, I would like to express my heartfelt gratitude to X Integrated Marketing Agency, its management, and particularly my colleagues in the Query Management Team for their cordial assistance in preparing my internship report. Finally, and perhaps most importantly, I would like to express my gratitude to my parents for raising me in such a way that enables me to be the best version of myself every single day.

## **Executive Summary**

My time as an intern at X- Integrated Marketing Agency is chronicled in this report. I've gained a lot of knowledge about digital marketing and other aspects of marketing during my internship. With the advent of digital marketing, consumer purchasing decisions have been drastically altered, and this report focuses on the impact of digital marketing communication on those decisions. The internet and social media apps have become an integral part of our daily lives in this digital age. There is a shift in how media and other channels operate in the digital age. Digital marketing has made it easier for businesses to get in touch with their customers, and this has resulted in a rise in sales. During the COVID-19 situation, digital purchasing has had a significant impact on the number of customers who can access products from the comfort of their own homes. When there is a pandemic, a large number of customers are using the Internet for online purchases (COVID-19). Consumers' purchasing decisions are the focus of this study, which takes a digital marketing communication perspective on things. Using survey data, we can predict and analyze customers' purchase decisions as they become more accustomed to making purchases online. With multiple accounts under our management, we can provide service to our clients on various levels and in various ways. Consequently, I intend to investigate the impact of digital marketing communication on consumer purchasing decisions in the context of a pandemic crisis.

**Keywords:** digital marketing; social media; consumer; purchase decision; pandemic

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## List of Acronyms

Ltd.	Limited
QMT	Query Management Team
CRM	Customer Relationship Management
HR	Human Resource
BTL	Below The Line
BD	Bangladesh

# **Chapter 1**

## **Overview of Internship**

### **1.1 Student Information**

Name: Sadman Sakib Ayon

ID: 19304106

Program: Bachelor of Business Administration

Major: Major in Marketing

### **1.2 Internship Information**

#### **1.2.1 Internship Details**

Period: from January 10, 2022 to April 10, 2022

Company Name: X Integrated Marketing Agency

Department: Query Management Team

Address: House 40, Road 20, New DOHS, Mohakhali, Dhaka

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

Supervisor's Name: Fahmida Shams

Position: Assistant Manager

Email: [fahmida@justnx.com](mailto:fahmida@justnx.com)

Phone Number: +8801534712925

### **1.2.3 Job Scope**

During my first two years at X Integrated Marketing Agency, my job was exactly the same as the one I've been performing for the past two years. Among our customers, some of the country's most recognizable names include Samsung Bangladesh, Airtel Bangladesh, Robi, BAT, Polar & Aarong Dairy. My job title is Junior Engagement Officer. Junior Engagement Officers are responsible for determining the specific stages of my customer's internet media and ensuring the data's quality by doing so. Working from home is rarely a bad experience, but there have been times when it has been. Prior to beginning my shift, I had to refresh my memory on each and every account balance, which would have been easier if I had been led from the office. Every query asked on Facebook is delivered to the mentioned programming's independently so that it is easy to work and monitor. These programs were produced by our Information and Technology division entitled "Smashboard."

The first thing we need to do is determine the customer's confusion and requests based on their assurance and need. The most common examples are those relating to data/voice offers and applications, as well as delivery notifications, divider posts, and messages from internet platforms. People can get a sense of their fan page in Facebook and other web-based media platforms by using software like Smashboard that encourages people to get an overall picture of their fan page and to direct as well as control the traffic shown up in a fan page. So, here's a rundown of Smashboard's usage, features, and refinement—which I used frequently.

I. This device aids in the selection of separate inboxes and remarks.

II. It has an alternate way of including, which helps to put away pre-set answers while resolving queries. For instance, Ctrl+7 = “Hi Sir/Ma’am, kindly let us know how can we help you?”

III. We can simply store or delete any negative feedback without having to open it.

IV. We'll keep track of the number of questions that come in on a regular basis (hourly, weekly, monthly, etc.).

V. Using Smashboard, it's impossible to miss any question.

VI. You could get permission to go on live visits and participate in expert activities through the layout office.

## **1.3 Internship Outcomes**

**1.3.1 Contribution to the company:** So, as an experienced member of the team, I feel qualified to share my perspective on the first month of working with X Integrated Marketing Agency, having been with them since February 2020. In the first place, the three-stage isolation measure of the Integrated Marketing Agency experience includes making, accentuation, and speed tests. In general, this method of testing allows the examiner to determine if a candidate has the basic capabilities to oversee customers in need and whether or not they can convey the organization in both Bangla and English for the convenience of the customers. Interviewees who appear to be competent will be given the opportunity to sit down with the Business Director, Mr. Parag Obayed, in a second round of interviews, as I was. The meeting was a success because I was able to provide all of the necessary explanations for his desire and inquiries. After a three-day opening period, I finally won my final call-up. After a three-day arrangement, I began working for Airtel Bangladesh as a Community Engagement Officer via Facebook on the fifteenth day. With the passage of time, I was able to examine a greater number of brands, and I now have a total of 554 discussions of Binge account under my belt & 14,162 unique visitors came to my Airtel account between the 10th of January and the 10th of April of the 2022 work year.

Total Replies	14,716
Binge	554
Airtel Bangladesh	14162
Total working time	2735
Response within an hour	16.72
Per conversation earnings	BDT 7.33

Table (1): Work Statistics

### 1.3.2 Benefits of this Internship

I can confidently say that my decision to stay at X Integrated Marketing Agency rather than accept passage-level positions at top multinationals paid off in the current job market. As a result of the compensation they offer, as well as my experience dealing with customers, I've become an Airtel thing campaign ace. I now have a clear understanding of how things and missions influence the leader's abilities, middle-paying advertisers for the devices industry, and where this industry's problems lie. Even if I had been working as a coworker for even Airtel Bangladesh, my work would not have been noticeable because they are all visible to me now. My first day at X Integrated Marketing Agency will be marked by a reference to a portion of the massive eliminate.

- I. You need a lot of data about customer wisdom to be an expert who has to deal with a wide range of customers from various ethnic groups.
- II. It's a brand-new way of doing business, one that's more responsive to the needs of individual customers.

- III. Has become adept at completing tasks despite extreme time constraints.
  
- IV. Working in an office like X Answers for Airtel Bangladesh and Binge is a priceless learning experience.
  
- V. In all, the process taught us new skills and abilities in equipment advancement and culture as well as pay source and customer.
  
- VI. Relying on my knowledge of my job, I wrote this report.
  
- VII. Acquired the ability to adapt to a group of people with real procedure and disposition by becoming more idealistic, competent, and persistent.

### **1.3.3 Problems faced**

The epidemic forced me to work from home for a long period of time. At first, working from home was proving to be quite a challenge. Load shedding and Internet connection difficulties were two of the most common causes. The power went out, and since I needed to work on my computer, I couldn't locate an alternative. That period of time was tough to maintain because the other person could not be easily contacted. Info360 is the name of the software we use to react to customers' questions. In order to use this particular tool, you had to have an office computer. We had to use Anydesk to get to it while working from home. Using anydesk to get info360 was a pain because it took so long. There was also a shortage of staff during the pandemic. As a result, I was unable to take the vacation days I had planned. I need a certain amount of time off to recharge my batteries for the next round of duties and missions.

### **1.3.4 Recommendations**

- I. The work schedule should be more focused and efficient.
- II. Recording training sessions is a good idea.
- III. An expression of gratitude should be extended to the top performer or understudy on a regular basis.
- IV. Internship projects and activities should be more closely aligned with real-world corporate work so that we can plan ahead before joining an organization.
- V. X Arrangements's required temporary position program pay should be higher. My yearly salary as a Junior Engagement Officer increased from \$11,000 to \$14,000 on a regular basis (BDT 100 consistently premise). With no free meal or other office perks, a typical temporary job program pays undergrads only about \$5,000 per month.

## **Chapter 2**

### **Organization Part: Overview, Operations and a Strategic Audit**

#### **2.1 Introduction**

##### **Objective:**

- I. Learn how the Query Management Team works for the association.
- II. An introduction to the world of electronic mail.
- III. Observe how customer service is handled from the top.

- IV. Get a sense of the organization's limited working environment.
  
- V. Get a handle on how the Inquiry Supervisory gathering works.
  
- VI. In the business, you can easily gain access to Access X Integrated Marketing Agency.
  
- VII. Take a look at how your organization stacks up against the competition.

### **2.1.1 Methodology**

- Smashboard Software
  
- Zerocium
  
- Website
  
- Social media accounts of the client
  
- Internship Experience
  
- Reasoned Analysis
  
- Learning in a group setting

### **2.1.2 Area**

X Integrated Marketing Agency's components are managed in this section. The design takes into account the organization's board structure, operational system, and an assessment of the organization's competitive position.

### **2.1.3 Limitations**

In spite of this, I found the organization to be extremely welcoming and the agents to be extremely solid, but my work as an entry-level employee lacked social event information because the organization was reluctant to reveal an enormous portion of its information and there was virtually no information available on the internet to supplement my work and discoveries.

### **2.1.4 Significance**

Included here is a brief summary of my findings, as well as an overview of my findings in relation to my findings regarding my friends' positions. Consequently, this component of the report is critical and useful. The data was also presented in an organized manner so that everyone could see the same thing.

## **2.2 Overview of the Company**

X Integrated Marketing Agency was formed in 2017 as a result of a merger between MADLY and Strategic Digital, a marketing agency that specializes in integrated marketing. High-level exhibiting companies are able to quickly meet between themselves, In addition, this allowed them to expand their products and become a "joined" plan provider. Despite the fact that the partnership is a new one in the industry, both MADLY and Strategic Digital have a history of success on their own.

At this point, the past accomplishments of two workplaces were encouraging. Lately, in our nation, they've begun displaying game plans in a 360-degree way, beginning with the development of thoughts, the dispatch of things and the progression of things, the board, electronic advancements, a more sensitive and current approach, etc.

The advancing pack is known as BTL as a result of the standard publicizing, which is provided primarily by two social occasions (Below the line). For the duration of my temporary employment, I have been employed

by the X Integrated Marketing Agency's Query Management Team (QMT). under – are the services provided by X Arrangements Restricted.

- Advertising
- Creative Support
- Social Media Marketing
- Digital Marketing Campaigns
- Statistical Analysis of Data
- Management of Social Media Queries
- Inquiry into Activities & Campaigns

## **2.3 Management Practices**

### **2.3.1 Top Management:**

#### **Meet the Maestros**

##### **Tahsin Saeed**

CEO and an MD

Mr. Tahsin Saeed is the mastermind behind the success of a group of over 100 employees, with over 20 years of expertise in various ventures.

##### **Drabir Alam**

COO

Being a pioneer in Bangladesh's advanced advertising industry and having a large role in overseeing a large group of creative people helps bring out the best in them.

## **Rasel Mahmud**

Group Creative Director

Having been an early pioneer in Bangladesh's advertising industry, as well as being heavily involved in oversight, he is able to bring out the best in a team full of creative.

## **Raquib Chowdhury**

Group Creative Director

Bangladesh Brand Forum in the OVC class awarded Mr. Raquib Chowdhury all new honors in the OVC class and he is one of the outmanoeuvres in this field.

## **Obidur Rahman**

Senior Account Director

Over the course of the past nine years, Mr. Obidur Rahman has led a Query Management Team of more than 60 people, all of whom provide support on a daily basis.

### **2.3.2 Management Responsibilities**

Aside from Mr. Porag Obayed (Senior Account Director), the top organization and other administrative group members, such as Ms fahmida Shams, Ms. Safna Meherin, Ms. Nafisa Nawara, and Mr. Wahid Omees from Query Supervisory Group (QSG) is very specific in managing the whole movement, including the client and the chiefs, expert planning and advancement, and quality certification as well as providing additional heaviness. They do so by ensuring that their delegates are well-prepared and up-to-date.

They spend a large portion of their time directing their workers and organizing meetings in case they need to give agents and front-runners rules and guidelines. While the pandemic and lockdown are taking place, our social events continue even after midnight to discuss our overall execution, mistakes, and improvement centers. For example. As a result of their meticulous planning, the organization is able to produce results that are clearer and more consistent than ever before.

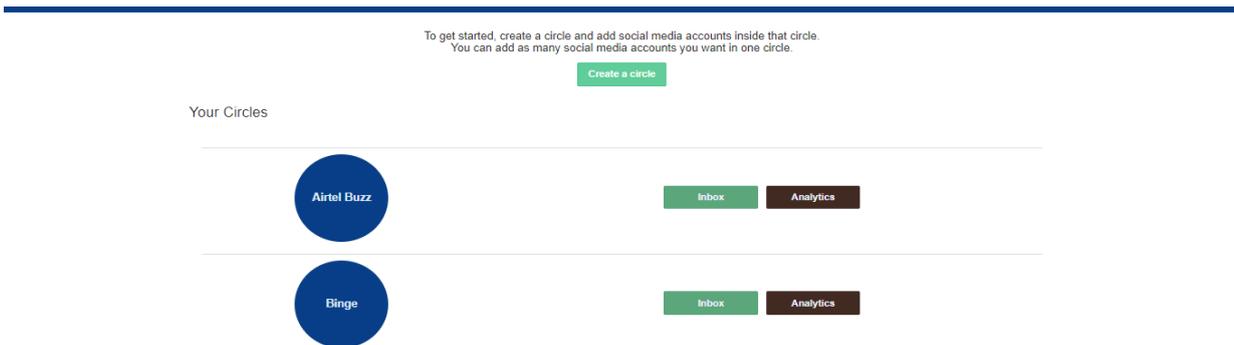
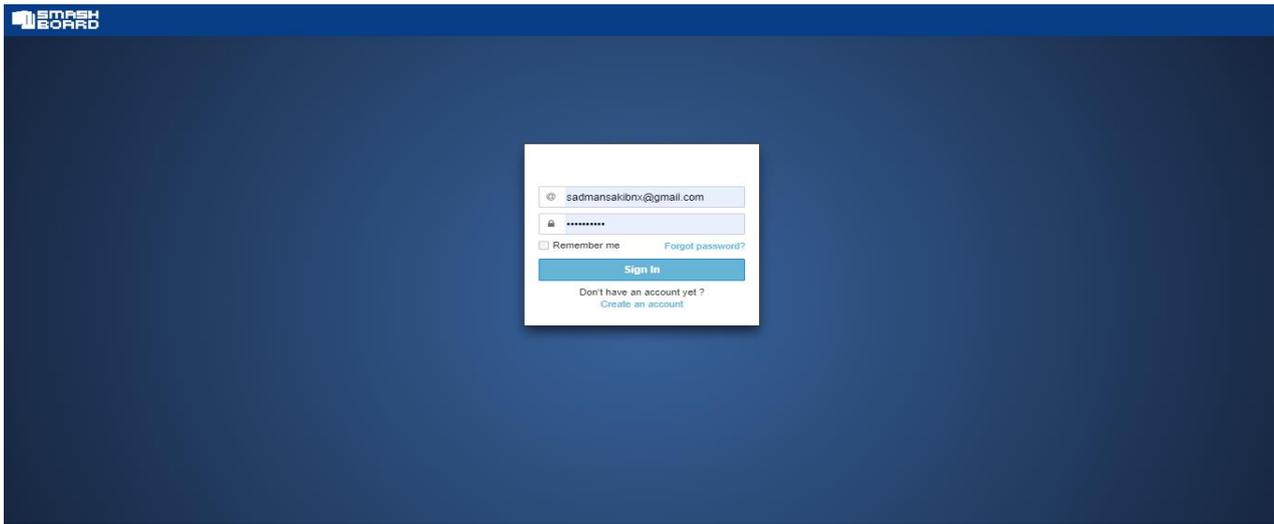
The board works effectively with the associates to provide customers with unimaginable assistance, just as we, the cutting-edge expert communities, do even in the most basic situations. The members of the association's request administrative group are extremely knowledgeable about the exhibiting field, and all of them are capable of doing so. In light of this, X Integrated Marketing Agency has been ranked as one of the best and most influential marketing agencies in Bangladesh, BAT, Imprints, Grameenphone and Samsung are among the companies represented by Robi Axiata Restricted. To manage unlimited customers, partners keep them energized by advancing and combining data. This system as a whole benefits from the thoughtful and precise design.

## **2.4 Marketing Practices**

### **2.4.1 4Ps of X-Integrated Marketing Agency**

**Product:** Smashboard is the name of the modified softwires that we use to take care of Airtel clients in my organization. This pparatuse provides client question-and-answer tools for organized gatherings centered upon advanced advertising. Using Smashboard, Facebook users can see all of the questions that have been asked about this product and how they compare to others.

Figure (1): Smashboard



**Price:** It is predicted that for Facebook organization course of action X Integrated Marketing Agency. will receive BDT 5 each answer to detailed questions and BDT 1.5 per answer to commitment queries. However, the assessment is currently a private matter for our office. Smashboard, for example, has a yearly care fee that must be paid to the IT department for the instrument. We were unable to learn more about the cost of the support because of the enigma.

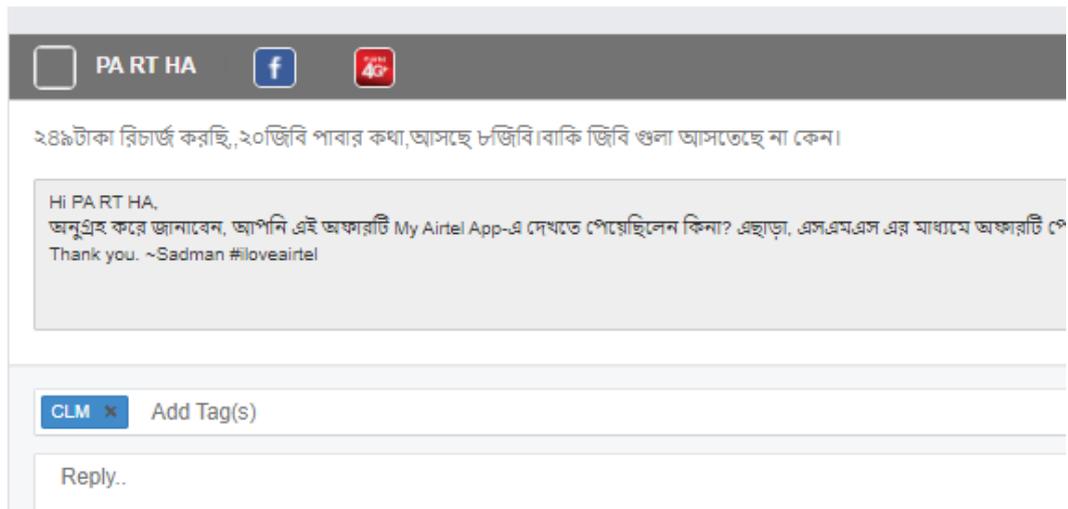


Figure (2): Exemplifying an elaborative query

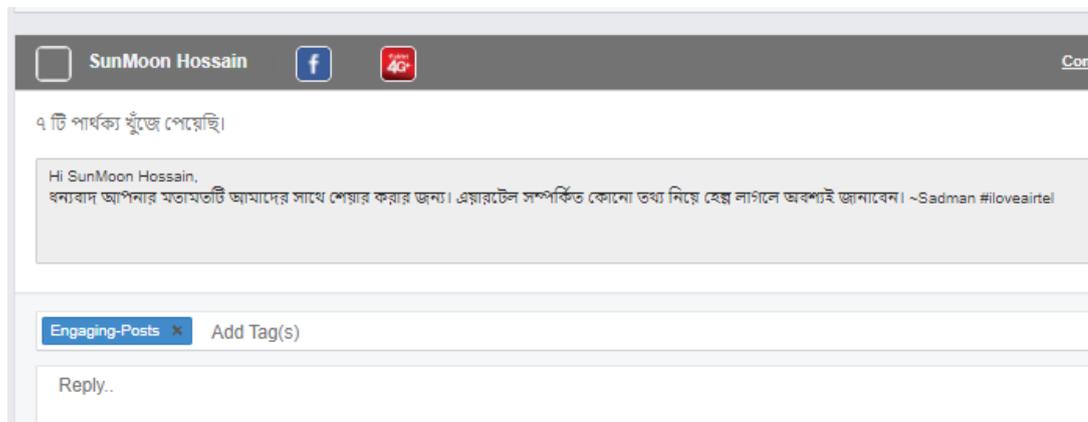


Figure (3): Exemplifying an engagement query

**Place:** It is located in the middle of Mohakhali DOHS. X Integrated Marketing Agency In most cases, the organization's workspace-based structure does not have an impact on customer service because we have the actual item that forces us to show up at every client purely through their cell phones. The credit for the recently mentioned programming, which we utilize to converse with our consumers and offer the assistance

they require, goes to the item architects. Since our office location is extremely restricted, we are allowed to work from home during a major epidemic and access restricted and confidential data. However the thanks go out also to the AnyDesk programming that additionally allows us to obtain induction into every data base that is difficultly isolated from our office location alone.

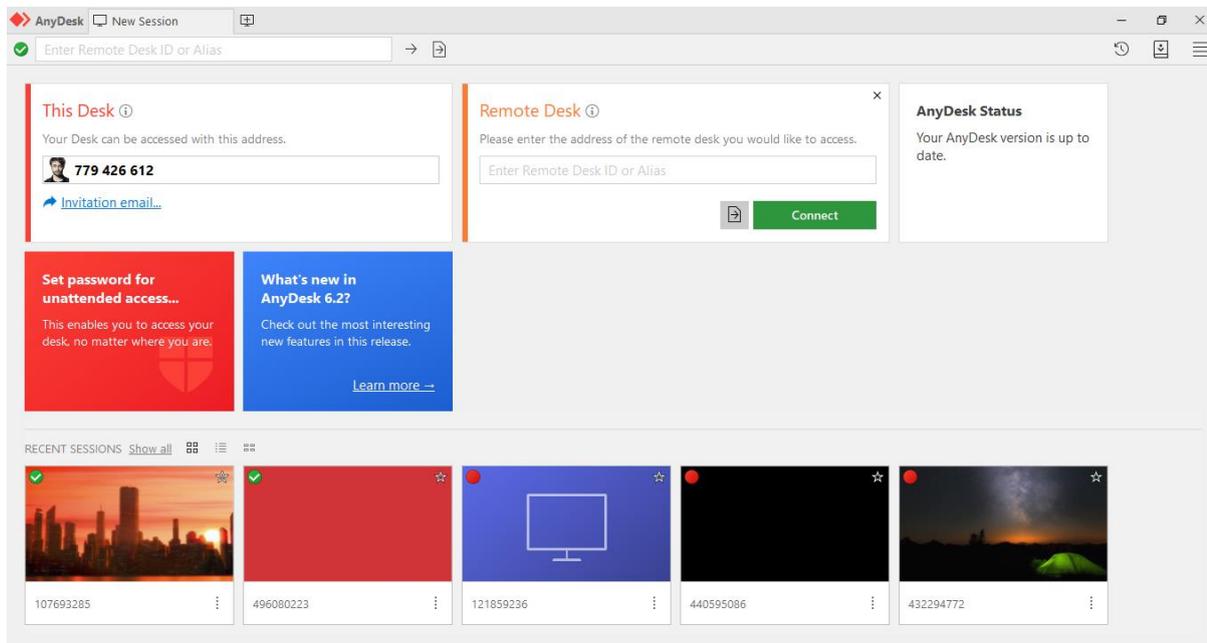


Figure (4): AnyDesk IDs that involve working from anywhere

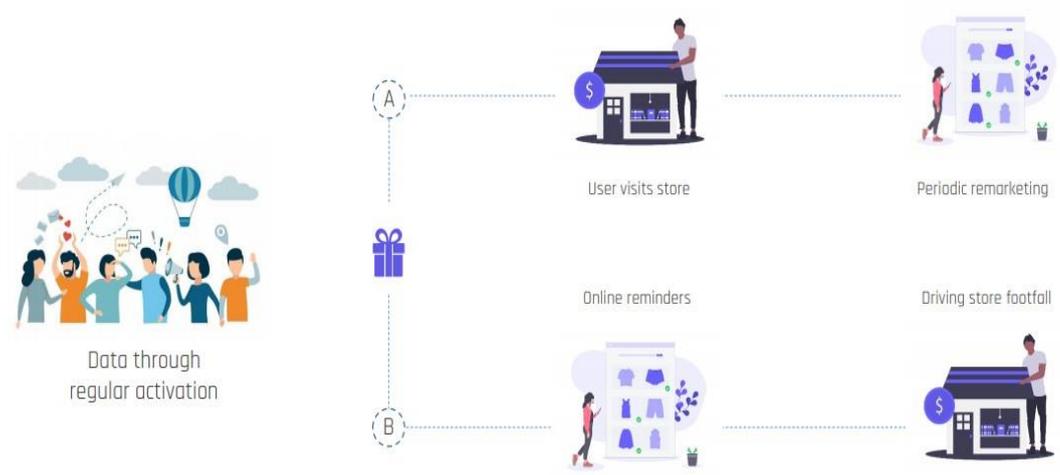
**Promotion:** It is the only commitment of X Integrated Marketing Agency to assist other large or small organizations with the overwhelming in their limited time job, and it does so not only for its own advancement but also as a public relations office. It's clear from our Head of Business Solutions' presentation that the primary constraint on our job at X is the time constraints. Our client's word-of-mouth will assist the workplace create if we are able to provide exceptional service and contentment. It's also important to note that the actual job of a client's marketing agency has a positive impact on both the company and its employees.

## 2.4.2 Integrated Marketing of X-Integrated Marketing Agency

For an expert marketing agency like X Integrated Marketing Agency, there are four more 4Ps in addition to the basic 4Ps of marketing.

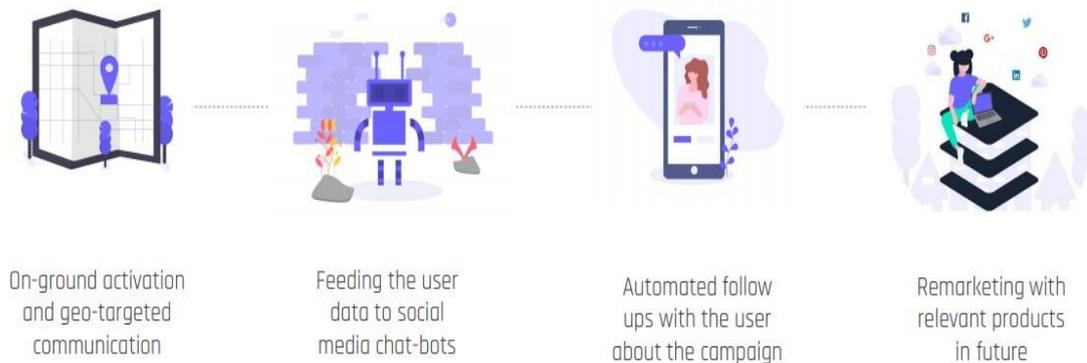
Most of the support provided by X Integrated Marketing Agency Limited comes from its four central divisions.

Figure (5): Automated Data Collection and Transmission



**1. Campaign Planing Time:** A large part of this division's work consists of more advanced showing techniques such as developing new avenues for diverse businesses to enter the market, particularly through internet media.

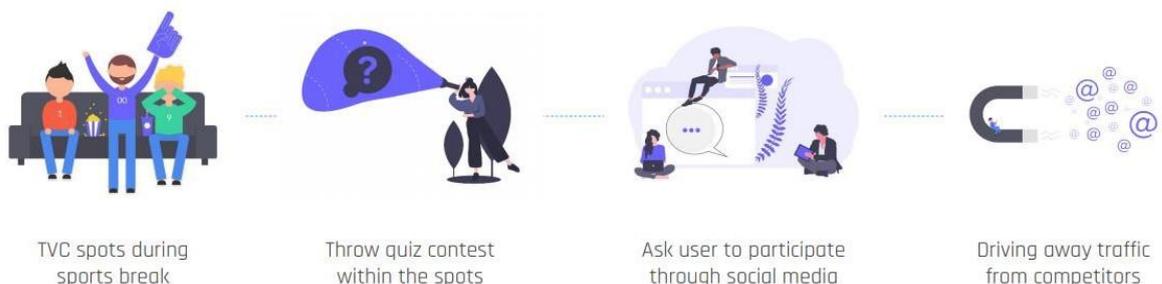
Figure (6): Monitoring and Preserving Activation Data



**2. Client & Service Management Team:** Automation in this team is mostly focused on creating and managing the brand's organizational structure through a series of automated publicizing methods. They have their own unique methods for handling consumer requests and an unplanned method for enhancing their reputation among a wide range of potential clients. For the most part, they'll be responsible for guiding and executing limited-time campaigns for numerous brands, primarily over the internet.

**3. Creative Team:** This team is responsible for all of the customer's online media platforms' sophisticated content. Staff members that are dedicated to their work are tasked with disseminating information through various mediums such as static posts, promotional videos, online video commercials, and television commercials. As a result, this group must be kept up-to-date on all the upcoming trends, while yet remembering the brand's image and their communication design simultaneously.

Figure (7): Engaging the digital audience in real time with TV commercials



**4. Query Management Team:** As a part-time employee, I'm here. Despite the fact that the primary task is to select questions, this group is devoted to planning correspondence examples, creating test layouts, training the commitment officials, and finally, making them ready. Airtel devices, information, and upgrades are all kept in a central location for our use by our IT department. At the same time, it helps us to move forward with less difficulty and improve our accuracy. This section will be elaborated on in future conversations. Finally, and most importantly, this group is trustworthy to create positive posts about their planned brands on open gatherings that include customer groups with similar interests, which is known as local area cultivating.

Figure (8): X Integrated Marketing Agency's most prestigious clients.



**Principle:** X Integrated Marketing Agency's core idea is that quality execution is more important than quantity. From the time they start looking for new employees to the time they serve their clients, they have a guiding concept that they follow throughout their work. As far as seasonal workers are concerned, they have the best pay scale in the business when compared to other administrations in the business like Asiatic MCL and Magnito Digital Ltd, HYPE, HAVAS Digital and so on beginning at BDT 100/hour on normal non-weekend days with the wide range of various advantages like lunch and supper as well. The vast majority of their consumers are served by student understudies who have exceptional selling abilities. With

low maintenance workers like students, X Integrated Marketing Agency can find a work environment distinct from their studies and cover their pocket money, while at the same time getting great qualified undergrads to work for them at an unusually low price.

**Process:** Our quality assurance team is made up of individuals like Mr. Faruq Ahmed (Training and Information | QMT, Business Solutions), Md. Asif Ali (Executive | Training and data | QMT, Business Solutions), and Ms. Nafisa Nawara (Executive | Training and information | QMT, Business Solutions) who are constantly updating us via email and meetings on new items, changes, and quality rules. In reference to what was previously stated, this organization now relies on a handful of programs to deliver support to our clients.

**Performance:** In this country, one of the top brands has been one of our clients. The brands you manage can give a reasonable impression of your presentation. This year's COMMWARD 2018 awards X Integrated Marketing Agency Limited as the third most awarded organization in Bangladesh's correspondence offices.

## **2.5 Financial & Accounting Performance**

Every penny that comes in goes to the money and records office at X Integrated Marketing Agency Limited.

In this particular division, we're focusing on –

- Score Sheets
- Board funding
- Exchange of funds among departments through a loan or an early installment
- Records and revenue incentive
- Monthly transactions preparation

- Interprets of taxes
- Month-to-month cash flow

Payroll is a major responsibility of this division. As a result, the information held by this office cannot be divulged by the delegates. It was an impediment for me in this regard, and I was unable to gather all of the relevant information.

## **2.6 Operations Management & Information System Practices**

### **2.6.1 Operation Management**

X Integrated Marketing Agency's operational rules include numerous ground rules and guidelines.

#### **Human Resource & Administration:**

X Integrated Marketing Agency's Human Resources are typically handled by this group. It's essential to have a meeting with the board of directors to ensure that everyone is on the same page. This office's Human Resources Executive is Mr. Mirza Shams. A large portion of his work involves tasks such as keeping track of all the expert information, issuing ID cards to new hires, inducting existing employees by entering their names into a computerized system, coordinating motivation and assessment plans for full-time delegates, issuing certificates of completion to those who have completed their internships, and so on.

### **2.6.2 Information Technology System**

This association has a distinct advantage over the competition because of its focus on information technology. Accounting, IT Solutions, and Human Resource departments at X Integrated Marketing Agency Limited are constantly available to provide specialized help to the vast range of diverse departments inside the organization. In addition, In order to communicate with the overall workplace, finance, accounting, request, portion follow-up, assessment supervision and statistics area, X Integrated Marketing Agency has its own equipment. Seasonal workers and supervisors are still involved in the process of ensuring that all of the employees are protected during the course of the company's growth.



Figure (9): X Integrated Marketing Agency's Attendance Tracker

## 2.7 Industry & Competitive Analysis

### 2.7.1 SWOT Analysis of X Solution Limited

<p><b>STRENGTHS</b></p> <ol style="list-style-type: none"> <li>1. Providing quality service while growing</li> <li>2. A well-managed and well-trained team</li> <li>3. Great office environment</li> </ol>	<p><b>WEAKNESSES</b></p> <ol style="list-style-type: none"> <li>1. Reactionary to criticism</li> <li>2. Low worker maintenance endeavors</li> <li>3. Inability to keep potential employees</li> </ol>
<p><b>OPPORTUNITIES</b></p> <ol style="list-style-type: none"> <li>1. Assemble a strong connection to high-profile brands.</li> <li>2. Maintaining a steady supply of new graduates</li> <li>3. Set up distinct business relationships</li> </ol>	<p><b>THREATS</b></p> <ol style="list-style-type: none"> <li>1. Taxes imposed by the government are growing steadily</li> <li>2. Developing rivalries locally</li> <li>3. Global epidemic and economic downturn</li> </ol>

Table (2): SWOT Analysis of X Integrated Marketing Agency

**2.7.2 Porter’s Analysis of X Solution Limited**

X Integrated Marketing Agency's position among competitors is depicted in Porter's five areas of the analysis. Each of my company's five divisions has an extensive dialogue, which you can read about here.

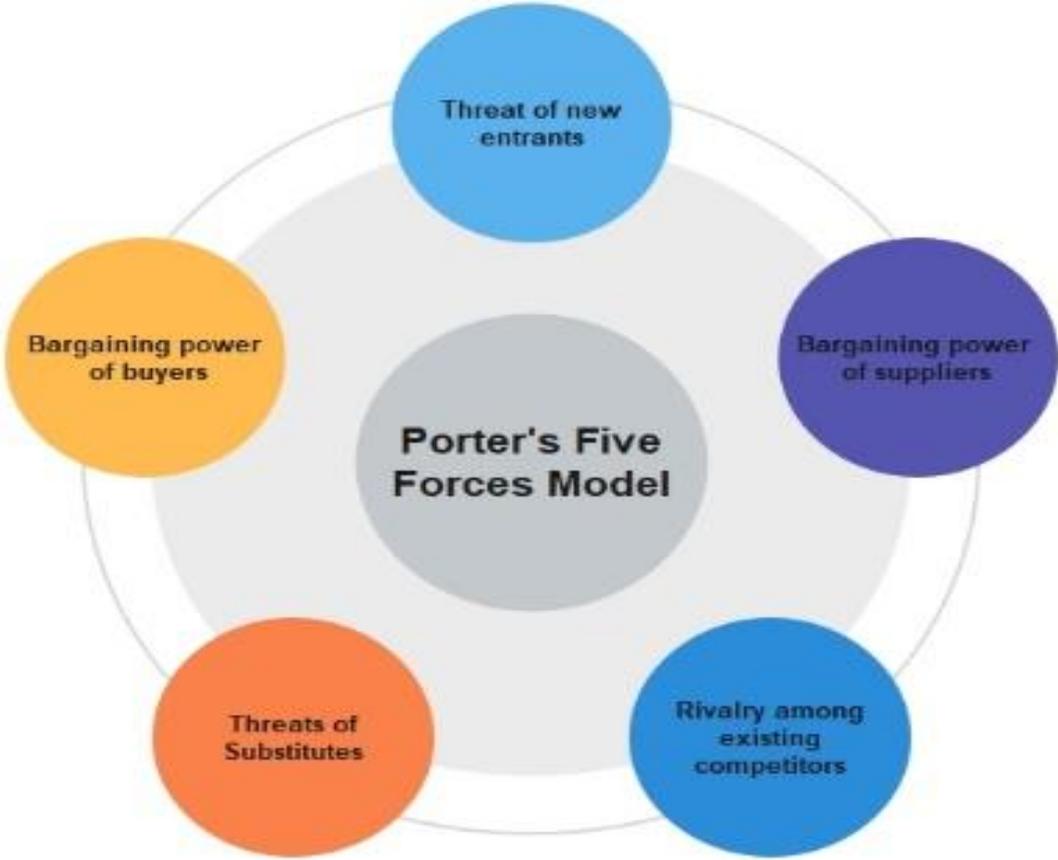


Figure (10): Porter’s 5 Forces Model of X Integrated Marketing Agency

**Threat of New Entrants –**

Every year, there are new companies springing up as a result of advances in technology and digital marketing. The competition in this industry has intensified, and each company is striving to differentiate itself from the rest.

**Bargaining Power of Buyers –**

Buyers and customers are clearly more aggressive than they should be when it comes to haggling. Regardless, the goal of Bangladesh's setting is to allow us to proceed in accordance with the wishes and rules of our clients.

**Bargaining Power of Suppliers –**

The programmers who work for the Query Management Team should be paid on a yearly enrollment basis as one of the key providers. Supplying power is lessened because there are many such professional associations around the world.

**Rivalry among Existing Competitors –**

Risk of substitution is low if a client opens their own high-level advancement area and requests administrative staff, which would be unnecessary for them to supervise. Changing providers is risky unless the recipient is completely dissatisfied with the current provider.

**Threat of Substitutes –**

This country's computerized advertising space is dominated by the capital city of Dhaka, which is the focus of internal conflict. X Integrated Marketing Agency is one of the best organizations when it comes to creativity and organization.

## **2.8 Recommendations**

- Try to keep well-versed experts on the payroll & reduce the number of layoffs that happen over and over again.
- Try to consistently reward low-maintenance workers with a badge of recognition.
- The board's superior resource must have an unmatched, exact, and definitive design.
- More and better-advanced solutions for their separate portfolio should be included in the integration.
- Engage Officers with more experience and shift work hours should be given a driving force plan.

## **Chapter 3**

### **Project Part: The Influence of Digital Marketing Communication on Consumer Purchasing Decisions in a Pandemic (COVID-19)**

#### **3.1 Introduction**

For the duration of my temporary employment, I held the position of Junior Engagement Officer at X, an integrated marketing agency. Airtel Bangladesh and Binge have been my sole responsibility. This time period has given me the opportunity to acquire all of the necessary skills to bargain with clients, see exactly what the client is asking for, and set the necessary example of correspondence in order to reach an agreement with the client that meets his or her needs. In light of my previous experience, I've decided to continue working on this topic for the remainder of my report for my entry-level job.

Product and service promotion via digital distribution channels such as mobile devices. (Smith, 2012) C&L define it as marketing activity using multiple media like blogs, websites, e-mails and Adwords. Digital marketing has revolutionized consumer communication. These days' customers have computers, cellphones, tablets, and social media like Facebook (FB), Instagram (IG), Twitter (TW), WhatsApp (W) et (Yasmin, Tasneem, & Fatima, 2015). Bangladesh's internet users have exploded due to low-cost cellphones and inexpensive data. Connect with your target audience, increase brand awareness, and sell online. Customers will investigate online before buying, thus a brand's cyberspace is necessary. Consumers can compare prices and value online. According to Dahiya (2013), 81% of shoppers research online before buying. Consumers use digital marketing for everything from information gathering to post-purchase communication and review. COVID-19 has increased the number of people staying home and online. Digital is now the market.

It has changed our way of knowing, thinking, and living. Marketers and customers are adjusting.

Companies have lost a lot and must survive. Consumption has shifted due to the pandemic's managed lockdown and widespread infection fear. Consumption of on-demand food is increasing. Closing stores has made people rethink their behaviors. Previous online shoppers are opening accounts and embarking on a new consumer journey. Those services are now valued and praised. Brands are increasingly selling directly to consumers via mobile and digital. Buying local is becoming increasingly important. A new consumer and business strategy will help the industry grow quickly.

### **3.1.2 Literature Review**

In this pandemic situation, online purchases were vital in every aspect of business. Customer relationship management (CRM) and product development are among the many areas where digital technologies have had a significant impact (Hudson, Roth, & Madden, 2012). Development of electronic devices and equipment, and flourishing marketing practices have facilitated this impact (Chen & Lin, 2019). Marketing strategies have gone digital. A marketing practice is defined as digital when it is executed digitally (Yasmin, Tasneem, & Fatima, 2015). Similarly, a marketing communication becomes digital when it is transmitted digitally. Marketers use digital communication to directly communicate with their customers (Bird, 2007). The internet, via websites, social media, email, smartphones, online groups and communities, etc., is widely used in digital marketing communication; however, this does not mean that it is limited to this technology. Marketers can also communicate with customers via non-internet channels (Chen & Lin, 2019). The use of offline digital platforms like TV and mobile phones to promote products and services is quite common (Scharl, Dickinger, & Murphy, 2005; Pandey & Shukla, 2010).

Digital technologies have changed the way we communicate in areas like interaction, accessibility, customer engagement, customization, measurability, and dealing with large data sources (Deighton, 1996; Merisavo et al., 2007; Salehi, Mirzaei, Aghaei, & Abyari, 2012; Edelman & Heller, 2015). The use of digital

communication technology allows for real-time and personalized service delivery. This has made marketers heavily rely on digital marketing to communicate with clients (Holliman & Rowley, 2014). Marketers use digital marketing communication to establish interactive and targeted communication (Merisavo et al., 2007). According to Gay, Charlesworth, and Esen (2007), digital marketing communication allows for subtle marketing messages while maintaining customer satisfaction. The digital medium of marketing communication has undoubtedly surpassed the traditional format due to its enhanced customer experience (Adam, Ibrahim, & Syahputra, 2020).

Digitization affects all industries, regardless of size or type (Kothari & Saxena, 2004; Ricciuti, 1995). So do Bangladeshi cosmetics. The country's enormous population, expanding purchasing power, and export potential have made it more enticing. The country's cosmetics business appears lucrative, enticing marketers and scientists. As a matter of fact, omitting Bangladeshi cosmetics from inquiry and analysis is unconscionable considering their importance. These days, people demand a flawless online shopping experience for branded cosmetics. Following the COVID 19 pandemic, top cosmetics businesses are aggressively investing in digital channels. They all show the great potential of the marketing sector in Bangladesh and stimulate consumer research.

### **3.1.3 Objectives**

#### **Broad Objective:**

- How digital marketing communication influenced consumer purchasing decisions during the pandemic

#### **Specific Objectives:**

- Certain elements that have a direct impact on a customer's purchase decision
- Advertising's role in shaping consumer behavior in social/digital media

- The role of online customer service (via social media) as a digital marketing medium
- The future of digital marketing in Bangladesh

## **3.2 Significance of the Study**

We know from common knowledge that during pandemic crises, individuals began to shop more and more online, and digital marketing plays a significant part in influencing the consumer's ultimate purchase decision. In this study, I will attempt to explain how digital marketing influenced a consumer's decision to purchase or not purchase something during the pandemic, as well as how it shaped a consumer's purchase habit over time.

### **3.2.1 Methodology**

Primary and secondary sources were used to compile this internship report. An online survey and my views and experiences during my internship at X Integrated Marketing Agency are the key sources of data. To better grasp the situation, I've also used secondary data.

Because I couldn't get my hands on it via my company, my boss, or the internet, I didn't include things like yearly reports and financial data that aren't available to the public.

- Primary data sources:
  - ✓ Survey
  - ✓ Observation
- Secondary data source:
  - ✓ Internal data: Company's internal data collected through the supervisors,
  - ✓ company website.
  - ✓ External data: Research paper, articles, websites

### 3.3 Findings & Analysis

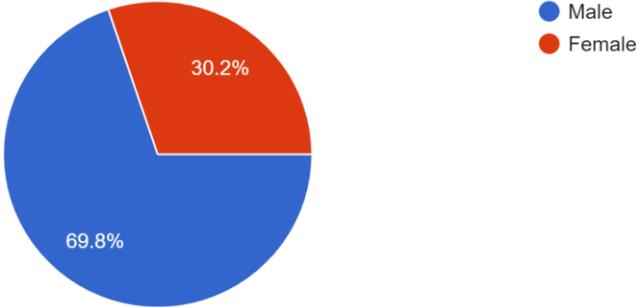
It is the subject of my report that digital marketing communication influences consumer purchasing decisions in a pandemic (COVID-19)

It was based on primary data (survey and internship experiences) and secondary data from both internal and external sources.

### 3.4 Results of the Survey

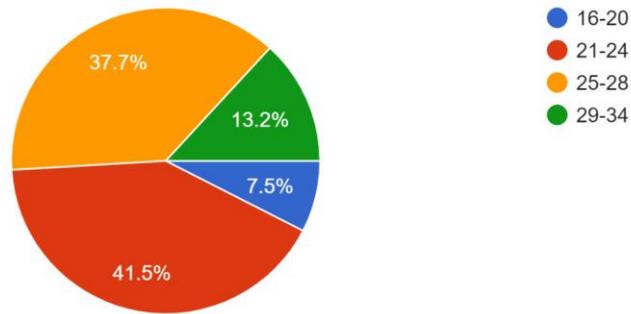
A total of 53 people took part in the survey, including 37 men and 16 women, with 22 respondents in the 21-24 age range, 20 in the 25-28 age range, 7 in the 29-34 age range, and 4 in the 16-20 age range.

Gender  
53 responses



### Age

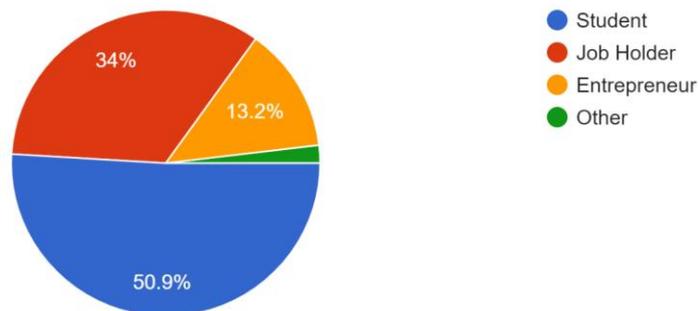
53 responses



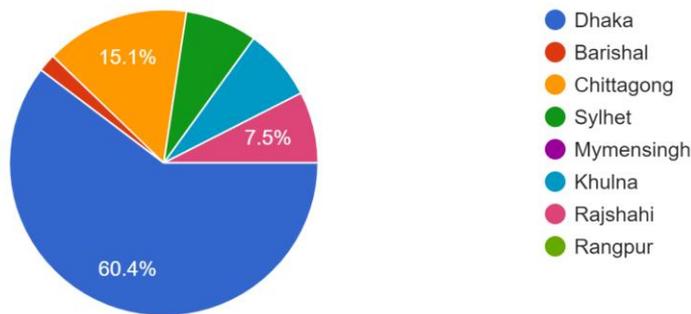
Of the 53 people who took the poll, 27 identified as students, 18 as workers, 7 as business owners, and 1 as something else. Furthermore, Dhaka has 32 residents compared to 8 in Chittagong. Each of Khulna, Sylhet, and Rajshahi divisions has four residents, while Barisal has one.

### Occupation

53 responses

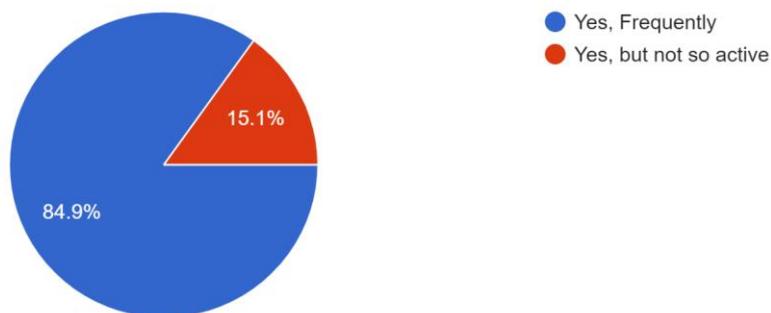


City you live in  
53 responses



About 84.9 percent of people said they frequently use social media, while 15.1 percent said they use it occasionally.

Do you use social media? (Ex: Facebook, Instagram)  
53 responses

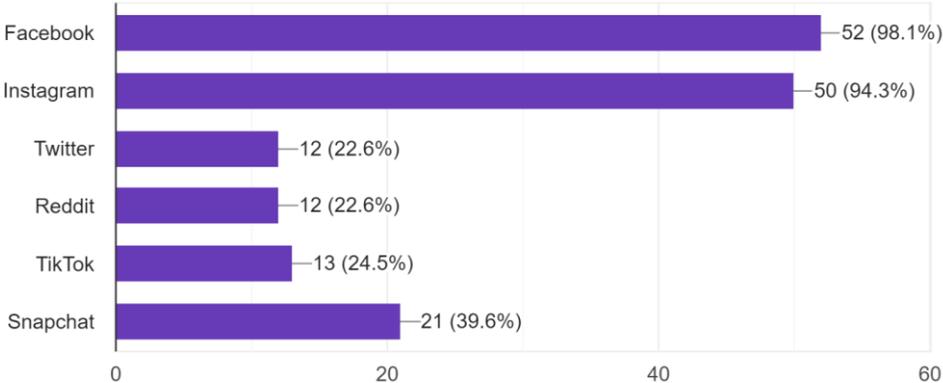


When asked about social media, the vast majority of respondents said they were active on Facebook and Instagram, respectively.

Twitter, Reddit, and Tiktok each have 22% of the respondents, while Snapchat has 39% of the respondent population.

Which of these social media app do you use?

53 responses

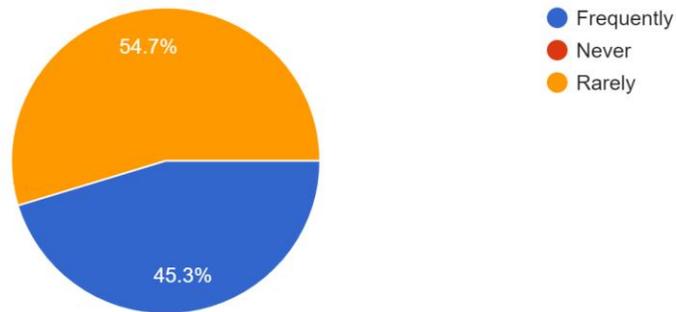


When asked how often they buy products online, 54.7% of people said rarely, while 46.3% said frequently, with 0 people voting for never in the poll.

In addition, 52.8% of those surveyed said they had done their pre-covid shopping online, but 47.2% said they had not.

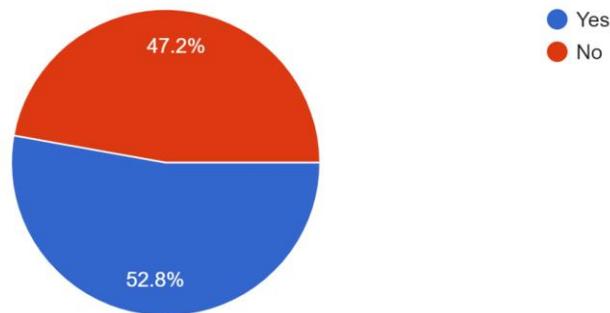
Do you buy products through online?

53 responses



Were you doing your pre-covid shopping online?

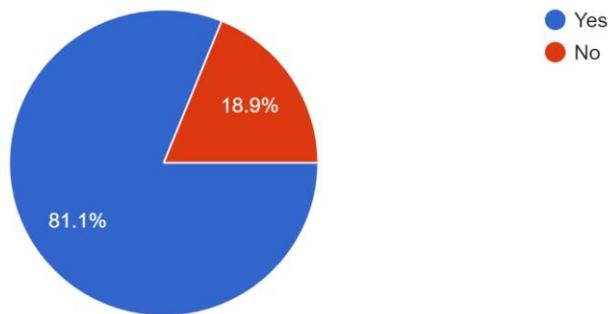
53 responses



Of the 81.1% of people who bought something after seeing a product's advertisement, 18.9 % did not, and 54.7 % of those people expressed their thoughts about sponsored advertisements, saying that they dislike being interrupted when they're watching a video by ads, 24.5 % said that they're mostly irrelevant, and 20.8 % said they occasionally enjoy watching ads.

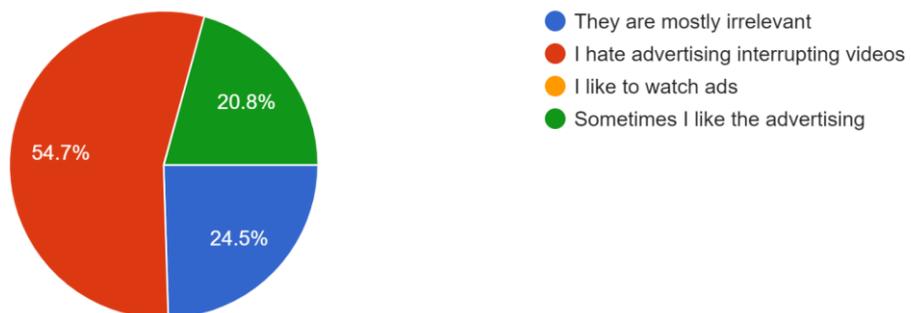
Have you ever bought something after viewing their advertisement?

53 responses



What are your thoughts on sponsored posts or advertisements? ( played between videos or stories)

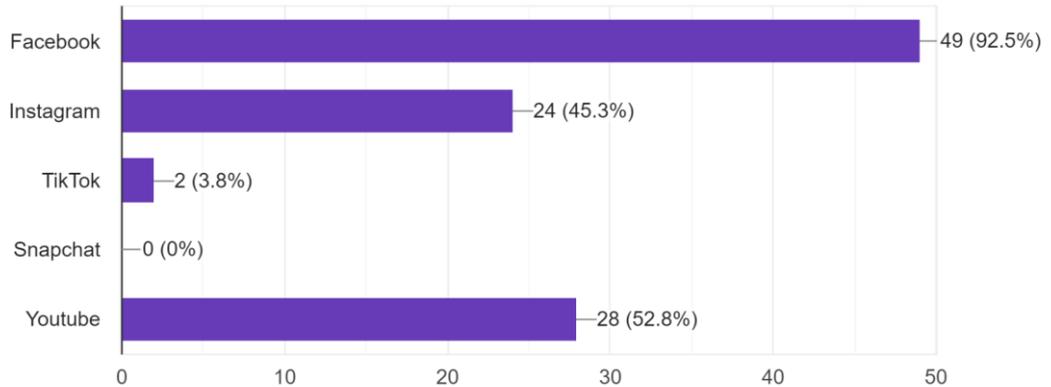
53 responses



92.5% said that Facebook was the platform where they saw the most ads, while only 45.3% said Instagram, and 52.8% said YouTube. Tiktok received the fewest votes, with 3.8%

### Which platform do you see the most advertisements?

53 responses

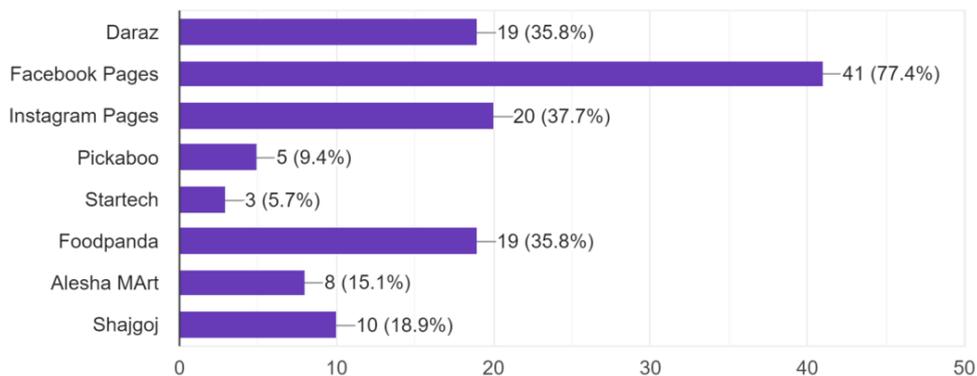


Where did they make the most purchases after seeing sponsored ads? 77.4 % of the votes were cast for Facebook pages, with 37.7% going to Instagram. Daraz and Foodpanda each received 35.8% of the votes.

Alesha Mart gained 15.1% of the vote, while Shajgoj gained 18.9%. Startech received 5.7 percent of the vote, while Pickaboo received 9.4 percent.

### Which platform did you buy from most after seeing sponsored ads?

53 responses

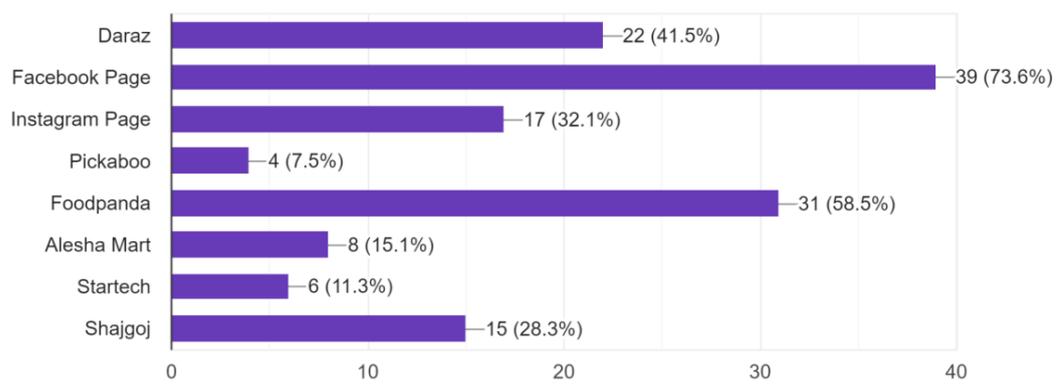


One of the most popular answers to the question of where people do their online shopping on a regular basis was Facebook pages (73.6%). 58.5% went to Foodpanda and 41.5 % went to Daraz

Shajgoj received 28.3% of the votes, while pickaboo received 7.5%, Alesha Mart 15.1%, and Startech received 11.3% of the votes.

In general, where do you order online?

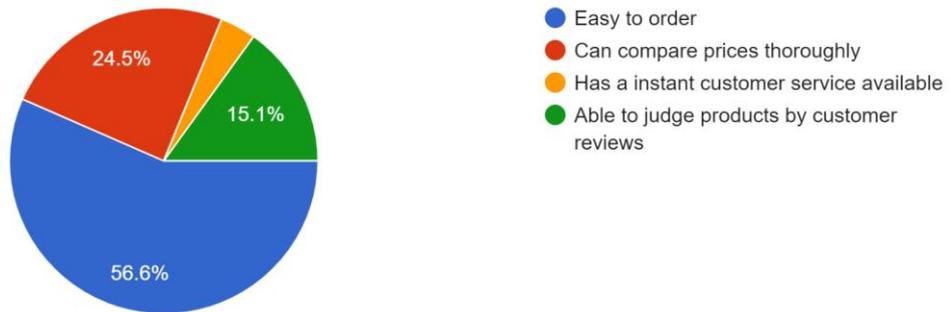
53 responses



The majority (56.6%) of those polled on why they prefer to shop online rather than in a brick-and-mortar store stated that it is more easy. 24.5% of those polled supported the idea of being able to compare prices in detail, 15.1% supported the idea of reading previous customer reviews, and 3.8% supported the idea of receiving instant assistance when they have a question.

### What motivates you to make online purchases rather than in-store purchases?

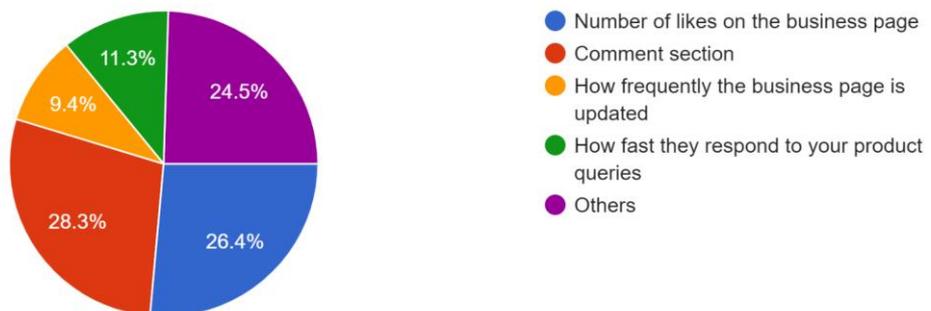
53 responses



When asked what they look for first before making an online purchase, 28.3% chose the comment section, 26.4% chose the number of likes on pages, 11.3% chose the speed of customer service, and 9.4% chose the most recent update of the page, while 24.5 percent chose something else.

### Which do you check first when buying online?

53 responses

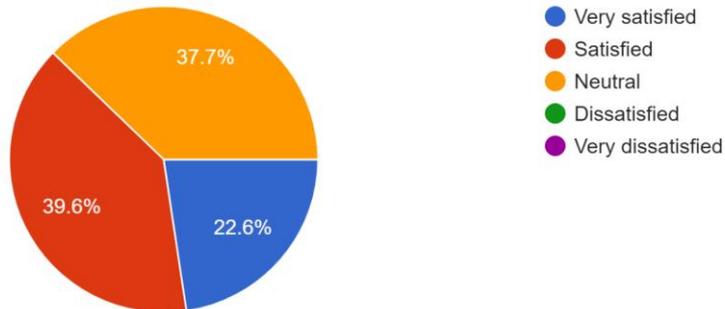


Asked about their level of satisfaction with online shopping, 39.6% of respondents were satisfied; 22.6% were very satisfied; 37.7% were neutral.

When asked if they would recommend online shopping to others, the overwhelming majority of respondents (96.2 percent) said yes, while only 3.8 percent said no.

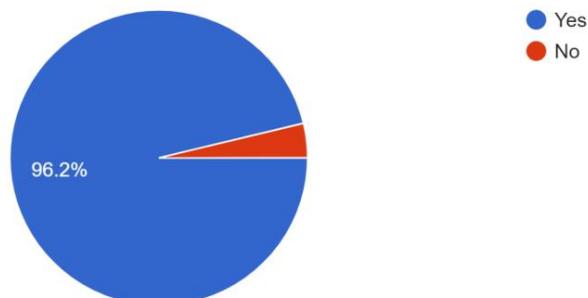
How satisfied are you with online shopping?

53 responses



Would you recommend online shopping to others?

53 responses



### **3.4.1 Findings from My Survey and Observation:**

- The ability for customers to contact a company directly following the viewing of an advertisement makes online customer service an important tool for digital marketing. According to my survey, customers prefer to communicate with a company via social media rather than by phone. As a result, it increases the likelihood of converting potential buyers into customers
- As we all know, even if a product is perfect, a company's success depends on its ability to provide excellent customer service before and after the sale. A satisfied customer can be delighted by excellent customer service. In terms of digital marketing, it's a crucial component, as customers' comments and reviews on your product's page are always a good way to promote your product to others.
- It's critical to keep an eye on your customers and their questions on your company's Facebook page. When a business has a social media page, my survey participants said they actually check to see if the page is active, whether they post regular price updates, and whether they respond to comments. So in today's world, a business's online visibility and tidiness of its website are critical. If they have any questions, the majority of customers will contact you directly through that page. So, if they don't hear back or hear back late, their opinion of the company may shift, and they may stop doing business with them altogether.

### **3.5 Summary & Conclusion:**

My internship at X- Integrated Marketing Agency gave me a clear picture of the state of digital marketing in the United States. More than 5 million Americans take part in some form of social networking sites each year. As a result, social media is having a bigger impact on marketing. As companies become more aware of the value of digital agencies, they begin to employ them to manage their websites. The transformation from offline to online marketing is still in its early stages. There were times when advertising campaigns relied solely on creativity, but today, data is crunched in a more rational and complex manner to make the most effective commercials possible. In the new data-driven world, creativity is no longer driving, but it is still present.

In ten years, it will be fascinating to see where digital marketing has progressed. The new challenges advertisers face require them to up their game in terms of awareness and technical proficiency. Keeping all of this in mind, it is essential that they comprehend the wants and needs of customers as well. So they will be able to meet their marketing goals and keep their customers happy.

### **3.6 Recommendations**

As a result of my research and experience at Asiatic MindShare Ltd., I have the following suggestions:

- It doesn't matter how big or small your business is; you should have a social media presence. Updated pages are always attractive to customers because they appear to be open 24 hours a day, seven days a week.

- They must have a full-time staff to ensure that their website is available to customers around the clock. The majority of businesses instead use the services of a staffing agency to supplement their in-house workforce.
- It is preferable for companies to use the services of an agency, which has the knowledge and expertise necessary to effectively manage web pages.
- The reputation of a company can be made or broken by its approach to digital marketing and community management today.
- Be courteous and professional when responding to questions. Customers will be put off if you rush through the process.

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## **Appendix A.**

# **Internship Report Proposal**

## **Report on:**

The Influence of Digital Marketing Communication on Consumer Purchasing Decisions in a Pandemic (COVID-19)

### **1.1 Broad Objective:**

- How digital marketing communication influenced consumer purchasing decisions during the pandemic

### **1.2 Specific Objectives:**

- Certain elements that have a direct impact on a customer's purchase decision
- Advertising's role in shaping consumer behavior in social/digital media
- The role of online customer service (via social media) as a digital marketing medium
- The future of digital marketing in Bangladesh

## **2. Preliminary Literature Review:**

In this pandemic situation, online purchases were vital in every aspect of business. Customer relationship management (CRM) and product development are among the many areas where digital technologies have

had a significant impact (Hudson, Roth, & Madden, 2012). Development of electronic devices and equipment, and flourishing marketing practices have facilitated this impact (Chen & Lin, 2019). Marketing strategies have gone digital. A marketing practice is defined as digital when it is executed digitally (Yasmin, Tasneem, & Fatima, 2015). Similarly, a marketing communication becomes digital when it is transmitted digitally. Marketers use digital communication to directly communicate with their customers (Bird, 2007). The internet, via websites, social media, email, smartphones, online groups and communities, etc., is widely used in digital marketing communication; however, this does not mean that it is limited to this technology. Marketers can also communicate with customers via non-internet channels (Chen & Lin, 2019). The use of offline digital platforms like TV and mobile phones to promote products and services is quite common (Scharl, Dickinger, & Murphy, 2005; Pandey & Shukla, 2010).

### **3. Preliminary Methodology:**

#### **Primary data sources:**

- Survey

#### **Secondary data sources:**

- Intern data: companies internal data, interview of my company supervisor.
- External data: research paper, articles, surveys done by others, reports on similar topics.

### **4. Significance of the Issue:**

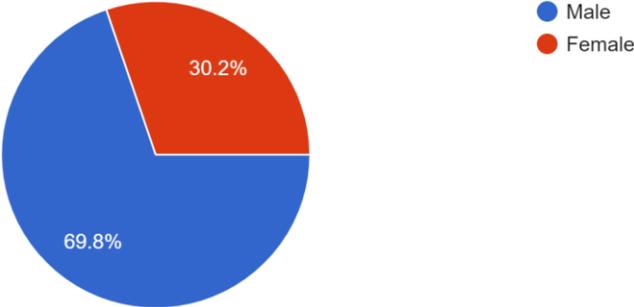
We know from common knowledge that during pandemic crises, individuals began to shop more and more online, and digital marketing plays a significant part in influencing the consumer's ultimate purchase decision. In this study, I will attempt to explain how digital marketing influenced a consumer's decision to

purchase or not purchase something during the pandemic, as well as how it shaped a consumer's purchase habit over time.

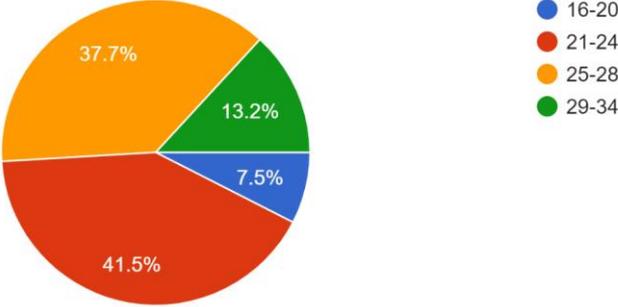
**5. Timeline of the repor work:**

- **Report Work Timeline:** As per BRAC University Guidelines.
- **Internships Duration:** 3 months (January to April).

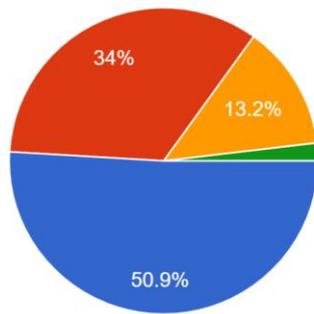
Gender  
53 responses



Age  
53 responses

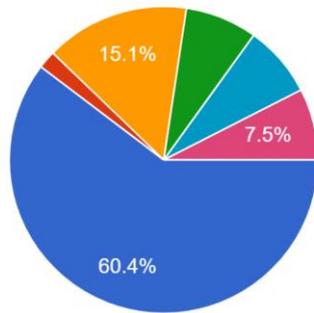


Occupation  
53 responses



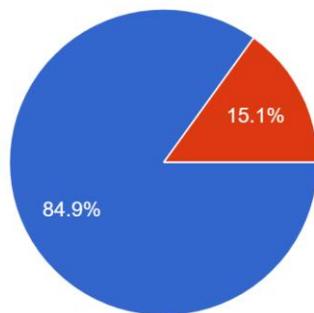
- Student
- Job Holder
- Entrepreneur
- Other

City you live in  
53 responses



- Dhaka
- Barishal
- Chittagong
- Sylhet
- Mymensingh
- Khulna
- Rajshahi
- Rangpur

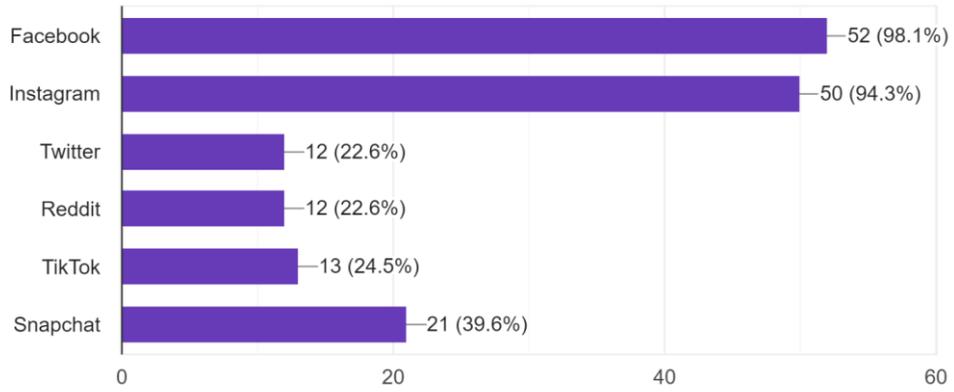
Do you use social media? (Ex: Facebook, Instagram)  
53 responses



- Yes, Frequently
- Yes, but not so active

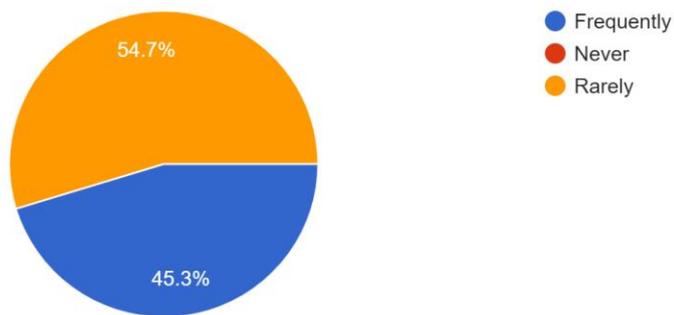
### Which of these social media app do you use?

53 responses



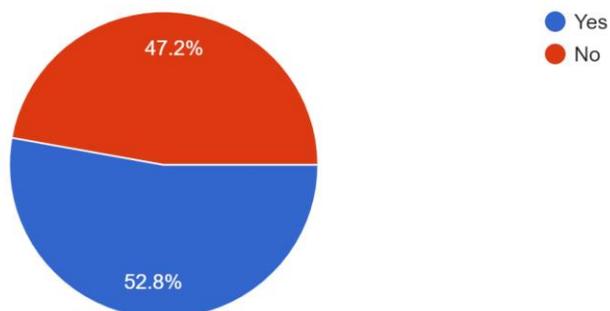
### Do you buy products through online?

53 responses



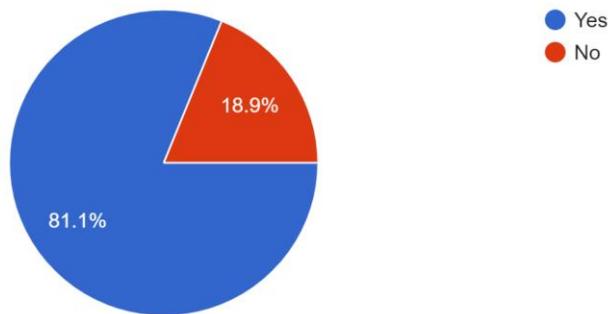
### Were you doing your pre-covid shopping online?

53 responses



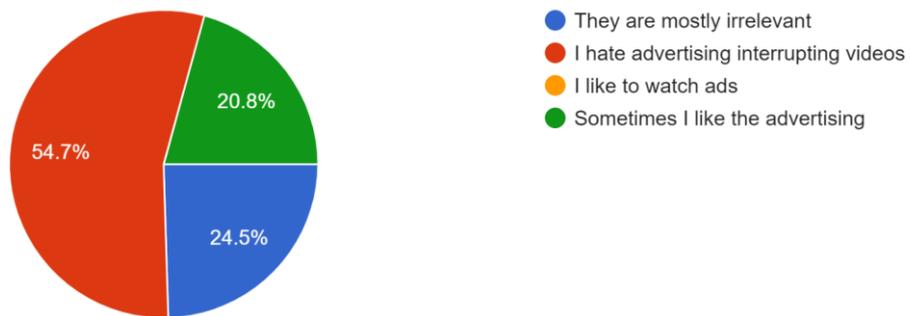
### Have you ever bought something after viewing their advertisement?

53 responses



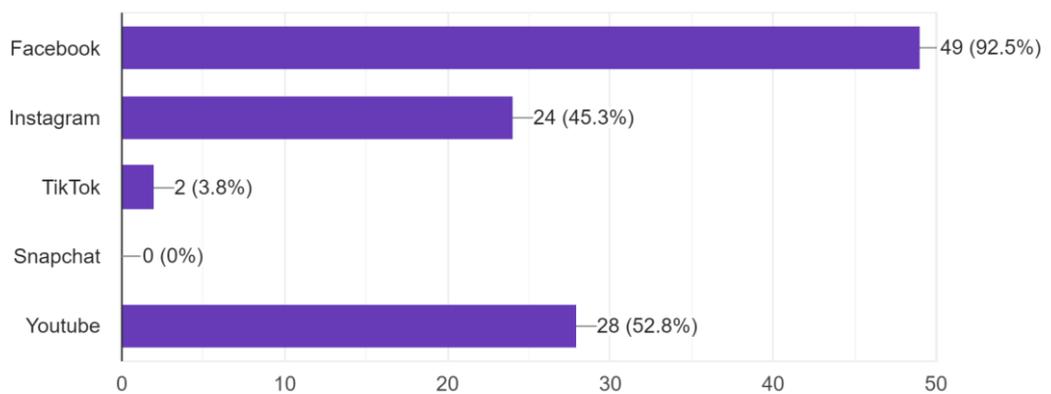
### What are your thoughts on sponsored posts or advertisements? ( played between videos or stories)

53 responses



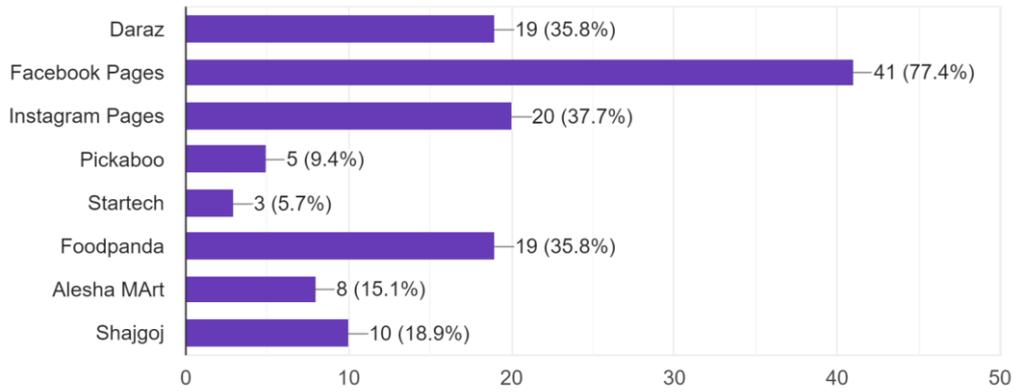
### Which platform do you see the most advertisements?

53 responses



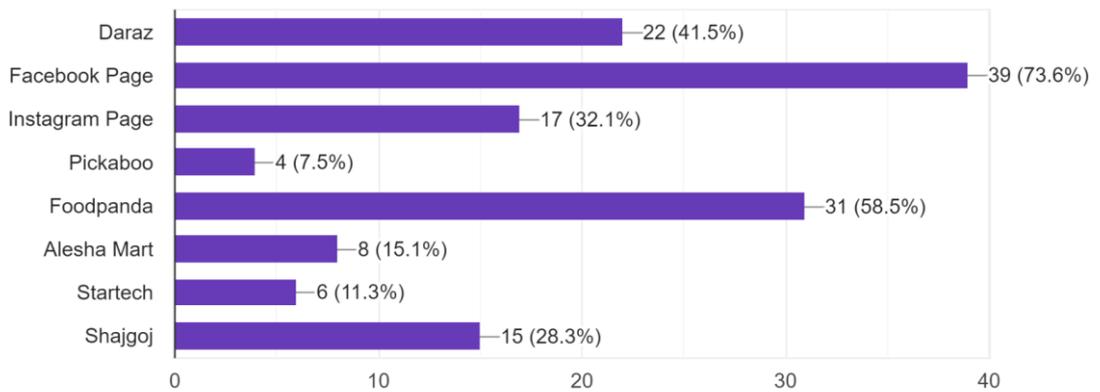
### Which platform did you buy from most after seeing sponsored ads?

53 responses



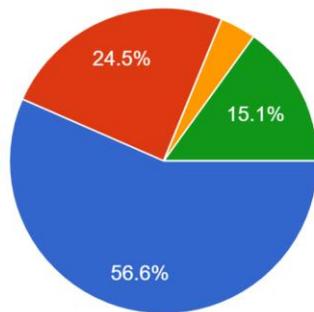
### In general, where do you order online?

53 responses



### What motivates you to make online purchases rather than in-store purchases?

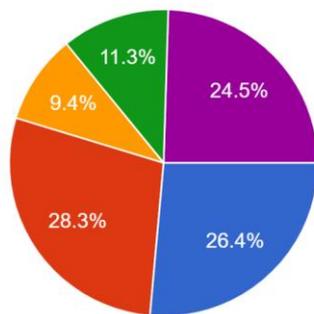
53 responses



- Easy to order
- Can compare prices thoroughly
- Has a instant customer service available
- Able to judge products by customer reviews

### Which do you check first when buying online?

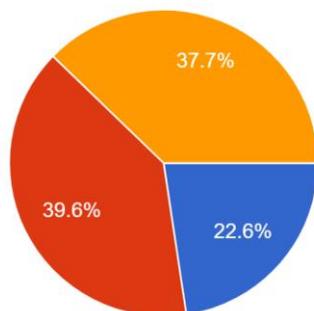
53 responses



- Number of likes on the business page
- Comment section
- How frequently the business page is updated
- How fast they respond to your product queries
- Others

### How satisfied are you with online shopping?

53 responses



- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

Would you recommend online shopping to others?

53 responses

