

Report On
Cross-Cultural Analysis of Digital Marketing Influence on
Consumer Behavior for Consel Health

By

Tandin Dorji
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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
December 2023

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Declaration

It is hereby declared that

1. The internship report submitted is my original work while completing my 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 that 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:



Tandin Dorji
Student ID: 20104170

Supervisor's Full Name & Signature:



Dr. Md. Shamimul Islam
Assistant Professor, BRAC Business School
BRAC University

Letter of Transmittal

Dr. Md. Shamimul Islam
Assistant Professor,
BRAC Business School,
BRAC University,
66 Mohakhali, Dhaka-1212.

Subject: Report on Internship Submission

Dear Sir,

I am pleased to present my internship report titled "Cross-Cultural Analysis of Digital Marketing Influence on Consumer Behavior for Consel Health". This report is a result of my internship experience at Consel Health, where I worked in the Business Development department for three months, from October 15th to 15th January 2023. During my time at the organization, I diligently followed my supervisor's instructions and met all the requirements.

This internship opportunity, which was part of the BUS400/ internship program, allowed me to gain valuable knowledge through practical experience. I believe that this experience will greatly benefit my future career as it enables me to combine my theoretical knowledge with the practical skills, I have acquired during my time here.

In addressing all concerns in compiling this report, I extend profound gratitude for your assistance and support. My efforts to ensure the report's comprehensiveness, conciseness, and meaningfulness were unrelenting, as I included all relevant information and recommendations as suggested. Confidently, I assert that the report satisfies all standards. Nonetheless, I welcome any feedback or advice on my report that you may offer.

Sincerely yours,

Tandin Dorji

ID: 20104170

BRAC Business School

BRAC University

Date: December 29, 2023

Non-Disclosure Agreement

An agreement consent was formed between BRAC University students and Consel Health via contract. I recognize that my time there meant access to valuable and confidential information related to the company's plans. This information must stay private, and I am not permitted to share or discuss any details with anyone.

Acknowledgment

I would like to thank everyone who guided me and helped me complete this research paper. Firstly, I am grateful to my manager, Mr. Nafe Muhtasim Hye for providing me with valuable information and encouraging me to improve my skills. I also wanted to thank my colleagues for treating me as the younger brother and helping me throughout my internship. Thus, thank you for being respectful, helpful, and cooperative.

Moreover, I am grateful to my supervisor at BRAC College, Dr. Md. Shamimul Islam for his help, suggestions, review, and advice on my paper. Thank you for assisting me with arranging the report sections. Thank you for your great guidance.

Henceforth, I am grateful to BRAC University and Consel Health for providing me with this opportunity. I will always keep in contact with both firms and keep learning from them. I would firmly recommend this temporary position to anyone who needs to get active experience and learn from the best nearby.

Executive Summary

This report explores how digital marketing influences consumer behavior across different cultural markets. The evaluation is done using an online survey, consumer data, and relevant concepts on culture. The quantitative information was collected from Consel Health and the qualitative information was collected through internet sources and online surveys of consumers.

The findings highlight the digital strategies of Consel Health and it reveals what kind of digital marketing campaigns the consumer prefers. The analysis is done based on preference, purchasing intention, attitude, loyalty, ROI, conversion rate, engagement rate, and online questionnaire report. The report assesses Consel Health's digital marketing strategy based on cross-cultural reflections, emphasizing the importance of adjusting creativity to resonate with buyers' cultural contexts for greater effectiveness and engagement.

In conclusion, Consel Health must employ culturally sensitive digital marketing strategies. This will assist with laying out uprightness, limit apparent risks, and upgrade site availability for customers from different social foundations. Along these lines, it brings about more significant levels of online commitment and sale conversions. Consel Health aims to improve its digital marketing strategy to serve its diverse customers better and maintain its position as Bangladesh's best telemedicine and mental health counseling services provider.

Keywords: Consel Health, Digital Marketing, Cross-Cultural, Consumer behaviors, Consel Health, Strategies and practices

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List of Acronyms

SWOT: Strength, Weakness, Opportunity, & Threat

RTR: Receivables Turnover Ratio

DSO: Days Sales Outstanding

ITR: Inventory Turnover Ratio

DIO: Days Inventory Outstanding

GPM: Gross Profit Margin

OPM: Operating Profit Margin

NPM: Net Profit Margin

P/E: Price-To-Earning

P/B: Price-To-Book

P/S: Price-To-Sales

EPS: Earning Per Share

ROI: Return on Investment

Glossary

ROI: ratio of net profit to marketing investment.

Impression: The number of times an ad or content is shown to a user.

Audience size: The number of people who are interested in the brand or product.

Reach The percentage of the audience size that sees the ad or content.

Clicks: The number of times a user clicks on an ad or content.

Conversion: The number of users who take a desired action, such as signing up, buying, or subscribing.

Conversion rate: The percentage of clicks that result in conversions.

Engagement rate: The percentage of users who interact with the ad or content, such as liking, commenting, or sharing.

Chapter 1

Overview of the Internship



1.1 Student Information

Name: Tandin Dorji

ID:20104170

Program: Bachelor of Business Administration

Major: Computer information management

Minor: E-Business

1.2 Internship Information

Period: 3 months

Company Name: Consel Health

Department: Business Development

Address: Kallyanpur, Dhaka, Road No. 2, Primary school side

1.2.1 Internship Company Supervisor's Information

Name: Md. Ashraful Islam

Position: Founder & Managing Director

1.2.2 Job Scope

I was involved in various tasks such as market research, communication with clients, writing proposals, sales and marketing support, collaboration with the team, etc. A bachelor's degree in the field of marketing, trade, or a related area is required. Hence, very good communication and social skills are plus points. The familiarity with the use of online communication tools, and passion for health care.

1.3 Internship Outcomes

1.3.1 Students' Contribution to the Company

I am currently working as a business development intern at Consel Health. I conducted several market research and identified new potential firms for collaboration. I have increased the number of customers to avail of online health services through networking activities. Also, I help to arrange live conferences with customers and sales representatives. Moreover, I explain our service to people who visit our webinars, outlets, and online campaigns. I am learning new skills and knowledge with the help of my colleagues. I have applied these skills and knowledge to analyze and interpret infographic data and make a good decision.

1.3.2 Benefits to the student

I have acquired practical experience in how business development should work and operate. For example, I have to conduct market research or write proposals to identify new clients, sponsors, and strategic partners. I'm capable of finding new leads, engaging clients and stakeholders, and managing projects now. The benefit I received was to work with a passionate team who love their professions. My experience helps me to build a network of professional people and boost my confidence to strive for the upcoming future. This internship provided me with valuable skills and knowledge to improve my resume and prepare me for a successful career in the industry.

1.3.3 Problem/ Difficulties

It has been a struggle for me to change to the company mindset and meet the standards that have been set for me. Sometimes the number of comments I get from my boss and friends can be overwhelming. Effective contact with customers and partners has been another hurdle. I have had to change my communication style and tone to meet the unique needs, tastes, and

standards of each person, group, or government body. The use of contact means, such as telephone, email, or video chatting, has been important, but language obstacles and cultural differences have made it more difficult.

Managing my time and tasks became tough. I had to organize many projects and tasks, including market research, report creation, data analytics, customer support, and lead generation. Controlling schedules and controlling stress and worry have been important. I also have to balance my tasks for jobs and studying with my obligations.

Developing my skills and knowledge has been a constant process. I need feedback, direction, and help from my boss and coworkers to learn new software, tools, and methods, apply academic ideas in real scenarios, and manage ethical and legal problems. I also checked other learning sources, such as online classes, books, or papers. I made it a goal to show my worth and ability as a skilled and dependable person who could add to the growth and success of the company. I must show skill, knowledge, creativity, and imagination, and constantly offer high-quality work.

1.3.4 Recommendations

As an intern at Consel Health, I have some suggestions to improve the job program and business growth. Here are my suggestions:

1. Create a clear and organized job schedule that explains the intern's goals, standards, and duties. This will help them understand their job and add to the growth of the company. This helps them to track their growth and receive comments from their boss.
2. Provide regular teaching and training to help students improve their skills and knowledge in professional growth. This can be online classes, workshops, talks, or watching experts. They will be able to connect with workers and learn from their experiences.

3. Encourage trainees to think differently and innovatively in finding new business chances and solutions for the company. This may include performing market or new product studies, reaching out to possible users, or engaging in networking efforts. They should also be pushed to share their thoughts and opinions with management and the team.

4. Recognize and reward the worker for his or her successes and services to the company. This can be done through comments, praise, honor, or support. It will make the intern feel valuable and inspired to perform better, and may even increase their chances of becoming future workers or loyal customers.

Chapter 2

Organization Part



2.1 Introduction

Consel Health has been an online healthcare service provider since 2019-2020 during the COVID-19 period. It provides psychological counseling, training, and telemedicine services. The firm was founded by CEO Md. Ashraful Islam and Dr. Mohammad Mahmudur Rahman. It aims to provide easy access to healthcare through a user-friendly app and consumers can avail of service at an affordable rate around 24/7hrs in a day. Consel Health has over 100 doctors and 30 psychologists who effortlessly provide service to local and global users. The operation of providing service to users through the app was smooth with the help of a modern information system. This also improves the online presence and digital business. Consel Health is active in the market of USD 6.6 billion, and it has a potential for growth given its rapid change within Bangladesh's fast-evolving healthcare sector based on COVID-19. The company Consel Health stands out by using technology that offers unique healthcare solutions despite the early stages of health technologies in Bangladesh. Counsel Health distinguishes itself from its competitors by offering a vast array of services which include counseling for mental health, teleconferencing, and various training programs. As a result of their commitment to creating jobs in the healthcare sector and establishing strategic relationships, they can compete in the market.

2.2 Overview of the Company

Consel Health, with a team of doctors and psychologists on the clock, provides online mental health care and telemedicine services. In addition, Consel Health's prescription and Reports uploading system facilitates the interaction of its clients using chat, voice, or video conference calls from anywhere in the world. Their objective is to use the Internet as a means of addressing health issues. The services provided by the company include mental therapy, online, and training programs. A team of over 30 psychologists offers psychological therapy to clients with a wide range of mental health issues, such as worry, tension, bitterness, relationship issues, and anxiety. Over 100 specialists offer telemedicine services, which might recognize and treat medical issues such as skin, eyes, ears, nose, mouth, stomach, and kidneys. Experienced psychological trainers give training programs, providing customers with a range of skills and approaches for successfully coping with psychological disorders, sadness, and relationship problems. The business delivers mental health treatments as well as online and in-person training workshops. Moreover, students can take advantage of a 50% savings on the training classes. The firm has made a mobile app that is easy to use, allowing users to access the numerous services simply and safely. This app offers numerous features, such as video talking, e-prescription powers, a chat system, a report posting system, and a safe payment system. It also offers a rating and review system, allowing clients to provide useful notes and ideas to the pros.

Mission: To solve mental, physical, and other health-related problems Counselling and telemedicine services and services are taken anytime anywhere online.

Vision: To provide Telemedicine and counseling services to every internet user in this world.

Goal:

- ✓ To ensure healthcare accessible to all
- ✓ To create health awareness.
- ✓ To be a part of the digital world.
- ✓ To create employment in the health sector.

Consel Health Core Values:

1. Making medical care effectively available to everybody through internet-based services.
2. Spreading mindfulness about well-being among the public.
3. Integrating innovation into medical services and being a piece of the digital world.
4. Creating open positions in the health sector.
5. Conveying first-class emotional wellness guidance and telemedicine services by talented experts.
6. Furnishing shoppers with nonstop client support.
7. Making user-friendly services with features like video calling and e-solutions



Figure 1: Core values of Consel Health

Company Core Team Organogram

This team is responsible for steering Counsel Health's actions and long-term goals, ensuring that the firm effectively accomplishes its aim of providing accessible healthcare services.

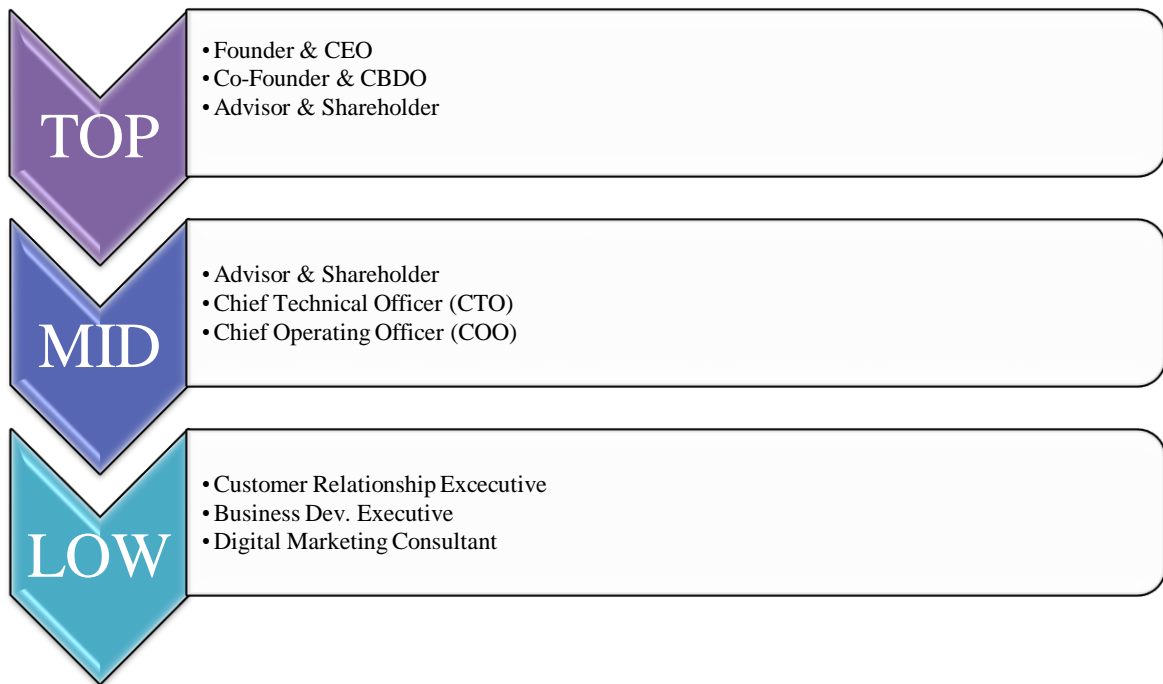


Figure 2: Company Core Team Organogram

2.3 Management Practices

2.3.1 Leadership Style

To support awareness and generate employment opportunities in this sector, the company is tasked with providing healthcare at a reasonable cost. A forward-thinking and revolutionary leadership approach has been adopted by the company. It's a way of supporting creativity, foresight, motivation, and empowerment. The firm encourages its staff and customers to seize all their potential and reach their objectives. It's flexible, it's adaptable.

Advantages:

- It sustains a culture of development and innovativeness
- It inspires and connects with its supporters and clients
- It improves the presentation and efficiency of the association
- It constructs trust and dedication among the partners
- It works for positive change and development

Disadvantages:

- It might call for a ton of significant investment from the pioneers.
- It might confront obstruction or incredulity from certain supporters or clients
- It might make ridiculous assumptions about presumptuousness
- It might disregard a portion of the functional or managerial parts of the association
- It might conflict with a portion of the conventional or moderate qualities

2.3.1.1 Human Resource Planning Process

A comprehensive and efficient process for the preparation of human resources is provided by Consell Health. The Organization ensures that its human resources planning reflects the objectives and missions pursued by it, such as delivering services on the Internet via telemedicine or telepathology and offering psychology training to increase market share and customer base. Consell Health is assessing its current workforce's strengths, skills, and access to find places where it will need to expand or recruit new personnel for the achievement of these objectives. Moreover, Consell Health also forecasts future workforce needs by taking into account factors such as customers' requests, market trends, industrial legislation, and technological changes; so that it develops a strategy for filling gaps and meeting future demand. Recruiting and finding qualified individuals, learning and developing existing members of teams, recognizing and retaining good performers, and promoting or dismissing staff where necessary. For this reason, Consell Health monitors and analyses its human resource strategy's efficiency and effectiveness as well as adapting the plan in case of change at home or abroad.

2.3.1.2 Process of employment and selection

The Consel Health firm uses various strategies to recruit specialized staff, such as doctors, therapists, and customer service representatives. Potential candidates will be checked on how they fit with company culture and values. Also, HR will conduct several tests on candidates like online tests, interviews, and written tests. Hence, selecting the best candidates out of many applicants is done based on their qualifications, skills, experience, personality, and agreement with the firm's policy.

2.3.1.3 Compensation and Benefits

The firm provides compensation to staff based on their commitment and achievement. The staff are recognized and rewarded with bonuses, health insurance, vacation, incentives, flexible working time, and salary raises. The purpose of this scheme is to retain and attract the best employees in the firm. Also, the firm provides pension schemes, paid leave, and medical care.

2.3.1.4 Training and Development Program

The firm always conducts training and development programs for its staff, so they can upscale their skills and experience. The company promotes continuous learning and professional development for staff through workshops, seminars, training, and opportunities for the achievement of certificates. Lastly, it aims at the particular needs of individual employees to enhance overall performance.

2.3.1.5 Performance assessment

The assessments are done based on the employee's ability, experience, and attitude while working. It recognizes employee success and achievements. Hence, it provides useful feedback to staff and identifies opportunities for progress. Thus, to help individuals improve their performance and achieve good things, providing critical feedback and guidance is essential for the assessment of staff in the future.

2.4.1 Marketing Strategy

The firm has developed an integrated marketing plan to strengthen its brand reputation, engage with customers, and increase its presence on the market. The company spends a lot of money on market research so that it can better understand its target clients' needs and preferences. Thus, firms can create personalized advertising campaigns that will interact with their customers and have a positive impact on their acquisition and retention. The firm wants to

position itself as a reliable, convenient, and cost-effective online platform for mental and physical healthcare. Hence, the firm is interested in promoting the use of psychotherapy and telemedicine for people who need it. It also offers nutritional advice and fitness plans to its clients. The firm is using several platforms to advertise its products or services, e.g. on social media outlets such as Facebook, websites, YouTube, TV, radio stations, blogs, etc.

2.4.2 Target Consumers/Targeting/Positioning Strategy

Consel Health has come up with a strategy for reaching the vast majority of its patients who like to acquire online counseling and psychiatric care services. Easy accessibility is one plus point of firms that attract and retain a stable client base. The target audience of the firm is those who have issues with stress, anxiety, depression, diabetes, chronic pain, etc. Consel Health divides its market into segments based on demography, geography, psychographic, and behavioral characteristics to ensure that it becomes effective in reaching its target group. The firm aims to position itself as reliable, and available, and offer affordable prices of service to the target audience.



Figure 3: Target customers, targeting, and positioning strategy

2.4.3 Marketing channels

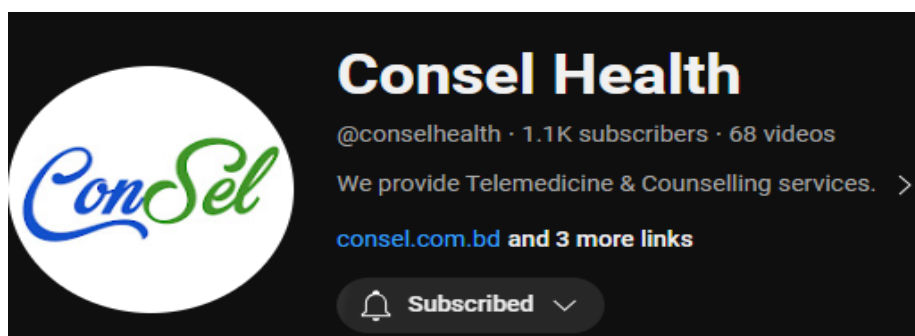
The company also has a website, an app, and a social media infrastructure for easy disclosure of information about its services, specialists, training programs, or any other matter to users. The company mostly uses YouTube and Facebook to advertise its service to gain more visitors and leads. Hence, to reinforce awareness and interest for potential customers, Consel Health has been promoting its product on television, radio, newspapers as well as on podcasts. It uses Influencers or celebrities for the promotion of its services, to gain more customers and users' loyalty.

Example:

Facebook



YouTube



Website Blog

OUR BLOG

All Uncategorized খাদ্য ও পুষ্টি ফিটনেস মা ও শিশুর যত্ন মানসিক স্বাস্থ্য রূপচর্চা স্বাস্থ্য পরামর্শ



মানসিক রোগ কি??
লক্ষণ কি কি??

যেসব লক্ষণ থাকলে বুঝবেন আপনি মানসিক রোগে আক্রান্ত !!!

UNCATEGORIZED

consel_siteadmin May 31, 2023
3669 Replies



মানসিক সমস্যার জন্য কখন কার কাছে যাবেন??
সাইকোলজিস্ট/সাইকিয়াট্রিস্ট
Psychologist/Psychiatrist

মানসিক সমস্যার জন্য কখন কার কাছে যাবেন??

UNCATEGORIZED

consel_siteadmin May 31, 2023
8 Replies



সিজোফ্রেনিয়ায় ভুগছেন???

সিজোফ্রেনিয়ার লক্ষণ || Symptoms of Schizophrenia

মানসিক স্বাস্থ্য

consel_siteadmin May 30, 2023
11 Replies

Contact us

Mobile APP

Consel Health

Consel Health

Contains ads

4.5★
84 reviews

5K+
Downloads

3+
Rated for 3+ ⓘ

Install on more devices

Share

Figure 4: Marketing channel

2.4.4 Product/New product development and competitive practices

By using an application, Consel Health provides counseling and telemedicine services. It offers nutrition advice, as well as methods of physical and mental exercise. Periodic updates to the features and functions of the application improve user experience and enjoyment. They have developed new products and services to meet client needs and market inputs. For example, to ensure the retention of its customers Consel Health Plus is a subscription-based service that

offers special discounts and promotions. By offering high-quality services, reasonable prices, and a comprehensive network of doctors and psychologists, Consel Health differentiates itself from other online healthcare platforms that are competing with each other. Moreover, to respond to customers' evolving needs, the firm is dedicated to developing and investing in new products. Consel Health kept an eye on the competition environment to allow them to adapt their business strategies in line with evolutions and best practices.

2.4.5 Branding activities

The Consel Health Campaign aims to create a positive and strong brand impression for both consumers and stakeholders. To increase its values and identities, the firm uses several elements like logos, mottos, color schemes, or tone of speech. Hence, to improve brand recognition, the brands' domain names and their application names shall also be applied. Testimonials, reports, surveys, and awards are used to demonstrate the company's credibility and reputation. In addition, the firm social responsibility is done through solving a wide range of social issues and events. To develop original and unique brand images, they have been investing a huge amount of money in the use of branding, logo designs, and marketing messages. Therefore, the brand plays an important role in developing the marketing strategy as it illustrates how committed they are to providing high-quality mental health and counseling services.

2.4.6 Advertising and Promotion Strategies

To improve awareness and attract new clients, the firm is using different advertising and promotion techniques. The firm works with celebrities, advocates for mental health, and community organizations in the field of hosting workshops, seminars, or live conferences. This strategy is intended to raise consumer awareness and encourage the use of its services. In this way, the firm will use its advertising strategies such as discount and loyalty schemes to interact

with consumers and obtain leads through the Internet and physical media. Using analytical and feedback tools, the effectiveness of these marketing activities shall be measured and evaluated.

Activities



Figure 5: Advertising and Promotional activities

2.4.7 Critical Marketing Issues and Gaps

There are challenges to be faced by a company such as strong competition, divergent consumer tastes, and service differentiation on the market. However, the implementation of this scheme will be severely hampered by a lack of understanding and trust from potential clients, as well as strong competition with healthcare providers in other countries. The way that this system works is also affected by legislative and regulatory problems. To address the concerns of customers regarding satisfaction and loyalty, Consel Health's primary aim is to use unique solutions to increase customer engagement and loyalty.

2.5 Financial Performance

2.5.1 Liquidity and solvency

Over the years, the liquidity and solvency of the company have varied. The current ratio: is 1.23, showing that it has the resources necessary to fulfil its obligations by 2023. The current ratio dropped from 1.57 in 2021 to 1.43 in 2022. So, its short-term liquidity is low. Moreover, a quick ratio of no inventory of existing assets was recorded at 1.11 in 2023 compared to 1.32 in 2021. Moreover, it could be difficult for Consel Health to meet its obligations if the company's inventory is not converted immediately into cash.

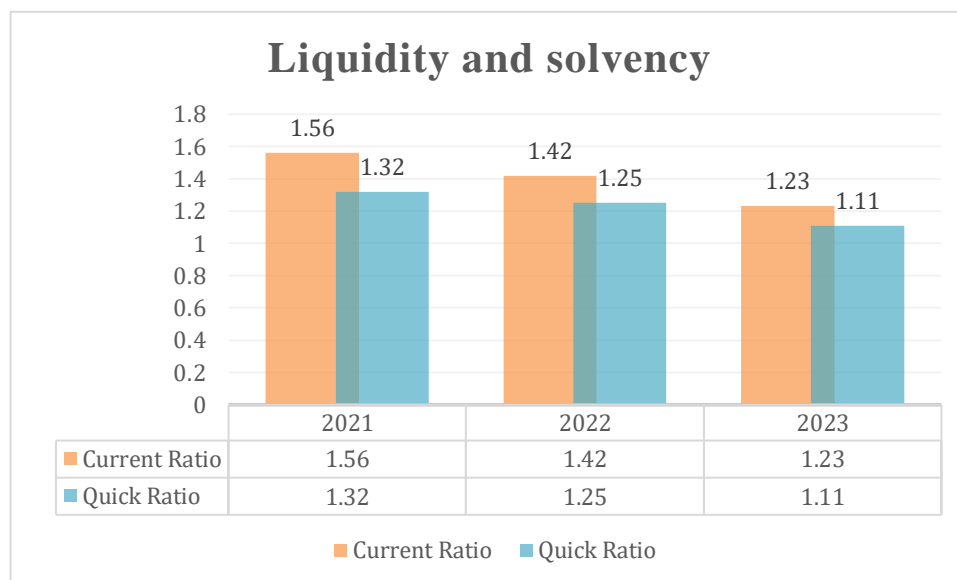


Table 1: Current Ratio and Quick Ratio

In 2023, the debt-to-equity ratio stood at 0.67 and this suggests that it is financing its operations with shares rather than loans. From 0.50 to 0.59 between 2021 and 2022, the increase in this ratio is likely to lead to a rise in financing leverage and risk. Furthermore, due to its decreasing interest coverage ratio from 6.21 in 2021 to 4.87 in 2023, the firm's ability to cover loan expenses becomes difficult. The reduction shows that earnings are less profitable and this also leads to a higher debt burden.

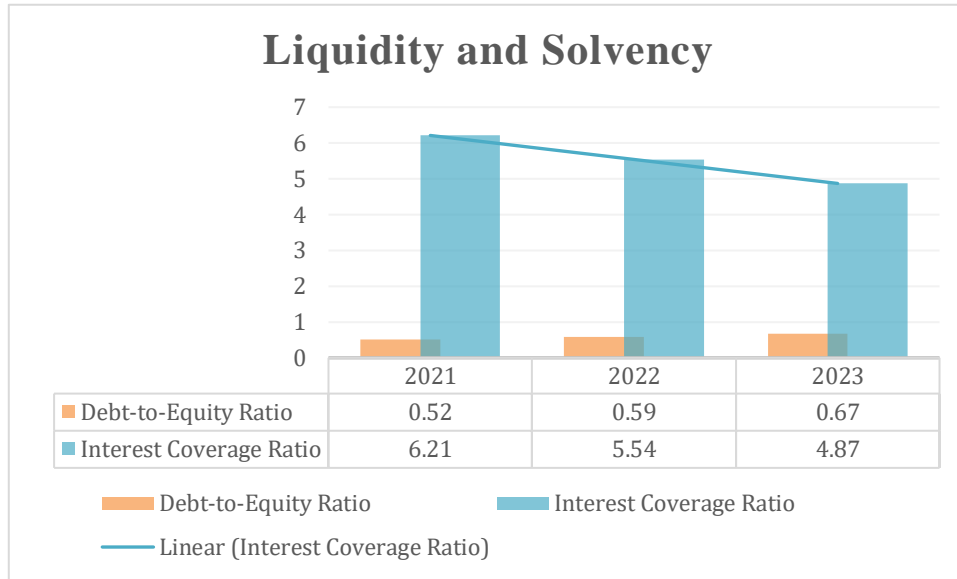


Table 2: Debt-to-Equity Ratio and Interest Coverage Ratio

2.5.2 Efficiency:

In 2023, the receivables turnover ratio stood at 8.76. It shows an average of 8.76 times per year that it collected a receivable. Improved capacity to collect customers' funds was shown by an increase in ratios of 7.89 and 8.12 between 2021 and 2022. Hence, DSO dropped to 41.68 in 2023 from 46.26 in 2021. The figures indicate the reduction in the typical number of working days needed to recover receivables. The reduction is mainly due to a quick cash conversion cycle and an increased ability of the company to turn out receivables in cash more quickly.

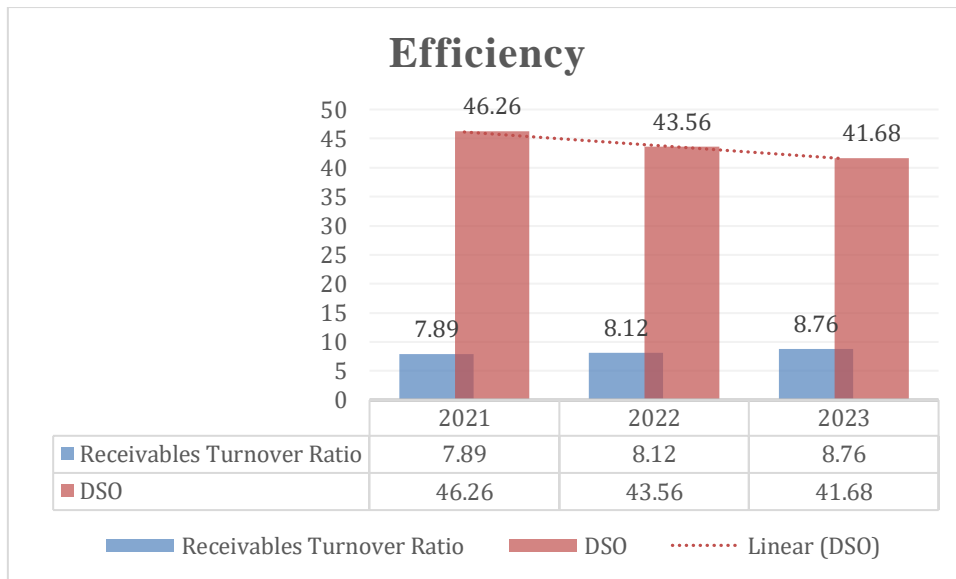


Table 3: RTR and DSO

The inventory turnover ratio has been 5.34 as of 2023. This means that over an annual period, 5.34 times the whole stock was disposed of by the company. However, this figure dropped to 5.67 in 2022, from 6.40 in 2021. This suggests a slow turnover of stocks, as well as an overstock problem. In addition, the DIO has increased from 58.41 to 68.35 between 2021 and 2023. This means that the sale of a given product requires an average number of days. An extended cash conversion cycle has led to this increase in DIO. The report states that cash conversion is likely to take more time for firms' inventories.

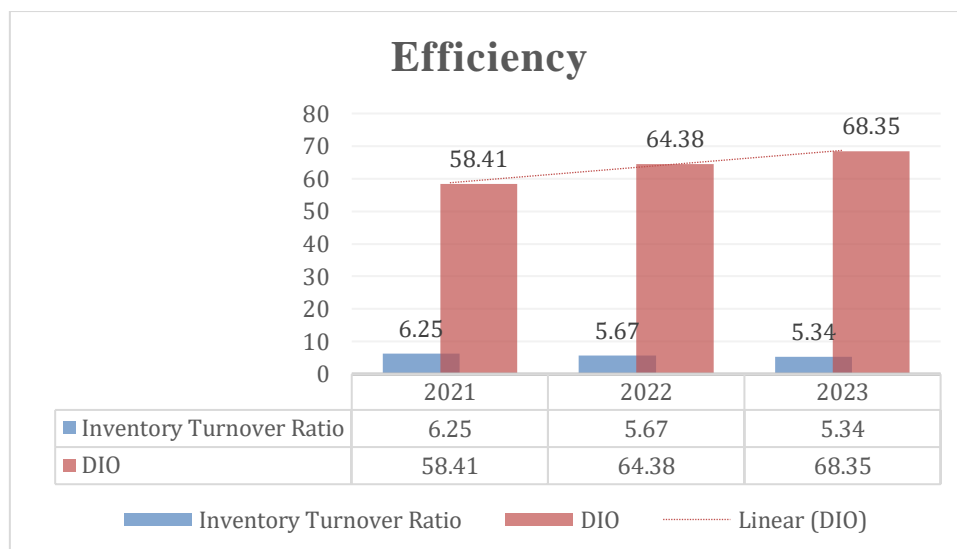


Table 4: ITR and DIO

The firm was able to increase the amount of funds it could recover from its clients. Thus, the number of DSOs decreased and the receivable turnover ratio increased. It's due to an overstock, and slow cash conversion cycle. As a result of the decrease in inventory turnover ratio and an increase in DIO, inventories can be seen.

2.5.3 Profitability:

The profit margin of the company decreased from 44.72% in 2021 to 43.66% in 2022, then dipped back down to 42.15% in 2023. This means that the company is less efficient at generating income from its cost of goods sold. Some factors that may have an impact on margins are rising production costs, higher input prices, and a lack of inventory management. In addition, the operating profit decreased from 18.96% to 16.66% between 2021 and 2023. It shows that it is not possible to control its operating expenditure. This is due to a rise in the cost of overheads, increases in workers' compensation, or an absence of effective cost-reduction strategies. A lower profit margin is a result of the fact that the company does not generate more revenue from its core activities.

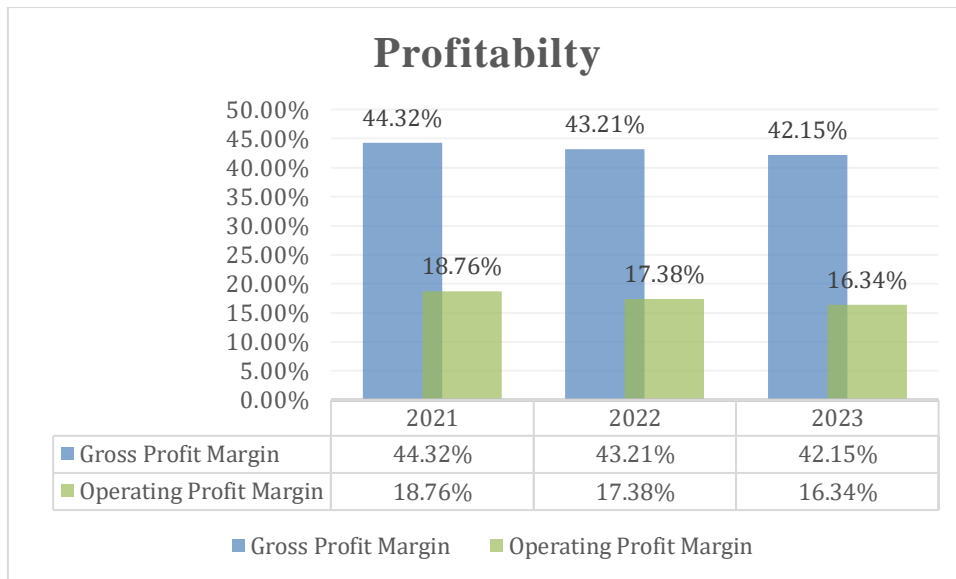


Table 5: GPM and OPM

Moreover, the firm's profitability after tax and interest has fallen by 10.17 % between 2021 and 2023 as a result of reducing net profit margins from 12 % to 10.17 %. It is due to increased interest costs, an increase in tax liabilities, or a larger loss of total profitability.

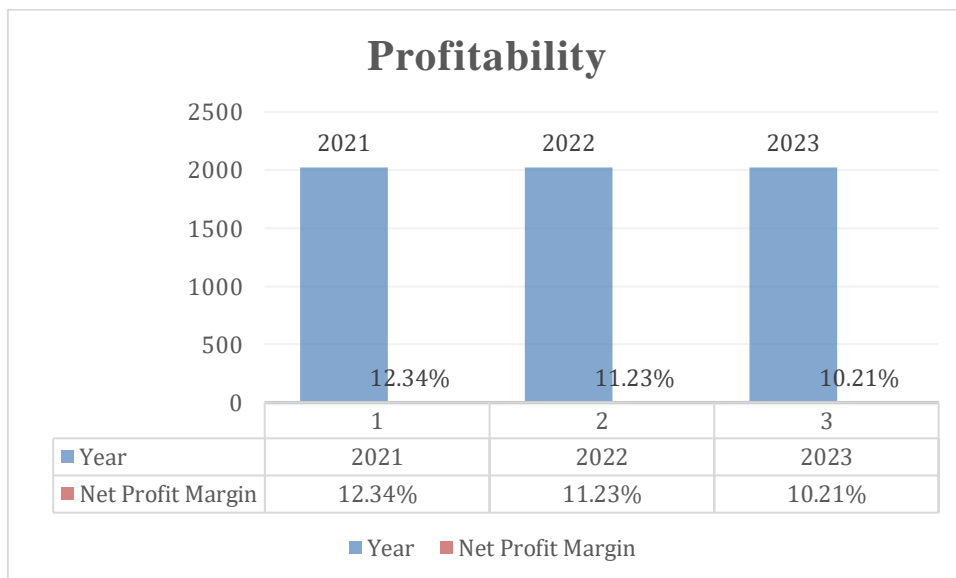


Table 6: NPM

The decline in profitability is a possible challenge, which could be confronted by cost management, revenue growth, and overall bottom-line performance. A company may have to revise its business strategy, find possible savings or efficiency gains, and take steps to improve its effectiveness if it is to remain profitable in the future.

2.5.4 Market value:

The price-to-EPS ratio for Consel Health in 2023 is 25.63, implying that the firm will be selling its shares at 25.63 times earnings per share; This shows that the market is predicting better growth and value for the company, compared to its P+E ratio of 22.45 in 2021 and 24.12 in 2022. In addition, the company's price-to-book ratios went up from 3.21 in 2021 to 3.66 in 2023 and this implies an increased premium over net assets. However, the price-to-sales ratio of the company in 2023 was 2.61, a decrease from 2.86 in 2021, suggesting that the market foresees less growth and value for the firm relative to its revenue.

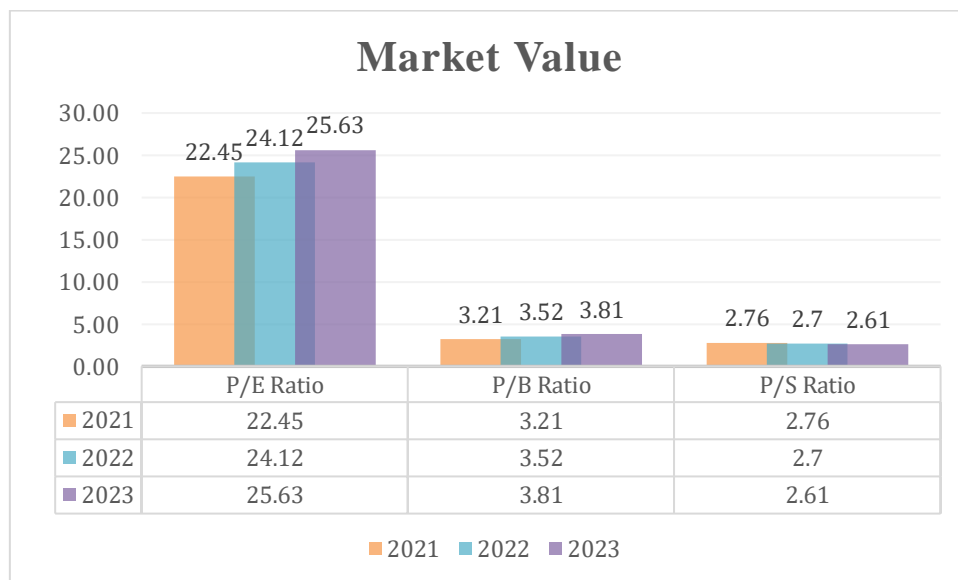


Table 7: P/E Ratio, P/B Ratio and P/S Ratio

2.5.5 DuPont analysis:

The DuPont study by Consel Health shows that in 2023 there will be a return on equity of 14.88%. As a rule, for every dollar in equity, the company generates 14.88 cents of net income. However, it is worth noting that this ratio decreased from 16.84% in 2021 to 15.23% in 2022, which suggests a lower rate of return on capital for shareholders. Using an analysis framework developed by DuPont, we can also disaggregate the ROE into three separate components: profit margins, turnover of assets, and capital multiplication. The profit margin is a percentage of revenue converted into net earnings, the asset turnover measures an efficient use of assets to produce revenues, and the equity multiplier reflects the amount of leverage used to finance these assets.

The Consel Health study performed by DuPont for the previous three years is summarized in the following table:

Year	Profit Margin	Asset Turnover	Equity Multiplier	ROE
2021	12.34%	0.75	1.77	16.54%
2022	11.23%	0.77	1.81	15.23%
2023	10.21%	0.79	1.86	14.88%

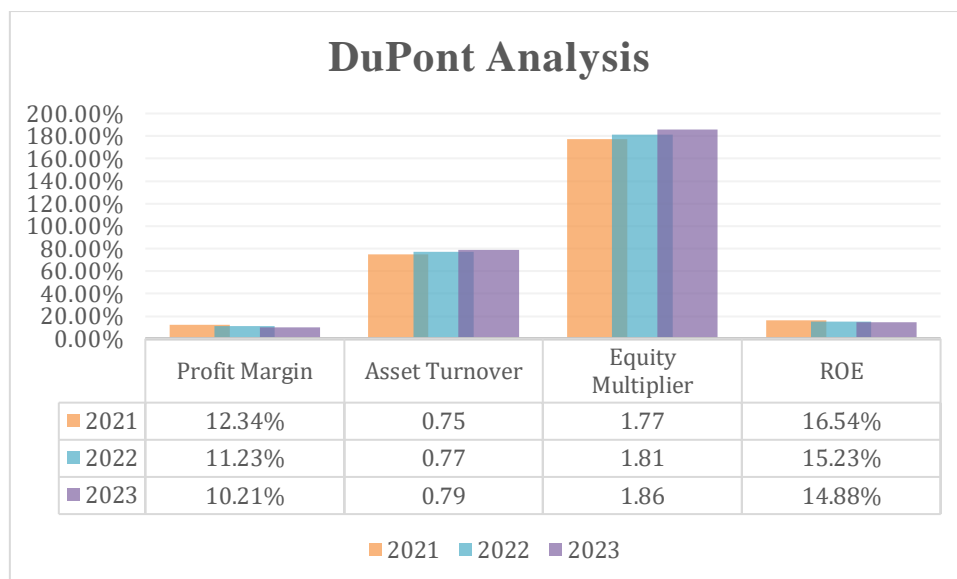


Table 8: Dupont

In line with the statistics presented in the table, a fall in return on equity ROE may be largely due to decreasing profit margins. However, a part of this decrease was offset by increases in asset turnover and an increase in the equity multiplier. Consequently, the firm has been able to generate higher profits from its assets but at the expense of a reduction in profitability and increased leverage.

2.6 Accounting Practices

2.6.1 Core Accounting Principles

The essential principles of accounting, which ensure precise, trusted, and consistent financial statements, are at the heart of any accounting system. The basic accounting principles, such as the matching principle, the revenue recognition principle, and the cost principle, have been complied with by Counsel Health. The matching principle confirms that costs are proportionate to income. Revenue is recognized in line with the principle of revenue recognition as soon as it has been generated. Finally, the cost principle ensures that there is a record of assets when they are acquired.

2.6.2 Method of Accounting

The recording of transactions in the books of accounts is governed by the accounting method. Consel Health's accrual accounting system means that transactions will be reported as they happen instead of waiting for the receipt or payment of cash. In that way, income and expenditure generated or incurred without cash receipt or payment are examined more closely to obtain an accurate picture of the company's financial position.

2.6.3 Accounting Cycle

The accounting cycle consists of procedures, which shall be systematically observed to record, classify, and reconcile financial transactions. In doing so, Consel Health carries out an accounting cycle that involves recording transactions, transferring them to the system creating a trial balance, making any necessary adjustments, preparing financial statements, or closing its books. This rigorous procedure ensures that the financial records are accurate and reliable.

2.6.4 Methods of Depreciation

Depreciation is the systematic way in which an asset's costs are allocated to its usable life. Consel Health uses a straight-line method of depreciation, which distributes the costs for each item over its useful life just like any other. This technique is easy and gives a clearer idea of how the organization's finances are performing.

2.6.5 Financial Disclosures

Financial disclosures are papers that accompany a company's financial statements and provide information about the company's financial health. A complete financial statement that complies with the most basic accounting rules, contingency arrangements, and commitments is produced by Counsel Health. This disclosure shall provide a clear picture of the state of affairs of the company.

In conclusion, Consel Health follows the basic accounting principles and uses an accrual basis of accounting, completes all phases of the financial cycle, depreciates in a straight-line method as well as provides full financial statements. The financial statements are underpinned by these strategies which ensure their reliability, validity, and consistency. In general, Consel Health has excellent accounting standards which demonstrate its commitment to financial transparency and accountability.

2.7 Operations Management and Information System Practices

Effectiveness and efficiency are essential for firms to prosper in today's fast-paced world. To achieve those objectives, activities management involves planning, managing, and monitoring the activity of an organization. The efficiency and effectiveness of the use of resources, e.g. human beings, materials, or equipment, is to be ensured. As far as operational control is concerned, the information system also plays a crucial role by providing relevant data and information that are needed to make correct decisions.

To facilitate more effective contacts of clients and healthcare professionals, Fim has put in place a simpler platform. Clients may use applications to chat, and record audio and video conversations with a doctor or psychiatrist who is of different backgrounds, whether local or international. The app also includes several essential features, e.g. electronic prescribing, reporting uploading, and secured payments.

To improve the effectiveness of administrative and operational responsibilities, companies are using Microsoft Office software. Firms use Microsoft Office to perform all their tasks, such as appointment processing, personnel management, communication with stakeholders, and monitoring of performance.

The firm used the E-HR system to gather and maintain information about patients, such as their healthcare history, test results, or treatment plans. This technology allows patients to receive full therapy using communication between the patient and healthcare professionals.

In addition, the QMS guarantees that legislation and standards are respected. At 50% off the price of students, Consel Health is offering expert psychological training courses to keep its quality standards at an optimum level. They are constantly asking for feedback from clients and reviewing the results of their services to ensure client satisfaction.

To allow customers, the choice of an hour and a healthcare practitioner for Internet consultations, Consel Health promotes flexibility in schedules. In addition, to ensure that the services are provided on time and of high quality, the organization must keep its doctors and psychologists adequately available and working.

The Consel Health system is also very efficient with the allocation of resources. The company's app and database system shall be used to monitor and optimize the use of personnel and financial resources. The allocation of resources, ensuring continuous operation, shall take into account demand for services and priority. This will enable decisions to be taken as quickly and efficiently as possible, ensuring that priority is given to the most critical areas.

With the use of information systems and software, Consel Health is efficiently managing its activities. These tools are used by the company in planning, organization, control, and continuous improvement of its processes and operations. Therefore, the quality of care provided to customers is improved. In addition, the company has undertaken to comply with its objectives and vision e.g. online mental health counseling as well as telemedicine services.

2.8 Industry and Competitive Analysis



2.8.1 Porter's Five Forces Analysis

The framework of Porter's Five Factors is a tool for assessing the competitive factors that are predominant in each sector, which have an impact on its profitability.

2.8.1.1 Competition in the industry

In the online mental health and telemedicine industry in Bangladesh, Consel Health operates in a highly competitive environment. There are many players offering services of equal or superior quality to Consel Health, such as Maya, Sheba, Doctorola, and Jeeon. With the potential to undermine Consel Health's market share and client loyalty, these competitors use a variety of value propositions, price methods, target categories, and marketing platforms. Nevertheless, Consel Health offers its customers several competing advantages, such as an extensive network of physicians and psychologists, easy-to-use software, Video Conferencing and e-prescription capabilities, and highly trained training programs. These characteristics contribute to Consel Health's separation from its competition and maintaining a loyal client base.

2.8.1.2 Potential of new

The risks to Cancel Health are lower and less severe with the introduction of novel industry players. In Bangladesh, its internet mental healthcare and telemedicine sector continues to develop at a very early stage which can be of great interest to new firms that see the market as potentially necessary and profitable. However, key barriers to entry include a large and competent professional network of physicians and psychologists, an accessible and secure technological platform, compliance with relevant legislation as well as consumer confidence in their knowledge. Some new entrants may be discouraged from entering the market and their scope is restricted by these characteristics.

2.8.1.3 Power of Suppliers

Consel Health deals with modest levels of supplier power. Doctors and psychologists providing consumers with online consultation and counseling services are the most important suppliers of Consel Health. Suppliers may demand increased prices, more incentives, or a wider range of schedules to gain some control over the firm. However, the firm influences its suppliers by giving them a wide and diversified customer base. So, they can establish themselves as a valuable and useful resource. In addition, if Consel Health chooses to switch providers, it may be liable to pay some of the switching costs.

2.8.1.4 Power of Customers

The price, quality, and content of different online healthcare providers can be compared with clients regularly. In addition, if there is no possibility of doing so online, clients can choose to be offline. It is therefore the case that companies are influenced by individuals with an interest in online mental health and telemedicine services. Hence, by sharing their views, opinions, or recommendations on social media as well as more channels, customers may be influenced by Consel Health's brand and image. To retain and attract clients, it has developed loyalty

programs, discounts, and referrals. The company also provides a high quality and personal service which contributes to the promotion of strong brand recognition and increase in awareness. It is therefore able to establish longer-term relationships with clients.

2.8.1.5 Threat of substitute products or services

Due to the availability of several substitute services offered by other firms, the firm is facing a highly competitive challenge. For instance, consumers may contact offline doctors to purchase telemedicine services that can be done through phone calls, text messages, or hospital visits. On the other hand, online firms that offer the same service will be affected. However, to ensure that users searching for mental health services on the Internet in remote areas will be able to enjoy a flexible period and competitive rates within a few minutes. It is a useful concept because it mitigates risks that may arise as a result of substitution.

2.8.2 SWOT Analysis

SWOT analysis is a way to look at the strengths, weaknesses, opportunities, and threats of an enterprise or project. External factors that might influence the performance or viability of an undertaking or project should be considered in this context.

A SWOT analysis may be carried out in the following table:

Strengths	Weaknesses
<ul style="list-style-type: none">✓ A large network of doctors and psychologists✓ A user-friendly software with video chatting and e-prescription features✓ Training programs for psychological skills and awareness	<ul style="list-style-type: none">✓ High market competition✓ Low client retention and loyalty✓ High operational and marketing costs✓ Limited global reach and scalability
Opportunities	Threats
<ul style="list-style-type: none">✓ Increasing internet prevalence and smartphone usage in Bangladesh✓ Strategic alliances or collaborations with other online platforms or traditional clinics✓ Expansion into new markets or segments	<ul style="list-style-type: none">✓ New market entries or replacements✓ Regulatory changes or legal concerns✓ Customer displeasure or bad comments✓ Technology disruptions or security breaches

Figure 6: SWOT Analysis

From this SWOT analysis, we can identify Counsel Health's main strengths, immutable strengths, and unique strengths as the following:

Common strengths: Consel Health has the same advantages that its competitors have, for example in providing online mental health care and telemedicine services as well as a large network of doctors and psychologists. It is not possible that such benefits would create significant competition advantages, yet they are important in terms of market competitiveness.

Imitable strengths: These are the advantages of Consel Health that can be quickly replicated by its competitors, such as user-friendly interfaces with videoconferencing and e-prescription capabilities, or providing training programs for psychological skills and awareness. These advantages could give rise to a temporary advantage in terms of competitiveness, but they will not be sustainable.

Distinctive advantages: these are the advantages that Consel Health has over its competitors that are difficult or costly to copy or imitate, such as a strong brand name and reputation, or the fulfillment of unmet needs and gaps in the offline market. These advantages may constitute a sustainable competitive advantage and serve as the foundation for Consel Health's basic expertise and value proposition.

2.9 Summary and Conclusion

The approach of Consel Health to healthcare is changing attitudes towards healthcare in Bangladesh. At some point, it's hard for people to get essential medical advice and Consel Health wants the app to be a place where users can easily access health care. Therefore, when entering into strategic alliances with prospective partners, a company is constantly striving to improve its success rate. To help the community learn about health and to raise awareness of how important it is, Consel Health offers training services.

2.9.1 Recommendation/ Implication

Governance and leadership: to facilitate collaboration and creative thinking, the firm should adopt a cooperative management style. In this way, when it comes to digital marketing through cooperation, cultural differences in customer behavior can be understood.

HR Practices: The company should recruit qualified specialists with experience in intercultural communication and digital marketing. In the field of training and development, this person may carry out specialized programs to analyze cultural sensitivity and consumer behavior.

Marketing strategy: Consel Health should focus on the development of a coherent content marketing strategy, which aims to appeal to a wide range of cultural groups, given the influence that Digital Marketing has on customer behavior. Using social media and Digital Platforms is for this purpose to engage with customers in a tailored way.

Financial performance: The use of the above analytical frameworks, particularly with a focus on achieving efficiency and profitability, should be regularly monitored for the organization's financial health. Consideration should be given to investment in technology which could facilitate the process and make a customer experience more pleasant.

Accounting practice: Consel Health is required to follow the basic accounting rules to ensure transparency of finances. Confidence between stakeholders will be strengthened, and it also offers a clearer view of the soundness of companies' finances.

Operations management: To ensure that data are gathered and processed continuously, information systems need to be optimized. It will also enhance overall quality management practices and resource allocation procedures, allowing for better decision-making.

Chapter 3

Cross-Cultural Analysis of Digital Marketing Influence on Consumer Behavior for ConSel Health



3.1 Introduction

This study aims to examine the impact of digital marketing on customers' behavior in different cultures, with a particular focus on Consel Health's Marketing Practices. This study is a comprehensive examination of the cross-cultural effects of digital marketing on consumer behavior for Consel by evaluating key cultural elements that affect consumers, including values, beliefs, communication styles, and behavior. Best practices in the adaptation of digital marketing behaviors to a range of cultural contexts, e.g. with the use of suitable content and language translation, are also outlined in this paper. Finally, the findings of this research suggest ways in which Consel Health can improve its Digital Marketing Strategies for different Cultural Contexts.

3.2 Background/Literature Review

3.2.1 Telemedicine in Bangladesh: A Possible Solution to the Mental Health Crisis and Healthcare Shortages

Bangladesh challenges a serious mental health problem, with a high number of adults (16.1%) and children (18.4%) suffering from various mental diseases. However, the country's mental health care system is lacking and underfunded. The mental health budget is only 0.44% of the total health budget, while psychiatrists and psychologists are in short supply at 0.5 per 100,000 people and 0,17 per 100,000 people respectively. Furthermore, there is a lack of understanding and stigma around mental health disorders, which inhibits people from getting help.

These issues can be addressed through telemedicine. Telemedicine can be used to provide healthcare services in remote areas, by utilizing the use of information and communications technologies which will increase accessibility, quality, or efficiency for healthcare systems with limited resources, like Bangladesh. Savings in money and time for patients as well as healthcare professionals may also be achieved through this approach, to enhance patient

satisfaction and adherence. On the contrary, there is a need to deal with legislation, ethics, technical and organizational issues as well as provide appropriate training and evaluation to implement telemedicine.

In particular, Bangladesh is experiencing a rapid expansion in the healthcare sector. In terms of the modernization of its health care system, Bangladesh has considerable progress to make. Consel Health plays a significant role in the provision of excellent health care to Bangladesh's people.

The lack of access to adequate healthcare services is one of the most significant issues affecting Bangladesh's healthcare system, in particular in remote parts of the country. Several initiatives have been taken by the government to resolve this problem like the construction of new hospital buildings and recruitment of more healthcare staff in remote areas. However, when it comes to the demand and supply of medical care, there continues to be a large gap.

3.2.2 An Overview of the digital marketing, consumer behavior, and cross-cultural analysis:

The promotion and sale of products or services, as well as the dissemination of information about them to customers, is an integral part of digital marketing. This term refers to the use of technology which includes social networks, smartphones, computers, Internet platforms, and Web sites. Digital marketing has become the primary means of communication and reaching target customers for companies in today's COVID-19 age, when internet shopping and consumption are increasing.

The company must be able to understand consumer behaviors so that it can meet customer expectations and objectives. Factors such as personalities, psychologies, social situations, and culture have an impact on consumer behavior. In addition, companies carry out cultural analyses to investigate different cultures, values, beliefs, and attitudes. This process is designed

to help managers learn more about the similarities and differences between customers in different countries or areas. Therefore, the team helps to adapt and put in place appropriate digital marketing plans.

3.2.3 How Consel Health can use cultural differences in digital marketing to influence the behaviors of consumers

In terms of perception and action by consumers, culture plays a very important role in today's world society. To develop efficient digital marketing campaigns, Consel Health should also be aware of the target audience's preference for culture. It will help them achieve sales growth, attract potential customers, and enhance the brand's loyalty.

Values influence the behaviors of consumers to a large extent. They are part of the culture and each culture has a distinctive set of values. These values are going to determine what clients want, and how they're going to select and purchase service.

In some cultures, because of their deep attachment to collectivism and a sense of identity, consumers are more likely to respond to marketing messages that emphasize the bonds between society and community benefits. But messages that remind us of the virtues of success and independence are more easily responded to by individualist cultures.

Cultural differences and marketing materials need to be taken into account in a digital marketing plan that will have beneficial effects on clients' behaviors. There may be taboos or beliefs about health and well-being in some cultures. So, digital marketing helps boost trust and engagement with their clients by knowing the cultural sensitivity of business messages. Therefore, to develop appropriate marketing strategies, the firm must be able to differentiate and compare cultures.

Communication has different effects on consumer behaviors from one culture to another. So, the high-context culture is dependent on nonverbal signals and contextual information, while

low-context cultures are reliant on direct communication. To reach a wide range of consumers from different cultures, the various communication patterns need to be considered.

3.2.4 The Impact of Culture on Customer Behavior in Digital Marketing: A Case Study of Consel Health Company

The most important element of digital marketing is social networking platforms since they facilitate consumers' interaction with one another. Differences in culture are evident when it comes to the way people respond to advertising and their use of social media. According to Hofstede's study, the individualism culture that has spread through the West values individuality. It is more possible that they will take advantage of new and innovative marketing materials. The culture of collectivism, which is much more common in Asia, shows greater response to advertising promoting family and community values.

Digital marketing is driven by the importance of language and culture. A study by Zhong and Page in 2018 has shown that customers from various countries are reacting differently to advertising messages. For instance, in some cultures, it is acceptable to promote an amusing humorous advertising campaign, yet other cultures may perceive this as uncomplimentary or insulting. To avoid misunderstanding and misperceptions of a target audience, cultural references and symbols in promotional materials should be selected with care.

It has been shown that consumer confidence in internet content varies between cultures, according to Nguyen and Simkin (2017). They are influenced by several factors when deciding which products to buy. In high-context Asian and Middle Eastern cultures, trust and connection are a key factor for consumers. It is much more likely that a recommendation from friends and family or the reputation of a brand will influence them. In contrast, consumers in less contextual cultures such as the US or Europe may be more persuaded by facts and characteristics of products.

A cross-cultural evaluation will have a significant impact on the company. The company may take into account the behavior of its customers to be able to engage with them effectively. To this end, the company must change its marketing material to different markets by using languages and symbols of cultural relevance. In addition, it is necessary to recognize the special features that affect customer decision-making in each region.

3.3 Objectives

- ✓ Compare and contrast the digital marketing strategies of Consel Health to different cultures, such as in the US, India, China, and Bangladesh.
- ✓ Find the effects of digital marketing on consumer behaviors, like awareness, attitudes, shopping intentions, and loyalty,
- ✓ Assess the effectiveness of Consel Health's Digital Marketing Campaigns
- ✓ To improve the situation, make recommendations.

3.4 Significance

This research contains essential information about the present situation and prospects for online healthcare in Bangladesh. The report also lays down how Consel Health can have a positive impact on better outcomes for mental health and well-being in society as a whole. Moreover, this research provides a detailed overview of Consel Health's challenges and possibilities in the evolving healthcare sector. The examination of the company's telemedicine services will give us an indication of areas that need to be improved, and we shall also make recommendations for improvements in its operations. Thus, improvements to health care may end up benefiting the people of Bangladesh.

3.5 Methodology

To carry out this study, both quantitative as well as Qualitative methods are used. Quantitative data collection will take place using Internet surveys. Qualitative data will be collected through the use of consumer data. This mixed methodology will provide detailed information on how culture influences consumer responses to digital marketing.

3.5.1 Sources of Data & information

Consumer data and survey data are the primary sources of information. It's been confidentially collected by the company. Meanwhile, secondary sources included a review of literature, accessible information, and relevant publications and articles.

3.5.2 Questionnaire Design

Research Design:

All the information necessary to carry out this study has been gathered from primary and secondary sources. The Google online survey, consumer information, and business reports were among the main sources. In the meantime, literature, local papers, news documents, and relevant publications were some of the other primary sources.

Interpretation and Analysis:

The consumer data were processed and analyzed using Microsoft Excel, Power BI, and Excel. To make the data more presentable, I used appropriate tables, charts, and other visual aids to illustrate.

3.2.3 Sampling Method

The sample size is based on 1000 consumer data and respondents of customers of online surveys.

Sample procedure: I utilized the convenience sampling approach. This strategy entails choosing respondents or samples from persons who are easily available or may be discovered via online services. By distributing the questionnaire online, I was able to easily attain my required sample size and collect data.

3.2.4 Limitations of the Study

i. Inadequate divers' opinions: The sampling strategy used was convenience sampling, a non-probability method, to assure convenience. As a result, the data acquired from this sampling strategy does not correctly reflect the total population.

ii. Low participation: A large proportion of my sample size did not complete the questionnaire. Some people were difficult to reach, while others showed little enthusiasm for participating in my research. Furthermore, some respondents may have misinterpreted the study's goal, resulting in erroneous results.

iii. Inadequate information: A fundamental drawback of the study was the reduced sample size, which was caused by the inaccessibility of numerous individuals. Furthermore, there was a scarcity of secondary data on the subject. Furthermore, significant material was withheld for reasons of secrecy. These flaws have made it difficult to perform this research study persuasively.

iv. Time constraints: This report was done in a short period. Exploring a novel topic, devising a questionnaire with relevant questions, obtaining essential data via a survey, and writing a full

report within the time constraints were all important hurdles. The topic's immense potential made it even more difficult to write the paper compellingly in the allocated time.

3.6 Findings and Analysis

Hypothesis

Based on the research, I developed the following hypothesis:

H0: There is no substantial impact of digital marketing on customer behavior across cultures.

H1: Digital marketing has a major impact on consumer behavior, and this impact differs between cultures.

3.6.1 Consumer data analysis using Power BI

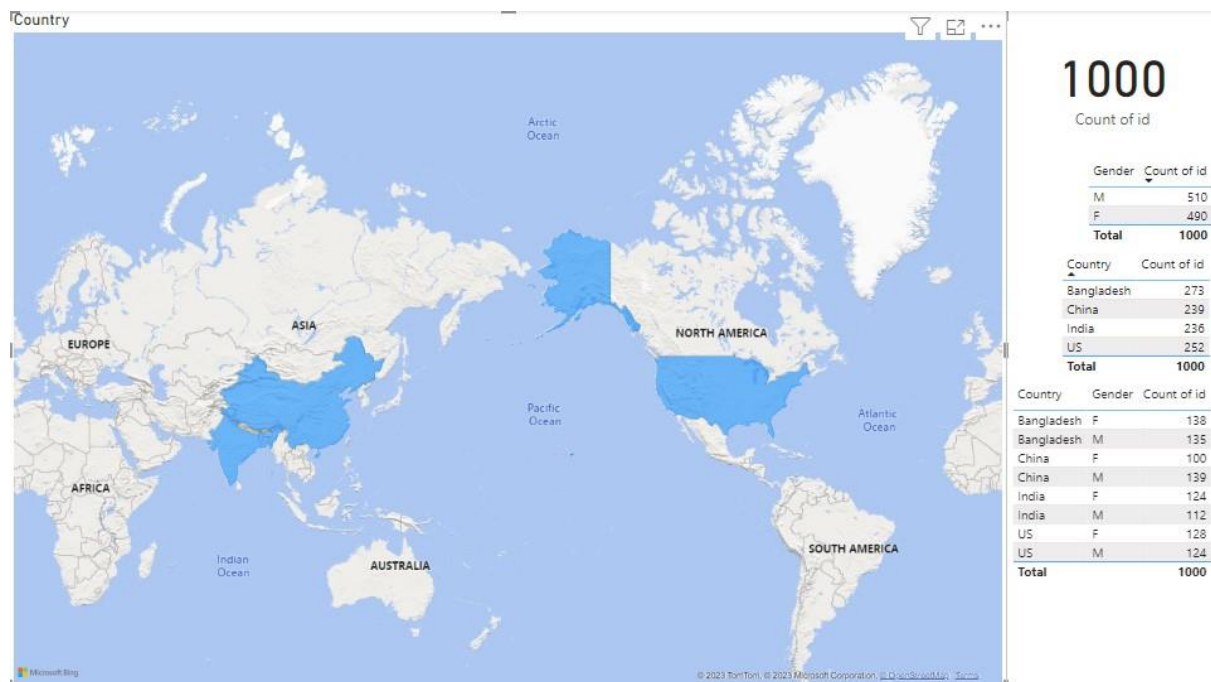


Figure 7: Selected countries

Consumer Data: 1000

Male: 510

Female: 490

Chosen Country: Bangladesh, China, India, US

Bangladesh: M: 135, F: 138

China: M: 139, F: 100

India: M: 112, F: 124

US: M: 124, F: 128

3.6.1.1 Cross-Cultural Differences in Digital Marketing Strategies: A Comparative Analysis of Consel Health in the US, India, China, and Bangladesh

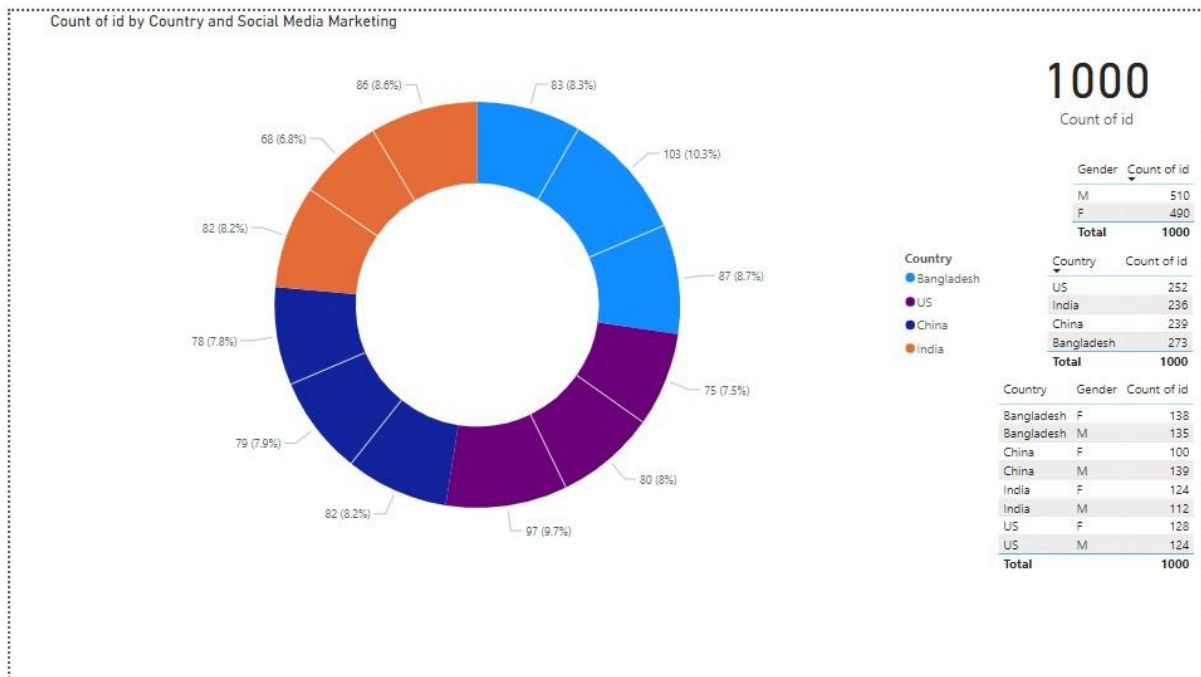


Figure 8: Preference for digital ads in social media marketing strategies across different countries

For Social Media Marketing:

Bangladesh:

10.3% prefer more digital ads on Instagram.

8.3% prefer fewer digital ads on Facebook.

China:

8.2% prefer more digital ads on Facebook.

7.8% prefer fewer digital ads on Twitter.

India:

8.6% prefer more digital ads on Twitter.

6.8 % prefer fewer digital ads on Facebook.

US:

9.7% prefer more digital ads on Twitter.

7.5 % prefer fewer digital ads on Facebook.

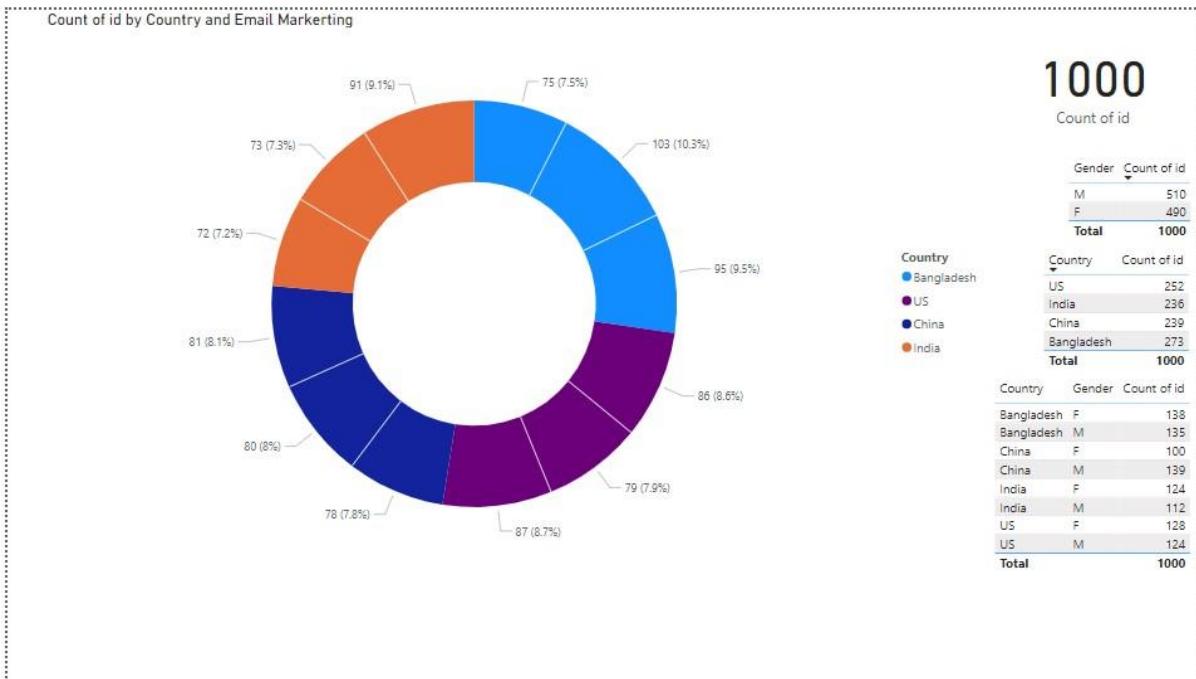


Figure 9: Preference for digital ads in email marketing strategies across different countries

For Email Marketing:

Bangladesh:

10.3% prefer more digital ads as Newsletter.

7.5% prefer fewer digital ads as email subscribers.

China:

8.1% prefer more digital ads as promotional offers.

7.8% prefer fewer digital ads as email subscribers.

India:

9.1% prefer more digital ads as promotional offers.

7.2% prefer fewer digital ads as email subscribers.

US:

8.7% prefer more digital ads as promotional offers.

7.9% prefer fewer digital ads than Newsletters.

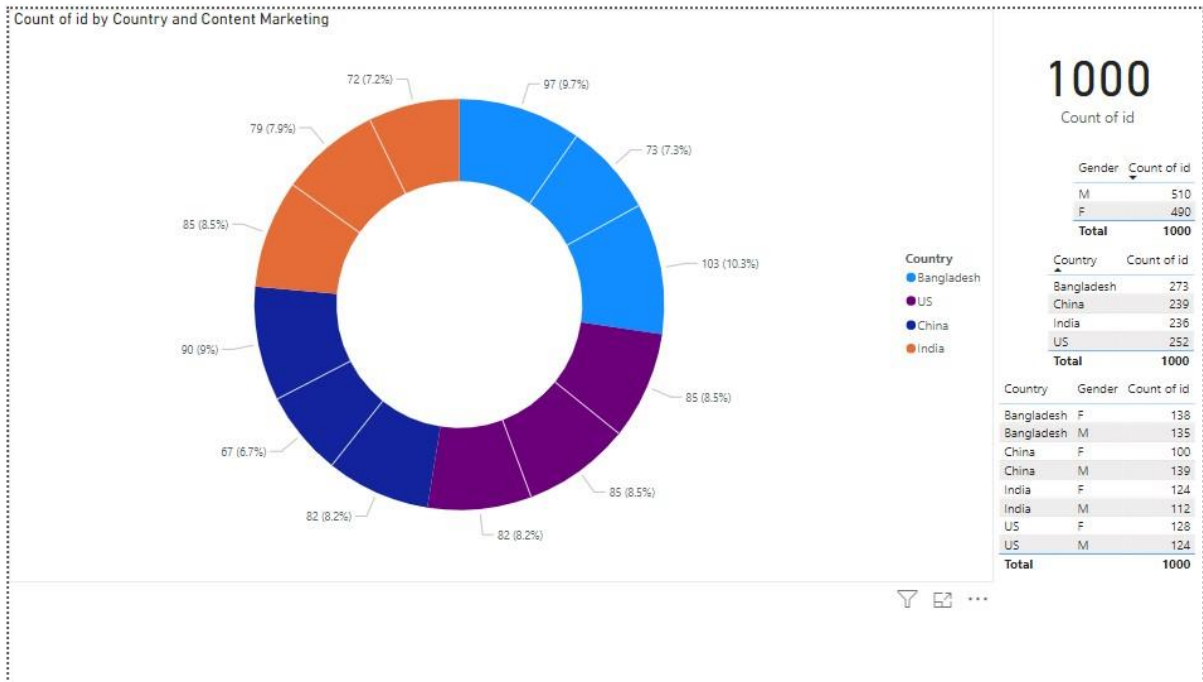


Figure 10: Preference for digital ads in content marketing strategies across different countries

For Content Marketing:

Bangladesh:

10.3% prefer more digital ads as YouTube videos.

7.3% prefer fewer digital ads as Podcasts.

China:

9% prefer digital ads to YouTube videos.

6.7% prefer fewer digital ads as Podcasts.

India:

8.5% prefer more digital ads as blog posts.

7.2% prefer fewer digital ads than YouTube videos.

US:

8.5% prefer more digital ads as blog posts and podcasts.

8.2% prefer fewer digital ads than YouTube videos.

3.6.1.2 How Digital Marketing Influences Consumer Behavior for Online Counselling and Telemedicine Across Cultures



Figure 11: Purchasing intention of consumers about service through content marketing across different countries

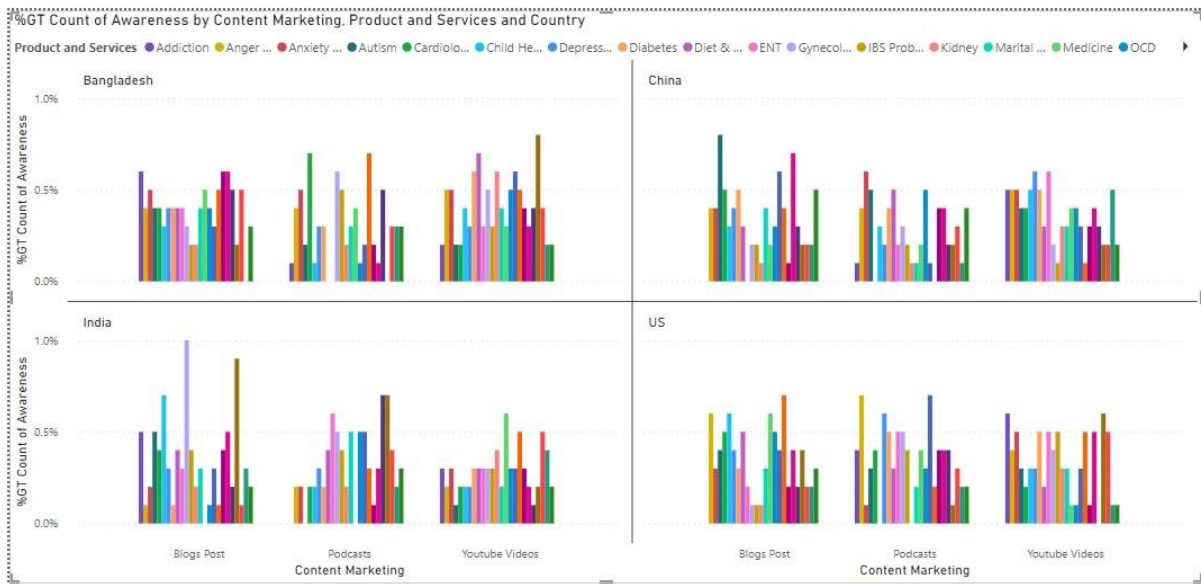


Figure 12: Awareness of consumers about service through content marketing across different countries

For Content Marketing: Purchasing Intention of Product and Service.

Bangladesh:

Blogs Post:

Consumers are aware of and desire to access more services on addiction, panic attacks, and phobia-0.60%. Consumers are aware of and prefer to avail less services on IBS issues, renal, and psychological training-0.20%.

Podcasts:

Consumers are aware and prefer to avail more services on cardiology, orthopedic-0.70%. Consumers are aware and prefer to avail fewer services on addiction, phobia, and child health-0.10%.

YouTube videos:

Consumers are aware of and prefer to avail more services on psychological training-0.80% and aware. Consumers are aware and prefer to avail of fewer services on addiction, autism, cardiology, stress & and insomnia, and suicidal tendency-0.20%.

China:**Blogs Post:**

Consumers are aware and prefer to avail of more services on autism-0.80%. Consumers are aware and prefer to avail fewer services on, kidney, panic attack-0.10%

Podcasts:

Consumers are aware and prefer to avail more services for anxiety disorder -0.60 %. Consumers are aware and prefer to avail fewer services on addiction, kidney, marital and breakup, stress & and insomnia, and oral & and dental -0.10 %.

YouTube videos:

Consumers are aware and prefer to avail of more services for depression, ENT-0.60%. Consumers are aware and prefer to avail of fewer services for IBS Problems, Orthopedic-0.10%.

India:**Blogs Post:**

Consumers are aware and prefer to avail more services on gynecology-1.00%. Consumers are aware and prefer to avail fewer services on, addiction, diabetes, OCD, orthopedic, and skin care-0.10%

Podcasts:

Consumers are aware of and prefer to avail more services on positive parenting, and psychological training-0.70%. Consumers are aware of and prefer to avail themselves of fewer services for panic attack-0.10%.

YouTube videos:

Consumers are aware of and prefer to avail more services on medicine -0.60 %. Consumer awareness and prefer to avail fewer services on autism, positive parenting-0.10%.

US:**Blogs Post:**

Consumers are aware and prefer to avail more services on orthopedic-0.70%. Consumers are aware and prefer to avail fewer services on, gynecology, IBS problem, and kidney-0.10%

Podcasts:

Consumers are aware and prefer to avail more services on anger management, oral & dental-0.70%. Consumers are aware of and prefer to avail fewer services on anxiety disorder, and psychological training-0.10%.

YouTube videos:

Consumers are aware and prefer to avail more services on addiction, and psychological training (0.60 %). Consumers are aware and prefer to avail fewer services on medicine, OCD, panic attacks, stress and insomnia, and suicidal tendency-0.10%.

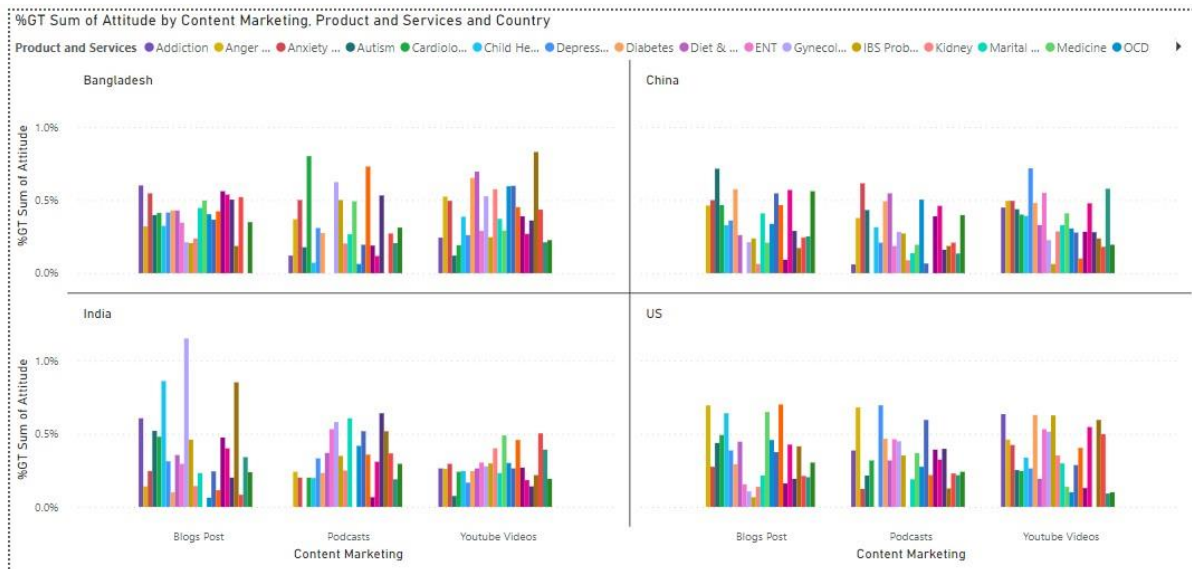


Figure 13: Attitude of consumers about service through content marketing across different countries

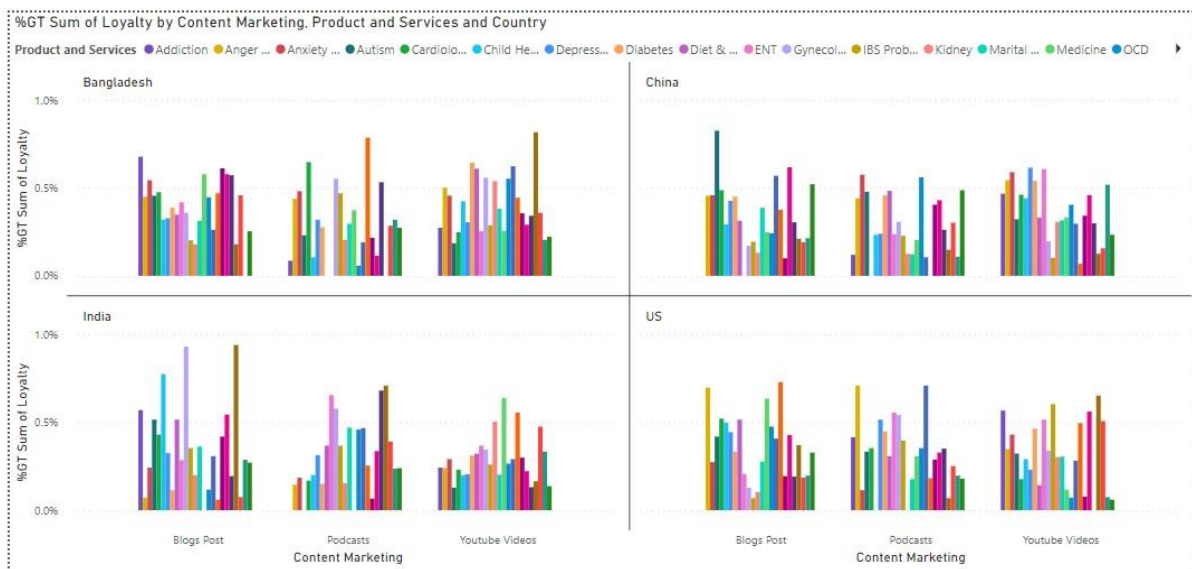


Figure 14: Loyalty of consumers about service through content marketing across different countries

For Content Marketing: Attitude and loyalty to product and service

Bangladesh:

Blogs Post:

Consumers have shown a more positive attitude and loyalty to availing services on addiction-0.60% and 0.68% and a less positive attitude and loyalty to availing services on psychological training-0.19% and 0.18%.

Podcasts:

Consumers have shown more positive attitude and loyalty to availing of service on cardiology-0.80% and 0.79% and less positive attitude and loyalty to availing service on OCD-0.06%.

YouTube videos:

Consumers have shown a more positive attitude and loyalty availing service on psychological training-0.83% and 0.82%. and less positive attitude and loyalty availing service on Autism-0.12% and 0.19%.

China:

Blogs Post:

Consumers have shown more positive attitude and loyalty to availing services on Autism-0.72% and 0.83% and less positive attitude and loyalty to availing service on kidney-0.06% and 0.38%.

Podcasts:

Consumers have shown more positive attitude and loyalty to availing services for anxiety disorder -0.61 % and 0.57% and less positive attitude and loyalty to availing services for addiction -0.06 % and 0.12%.

YouTube videos:

Consumers have shown more positive attitude and loyalty to availing service on depression - 0.72 % and 0.61% and less positive attitude and loyalty availing service on IBS problem-0.06% and 0.10%.

India:**Blogs Post:**

Consumers have shown a more positive attitude and loyalty to availing of service on gynecology-1.15% and 0.93% and a less positive and loyal attitude availing service on OCD- 0.06% and 0.12%.

Podcasts:

Consumers have shown a more positive attitude and loyalty to availing of service on positive parenting -0.64 % and 0.68% and a less positive attitude and loyalty to availing of service on panic attacks -0.07 %.

YouTube videos:

Consumers have shown a more positive attitude and loyalty to availing of service on skin care- 0.50% and 0.64% and a less positive attitude and loyalty to availing service on autism-0.07% and 0.13%.

US:

Blogs Post:

Consumers have shown a more positive attitude and loyalty to availing of service orthopedic-0.70% and 0.73% and less positive attitude and loyalty availing service on IBS problem-0.07%.

Podcasts:

Consumers have shown a more positive attitude and loyalty to availing of services on depression-0.70 % and a less positive attitude and loyalty to availing services on anxiety disorder-0.12%.

YouTube videos:

Consumers have shown a more positive attitude and loyalty to availing service on addiction-0.64% and less positive attitude and loyalty to availing service on stress & and Insomnia-0.09% and 0.07%.

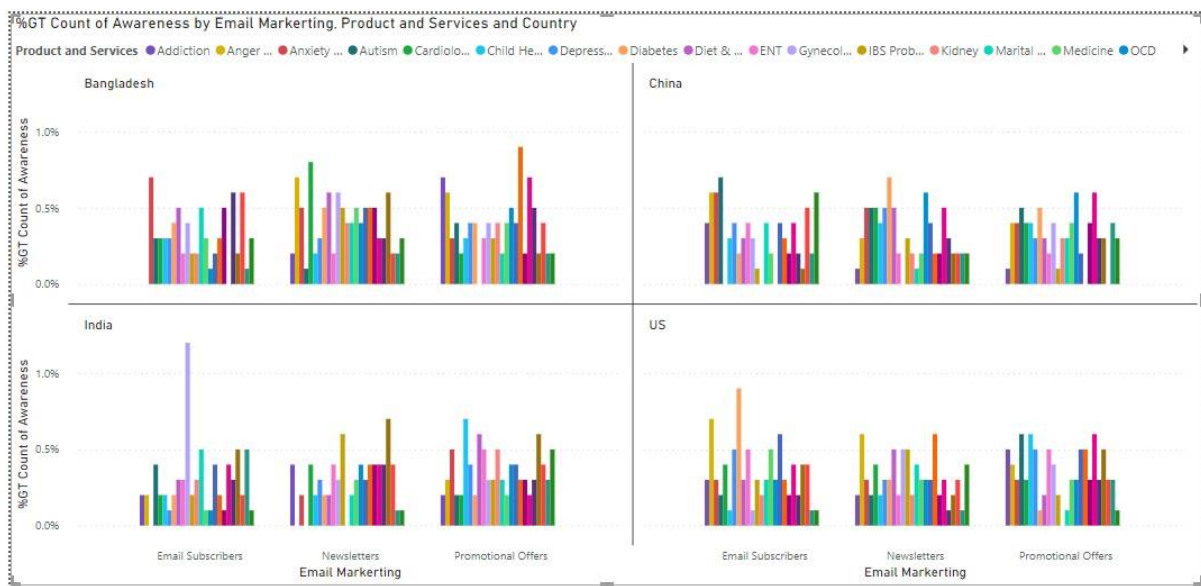


Figure 15: Awareness of consumers about service through email marketing across different countries

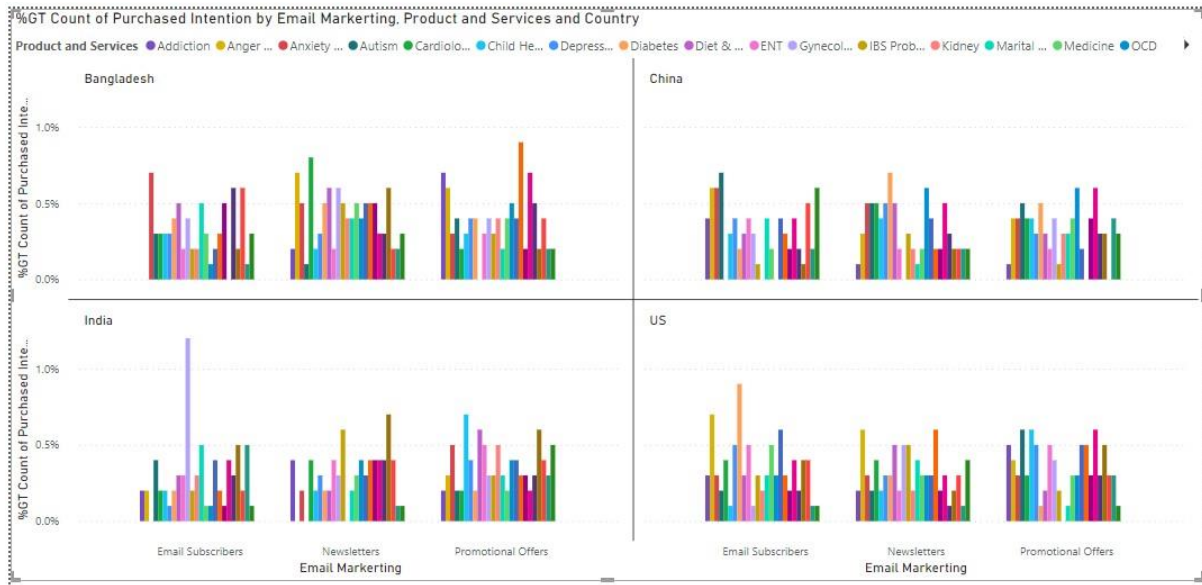


Figure 16: Purchasing intention of consumers about service through email marketing across different countries

For Email Marketing: Awareness and purchasing Intention of Product and Service.

Bangladesh:

Email Subscribers:

Consumers are aware and prefer to avail more services on anxiety disorder-0.70% and aware and prefer to avail fewer services OCD and stress & insomnia-0.10%

Newsletters:

Consumers are aware and prefer to avail of more services on cardiology-0.80% and aware and prefer to avail fewer services on autism-0.10%.

Promotional Offers:

Consumers are aware and prefer to avail more services on orthopedic-0.90% and aware and prefer to avail fewer services on addiction, panic attack, cardiology, psychological, stress & insomnia, and suicidal tendency-0.20%.

China:**Email Subscribers:**

Consumers are aware and prefer to avail more services on autism-0.70% and aware and prefer to avail fewer service IBS problem, psychological-0.10%

Newsletters:

Consumers are aware and prefer to avail more services on diabetes-0.70% and aware and prefer to avail fewer services on addiction, marital & and breakup-0.10%.

Promotional Offers:

Consumers are aware and prefer to avail more services for OCD, and phobia -0.60 % and aware and prefer to avail fewer services on addiction, and IBS problems -0.10%.

India:**Email Subscribers:**

Consumers are aware and prefer to avail more services on gynecology-1.20% and aware and prefer to avail fewer services on medicine, OCD, panic attack, suicidal tendency-0.10%

Newsletters:

Consumers are aware and prefer to avail more services on psychological training-0.70% and aware and prefer to avail fewer services on stress & insomnia, suicidal tendency-0.10%.

Promotional Offers:

Consumers are aware and prefer to avail more services on Child health-0.70% and aware and prefer to avail fewer services on phobia, medicine, diabetes cardiology, autism, addiction-0.20%.

US:

Email Subscribers:

Consumers are aware and prefer to avail more services on diabetes-0.90% and aware and prefer to avail fewer services on child health, gynecology, stress & insomnia, suicidal tendency-0.10%

Newsletters:

Consumers are aware and prefer to avail more services on anger management, orthopedic-0.60%, and aware and prefer to avail fewer services on positive parenting, stress & and insomnia-0.10%.

Promotional Offers:

Consumers are aware and prefer to avail more services on autism, child health, and phobia (0.60 % and are aware and prefer to avail fewer services on diabetes, marital and breakup, and suicidal tendencies (0.10 %).

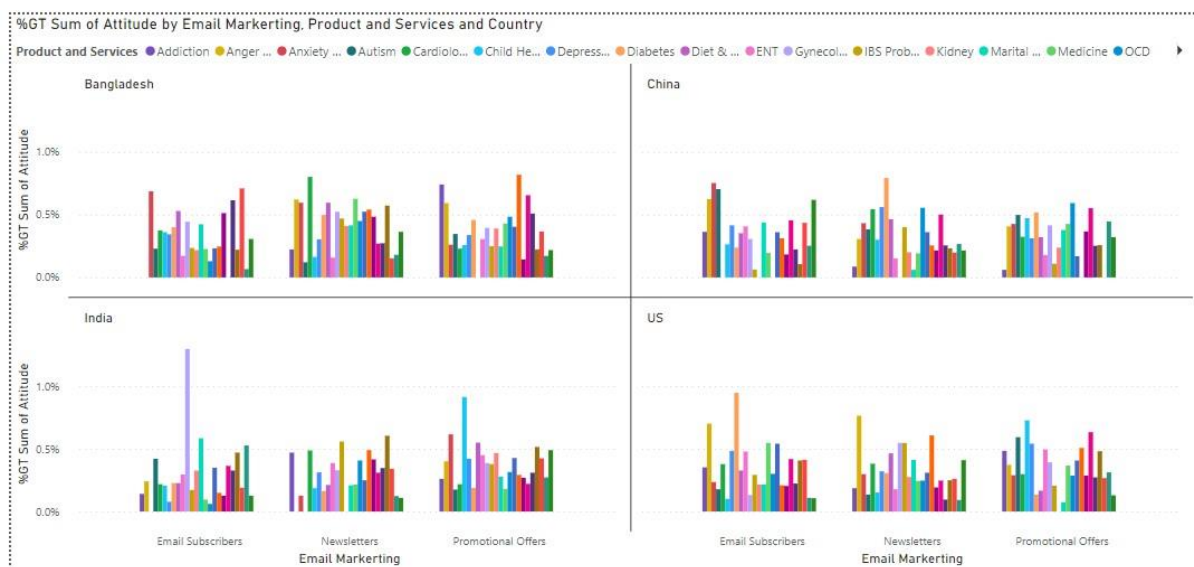


Figure 17: Attitude of consumers about service through email marketing across different countries

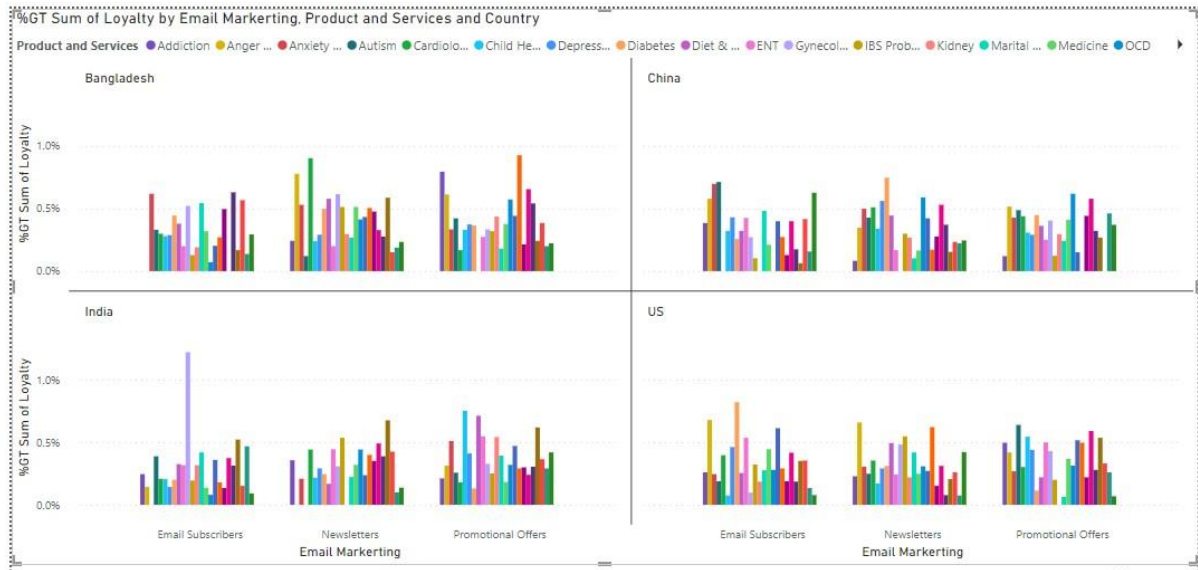


Figure 18: Loyalty of consumers about service through email marketing across different countries

For Email Marketing: Attitude and loyalty to product and service

Bangladesh:

Email Subscribers:

More positive attitude: Skin care-0.71%

Less positive attitude: Stress & Insomnia-0.07%

More Loyalty: Positive Parenting-0.63%

Less Loyalty: OCD-0.07%

Newsletters:

More positive attitude: Cardiology-0.80%

Less positive attitude: Autism-0.12%

More Loyalty: Cardiology-0.90%

Less Loyalty: OCD-0.07%

Promotional Offers:

More positive attitude: Orthopedic-0.82%

Less positive attitude: Panic Attack-0.12%

More Loyalty: Orthopedic-0.93%

Less Loyalty: Cardiology-0.17%

China:

Email Subscribers:

More positive attitude: Email Subscribers-0.75%

Less positive attitude: IBS Problem-0.06%

More Loyalty: Autism-0.71%

Less Loyalty: Psychological Training-0.06%

Newsletters:

More positive attitude: Diabetes-0.79%

Less positive attitude: Marital & Breakup-0.06%

More Loyalty: Diabetes-0.75%

Less Loyalty: Addiction-0.08%

Promotional Offers:

More positive attitude: OCD-0.59%

Less positive attitude: Addiction-0.06%

More Loyalty: OCD-0.62%

Less Loyalty: Addiction-0.12% & IBS Problem: 0.12%

India:

Email Subscribers:

More positive attitude: Gynecology-1.30%

Less positive attitude: OCD-0.06%

More Loyalty: Gynecology-1.22%

Less Loyalty: OCD-0.08%

Newsletters:

More positive attitude: Psychological Training-0.60%

Less positive attitude: Suicidal Tendency-0.11%

More Loyalty: psychological Training-0.67%

Less Loyalty: Stress & Insomnia-0.10%

Promotional Offers:

More positive attitude: Child Health-0.91%

Less positive attitude: Autism-0.17%

More Loyalty: Child Health-0.75%

Less Loyalty: Diabetes-0.13%

US:

Email Subscribers:

More positive attitude: Diabetes-0.95%

Less positive attitude: Child Health-0.10%

More Loyalty: Diabetes-0.82%

Less Loyalty: Child Health-0.07%

Newsletters:

More positive attitude: Anger Management-0.76%

Less positive attitude: Positive Parenting-0.09% & Stress & Insomnia-0.09%

More Loyalty Anger Management-0.66%

Less Loyalty: Positive Parenting-0.08% & Stress & Insomnia-0.07%

Promotional Offers:

More positive attitude: Child Health -0.73%

Less positive attitude: Marital & Breakup-0.07%

More Loyalty: Autism-0.64%

Less Loyalty: Marital & Breakup-0.06%

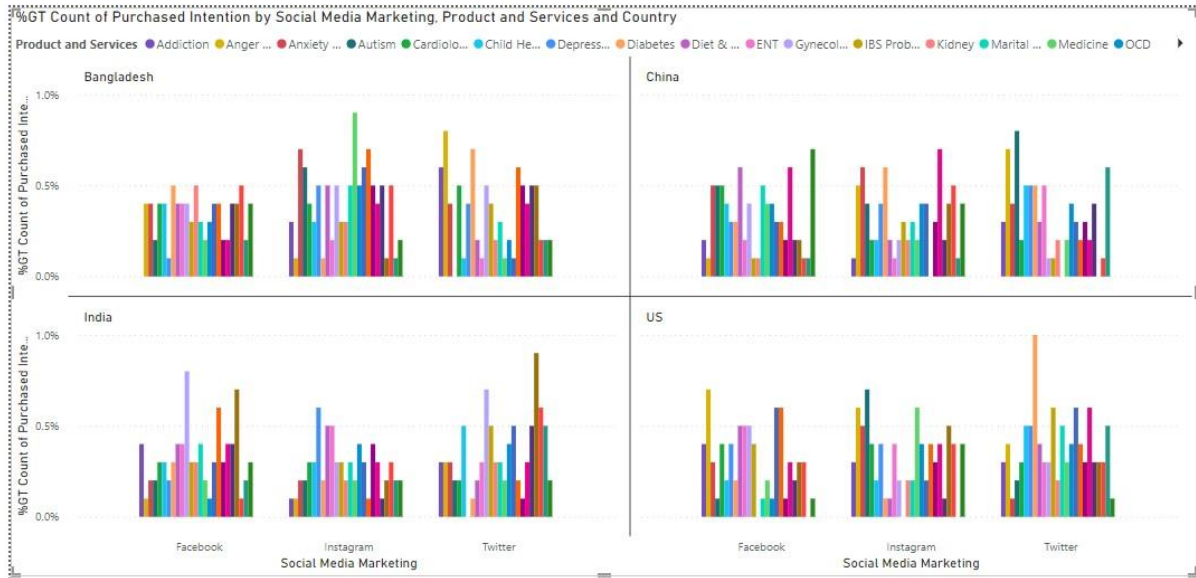


Figure 19: Purchasing intention of consumers about service through social media marketing across different countries

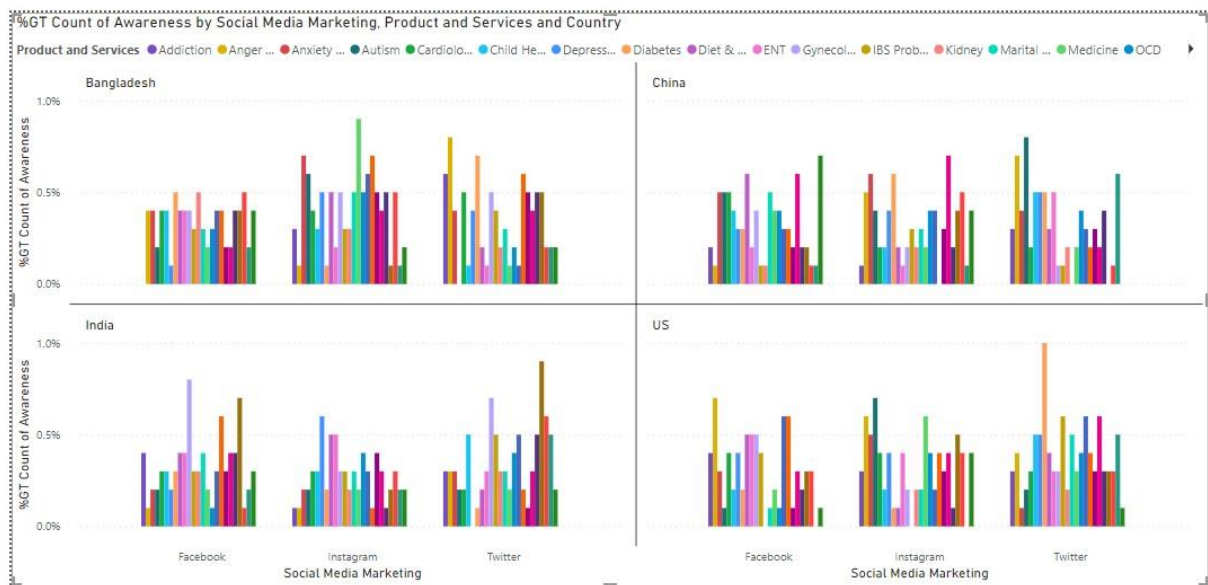


Figure 20: Awareness of consumers about service through social media marketing across different countries

For Social Media Marketing: Awareness and purchasing Intention of Product and Service.

Bangladesh:

Facebook:

Consumers are aware and prefer to avail more services on diabetes, kidney, and skin care-0.50%, and aware and prefer to avail fewer services of depression-0.10%

Instagram:

Consumers are aware and prefer to avail more services on medicine-0.90%, and aware and prefer to avail fewer services addiction, diabetes, psychological training, stress & insomnia-0.10%

Twitter:

Consumers are aware and prefer to avail more services on anger management-0.70% and aware and prefer to avail fewer services on child health, ENT, medicine, oral & dental-0.10%.

China:

Facebook:

Consumers are aware and prefer to avail more services on suicidal tendency-0.70% and aware and prefer to avail fewer services for anger management, IBS problems, kidney, skin care, stress & insomnia-0.10%

Instagram:

Consumers are aware and prefer to avail more services on Phobia-0.70% and aware and prefer to avail fewer services on addiction, ENT, stress & insomnia-0.10%

Twitter:

Consumers are aware and prefer to avail more services on autism-0.80% and aware and prefer to avail fewer services on gynecology, IBS problems, and skin care-0.10%.

India:**Facebook:**

Consumers are aware and prefer to avail more services on gynecology-0.80% and aware and prefer to avail fewer services on anger management, OCD, and skin care-0.10%

Instagram:

Consumers are aware and prefer to avail more services on depression-0.60% and aware and prefer to avail fewer services on addiction, anger management, orthopedic, and positive parenting-0.10%.

Twitter:

Consumers are aware and prefer to avail more services on psychological training (0.90 % and are aware and prefer to avail fewer services on diabetes, and panic attack-0.10%.

US:**Facebook:**

Consumers are aware and prefer to avail more services on anger management-0.70% and aware and prefer to avail fewer services on autism, marital & and breakup, OCD, panic attacks, and suicidal tendency-0.10%.

Instagram:

Consumers are aware and prefer to avail more services on autism-0.70% and aware and prefer to avail fewer services on diabetes, diet & and nutrition, and positive parenting-0.10%.

Twitter:

Consumers are aware and prefer to avail more services for diabetes-1.00% and aware and prefer to avail fewer services for anxiety disorder, and suicidal tendency -0.10%.

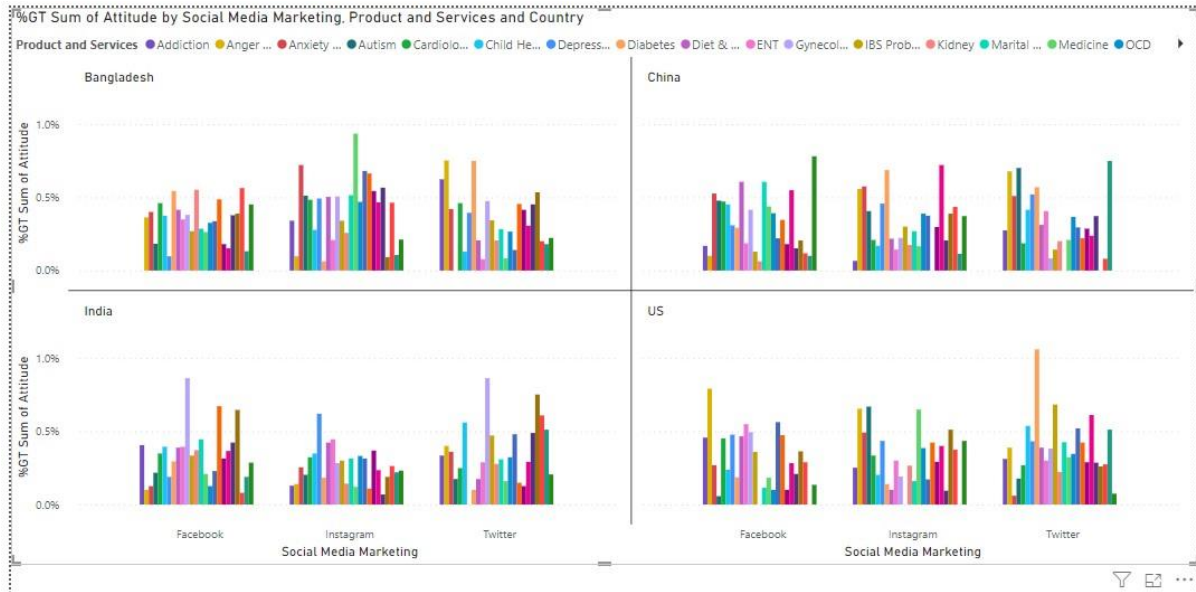


Figure 21: Attitude of consumers about service through social media marketing across different countries

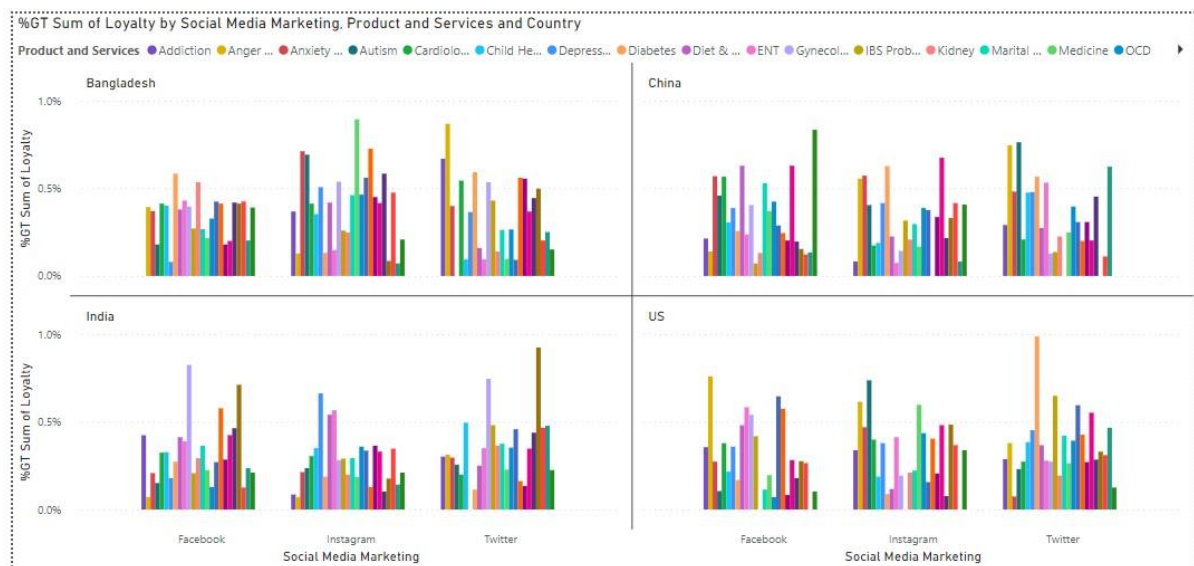


Figure 22: Loyalty of consumers about service through social media marketing across different countries

For Social Media Marketing: Attitude and loyalty to product and service

Bangladesh:

Facebook:

More positive attitude: Skin care-0.56%

Less positive attitude: Depression-0.10%

More Loyalty: Diabetes-0.58%

Less Loyalty Depression-0.08%

Instagram:

More positive attitude: Medicine-0.94 %

Less positive attitude: Diabetes-0.06%

More Loyalty: Medicine-0.89%

Less Loyalty: Stress & insomnia-0.07%

Twitter:

More positive attitude: Angry management and diabetes-0.75%

Less positive attitude: ENT & Medicine-0.08%

More Loyalty: Angry management -0.87%

Less Loyalty: Child health, oral & dental, ENT-0.09%

China:**Facebook:**

More positive attitude: Suicidal tendency-0.78%

Less positive attitude: kidney-0.06%

More Loyalty: Suicidal tendency-0.83%

Less Loyalty: IBS Problem-0.06%

Instagram:

More positive attitude: Phobia-0.72%

Less positive attitude: addiction-0.07%

More Loyalty: Diabetes-0.75%

Less Loyalty: Addiction-0.08%

Twitter:

More positive attitude: Stress & Insomnia-0.75%

Less positive attitude: Skin Care, Gynecology-0.08%

More Loyalty: Stress & Insomnia-0.62%

Less Loyalty: Gynecology-0.11%

India:**Facebook:**

More positive attitude: Gynecology-0.86%

Less positive attitude: Angry Management-0.07%

More Loyalty: Gynecology-0.83%

Less Loyalty: Skin Care-0.06%

Instagram:

More positive attitude: Depression-0.62%

Less positive attitude: Positive Parenting-0.07%

More Loyalty: Depression-0.66%

Less Loyalty: Angry Management-0.07%

Twitter:

More positive attitude: Gynecology-0.93%

Less positive attitude: Diabetes-0.10%

More Loyalty: Psychological Training-0.93%

Less Loyalty: Diabetes-0.11%

US:

Facebook:

More positive attitude: Anger Management-0.79%

Less positive attitude: Autism-0.06%

More Loyalty: Anger Management-0.76%

Less Loyalty: Anxiety disorder-0.07%

Instagram:

More positive attitude: Autism-0.67%

Less positive attitude: Positive Parenting-0.09%

More Loyalty: attitude Autism-0.74%

Less Loyalty: Positive Parenting-0.08%

Twitters:

More positive attitude: Diabetes-1.06%

Less positive attitude: Anxiety disorder-0.06%

More Loyalty: Diabetes-0.99%

Less Loyalty: Anxiety disorder-0.07%

3.6.1.3 Evaluate Consel Health’s Digital Marketing Campaign for Different Cultural Audiences



Figure 23: ROI of digital marketing campaign across different countries

The KPI chart shows Bangladesh is the most efficient in generating revenue from content and social media marketing, with an ROI of 39.02% and 34.35% respectively. However, it has not achieved revenue above its email marketing goal. China is the most effective in customer retention and growth, while India is the most efficient in email marketing with an ROI of 41.28%. The US has achieved good ROI above its goal but has not achieved revenue above its social media marketing goal. Therefore, Consel Health should optimize its budget allocation by focusing on channels and tactics that deliver the highest ROI across different consumer audiences.

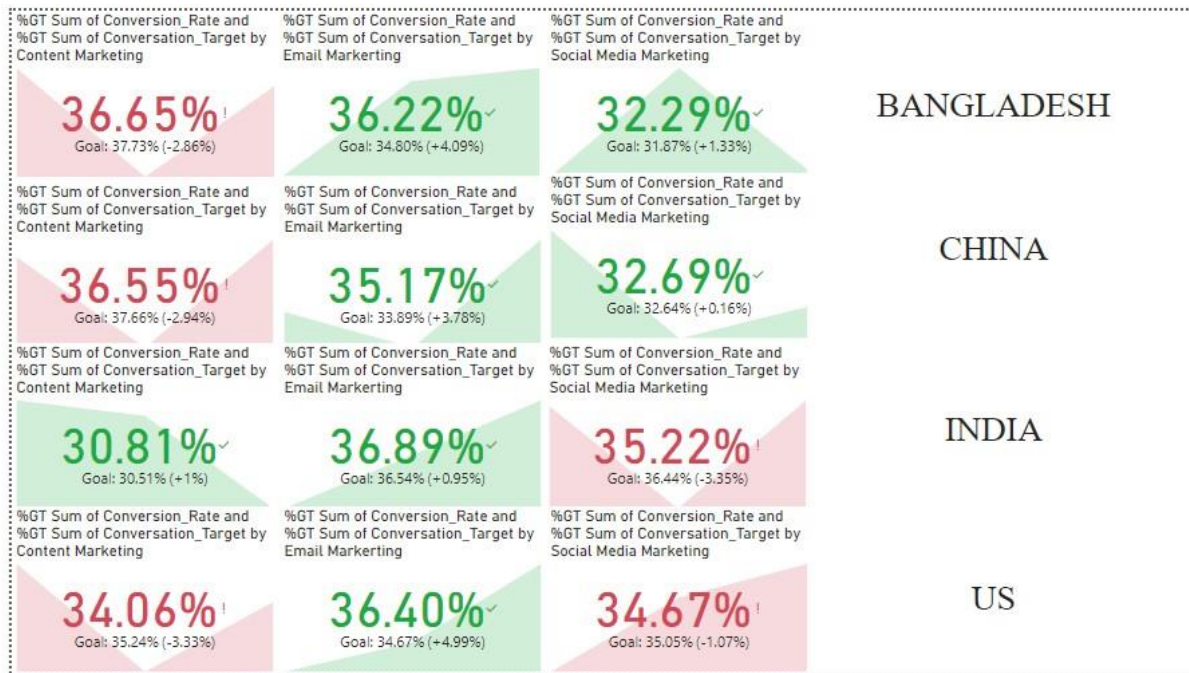


Figure 24: Conversion rate of digital marketing campaign across different countries

The KPI chart illustrates India's success in convincing consumers to perform desired actions via email marketing with a conversion rate of 36.89%. However, it has not achieved conversion over its social media marketing target. India is also the most efficient in content marketing with a conversion rate of 30.81%. Bangladesh and China have obtained strong conversions but have not attained conversion rates exceeding their email marketing targets. Digital marketing campaigns done in the US market using email marketing and social media marketing were not effective as they produced a lower conversion rate owing to many variables. Thus, Consel Health should concentrate on offering relevant and useful content to achieve targeted conversion rates across diverse customer audiences.



Figure 25: Engagement rate of digital marketing campaign across different countries

The KPI chart shows engagement rates in Bangladesh, China, India, and the US for content marketing, email marketing, and social media marketing. The US has the highest engagement rate of 38.91%, while email marketing is the most effective in all four countries. The percentage of users interacting with ads and content has increased over its target goal. However, content marketing has a low engagement rate across all four countries, ranging from 34.31% in India

to 37.30% in Bangladesh. Consel Health should specify its target audience to increase impressions and conversion before implementing content marketing across different markets.



Figure 26: Overall rate of digital marketing campaigns across different countries

The infographic displays conversion rates, ROI, and engagement rates for various marketing campaigns across all countries. The highest conversion rate is achieved by targeting by goal, with a 36.41% rate. This indicates that campaigns aligned with customers' goals are more likely to convert them into buyers or subscribers. The lowest conversion rate is achieved by content marketing and social media marketing, with rates of 33.85% and 34.35% respectively. This suggests that since clients are not necessarily interested in their requirements or preferences, marketing strategies targeting return on investment have a lower chance of converting them. The conversion rate and the number of customers engaged with the campaign are positively related, thus increasing their likelihood to participate in it. Target by target also achieves a 35,80% rate of engagement. Content and social media marketing achieve the lowest rates for

engagement, at 34.64% and 34.71% respectively. To improve customer engagement, Consel Health should focus on making valuable content using their language, tone, or values which will also make it easier for them to convert over time.

3.6.1.4 Consumer data analysis using an online survey

34 responses (M: 52.9%, F: 47.1%)

How often do you encounter digital marketing campaigns from Consel Health in your online activities?

34 responses

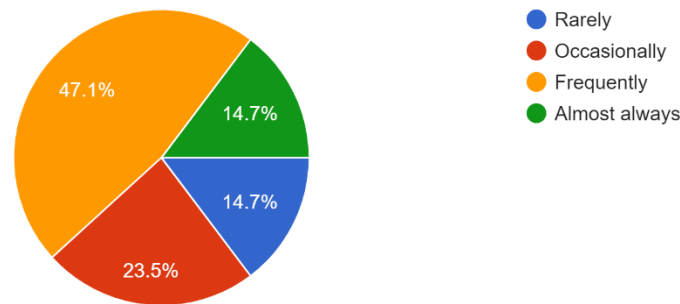


Figure 27: Online presence of digital marketing campaigns

The majority of respondents (47.1%) frequently encounter Consel Health's digital marketing campaigns, indicating their effective online presence. However, only 14.7% encounter them almost always, indicating a loyal customer base but limited reach. The remaining 23.5% and 14.7% encounter them occasionally or rarely, suggesting potential for increasing brand awareness and conversion rate.

Which aspect of digital marketing do you find most appealing across different cultures offer by Consel Health?

34 responses

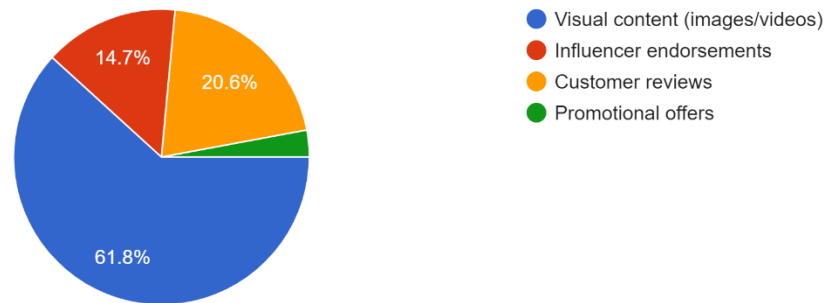


Figure 28: Aspect of digital marketing

The majority of respondents (61.8%) believe visual content is the most appealing aspect of digital marketing, suggesting Consel Health should focus on creating engaging content. Customer reviews are the second most preferred aspect with 20.6% of responses. This suggests that Consel Health should focus on sharing positive reviews to build trust and awareness with customers. Influencer endorsements with 14.7% of responses. This indicates that Consel Health could benefit from collaborating with influencers who have a large and loyal following in their niche. Promotional offers (2.9%) are the least preferred aspect, suggesting Consel Health should not overly rely on these aspects to attract and retain customers, as they may not be effective or persuasive.

How do you feel about the use of different language and culture in online ads for consel health service? Does it affect your choice to buy their service?

34 responses

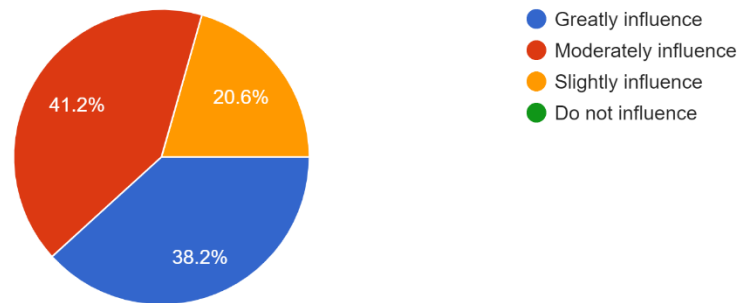


Figure 29: Use of language and culture in online ads

The chart reveals that the use of different languages and cultures in online ads for health services moderately influences consumers' choice to buy those services. 41.2% of respondents believe that they are more likely to buy services that match their language and culture or are interested in learning about other languages and cultures. 20.6% of respondents feel that the use of different languages and cultures slightly influences their choice, indicating that they are indifferent to the language and culture of service providers or value other factors more. Only 38.2% of respondents believe that the use of different languages and cultures greatly influences their choice to buy health services, suggesting that service providers should be aware of their target audience's language and culture and tailor their ads accordingly.

Would you be more inclined to purchase from a health service if it actively incorporates your cultural values in their digital marketing?

34 responses

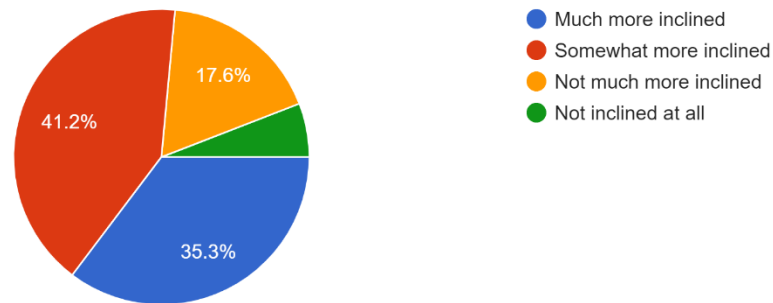


Figure 30: Purchase intention of service based on values

The majority of respondents (41.2%) are moderately or weakly inclined to purchase a health service or product that incorporates their cultural values in their digital marketing, suggesting cultural values are a weak factor or other factors influencing their purchasing decisions. A significant minority (35.3%) are more inclined to purchase from a health service or product that incorporates their cultural values, indicating a strong motivator or loyalty to the service or product. The remaining respondents (5.9%) are not persuaded to purchase from a health service that incorporates their cultural values. Cultural values may not be an important factor or they have no faith in the service or product and are unfamiliar with it.

3.6.2 Summary and Conclusions

3.6.2.1 Key Findings

I was able to gain invaluable insight into this field through my involvement in the Consel Health business development internship, where I researched opportunities, contacted clients, and carried out surveys. I've learned how to deal with market trends, customer needs, competitive advantages, best practices, and challenges. Strengths, such as the Internet Mental Health Services and an extensive network of doctors, a user-responsive interface for both people and psychological training programs, have been identified in the SWOT analysis. A strong brand identity and reputation were among the distinguishing advantages. The experience of working in an internship has been positive and beneficial for both personal and professional development.

3.6.2.2 Achievements and Contributions

I have played a significant role in the company's growth through marketing, sales, and customer service activities during my internship at Consel Health. To provide information and support, I carried out market research and created marketing campaigns in conjunction with clients. I've also obtained and analyzed feedback from customers to measure service effectiveness. In the areas of Marketing, Sales, customer service, Mental Health Services, and Telemedicine my objectives were to increase lead growth and conversion rates, improve customer loyalty, and enhance marketing skills. My supervisor and colleagues have provided me with positive comments and recognition during my internship which boost my confidence.

3.6.2.3 Relevance to Learning Objectives

During my internship at Consel Health, I have gained a good understanding of using academic knowledge in the field of business. I've studied and learned many of the skills that include reporting, research, analysis, and problem-solving. Hence, I have carried out market research, created marketing campaigns, and analyzed customer feedback. The internship gave me the confidence to take the initiative, request feedback, and work together with our colleagues.

3.6.2.4 Challenges Face and Overcome

Communication with various clients has been a challenge for me. And it was difficult to balance a lot of work during the internship at Consel Health. However, I seek the guidance of my supervisor to overcome these challenges. I was able to learn important lessons, gain confidence, and take a more positive view of things.

3.6.2.5 Professional Development

Apart from improving my understanding of the field of mental illness and telemedicine, I gained experience in marketing, sales, and customer service. I have identified areas where improvements could be made, such as communication, research, analysis, and problem-solving skills. This experience has prepared me for a career in the business.

3.6.2.6 Recommendations or Suggestions

As an intern in the field of business development, you will be able to assess your company's strengths, weaknesses, opportunities, and threats. A wide range of high-quality, personalized services is offered by Consel Health. However, companies must make greater investments in marketing and brand building to increase visibility and credibility

Opportunities are available for exploring new markets, working together with other organizations, and using social media as a tool to raise awareness. However, the threat to

businesses and reputations comes from changes in customer behavior, technological disruption, trends, regulation, and political or social issues. For it to expand its scope and reputation, a company needs to rely on the use of its strengths and foreign factors in overcoming these challenges.

3.6.3 Recommendations/Implications

To gain a better understanding of the culture's needs and habits, Consel Health must develop more efficient online marketing activities by using customer data and market research. In various cultural markets, develop a culturally relevant marketing initiative that is in line with the values and preferences of target customers. To enhance cultural awareness and knowledge by creating a holistic training program to provide intercultural marketing teams with the necessary skills to implement appropriate, successful Digital Marketing Strategies for different types of Cultural Customers.

3.6.3 Recommendations/Implications

By that analysis, Consel Health could improve its ability to promote itself through the use of ICT in a variety of cultural contexts. Some suggestions can be made here: Consel Health can develop more effective online marketing activities by drawing on customer data and market research to get a clearer understanding of the culture's preferences and behaviors. In various cultural markets, develop a culturally relevant marketing initiative that is in line with the values and preferences of target customers. To enhance cultural awareness and knowledge by creating a holistic training program to provide intercultural marketing teams with the necessary skills to implement appropriate, successful Digital Marketing Strategies for different types of Cultural Customers.

Reference

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