



Inspiring Excellence

BUS 400

Internship Report

***Measuring Consumer Preference of
Benson & Hedges***

British American Tobacco Bangladesh

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1st January, 2017

Ms. Ummul Wara Adrita

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British American Tobacco Bangladesh

Dhaka 1212

Subject: Submission of Internship report

Dear Miss,

With humble respect and regard, I am pleased to present the Internship report. This report is a result of the Internship program that I have been included for three months in BATB.

This three-month long internship is a huge experience for me for practical learning and also set this up report required for BUS 400 course as a prerequisite to complete my Bachelor's degree.

The report contains the function of BATB and specifically focusing on the measuring and analysis of its high profile brand Benson & Hedges regarding influencing factors of brand preference. On account of some restriction by the host organization an itemized picture couldn't be depicted. Regardless of this I attempted to set this up report giving my best exertion inside my extension to cover all part of the subject.

Yours Sincerely,

Anamika Almas

ID: 12104126

Acknowledgement

At the very outset, I am grateful to almighty Allah for giving me strength and ability to accomplish the internship program as well as the internship report in a scheduled time in spite of various difficulties.

It gives me immense pleasure to thank a large number of individuals for their cordial cooperation and encouragement which has contributed directly or indirectly in preparing this report. Firstly, I would like to express my thanks to internship supervisor Ms.Ummul Wara Adrita. Her guidance and feedback made things a lot easier. She kept me on track to complete this report with her suggestions that were crucial in making this report as flawless as possible.

I must show my gratitude to my line manager of British American Tobacco Bangladesh, Ms. Nusrat Islam Sume, who willingly took my responsibility and gave me lot of time and shared her working experiences with me.

I would also like to express my sincere thanks to all the employees of Finance department, Branding team, Human Resources Division of BATB who helped me during my work tenure and made my experience a memorable one.

A very special gratitude goes to my family, friends, colleagues for extremely kind support and timely feedback regarding the guidelines and deadlines of internship completion.

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Executive Summary

This report aim to introduce people to the concepts of consumer preference towards the cigarette brand. The report concentrating mainly two brands of tobacco, one is John Player Gold Leaf from British American Tobacco and other one is the rival Marlboro from Philip Morris. The focus of this report is to understand the medium-board internal individual characteristics of the consumers in the market for these two premium cigarette brands.

Consumers are different and may display different inner characteristics relating to their needs, motivation, personality, learning and attitude in relation to cigarette brands. Based on these mentioned attributes along with hypothesis testing, surveys, insights understanding the researcher have come up with some relevant findings and recommendation.

This report also emphasizes the relation of brand to various attributes. Then finding is made on attribute which has lot of influence on preferring the brand of tobacco.

Sample questions have been prepared by analyzing some key factors which plays a vital in favoring for the brand of cigarette. A structured questionnaire has been prepared as well.

To achieve a complete research paper, the author had gone through several marketing tools. Fairly to determine the validity of the findings. Lastly, long three months" efforts would be able to develop a successful research paper for completing the internship report of BUS 400.

The Organization



British American Tobacco Company Ltd.

British American Tobacco Bangladesh is a member of the British American Tobacco Group that is based in UK and one of the leading players in the global tobacco business. British-American Tobacco has been in business for more than 100 years, trading through the turbulence of wars, revolutions and nationalizations as well as all the controversy surrounding smoking.

The business was formed in 1902, as a joint venture between the UK's Imperial Tobacco Company and the American Tobacco Company founded by James Buck „Duke. Despite its name, derived from the home bases of its two founding companies, British American Tobacco was established to trade outside both the UK and the USA, and grew from its roots in dozens of countries across Africa, Asia, Latin America and continental Europe.

More than a billion people across the globe enjoy smoking tobacco. Among them one in every seven chooses a British American Tobacco brand. Extent of operation of British American Tobacco Company is given below:

- America-Pacific (USA, Japan, South Korea)
- Asia-Pacific (China, Indo-China, Taiwan, South-East Asia, Australasia)
- Europe (50 countries including Russia)
- Latin America (Central & South America, Mexico, Caribbean)
- Africa (More than 50 countries)
- MESCA (Middle East, South & Central Asia)

About BAT

We're a leading company that's successful worldwide. Our brands are enjoyed by millions of consumers. In a controversial industry we act responsibly and with integrity.



Leading brands

In 2015 BAT sold 663 billion cigarettes in more than 200 markets around the world and once again increased its market share in our key markets.

Our five leading brands – our Global Drive Brands (GDBs) – are Dunhill, Kent, Lucky Strike, Pall Mall and Rothmans.

They play a key role in our growth strategy and now account for 45% of all the cigarettes we sell, up from 44% in 2015.



Other Brands

Our portfolio also includes other popular international brands with strong market positions in many countries. They include Vogue, Viceroy, Kool, Peter Stuyvesant, Craven A, Benson & Hedges, John Player Gold Leaf, State Express 555 and Shuang Xi.

Highlights from my Internship period



Introducing Vype Pebble: the next generation of vaping. Today our small but mighty Vype Pebble vaping device is being unveiled to Italian and international media in Milan. In addition, Vype Pebble has also just launched in the UK and Germany with France and Poland following shortly.

BAT Bangladesh Supply Chain Leaf Team has been awarded the “Passion for Excellence” for Regional Supply Chain Excellence.

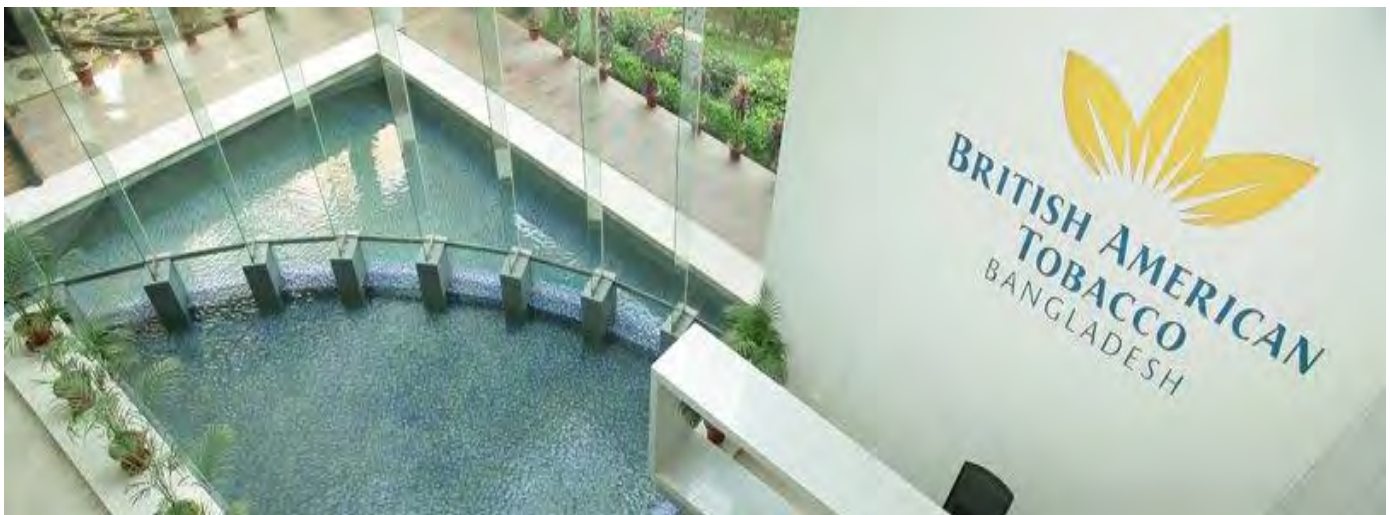
BATB is home to the largest factory worldwide and has been able to post double digit volume growth, as well as growth in terms of underlying operating profit (21%) and net turnover (27%).

BATB has won a golden leaf Award in recognition of its “Consistent Delivery of Excellence”.



COMPANY OVERVIEW- BRITISH AMERICAN TOBACCO BANGLADESH (BATB)

British American Tobacco Bangladesh is one of the largest multinational companies in the country and has been operating for over 100 years. British American Tobacco Bangladesh Company Limited was incorporated under the Company's Act 1913 on 2nd February 1972 and since then it has been the market leader in the country. Today BATB has over 1,000 employees and it takes pride in being one of the preferred employers in Bangladesh. Besides another more than 1000 people work directly and further 40,000 work indirectly as farmers, distributors and suppliers. In its effort to create an international market for Bangladeshi leaf tobacco the Company has been exporting tobacco to markets in developed countries like UK, Germany, Poland, Russia and New Zealand. Responsibility - to the shareholders, employees, business partners, customers and any other stakeholders - is at the core of BATB's business and that is why BATB believes "success and responsibility go together". (Source : BATB website) The Company has its Head Office and the cigarette factory in Dhaka, a green leaf threshing plant in Kushtia, a green leaf re-drying plant in Manikgonj and a number of Leaf and Sales offices throughout the country.



CONTRIBUTIONS TOWARDS THE COUNTRY

British American Tobacco Bangladesh (BATB) is one of the largest multinational companies in the country and has been operating for over 100 years. It is a recognized leader in Bangladesh cigarette market, with a long established reputation for providing its consumers with consistently high quality brands. Today BATB has over 1,000 employees and it takes pride in being one of the preferred employers in Bangladesh. Besides another more than 1000 people works directly and further 40,000 works indirectly as farmers, distributors and suppliers.

Being the largest multinational company in Bangladesh BATB is also the largest private sector tax payer in Bangladesh. In 2010, we contributed Tk 46.27 billion in the form of Supplementary Duty, Value Added Tax (VAT) and other taxes to the national exchequer. Over time, it has successfully established itself as the company contributing to economic, social and human resource development. BATB continues to move forward to deliver higher promises. BATB has number of CSR programs.

Through such endeavors of ours, BATB aims at achieving the necessary balance of sustainable environmental, social and economic development. BATB started their afforestation program when they joined hands with the Forest Department in 1980 to conserve the forests and combat the negative impacts of climate change.

Till now, they have contributed around 67.5 million saplings throughout Bangladesh. Their endeavors have received several awards both at the National and Local Government levels.

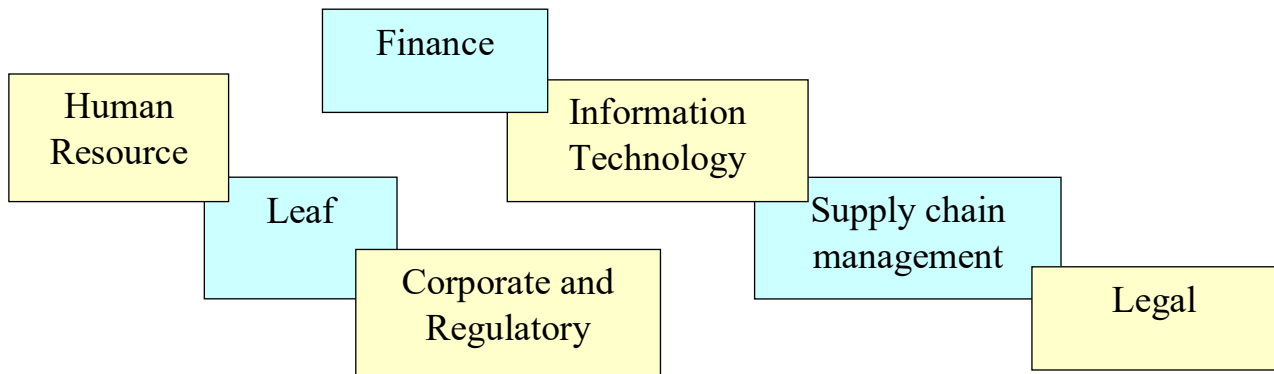
For millions of people in Bangladesh, the only available drinking water is laced with arsenic and therefore extremely hazardous to health. Having recognized the gravity of the issue, BATB has stepped forward with the „Probaho“ project. Through Probaho, they aim to provide rural communities with safe drinking water. This initiative is also aligned with the Government“s aim to achieve the Millennium Development Goals (MGDs). Using Government approved community based water filtration technology, their 18 water filtration plants in Manikganj, Satkhira, Meherpur, Kushtia, Jhenidah, Tangail, Kurigram, Lalmonirhat and Chuadanga districts provide approximately 95,000 litres of pure drinking water for 47,000 people every day. *Source: BATB website.*

STRUCTURE OF BATB

BATB is a public limited company. The “Board of Directors” and Executive Committee (EXCO) govern the overall activities of the company. The Board of Directors is composed of 8 members who are called Directors. The Chairman heads the Board of Directors. Chief Executive of British American Tobacco Bangladesh is called the “Managing Director”. Managing Director of the company is the Chairman of the Executive Committee. This committee includes the head of all the functional departments. Different department have different structure according to their function and responsibility.

FUNCTIONAL AREAS OF BATB

BATB is a process-based organization. BATB has been operating its business under the following functional areas:



Prominent BRANDS in BANGLADESH

BATB recognizes that our business starts with their consumers and their brands. It's not about encouraging people to start smoking or to smoke more, but about meeting the preferences of adults who have chosen to consume tobacco, and differentiating BATB's brands from their competitors.

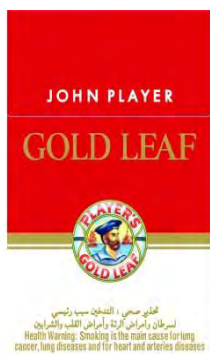
British American Tobacco Bangladesh manufactures and markets high quality and well established international cigarette brands. Much of the growth of BATB's leading brands is driven by innovation – from filters to flavors and packaging to cigarette formats.

Overall BATB's brand mix is broadly balanced between premium, mid-price and low-price. In Bangladesh, British American Tobacco Bangladesh is the market leader in tobacco sector. They have almost 47% market share.

Current brands in Bangladeshi market are Benson & Hedges, John Player Gold Leaf, Pall Mall, Capstan, Scissors, Star, Pilot, Hollywood and Bristol. All these brands are positioned in four segments in the Bangladesh cigarette market. A brief overview of brands is given in the following pages;



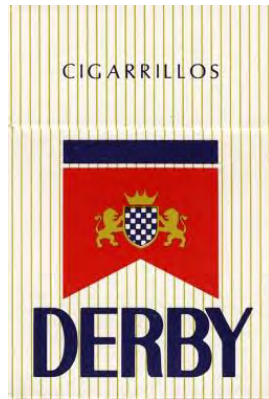
Since its launch in 1997, Benson & Hedges has dominated the Premium segment and set the standards in a very competitive market. And in 2012, the house of Benson & Hedges launched a new and unique variant - Benson & Hedges Switch. Keeping innovation at its core, Benson & Hedges Switch became the first ever capsule cigarette to be launched in Bangladesh.



John Player Gold Leaf, Pall Mall and Capstan are positioned in the Aspirational Premium segment. Launched in 1980, John Player Gold Leaf is one of the highest selling brands of our company, enjoying large market share in the Aspirational Premium segment. Pall Mall was the Group's first Global Drive Brand to be launched in Bangladesh in 2006.



Star and Star Next are positioned in the VFM segment. Star was launched in 1964 and Star Next was launched in 2012. The brand has absolute leadership in the segment with a robust performance.



ধূমপান মৃত্যু ঘটায়

BATB have three brands in Low Segment – Derby, Pilot & Hollywood. Derby was launched in 2013 and is the biggest brand among the three, offering taste differentiation to the consumers through its two variants. On the other hand, Pilot offers true and authentic smoke to the consumers. Pilot was launched in 2009 and at present it is the fastest growing brand in the industry. The third brand is Hollywood which was launched in 2011.

BATB Brands

Our business is not about encouraging people to start smoking or to smoke more, but about meeting the preferences of adults, who have chosen to consume tobacco, and differentiating our brands from the competitors.

About B&H

Since its launch in 1997, Benson & Hedges has dominated the Premium segment and set the standards in a very competitive market. And in 2012, the house of Benson & Hedges launched a new and unique variant - Benson & Hedges Switch. Keeping innovation at its core, Benson & Hedges Switch became the first ever capsule cigarette to be launched in Bangladesh.

History-

Benson & Hedges was founded in London in 1873 by Richard Benson and William Hedges as Benson and Hedges Ltd. Alfred Paget Hedges succeeded his father in the business in 1885, the same year which Richard Benson left the business. The 1900s saw branches of Benson & Hedges Ltd. opening in the United States and Canada. In 1928, the American branch became independent, and was bought by Philip Morris in 1958. Benson & Hedges Ltd in the UK was acquired by the Gallaher Group in 1955.

Products-

- Benson & Hedges Blue
- Benson & Hedges Dual
- Benson & Hedges Gold
- Benson & Hedges Silver
- Benson & Hedges Sky Blue

Strength-

In Benson & Hedges a very special machine called “ProtosFochi” is used to produce cigarettes of BAT. This is an automatic machine capable of producing 10,000 sticks of cigarette per minute. It takes almost one and a half year to build a ProtosFochi and costs \$4,000,000. ProtosFochi product quality very high. It makes 500 B&H packet per minute. Its packet quality is very high. It has another big advantage that is if rapper close packet is not close its very big advantage. Moreover, big strength is if any B&H quality come bad it automatically display in the monitor. S this machine added lots of value.

Packaging-

For many years, B&H cigarette packs were hard or soft, but otherwise changed very little. In recent times, consumers have become increasingly interested in packaging improvements, and these can be a strong source of competitive advantage. BATB is meeting consumer interest with a stream of packaging innovations, such as compact packs, side-opening packs, packs that open like wallets, waterproof packs, re-sealable packs to keep the contents fresher and packs with rounded edges.

Innovations vary across its brands, brand variants and markets and its approach enables BATB to adapt its offers flexibly to local preferences. BATB's guiding focus in innovations is on relevance to the consumer, speed to market and being continuously ready to improve.

Inbound logistics Benson &Hedges-

Inbound logistics is an integral element of business operations for a manufacturing firm, involving the processes of receiving, storing and distributing raw materials for use in production. It is the first stage in value chain, which business management expert Michael Porter outlined in his 1985 book "Competitive Advantage.

Every single raw material of Benson & Hedges is imported. The procurement department imports these as required and sends them directly to the factory warehouse with the help of inbound logistics. As these raw materials are ordered in bulk, economies of scale is achieved which in turn adds value to the product.

Tobacco	Imported
Cigarette paper	Imported
Seam Glue	Imported
Tiffin paper	Imported
Tiffin glue	Imported
Filter paper	Imported
Plasticizer	Imported
Ink	Imported

Project Part



Introduction of the Project

The topic of the research is “A Comparative Study of Consumer Preference towards B&H & Marlboro”. So the project is to study preference of the consumers. Here the term „consumer“ means the end user of the product who not only consumes the product but also gives the feedback to the company.

It is a concept, used in the social science, particularly economics. It assumes a real or imagined “choice” between alternatives and the possibility rank ordering of these alternatives, based on happiness, satisfaction, enjoyment, utility they provide. More generally, it can be seen as a source of motivation. In cognitive science, individual preferences enable choice of objectives/goals.

The consumer preference is result of multiple influences. To enable marketers come up with effective tools to affect the decision making of consumers, they need to understand the motives behind the consumer’s behavior.

In order for a cigarette brands to be successful, it needs to be able to analyze the consumer’s preference and the factors they take into consideration when buying its brand. This will help the company to create and implant effective marketing strategies to reach and keep its customers.

How these preference attributes instinct an individual to choose the particular brand, the researcher had gone through several marketing tools and business research techniques.

To enable comprehend the influence factors that influence the buying decision of a smokers as a consumer, a survey with questionnaires was performed. The results of the survey indicates that brand awareness, quality of the cigarette, price, packaging, influence by others and availability and thus.

Problem Statement

The objective here is to understand why a consumer would prefer a particular cigarette brand when she/he has other equally priced and available options. There are lot of things that goes into consumers" mind while deciding to buy a product. Moreover, marketers regularly come up with various types of schemes to attract customers.

Purpose of the study

The primary objective of the study is to analyze brand preference of B&H among very specific sample. Moreover, this is to investigate factors the preference decision of cigarettes smokers. To achieve this, different theories concerning consumer buying behavior and factors influencing have been discussed to achieve a deeper understand of consumer brand preference.

Timeline

Week	Activity
Week 1	Commencement of Internship & Project Introduction
Week 2	Arranging and accumulating necessary files, communicating with assessors for previous information
Week 3-6	Planning & preparing database and reviewing several times; Communicatingwith officials for making the database more fruitful
Week 7	Making entries of previous internees" report information.
Week 8-10	Taking surveys and developing research paper.
Week 9-11	Coordinating author"s report.
Week 12	Preparing and Finalizing Internship Report.

Limitations

- Research involving this consumer panel has its limitations. First, while the author is intended to provide a representative sample of youths to middle age, she notes that, like any consumer panel, all young, medium aged individuals are very old or wealthy households are difficult to recruit and retain. The unit of analysis being the household is also a limitation; some multiple person households may have multiple smokers.
- Additionally, the research is limited by the assumptions regarding consumption.
- It is self –prepared internship report with limited source of information.
- Authenticity is not guaranteed 100% as most of the information has collected from websites and interactions of the respondents.
- Author job responsibility was with IT account department instead she has managed to develop a branding research paper.
- BATB is highly concerned with their official confidential information.

Literature Review

This project report is to add to the literature about cigarette smokers' preference towards and factors influencing their buying behavior, by helping the author's knowledge concerning market research and understanding the factors influencing their brand preference. Another process that influence the developing of brand preference (Nisar, 2014). A cigarette is a small roll of finely cut tobacco leaves wrapped in a cylinder of thin paper for smoking. Most modern manufactured cigarettes are filtered and include reconstituted tobacco and other additives.

The following are the several of cigarettes, which are well known among smokers; B&H and other. The author's estimate with specific age, professions and lifestyle. From some interviews and hypothesis B&H has been getting the highest priority. So the research paper is focusing B&H with purchasing along with preferring factors.

Along with the preference as well as buying factors marketing tools have been implemented in the report. Consumer decision making process, Instrumental learning and four types of consumer's buying behavior, learning effect. For more elastration these marketing tools have been performed to understand the facts so those have been discussed underneath.

Instrumental Conditioning-

Hence in this chapter the ultimate results, finding and learning have been explained. This theory is built constructed on insights of the respondents, interviews, collected information from survey.

Firstly, with the term Instrumental Conditioning the consumers' attitude toward their preferred brands can be easily discover. People who smoke will definitely fall under instrumental learning (*Punday& Dixit, 2013*)

People who smoke will definitely fall under instrumental learning. Usually they try different brand of cigarette before sticking on to a particular brand of cigarette. So, they habitually follow trial and error method.

Motivation-

There are various factors, which makes a person to smoke. Normally consumer smokes cigarette because of acquired need.

Acquired need: People learn the habit from the environment. Sometimes because of the cultural value too people smoke.

Both Rational and Emotional motive is involved while selecting cigarette.

Rational motive, select particular brand of cigarette because of certain features. Emotional motive does not think about feature and buy whatever is available. It's more relative with psychological need.

Personality-

Personality is generally expressed as human inner psychological characteristics like person's specific qualities, attributes, traits and mannerisms that distinguish one person from other persons.

Smokers involves highly on this inner psychological characteristics (personally) as they are influenced more by their environment.

Stimulation Level-

High stimulation level: highly smokers always try new one and tend to be more innovative one. So, makers try to launch new variants of cigarettes in term if flavors, colors, size in order to not to leave their highly stimulated smokers who always want more innovative and different variants.

Low stimulation level: low stimulated smokers always rend to be simple and prefer traditional than innovative. That is why marketers have a classic style for them. They will not involve in many variants (*Aneesh& Vijay, 2014*)

Literature review is a critical synthesis of past research in the content of a thesis. In this chapter, it will be focusing on reviewing the previous studies from different sources in which has been analyzed by other researches. It concerns about several variables which has been discussed on consumers' willingness to pay for the tobacco preference information (*Chia, Chow and Woon, 2013*).

The independent and dependent variables that affect consumers' willingness to desire for the cigarette will be discussed. There are some previous studies in investigated out some variables which are taste, price, availability geographic, and so on will affect the willingness to pay or purchase of the desired tobacco brand.

The present study will also start with the explanation of some of the terms and focus on few variables. For example, are; knowledge about the product, consumer behavior, health conscious, perceptions, personality and environmental attitudes. In this study, there will some review of all the previous researchers' sources which had a relation to mentioned variable, and also analyze the level of acceptability of preferred brand of cigarette towards consumer.



Research Methodology

Research Design

In this section, research design, data collection, sampling technique, sample size, questionnaire design and the limitations of this proposal will be presented. How theories and information were gathered, are described. These methods were used to answer objectives. Researcher choose descriptive research to justify the statement.

Data Collection

Primary data- It had been collected through interviews, experiments, questionnaires were. The primary data for the thesis was collected through a survey. The survey was based on questionnaires and were personally handed out the target group. Also a quantitative research was chosen because numeric values were necessary to be able to qualify the different influencing factors.

Secondary data- It includes websites, brochures of the respective companies, various journals and other source of published document.

Sampling Design

It includes the size of sample and the technique that researcher used for selecting the different items from the sample. Further processing;

- In this research paper sample is the youngsters and middle-aged.
- Target groups age is 25- 35.
- Gender- Male and Female both (as no gender biasness is being practiced here)
- 3 experts Interviews.

Sample size

- Sample size is 30.

Sample unit

- Individual respondents from Researcher's reference group, Brac University, North South University, British American Tobacco Bangladesh and researcher's reference group.
- Profession/ occupation involves; job holders, internees, households, employees from BATB.

Sampling Technique

- Convenience Sampling has been implemented.

Questionnaire Design

Before the participants started answering the questions, a short introduction of the thesis was given. The questionnaires were made up of 9 questions and 30 respondents took part. The format of the questionnaire ranking scaling had been used in large scale. An open ended question is mentioned as well here for understanding insight.



Analysis & Findings

Hypothesis Testing:

Hypothesis 1-

Null Hypothesis- Consumer preference is not dependent on some factors.

Alternative Hypothesis- Consumer preference is dependent on some other factors.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.886^a	.784	.760	.561

a. Predictors: (Constant), Price, Taste, Availability

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.809	3	9.936	31.538	.000^a
	Residual	8.191	26	.315		
	Total	38.000	29			

a. Predictors: (Constant) Price, Taste, Availability.

b. Dependent Variable: Consumer Preference

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.349	.497		.701	.489
	Price	.270	.101	.289	2.666	.013
	Taste	.460	.105	.477	4.378	.000
	Availability	.249	.071	.356	3.522	.002

a. Dependent Variable: Consumer Preference

Hypothesis 2-

Null Hypothesis - Consumer preference is not dependent on Price for B&H.

Alternative Hypothesis - Consumer preference is dependent on Price for B&H.

Hypothesis 3-

Null Hypothesis - Consumer preference is not dependent on Taste for B&H.

Alternative Hypothesis - Consumer preference is dependent on Taste for B&H.

Hypothesis 4-

Null Hypothesis - Consumer preference is not dependent on Availability for B&H.

Alternative Hypothesis - Consumer preference is dependent on Availability for B&H.

Analysis:

For Hypothesis 1,

Consumer Preference has been considered as the Dependent Variable whereas Price, Taste, Availability have been considered as independent variables.

Here, $R=0.886$ which refers that there is a strong positive correlation between the independent variables (Price, Taste and Availability) and Consumer Preference.

Adjusted R Square, 0.76 reflects very credible and has strong linear relationship between independent variables (Price, Taste and Availability) and Consumer Preference.

Significance $0.000 < 0.05$

Beta for Price, Taste and Availability are .289, .477, .356 consecutively which means consumer preference is mostly dependent on Taste followed by Availability and then Price of B&H including significance of 0.013, 0.000 and 0.002.

Therefore, null hypothesis is rejected and it can be said that Consumer preference is dependent on some other factors.

For Hypothesis 2,

Standardized Coefficients, Beta = 0.289 which means there is a positive linear correlation between Price and Consumer Preference (28.9%).

Level of Significance: $0.013 < .05$

Therefore, null hypothesis is rejected and it can be said that Consumer preference is dependent on Price for B&H.

For Hypothesis 3,

Standardized Coefficients, Beta = 0.477 which means there is a positive linear correlation between Price and Consumer Preference (47.7%).

Level of Significance: $0.000 < .05$

Therefore, null hypothesis is rejected and it can be said that Consumer preference is dependent on Taste for B&H.

For Hypothesis 4,

Standardized Coefficients, Beta = 0.356 which means there is a positive linear correlation between Price and Consumer Preference (35.6%).

Level of Significance: $0.000 < .05$

Therefore, null hypothesis is rejected and it can be said that Consumer preference is dependent on Availability for B&H.

Findings from Analysis:

- Price is not the very big issue for this sort of consumers.
- They do not change brands frequently.
- Taste is a major factor for regulars.
- Consumers of B&H are highly loyal to their brand and typically who are consuming more than 3 years.
- They will not involve into many variants or for new innovations.
- From survey, it was found that most of the job holders are preferring and buying B&H.

Findings from other source:

- Students are not choosing to consume B&H as they often switch cigarettes for discover new innovation by the looks of the cigarettes.
- Post-purchase evaluation is very significant for first-time B&H users.
- Youngsters assume B&H does not suit their personality
- Female are considering B&H switch mint more rather than other brands of switch.
- B&H followers think themselves real smokers on the other side.
- Consumers think that B&H is not for the beginner or newbie.
- B&H consumers are Inner directed; rely on their own values core smokers, intense and strong tobacco for strong and macho men.
- B&H followers are low stimulated smokers, always tend to be simple and prefer traditional than innovative. That is why they perceive themselves as classic smokers.



Recommendation and Conclusion

Recommendation:


- As job holders have the high purchasing power for B&H but large group of youngsters are not tending to prefer B&H. That is why B&H should fill up the gap segmentation.
- B&H can also make another product line for female smokers, as their perception about B&H is very hard and contain too much core tar. They also consider B&H smell is too much strong and a bit grimy.
- Availability of B&H brand should get some highlights, as researcher found in her interview that respondent has some negative issue regarding availability of B&H out of Dhaka city.

Conclusion:

To sum up to develop the whole project, the researcher had gone so many new innovative studies which developed and enriched her skills. Though it is just an internship report, all the efforts have paid real value to the theories and novelties. Developing a market research is difficult job and so many limitations were confronted by the author. The topic of the report was confidential and source of collecting information was inadequate. Apparently, it was quite fruitful and educative study.

Appendix – 01

Questionnaire



Survey for preferring cigarette brand

This survey is to understand analyzing consumers' perception and the factors for preferring B&H. Respondents age limited within 25-35. All of them are job holders. Male and female both can participate in this survey.

*** Required**

Name *

Your answer

How much you prefer B&H? In a scale of 1 (lowest) to 7 (highest). *

1 2 3 4 5 6 7

Since how long you have been smoking B&H brand? *

> 6 months

> 1 year

> 3 years

> 5 years

Appendix- 02

Why do you purchase B&H? *

- Taste
- Price
- Availability

Which factor forces you to prefer B&H? *

- Friends
- Your own perception towards Benson & Hedges
- Suits your personality

Please rate B&H for its price. *

- | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How much will you put for the TASTE of B&H cigarette? (Lowest 1 to Highest 7) *

- | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Do you think B&H is highly AVAILABLE cigarette brand ? (Please rate Lowest 1 to Highest 7) *

- | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Appendix- 03

Please rate B&H for its price. *

1 2 3 4 5 6 7

How much will you put for the TASTE of B&H cigarette? (Lowest 1 to Highest 7) *

1 2 3 4 5 6 7

Do you think B&H is highly AVAILABLE cigarette brand ? (Please rate Lowest 1 to Highest 7) *

1 2 3 4 5 6 7

Would you switch B&H for other brands? *

Yes

No

May be

Please put a comment for your desired cigarette brand.
(answering is optional)

Navigation: [Back](#) [Home](#) [Forward](#) [Cancel](#)

Appendix-04

Regression Table

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.886^a	.784	.760	.561

a. Predictors: (Constant), Availability, Price, Taste

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.809	3	9.936	31.538	.000^a
	Residual	8.191	26	.315		
	Total	38.000	29			

a. Predictors: (Constant), Availability, Price, Taste

b. Dependent Variable: Consumer Preference

Coefficients^a

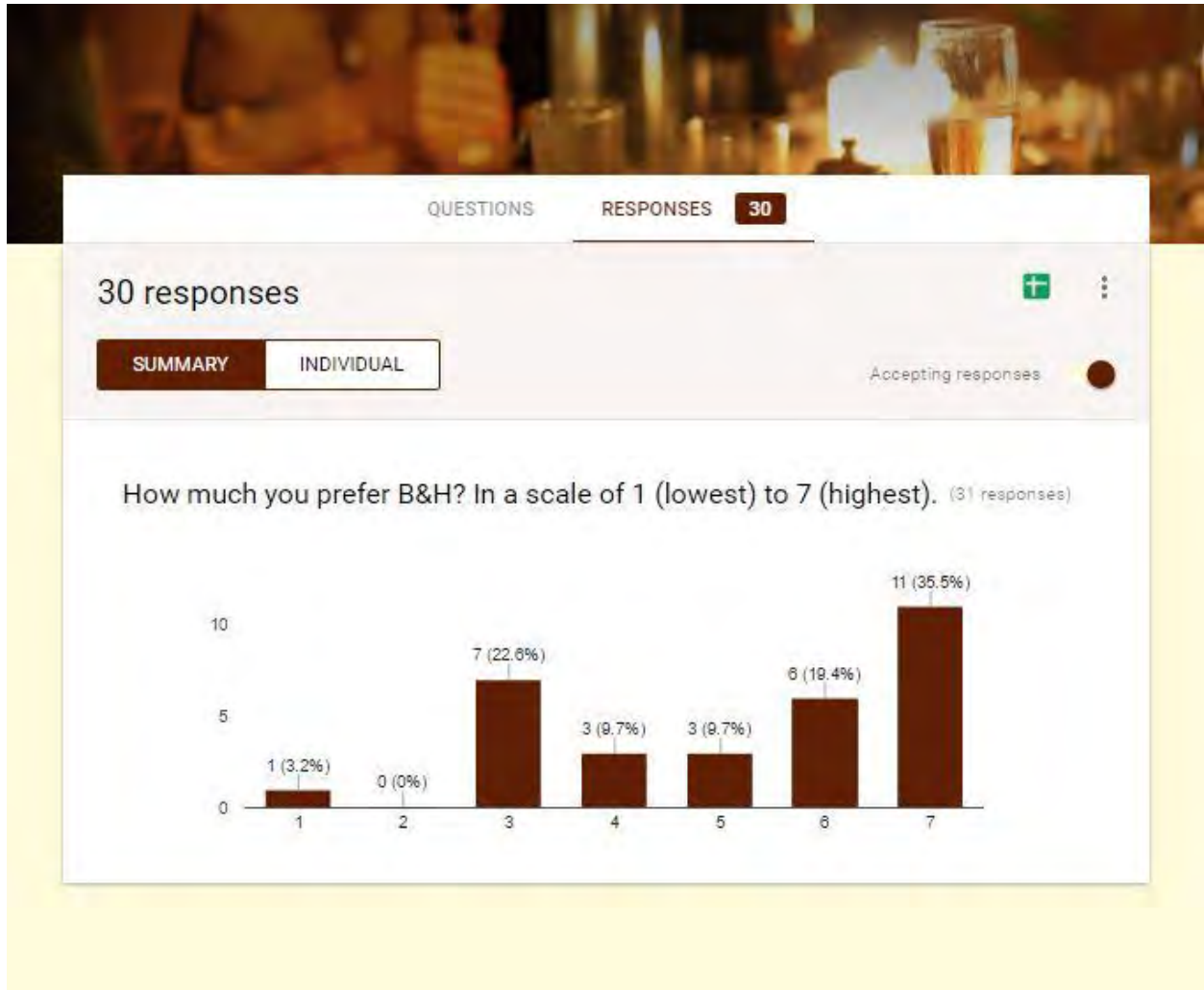
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.349	.497		.701	.489
	Price	.270	.101	.289	2.666	.013
	Taste	.460	.105	.477	4.378	.000
	Availability	.249	.071	.356	3.522	.002

a. Dependent Variable: Consumer Preference

Appendix -05

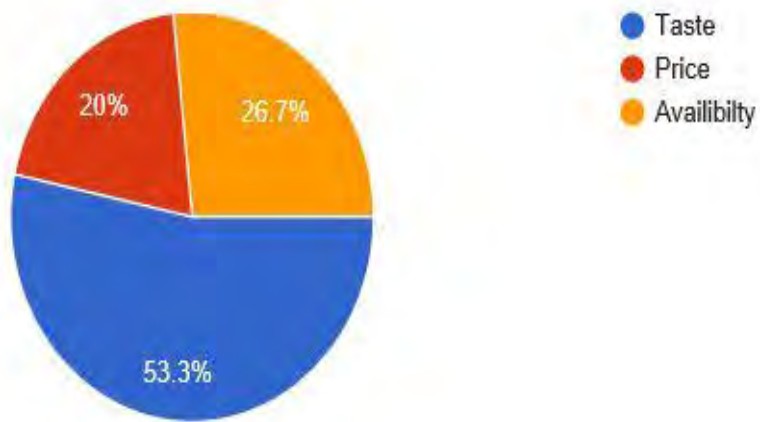
	A	B	C	D	E	F	G	H	I	J	K
1	Timestamp	Name	Which brand of ciga	Since how long you	Why do you purchas	Which factor forces	In a scale of 1 (lowe	How much will you p	Do you think B&H is	Would you switch B&	Please put a comm
2	2016/12/25 11:55:37	Imran Hossain Fahac	B&H	> 3 years	Availability	Your own perception	4	2	7	May be	
3	2016/12/25 11:57:20	Tarvir Ahmed	B&H	> 6 months	Taste	Your own perception	6	6	6	No	
4	2016/12/26 12:01:57	Salim Alam	B&H	> 3 years	Taste	Personality	5	6	3	No	
5	2016/12/26 12:05:04	Animesh	B&H	> 5 years	Availability	Friends:Your own pe	4	4	6	No	
6	2016/12/26 12:06:34	Niloy Rahman	B&H	> 3 years	Taste	Your own perception	6	6	7	May be	
7	2016/12/26 12:07:24	Kaiser	B&H	> 1 year	Price	Friends	3	3	4	Yes	B&H is good accord
8	2016/12/26 12:08:25	Fahim	B&H	> 6 months	Availability	Friends	2	4	2	May be	Its raw and good
9	2016/12/26 12:11:11	Anika Hayder	B&H	> 1 year	Price	Personality	2	5	2	No	It is a rich brand.
10	2016/12/26 12:15:25	Annu	B&H	> 3 years	Availability	Personality	1	6	6	No	I love B&H
11	2016/12/26 12:16:19	Munna	B&H	> 6 months	Price	Friends	1	3	3	May be	
12	2016/12/26 12:41:50	Md. Saiful Alam Ani	B&H	> 5 years	Taste	Personality	5	5	7	Yes	Marlboro. Because, s
13	2016/12/26 6:57:58	Samiha	B&H	> 5 years	Taste	Your own perception	5	7	7	No	
14	2016/12/26 11:37:52	Asif Niloy	B&H	> 5 years	Taste	Your own perception	1	6	5	May be	Lower the price
15	2016/12/27 12:00:00	Alam Ullah	B&H	> 5 years	Price	Your own perception	1	6	3	No	I love B&H
16	2016/12/27 12:00:56	Kibria Alim	B&H	> 1 year	Availability	Friends	2	5	5	May be	
17	2016/12/27 12:02:31	Hayder	B&H	> 6 months	Taste	Personality	4	4	4	May be	
18	2016/12/27 12:03:00	Zaman	B&H	> 6 months	Taste	Friends	3	5	3	May be	
19	2016/12/27 12:04:21	Saydur	B&H	> 1 year	Price	Friends	3	2	5	No	
20	2016/12/27 12:05:01	Mahmudul Hoque	B&H	> 5 years	Availability	Personality	3	5	4	No	
21	2016/12/27 12:09:50	Zanf	B&H	> 5 years	Taste	Your own perception	4	5	3	No	
22	2016/12/27 12:15:27	Aniket	B&H	> 6 months	Taste	Friends	3	4	3	Yes	
23	2016/12/27 12:16:13	Munna	B&H	> 1 year	Taste	Personality	4	6	4	No	
24	2016/12/27 12:24:21	Ratul	B&H	> 3 years	Taste	Personality	4	5	3	No	its real
25	2016/12/27 12:25:05	Shuvo	B&H	> 6 months	Taste	Friends	4	6	4	May be	Its core taste is real
26	2016/12/27 12:25:55	Salim	B&H	> 1 year	Price	Your own perception	3	5	3	May be	

Appendix -06



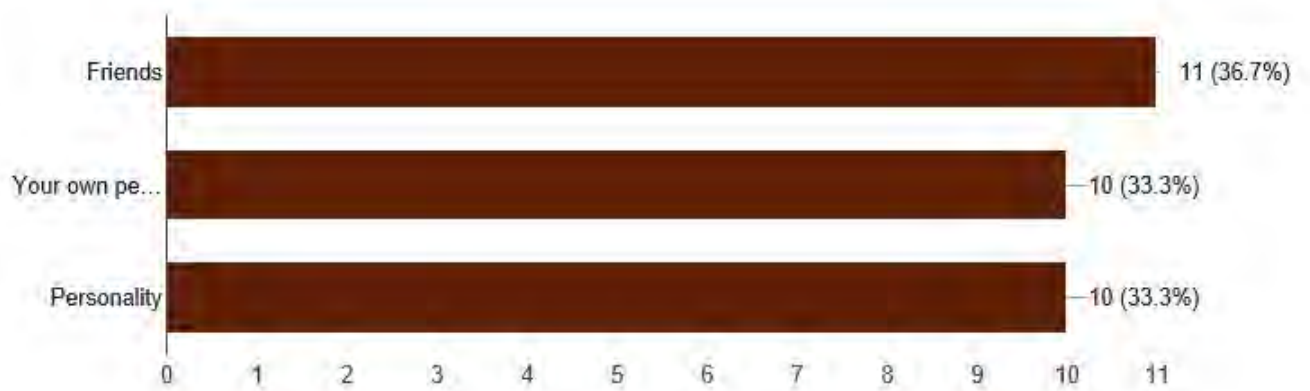
Appendix -07

Why do you purchase B&H?



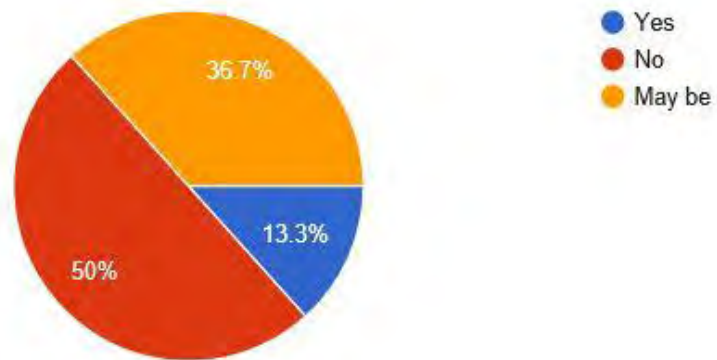
Appendix -08

Which factor forces you to prefer B&H?



Appendix -09

Would you switch B&H for other brands?



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