



A PROJECT REPORT ON

Online Customer Engagement Of Bangladeshi Mobile Phone Brands

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Letter of Transmittal

October 19, 2020

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Subject: Submission of project report on “Online Customer Engagement Of Bangladeshi Mobile Phone Brands”

Dear Sir:

I have successfully prepared my project report on "Online Customer Engagement of Bangladeshi Mobile Phone Brands" under your supervision. The study is prepared by focusing on illustrating the social media engagement of Bangladeshi customers with mobile phone brands in Bangladesh.

We know that customer engagement is an interaction between an external customer (B2B or B2C) and an organization (such as mobile phone brands) through various online or offline channels. While online customer engagement is qualitatively different from offline engagement, the nature of customer interactions with any brand, organization, and other customers differs across the Internet. For example, social media pages or blogs are spaces where people can communicate and socialize in a way that cannot be replicated by any offline interactive medium.

It will be highly appreciated if you kindly check my report and provide me your valuable remarks.

Sincerely yours,
Sayed Abdul Kader
ID – 111 242 120
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Acknowledgement

I want to thank almighty Allah as well as my parents for making me capable of completing the long under-graduate study from United International University. Their effort for me was so valuable that takes me to overcome all the barriers in this last four years of BBA program.

I want to express my appreciation to my marketing course faculty as well as my project supervisor *Dr. Khandoker Mahmudur Rahman*, Associate Professor, SoBE, United International University (UIU) for his valuable efforts during the preparation of my project report. The report format that I received from him was so interesting and making me understand the importance and purpose of the study. It was a great opportunity for me to work and prepare my report under his kind supervision.

Finally, I want to thank all the staffs & employees of mobile phone brands to share the real time facts on online customer engagement. All the information I received from him helped me to add valuable information. I also like to thanks all the customers who participated in the survey, because of all their effort, I have prepared the actual scenario on the customer engagement through social media of Bangladeshi mobile phone brands.

Student Declaration

I myself, *Sayed Abdul Kader*, declare that the report titled "Online Customer Engagement of Bangladeshi Mobile Phone Brands" is prepared by me using the survey added in the appendix and the study is original work and has not been previously presented for any diploma, degree, title or recognition. Furthermore, I prepared the report using qualitative data. The sources of data collected from primary and secondary sources. Furthermore, all the data used in the report is valid and pertinent to my mentioned topic.

Regards,

Sayed Abdul Kader

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Executive Summary

Customer participation is the emotional connection between the customer and the brand. Highly engaged customers can buy more products, promote more sales, and show more loyalty. Providing a high-quality customer experience is an important part of the customer engagement strategy. One of the best ways to build customer relationships instead of directly communicating with customers is to build strong relationships, and the most important platform today is social media, which can attract customers and increase visibility. When customers see brand advertisements on social media, especially when answering questions and publishing original content, it can help them build a positive relationship with them. Interacting with customers regularly can show that the brand cares about them. Once the brand has acquired some satisfied customers who value their positive shopping experience, they can advertise to them customers who really value the brand's products or services. However, the purpose of the report is to inspire the mobile phone industry in Bangladesh and analyse customer interactions with mobile phone brands through social media. In order to analyse the mobile phone industry, several marketing frameworks are used, such as macroeconomic analysis, Porter's five forces model and SWOT analysis. In order to analyse the customer's participation in the mobile brand, customer feedback is collected through questionnaires. Sixty customers were randomly selected as respondents. The study found that most Bangladeshi customers interact with mobile brands through Facebook. They follow the brand page and interact by commenting or sharing brand posts. This forces brands to make appropriate announcements and provide them with accurate product information. At the same time, the survey results also show that customers usually stop following brands on social media, because if the content is duplicate and irrelevant, these brands will be posted on the brand page. Finally, the research included suggestions for effective four-step customer engagement strategies and ways to improve posts before sharing for brands.

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1. INTRODUCTION OF THE REPORT



1.1 Introduction

The project report was prepared for the completion of the BBA program at United International University. Students who choose to work on the project must take the remaining courses in the BBA program. Then, depending on their field of study, they must prepare a project study. Experimental work on a project to produce good technical writing for a project report. As great and original as the project is, it probably wouldn't have happened if the results hadn't been shared with someone else. Communicating the results of the survey in a clear and useful way is a fundamental part of science and therefore a lot of effort is being made in this direction. When creating a project report, students should observe any industry and select a topic based on their field of study. Students typically take three months to prepare for their studies and submit them to their supervisors to complete the BBA program.

1.2 Topic of the Report

The topic of the report is “Online Customer Engagement Of Bangladeshi Mobile Phone Brands”. The topic is selected to analyse how the customer engage through social media with the mobile brands in Bangladesh. As a marketing student I have realised the necessity of utilizing my marketing knowledge on customer engagement and how customer engage with brands though social media. Moreover, social media technology has changed the nature of the interaction between customers and businesses, inventing new ways to interact and, in short, revolutionizing marketing. Central to this revolution is the fact that current and potential customers are using social media to engage both business and other consumers about products and services (Hallock, Roggeveen, Crittenden, 2016). In today’s electronic world of the world, marketers need to attract attention and create ongoing diode interaction by engaging with an ongoing customer. Understanding the evolving necessity of social media customer engagement the topic of the report is selected.

1.3 Background of the Report

The background of the report is to prepare marketing research on online customer engagement, which is a buzzword for online companies today. Customer engagement is a measure of how customers interact with customers at all touch-points throughout the life cycle of a brand. Consistent customer engagement through different channels helps brands build and strengthen the person-to-person connection with them, and increase value outside

of the transactional relationship. If nothing has changed from the physical store in the past to today and the era of rich online business that is the mantra of "the king of customers". It has iconic beliefs and iconic marketing promotion. Multinational giants have taught us, customer engagement is for satisfied and loyal customers, the cornerstone of any other business strategy.

Customer engagement is no longer limited to sales, support, or service; on the contrary, a continuous practice of the brand is to anticipate and keep in touch with customers, thereby enhancing long-term relationships, loyalty, and thus business growth. As more and more companies adopt a customer-centric approach when formulating marketing strategies, customer participation inevitably allows them to enter the market and enable them to achieve a central level of internal growth.

1.4 Objective of the Report

Research objectives are used to narrow the purpose statement and are directly related to the research results. These objectives are specific goals that researchers expect to achieve in research to meet the overall goals of the study. The objectives of this study are as follows:

1.4.1 General objectives

- a. To observe the Bangladeshi mobile phone brands.
- b. To prepare survey questionnaire and apply marketing knowledge on practical scenario.
- c. To obtain BBA certificate from United International University.

1.4.2 Specific Objectives

- a. To analyse the competitive forces of mobile brands in Bangladesh.
- b. To analyse the external and internal factors of mobile brands in Bangladesh.
- c. To analyse the online customer engagement of mobile brands in Bangladesh.
- d. To recommend suggestions to improve the customer engagement of mobile brands in Bangladesh.

1.5 Scope of the Report

The scope of customer engagement is the sensitive link between the customer and the brand. Highly engaged customers buy more, promote more, and be more loyal. Providing a high-quality customer experience is an important part of the customer engagement strategy.

Through social media, websites, and other digital marketplaces, mobile phone brands offer consumers more choice than experience. Now, with constant engagement and review cycles, most of the value is consolidated over time. As a result, customer retention has become the pinnacle of long-term growth and success; cultivating existing customers is our initiative for future success.

In order to maintain customer interest, businesses must react to changes, alert customers to their daily needs, and conduct infrequent communications. Customer engagement helps to consistently demonstrate customer responsibility and empowers mobile brands to create value at every stage of the customer journey.

1.6 Methodology of the Report

Methodology refers to the overall strategy and logic of my study project. It is about studying the methods used in this field and the theories or principles underlying them in order to develop methods that correspond to my project objectives. The sources from where I have collected information are listed below:

1.6.1 Primary Sources

- a. Through informal interview of several employees of mobile phone brands in Bangladesh.
- b. Through online survey questionnaire sent to customers to get their engagement responses.
- c. From experiencing and observing the mobile market myself.
- d. From annual reports of local mobile phone brands.

1.6.2 Secondary Sources

- a. From various published academic books & journals written by famous writers.
- b. From online articles and blogs on customer engagement.
- c. From observing the social media groups of mobile phone brands.

1.7 Limitations

Each study has its limitations. There may be limitations to the study due to the limitations of the research design or method and these factors may affect the results of my research. While

dealing with potential vulnerabilities in the study, these limitations here in this section reinforce the writing study. The limitations of the study are listed below:

- a. While it was difficult to collect data from primary sources, most of the mobile brand stores were closed for a long time due to the coronavirus outbreak. Physically, it was not possible to visit the stores.
- b. Consumers were less likely to visit branded mobile phone stores online or offline due to foreclosure and low interest in new phones.
- c. The project had to be submitted within three months, this detailed study was difficult in a short time.

2. INDUSTRY ANALYSIS OF MOBILE BRANDS IN BANGLADESH



2.1 Overview of Mobile Phone Brands in Bangladesh

Samsung, based in South Korea, is the market leader in the smartphone industry in Bangladesh. The company's sales increased 203% year-on-year in 2019, placing it first in Bangladesh for the first time. New product models and optimized local assembly are the main reasons for Samsung's business growth. As smartphones dominate their respective price ranges, the diversification of the product portfolio also helps Samsung. The Galaxy J series runs in the entry-level market, and its cheap devices are manufactured with low-cost hardware, while the Galaxy A series provides mid-to-high-end smartphones with relatively high material costs. The Galaxy S and Note series are Samsung's two flagship series.

Xiaomi, a Chinese brand, is one of the major international players in the smartphone industry in Bangladesh. Consumers appreciate the brand's perfect combination of affordability and quality. This is reflected in the year-on-year growth of 165% in Xiaomi smartphone shipments to Bangladesh in 2019.

Nokia showed its customers the strong interest of Nokia 1 and proved its identity in this smart era, thus regaining its previous position. Since Bangladesh started using mobile phones, Nokia is the most popular brand. Nokia has won the trust of people at all stages with its affordable prices, excellent features, eye-catching design, and most importantly, ease of use. Through HMD Global, Nokia phones are shipped to Bangladesh. Since feature phones were launched in Bangladesh, Nokia won the trust of consumers by launching Nokia 3310 and Nokia 105. Today, as low-end smartphones, Nokia 1, Nokia 2 and Nokia 2.1 are the most successful smartphones in Bangladesh. The brand's latest 4G smartphone is Nokia 2.3 with a 2.3 GHz quad-core Cortex-A53 processor, however, mid-range and high-end Nokia phones are known for their performance, durability, camera and sound. Nokia is recognized as one of the leading brands in Bangladesh.

Walton provides locally produced smartphones to suit the functions of the best smartphone brands. The company uses local manufacturing and assembly to provide industry-wide functionality at an affordable cost, thereby providing cheaper alternatives.

Symphony began its journey to become a local brand for ordinary people of Bangladesh. Competitive pricing strategies, innovative resilience and the largest distribution nationwide in more than 17,000 stores have contributed to the company's success.

Transsion, a Chinese company is looking for opportunities to increase local assembly. In order to increase market share, the company is adopting various brand strategies such as itel, Tecno and Infinix.

Realme is a technology brand officially founded by Sky Li in 2018. Realme's desire is to provide young people with products with excellent comprehensive experience. Realme is committed to becoming a fashion technology brand. With the capabilities of the most advanced smartphones and the Internet of Things technology, Tealme provides consumers with products with trending technologies, functions, and experiences, which are the first to be applied in price segments.

2.2 Current Market Scenario

Bangladesh's mobile phone market (especially the smartphone market) has experienced rapid growth since 2013. Local brands dominated the market, while international brands struggled to gain momentum through active marketing strategies. India is currently a market consisting of a core market of BDT 8,000, in which around 30 million mobile phones compete with each other, and these phones are made up of local and international brands.

Of all mobile phones, only 30% are smartphones and the rest are basic phones, priced under BDT 2,000. Since 2008, local mobile phone brands have captured most of the market with their low-cost mid-range products. Between 2008 and 2012, the business of international brands lost to local brands Symphony and Walton, the latter gaining momentum with a market share of over 50%. Local brands provide customers with cheap smartphones, as we have some restrictions on skilled labor and technology, priced between BDT 3,000 and BDT 6,000. We should invest more to prepare for mobile phone technology.

In recent years, especially in the past two years, most of the international brands have returned with their high quality products, strong R&D strategy, and after-sales service. Hardly any international brands in any region have opened their showrooms to promote their

products to smartphone users. Furthermore, the introduction of affordable 3G devices has promoted the growth of smartphone users. It is mainly driven by local brands such as Symphony and Walton. Global brands Samsung and its J series products, as well as Huawei and Oppo, are pushing smartphones that support 4G LTE. This is the next battleground for smartphone differentiation in Bangladesh in 2017.

Walton, Symphony, Infinix, Lava, Tecno, Itel have powerful features, but the price isn't bad. On the other hand, Samsung, Nokia, Xiaomi, Realme Vivo, Oppo, and Huawei all have the great build quality to ensure great performance, but they are expensive. We can find that popular brand smartphones have lower battery capacity, far fewer camera megapixels, little RAM, and less storage. But all its functions are accurate, which can ensure superior performance compared to local brands. Hence popular brand smartphones are always recommended, which are expensive despite having fewer features.

2.3 Situation Analysis

The world today is the world of information technology. The mobile phone is a revolutionary invention of science. This phone enriches our communication network. You can communicate and contribute in every corner.

Mobile phones are one of the important miracles of modern science. Due to the contribution of this technology, people's living standards have changed. At first, the telegraph was just a means of communication. Alexander (Alexander) invented the telephone in 1876. As a result, the human voice can be transmitted to the remote controller. Electrical signals are transmitted through telegraph and telephone lines. At the beginning of the last century, Marconi (Marcony) invented wireless technology, which brought revolutionary changes in the field of communications. Therefore, it is not necessary to add cables for receiving and sending. If it is a mobile phone, please install it in a non-transferable place, then there will be no problem. In this case, the mobile phone will replace the mobile phone to solve the problem.

"Mobile phone service" is another name for the silent revolution in Bangladesh. Mobile phone services continue to play an important role in bridging the digital divide. Mobile phones played an active role in receiving and sending information in the village. Through City Cell Company in 1993, Bangladesh entered the mobile phone field. At that time, the cost

of connecting to a mobile phone required more than 100,000 taka to obtain mobile services. From 1993 to 1996, mobile phones were like the dreams of ordinary people and middle-income earners. Subsequently, Grameenphone, Robi (formerly known as Aktel), Banglalink (formerly known as Sheba World) and Airtel (formerly known as Warid) received government authorization.

In Bangladesh, some obstacles are needed to quickly adapt to mobile services. Mainly due to high import tariffs. Mobile phone companies must pay high taxes on imported mobile equipment or machinery. Therefore, the growth of this sector is hindered. If import duties are reduced, mobile phone companies will be able to sell affordable mobile phones and provide better customer service than before.

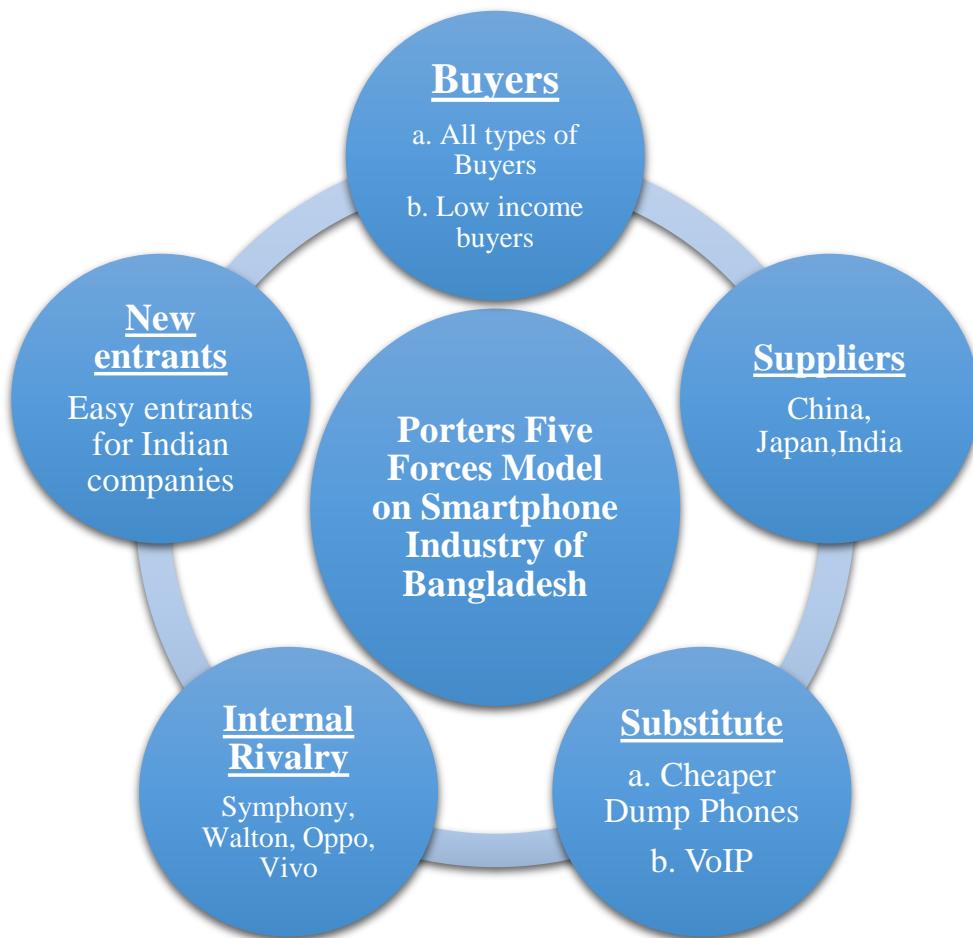


Diagram: Porters five forces model adapted for smartphone industry of Bangladesh

In today's Bangladesh, there is no perfect alternative to Grameenphone. Today, it is rapidly expanding its plans, and it seems that the company will occupy China's main mobile phone market. Therefore, there is no doubt that its future prospects are broad. Therefore, it can be said from the discussion that the rapid growth of the mobile phone industry is possible, which requires the help or support of the government.

2.4 Threat of New Entrants

The threat from new entrants to the smartphone industry is moderate. The barriers to entry are not very high, it is generally not necessary to invest a lot of capital to enter the market. However, existing participants are actively investing in marketing and innovation to maintain their market share, making it very difficult for any new entrant to gain significant market share. Additionally, the company faces some significant challenges to improve its competitive edge in the industry. In addition to investing in technological innovations that are critical to differentiation and market share, they also need to focus on marketing and customer experience. The legal frameworks of most countries have also become barriers to entry. Another major factor hindering new entrants is that demand levels have stabilized in recent years. Stagnant demand has also become a barrier to entry for new brands, as new brands will struggle to win customers for new products. As there are different models in each market segment, the number of alternatives is already high on the market. Other factors that mitigate the threat of new competitors include the brand image of existing competitors, a focus on research and innovation, and high product quality standards. All these factors together limit the threats posed by new players entering the market. However, large players with a strong image and sufficient investment can still participate. Google entered the market with its Pixel smartphone. While not yet an industry leader, Pixel's market share in the US market continues to increase over time.

2.5 Brand Loyalty

The brand loyalty mainly centred with Apple and Samsung smartphones and it is not only in Bangladesh but also in the world. These two brands are next to each other in one category and are more than twice the customer loyalty earned by the other brand.

According to a multinational survey conducted by IHS Markets Technology, the total loyalty of Apple and Samsung is 69%. In contrast, the overall loyalty of the smartphone market is

53%. However, the "2019 Mobile Phone Purchase Driver Report" found that if Apple and Samsung are excluded, market loyalty drops to 33%, which is less than half of the total loyalty of the two major smartphone brands.

The two brands can achieve such high customer loyalty because Apple and Samsung have developed their own brands after years of hard work and spent a lot of money on marketing and advertising to maintain a strong following among consumers. The two companies have been able to establish a competitive fortress to isolate them from the pressure faced by other brands. The competition between Apple and Samsung in the smartphone industry is very fierce, and each company strives to gain a few percentage points of market share without resorting to leading brands.

2.6 Rivalry among Established Companies

Samsung	Lava	Alcatel
Symphony	LG	Umidigi
Huawei	OnePlus	Helio
Xiaomi	Asus	Microsoft
Walton	Lenovo	Intex
Oppo	Tecno Mobile	Maximus
Nokia	Realme	Okapia
Vivo	Honor	Gionee
Sony	Infinix	Meizu
Apple	Google Phone	WE
HTC	BlackBerry	Micromax
Itel	Motorola	Alcatel

The intensity of the rivalry in the smartphone sector is very high. Demand has stabilized in recent years, leading to a greater focus on innovation and customer retention. Companies invest heavily in research and development to maintain their market share. Leading companies are also the ones that spend the most on research and development. Samsung is a major investor in research and development. Apple has also increased its investment in research and development in recent years. Additionally, while Samsung and Huawei have maintained competitive pricing strategies, Apple, known for its premium pricing, has also

priced the base model of the iPhone 11 competitively to keep up with demand. The result was a strong turnover. Xiaomi and Oppo also maintained competitive prices to maintain their market share. In addition to the top five, other brands also compete for market share. LG and Vivo also held impressive market shares. In recent years, competition has been intensified by the narrow margin of differentiation and stagnant demand.

2.7 Demand Conditions

Bangladesh produced 5.58 million smartphones, accounting for 81.81% of the total market demand, compared to the annual demand of 6.82 million smartphones in the fiscal year 2019-2020. Once totally dependent on imports, Bangladesh is now on the path to self-sufficient smartphone production. The country has already occupied up to 82% of the local manufacturing market after three years of establishment. Even with the existing settings, manufacturers now intend to start exporting smartphones within the next two years with continued government support. According to the Bangladesh Telecommunications Regulatory Commission (BTRC), the total number of mobile phones manufactured and imported into the country in the fiscal year 2019-2020 was 29.48 million. Of these, 1,098 companies produced 14.98 million vehicles locally, or 51%, and 14.5 million vehicles, or 49%, had to be imported. The nation's smartphone makers have praised the government's huge policy, which offers attractive incentives and a favourable investment environment to ensure the industry's growth.

2.8 Buyer's Power

The buyer's bargaining power in the smartphone industry has enhanced over the years due to several factors. The high number of substitutes in the industry is one of the main reasons for the growing bargaining power of buyers. Increasing competition in the industry has strengthened the bargaining strength of buyers around the globe. Furthermore, the customers are well informed and have various options in front of them. As the number of smartphone models on the market has increased, they are now cheaper than a few years ago. Companies actively invest in marketing to achieve buyer loyalty. On top of that, they are also aggressively investing in research and development to make their smartphone models stand out from the competition. Attention to customers and the customer experience is much higher than ever. In general, the bargaining power of customers is moderate. Some of the factors that

control customers' bargaining power include product quality, brand, and price. The best quality products are more in demand. For example, smartphones with higher processing power and efficient cameras are more in demand than other models.

2.9 Supplier's Power

With the exception of some large companies like Google, the bargaining power of suppliers in the smartphone industry is generally very low. Google is one of the biggest suppliers in the smartphone industry as most of the smartphones are running on the Android operating system. Recently, Huawei's ban on using the Android operating system led to a drop in sales. Otherwise, most of the suppliers are small vendors and most of them are in Asia. Apple has its own operating system, so in this case, the bargaining power of the suppliers is even limited. Some of the major factors limiting the bargaining power of suppliers to the smartphone industry include their small size and low financial strength compared to smartphone manufacturers. Compared to suppliers, major smartphone brands such as Samsung, Apple, and Huawei are larger companies with strong financial strength. This is why sellers have to meet the quality standards set by smartphone manufacturers and their bargaining power remains limited. In addition, most suppliers do not have downstream integration capabilities, which also results in reduced control.

2.10 Threat of Substitute Products

The threat of substitutes in the smartphone industry mainly comes from competing brands and their products. There are several smartphone brands on the market. The top five brands with the largest market share include Apple, Samsung, Xiaomi, Huawei, Nokia, Vivo, Asus and Oppo. Except for all other Apple iPhone smartphones that run on the Android operating system. The number of large-screen smartphones is very large. Although Apple only produces advanced models, its products can compete with advanced products from Samsung, Huawei, and Xiaomi. With the development of product differentiation, the threat of substitutes among competing products is also increasing. Most models in the category have similar characteristics and almost similar processing capabilities. In order to overcome the threat of substitutes, brands need to invest in marketing and product innovation. It is very difficult to achieve differentiation, so in addition to technology, the company also focuses on pricing strategy and customer experience. However, some factors that can mitigate the threat

of alternative products include product quality and brand image. In the smartphone industry, the overall threat of replacement products is moderate.

2.11 SWOT Analysis

The SWOT is an acronym for strength, weakness, opportunity, and threat. By definition, strengths and weaknesses are considered internal factors that the industry can control. Furthermore, by definition, opportunity and threat are considered external factors over which the industry has little control (Rahman, 2016; Thompson & Strickland, 2003). The following SWOT Analysis is prepared for Bangladeshi local mobile manufacturer such as Walton and Symphony.

<u>Strengths</u>	<u>Weaknesses</u>
a. Strong knowledge about the market b. Low priced quality product c. Wider range of products d. Strong local presence e. Country wide retail sale stores f. Local brand loyalty g. Manufacturing firm near capital h. Usages of advanced technology i. Superior brand image	a. Lack of skilled manpower b. Unable to capture high income group c. Shortage of machines, software, and other accessories d. Proper monitoring problem e. Customer service f. Low-quality hardware g. Low reliability, trust, and loyalty h. Relatively new i. Non-listed j. Lack of variety
<u>Opportunities</u>	<u>Threats</u>
a. Achievement of sales growth through new products b. Opportunities for employing skilled people c. Wide variety of products d. Introduction of new products e. Increasing sales in major cities f. Software individuals carrier	a. Market share dominated by foreign companies b. Unethical competition prevailing in the market c. The entry of more competitors in the market d. Corruption in port harming export import e. Change of customer's demand f. Political unrest hampers sales g. Future possibilities h. Price inflation

3. FINDINGS AND ANALYSIS



3.1 Demographic Information

Mobile phones are not such types of products that if someone feels they have to buy one, they will go out and buy a smartphone without checking the brands. This is an expensive product, so people first think about buying a product and then are influenced by different groups (friends, family, and others) when making a decision. Social media sites help customers interact with smartphone brands and allow them to communicate and make decisions before making a purchase. In fact, there is no strict and fast age group or gender group to attract mobile smartphone brands to engage through online platforms. But the study found 88% of respondents aged 21-30 interact with smartphone brands online. Of the 60 respondents, 51 or 85% of those who interacted with Bangladeshi Mobile phone brands online were male, while 9 or 15% were women. Furthermore, of the 60 respondents, 40 were students, only 9 were jobholders, 7 were unemployed and 4 were self-employed. However, the reason behind the observation is that our younger generation is now increasingly concerned about the internal story of smartphones. They care about the functionality contained in the phone; a higher megapixel camera can provide better photos, more ROM, and additional storage so that the phone can have a faster processor and RAM can be faster than ever before. On the other hand, mobile phone users don't have to worry about the included specs, just the colour, and appearance of the phone. Mobile users like phones that are lighter, more colourful, and more stylish. This is why young customers interact online with smartphone brands to find out about all the updates of new smartphone models.

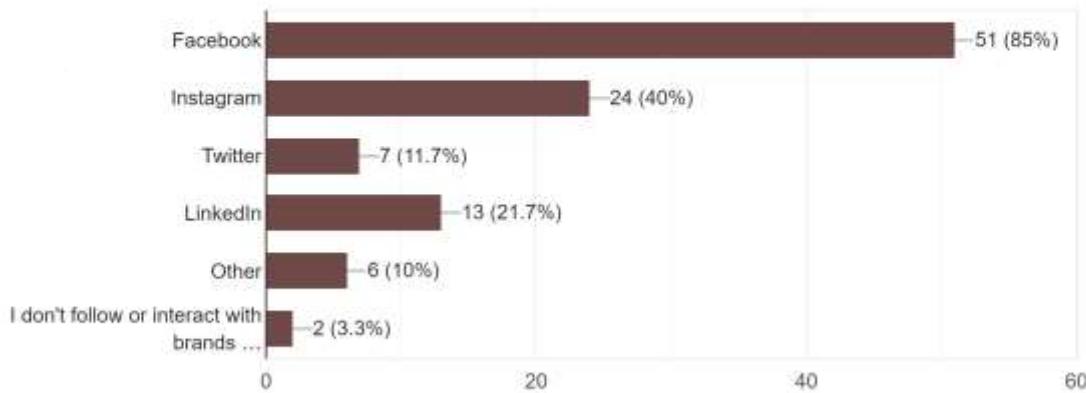
3.2 Survey Specific Analysis on Customer Engagement

The section added in the survey questionnaire (added in the Appendix Part) to identify the extent Bangladeshi customers are engaged online with mobile phone brands in Bangladesh. The study requires the respondents to select all the social media sites from where they communicate with the smartphone brands. The findings of the each questions are described below along with the charts.

Online Customer Engagement of Bangladeshi Mobile Phone Brands

Which of the following social media platforms do you follow or interact with the brand? (you can choose more than one if needed)

60 responses

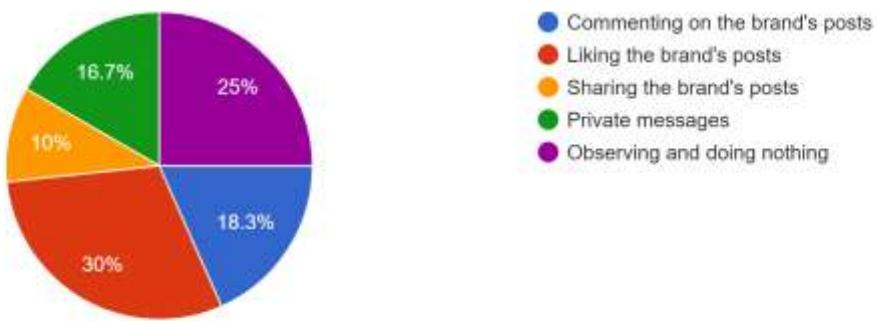


Findings:

Out of 60 respondents who participated in the study, 51 or 85% respondents follow or interact with the brands through Facebook. 24 or 40% respondents follow or interact with Instagram, 7 respondents also follow through Twitter, and 13 respondents also follow from LinkedIn. However, it is identified Facebook is the most popular social media for Bangladeshi customers to follow or interact with the smartphone brands.

How do you interact with the brand on social media?

60 responses



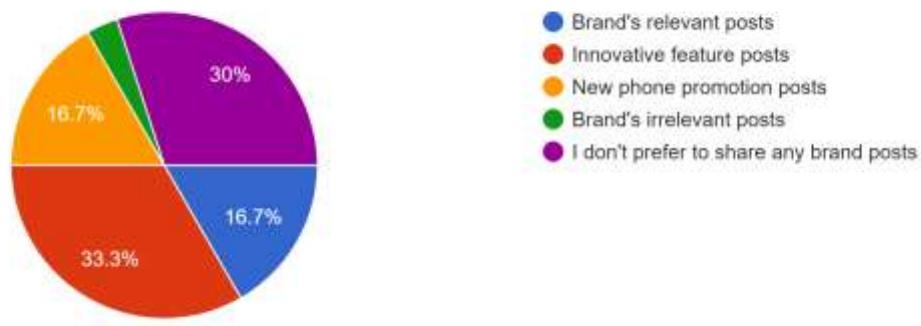
Findings:

The question is added to identify the ways customers are being attached with the brands on social media. It is found that 30% or 18 respondents are being engaged by commenting on brand's posts, 15 respondents liking brand's post, 11 shares brand's posts, 10 sends private message directly to the brands for queries and only 10% or 6 respondents are there who don't do anything accept observing the posts.

Online Customer Engagement of Bangladeshi Mobile Phone Brands

What type of brand posts are you most likely to share?

60 responses

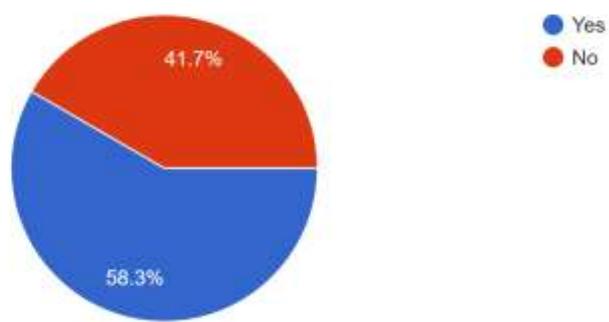


Findings:

The question added to identify the willingness of contents that customers want to share. It is found that customers mostly willing to share innovative posts (33.3%), there are also 16.7% share new phone promotion posts, 16.7% share brand's relevant posts. And 30% or 18 respondents don't prefer to share any brand posts.

Have you ever suggested something to a mobile brand via comments or private messages?

60 responses

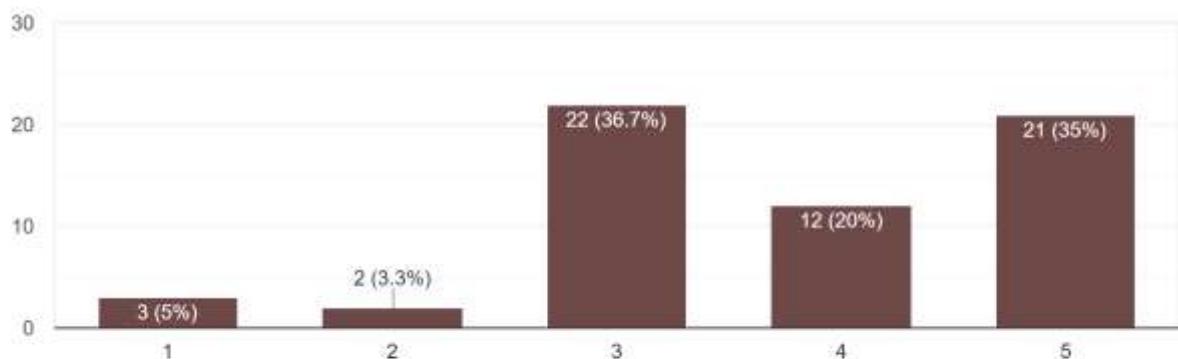


Findings:

The question is added to identify the customer-brand communication through social media. It is found that 58.3% customers suggested something to mobile brands through comments or private messages via social media.

Online Customer Engagement of Bangladeshi Mobile Phone Brands

To what extent have you appreciated being listened to by a mobile device brand?
60 responses

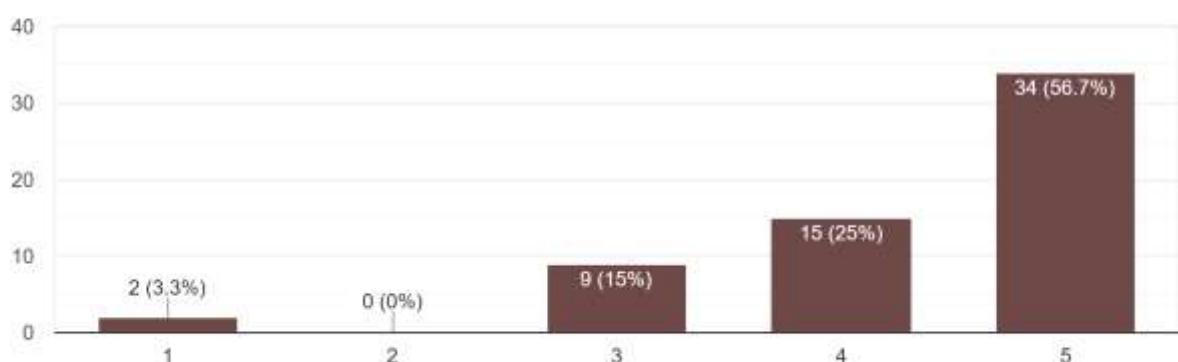


Findings:

Friendly response from brands can help to improve relationship and engagement with customers (Kim, A.J. and Ko, E., 2012). The question is, therefore, added how customers appreciate when brands listen to their queries or suggestions. It is found that 22 respondents appreciate average, 21 respondents appreciate 21 and 12 respondents appreciate below highly appreciated. Only 3 respondents out of 60 don't appreciate at all for brands reply to their queries and suggestions.

To what extent do you think social media posting is important for Bangladeshi mobile phone brands?

60 responses



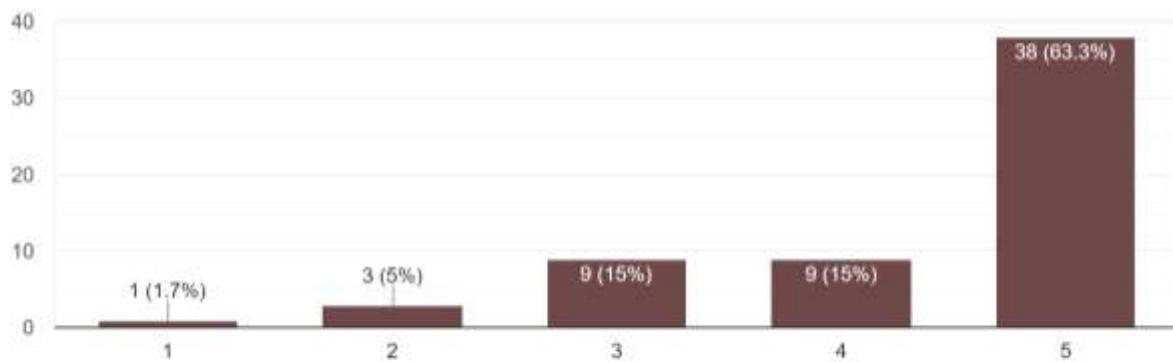
Findings:

Promoting products on social media is very important for mobile brands since almost all major brands promote their brands through social media in various ways (Saxena, A.,

Online Customer Engagement of Bangladeshi Mobile Phone Brands

Chaturvedi, KR, and Rakesh, S., 2018). The added question is to identify customer reaction and perception based on brand posts on social media. It is found that out of 60 respondents, the majority (58) respondents think it is important for Bangladeshi mobile brands to post their products on social media.

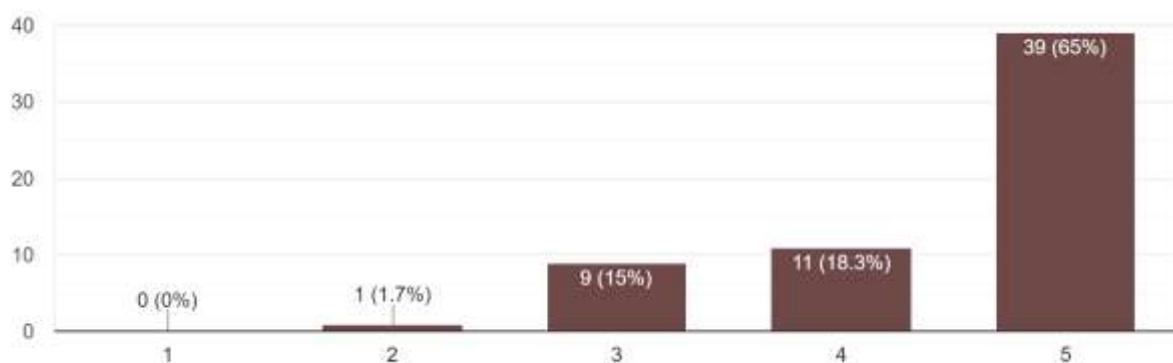
How important do you consider the regularity of posting on social media for a mobile brand?
60 responses



Findings:

Out of 60 respondents, 38 respondents marked 5, 9 respondents marked 4 and other 9 marked 3 because they think regularity of posting on social media for mobile brand is important to sustain in the highly competitive market. However, only in total of 3 respondents marked that they don't think the regularity of posting is necessary for mobile brands.

From your point of view, how important is the quality of posts?
60 responses



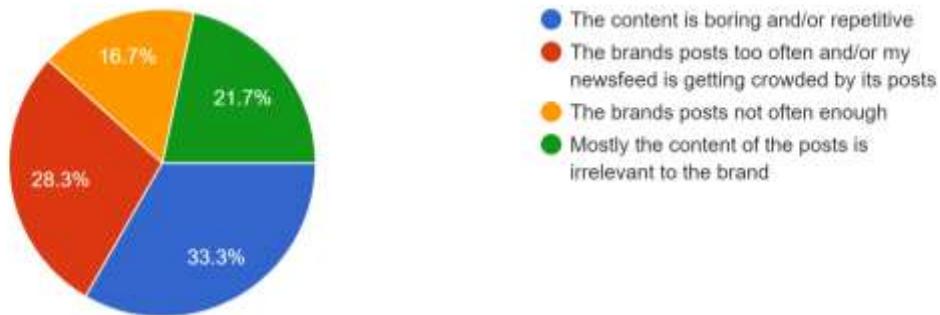
Findings:

Out of 60 customers, almost most of them think the quality of posts are important to attract the customers. Only in total of 3 customers don't think that posting quality posts on social media is not important for mobile brands.

Online Customer Engagement of Bangladeshi Mobile Phone Brands

What main reason will make you stop following a brand?

60 responses

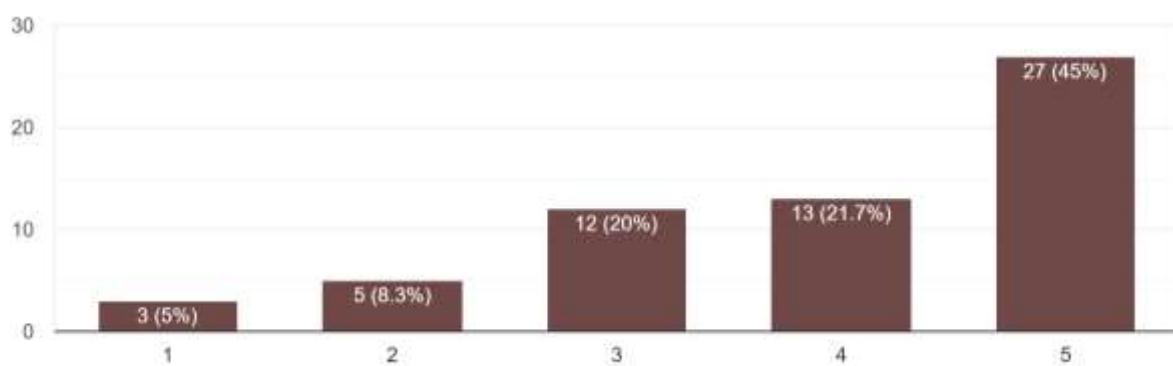


Findings:

The question was highly important to understand the reasons for what the customers stop following a particular brands on social media. Out of 60 respondents, 33.3% replied that they leave or stop following a brands page if the page contents are boring and repetitive. 28.3% replied they stop following a brands post if the brands posting too often and/or the customer's newsfeed is getting crowded by the brand's posts. 21.7% stop following because the brands mostly posts irrelevant contents and 16.7% also stop following if the brands didn't post anything for a long time.

Do you feel more engaged with a brand if they are interacting with you on social media?

60 responses

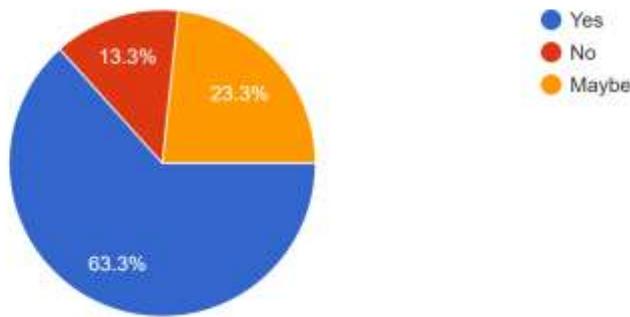


Findings:

Out of 60 respondents, in total of 52 feel engaged with the brands if the brands interact with the customers on social media. Only 8 respondents are there who don't feel engaged with the brands if the brands interact with the customers on social media

Are you likely to recommend a brand, you like, on social media?

60 responses



Findings:

When customers are satisfied with a brand, chances are high that they will recommend the brand to their friends, family, and relatives (Pizam, A., & Milman, A., 1993). Therefore, the question analyses the customer's satisfaction level of promoting mobile brands on social media. About 63.3% respondents responded that they are likely to recommend and 23.3% replied they may be recommended their chosen mobile brands to their friends, family, and relatives. On the other hand, only 13.3% or 8 respondents replied that they will not recommend the brands to their friends and family. However, the percentage of not recommending the brands are too small compared to the recommended percentage here.

4. RECOMMENDATIONS AND CONCLUSION



4.1 Suggestion & Recommendation

Whether it is a global brand or a local/national brand, all brands know that effective interaction with customers is an important factor in business success. Without customers, the company has no goals, which is why it is so important to evaluate customers. Regardless of the scale, proper communication and participation are essential. In recent years, it has been difficult to find a way to communicate with individuals. However, in recent years, technological advancements have made this process easier, so companies can build relationships with customers.

As we all know, for individuals and businesses, the internet now plays an important role in our daily lives. In recent years, social media platforms have sprung up, and now individuals and businesses use the platform on a global scale. On a personal level, these platforms allow brands to connect with friends and family, share media and stay up to date. At the enterprise level, they play an important role in interacting and communicating with customers, which makes them invaluable for businesses of all sizes.

It is difficult for brands to control the turbulent nature of social media. In the near future, consumers will demand more value from brands in the social space in exchange for their time and data. In order to increase the return on investment of social media, companies are facing the challenge of better adapting to customer needs. However, in order to increase Bangladesh's mobile brands in terms of improving customer engagement, the following outlines appropriate measures based on the study results:

I. Recommendations to Improve Customer Engagement Strategy on Social Media

To improve customer engagement on social media, Bangladeshi mobile brands may follow the following four step strategy:

a. Engage the customers with the brand posts

In order to interact with customers, Bangladeshi mobile phone brands first need to know who the customers are and collect all available demographic data such as location, gender, age, date of birth, history of previous purchases, browsing habits, and then use that data to personalize their experience so that they can satisfy the customer experience for them. Next,

brands must implement tools (such as chat-bots) to communicate with their audience in real-time. Here, customization is not a one-time task. Brands should periodically review their customer profiles and modify their personalization strategies based on new data and new behaviours.

b. Turn potential customers into customers

Useful tools that are easy to buy and easy to use turn online buyers into a shopper. When brands compare the total retail experience with the matrix, they have the ability to detect, view, and research ways to improve the buyer experience in various channels and situations.

c. Thrive to meets expectations

No matter what the brand promises to customers through its social media posts, it must be kept. This will create a happy customer who can not only return to the brand's social media page or use their product, but also act as the brand's cheerleader and show appreciation to the social circle.

d. Nurture the customers

Finally, Bangladeshi mobile brands should nurture former customers as important as engaging with new customers. Additionally, brands should be here to nurture them by sponsoring social media marketing, videos, advertisements, or blog content, or by providing them with discounts based on previously purchased targeted email campaigns. At the same time, brands should also be careful not to share repeated or irrelevant posts frequently, as this will prevent customers from continuing to follow the brand's social media pages.

II. Recommendations to Improve the Quality of the Posts

As the study finds that most of the customers suggests to improve the quality of the brand's post as it may leads to the customers stop following the brands. Therefore, to improve the quality of brand's post's the following steps can be followed by mobile brands while preparing and posting any posts.

a. Knowing the brand.

First, Bangladeshi mobile phone brands need to understand exactly what the brand means and how they intend to market. If the brand is unsure of these two things, it will lead to scattered and meaningless social media posts, which will confuse and alienate followers.

b. Every social media post should have a purpose.

Brands should avoid posting for publication purposes. Nobody will notice if the brand missed a day, but they will notice if the brand was launched for no reason. Brands need to make their positions focused and weighted, and participation rates should increase.

c. Content and distribution both matters

Indeed, content prevails, but carefully distributing and spreading the same message across multiple platforms in different ways is the way to go. Brands usually pay too much attention to content, such as text or images. That's not a bad thing, but they also need to know the best tags, ideal release time, text, and images for each platform.

d. Avoiding "only selling tendency".

Social media is a conversation, not a sales tool, as marketing has become so mainstream that viewers know when to sell it to them. They are disgusted with classic advertising formats, such as "Buy this product now, you will be very happy". Brands need to focus on sharing stories with followers and why the business exists. The key is to make brand followers care about what's not important to them, so they can participate in the brand launch. Worrying equal's participation, which means the brand's chances of acquiring new customers increase.

e. Building relationships by sharing brand stories.

Sharing the brand's business story and creating a space where others can share their experiences not only attracts followers but also makes them feel valued. Customers love to talk about themselves and share their stories and want to be part of the company's history. Create content that helps connect the business with its customers.

Also, there is a gap between the brand and its followers on the brand's social media. The brand's job is to fill this gap. As you connect with people, there are easy ways to create posts that ask subscribers to use their personal stories or replies to comment, offer giveaways or challenges, or repost subscriber content).

f. Targeting the right customers for the message.

To create content that audiences will interact with, mobile brands need to understand their audience and the factors that motivate them to engage with the brand. To determine this, brands should pay close attention to things like how many people have seen the post, how many people have commented or liked the comment, or what kind of photo the post seems to

attract the attention of the greatest number of people. Additionally, brands can also use Google Analytics to obtain demographic information about their audiences, such as primary gender, age, and location. This can help brands improve their posts, making them more attractive to the audience.

4.2 Conclusion

The aim of the study is to analyse the Bangladesh mobile phone industry and analyse customer engagement through social media with mobile phone brands. From the industry analysis, it emerged that the demand for mobile phones is increasing at a remarkable pace and the most popular international brands are Apple and Samsung. Walton and Symphony have created their market as local phone brands for low-budget customers. From the competition analysis of the five forces, it was found that the threat of new entrants to the smartphone industry is moderate, the intensity of rivalry in the smartphone industry is very high. The bargaining power of the buyer in the smartphone sector has increased over the years due to the presence on the market of several competing brands, while the bargaining power of suppliers in the smartphone sector is very low. Furthermore, the threat of substitutes in the smartphone industry is very high and mainly comes from competing brands, technological innovation and updated products. From the SWOT analysis it emerged that the main strengths of Bangladesh's mobile phone brands are the cheaper products and the loyalty of local customers, on the other hand the main weaknesses are the lack of skilled manpower and technology. The opportunity for Bangladeshi mobile phone brands is increasing sales due to the introduction of new products in metropolitan cities and the main threats are represented by the number of multinational and international companies on the market that are very up to date compared to local companies. However, to analyse customer engagement with mobile phone brands through social media, a survey conducted with sixty randomly selected customers to analyse how they view brands, their interaction, communication and perception about the presence of mobile brands on social average. The survey results show that the majority of customers interact with brands with Facebook. They follow the pages of the brands and interact by commenting or sharing the posts of the brands. It requires brands to post in moderation and provide them with accurate product information. At the same time, the survey results also shared that customers usually stop following brands from social media because if repetitive and irrelevant content, brands post on the brand page.

5. APPENDED PART

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Appendix – Survey Questionnaire

A Survey on Online Customer Engagement of Bangladeshi Mobile Phone Brands

Please share your valuable response to the following questions and statements.

The purpose of the survey is to identify the online engagement of Bangladeshi mobile brands that will be added to my academic study. All your answers will show as a collective result and will not be shared individually anywhere.

Note that to measure customer engagement online, you're required to have a social media account (e.g. Facebook or Instagram) and you need to be aware of the online presence of Bangladeshi mobile phone brands (e.g. Walton, Symphony, We Phone and so on).

CHECKBOX QUESTION: Demographic Information

1. Your age:

- a. Below 20
- b. 21-30
- c. 31-40
- d. 41-50
- e. Above 50

2. Gender:

- a. Female
- b. Male

3. Occupation:

- a. Student
- b. Job Holder
- c. Self-employed
- d. Unemployed

CHECKBOX QUESTION: Specific Questions on Customer Engagement

4. Which of the following social media platforms do you follow or interact with the brand? (You can choose more than one if needed)

- Facebook
- Instagram
- Twitter
- Linkedin
- Other
- I don't follow or interact brands on social Media

5. How do you interact with the brand on social media?

- Commenting on the brand's posts
- Liking the Brand's Posts
- Sharing the Brand's Posts
- Private Message
- Observing and doing nothing

6. What type of brand posts are you most likely to share?

- Brand's relevant posts
- Innovative feature posts
- New phone promotion posts
- Brand's irrelevant posts
- I don't prefer to share any brand posts

7. Have you ever suggested something to a mobile brand via comments or private messages?

- Yes
- No

8. To what extent have you appreciated being listened to by a mobile device brand?

Not Appreciate at all 1,Q 2,Q 3,Q 4,Q 5,Q Highly Appreciated

9. To what extent do you think social media posting is important for Bangladeshi mobile phone brands?

Not important at all 1,Q 2,Q 3,Q 4,Q 5,Q Very Important

10. How important do you consider the regularity of posting on social media for a mobile brand?

Not important at all 1,Q 2,Q 3,Q 4,Q 5,Q Very Important

11. From your point of view, how important is the quality of posts?

Not important at all 1,Q 2,Q 3,Q 4,Q 5,Q Very Important

12. What main reason will make you stop following a brand?

- The content is boring and/or repetitive
- The brands posts too often and/or my newsfeed is getting crowded by its posts
- The brands posts not often enough
- Mostly the content of the posts is irrelevant to the brand

13. Do you feel more engaged with a brand if they are interacting with you on social media?

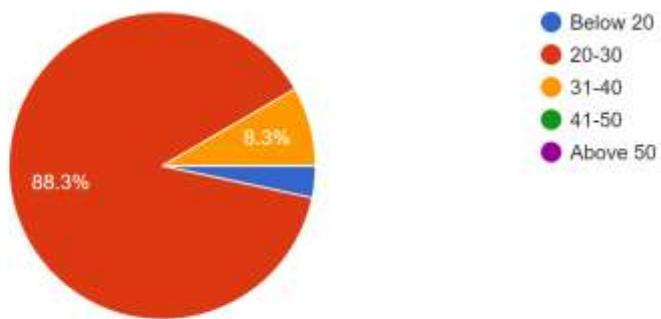
Not at all 1,Q 2,Q 3,Q 4,Q 5,Q Absolutely

14. Are you likely to recommend a brand, you like, on social media?

- Yes
- No
- Maybe

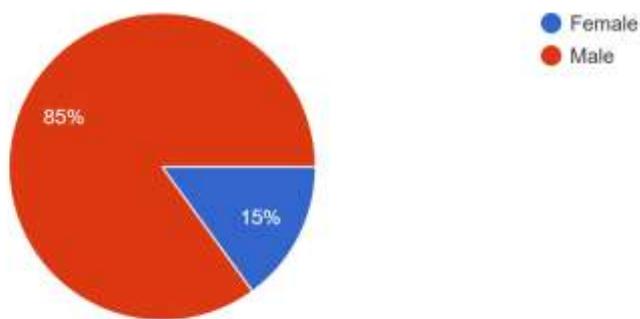
Your age:

60 responses



Gender:

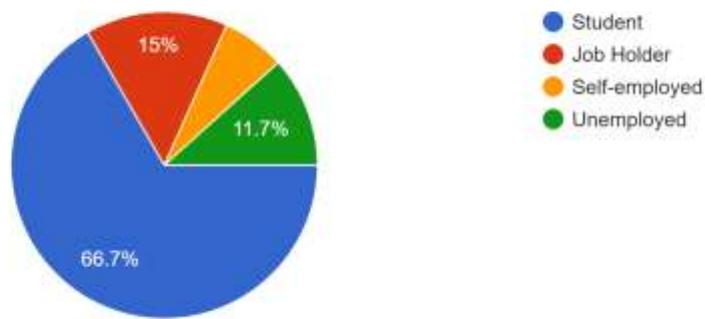
60 responses



Online Customer Engagement of Bangladeshi Mobile Phone Brands

Occupation:

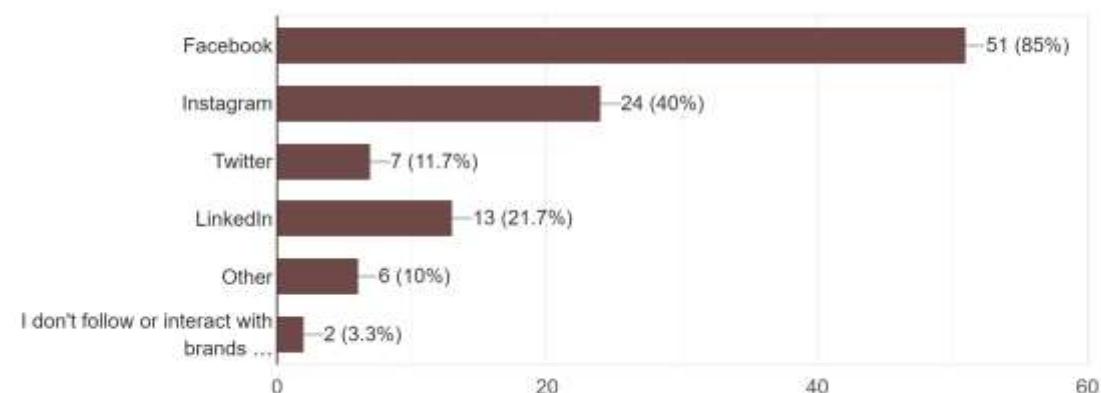
60 responses



Specific Questions on Customer Engagement

Which of the following social media platforms do you follow or interact with the brand? (you can choose more than one if needed)

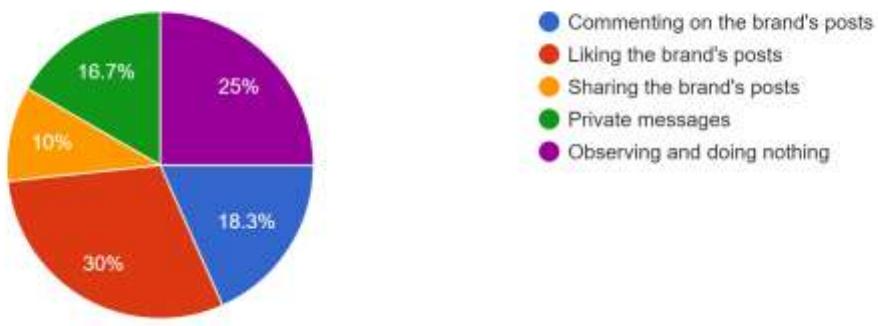
60 responses



Online Customer Engagement of Bangladeshi Mobile Phone Brands

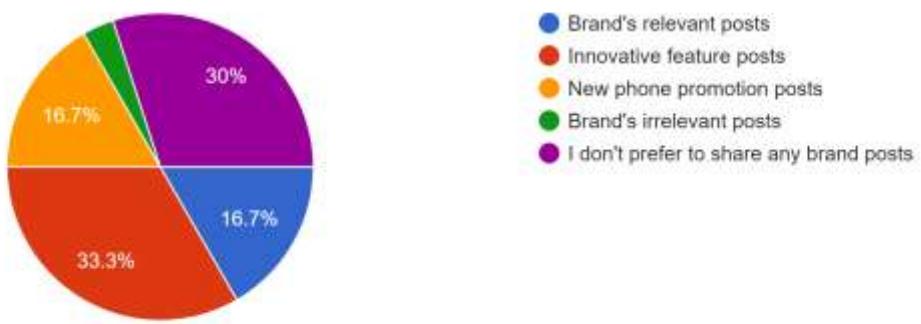
How do you interact with the brand on social media?

60 responses



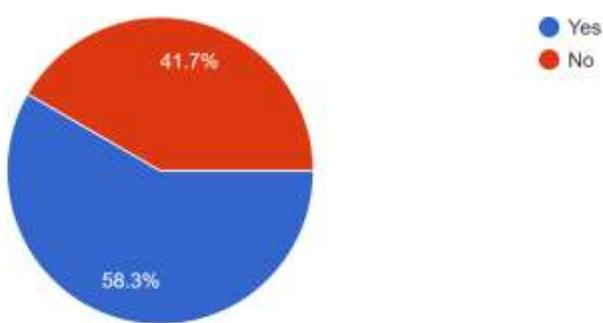
What type of brand posts are you most likely to share?

60 responses



Have you ever suggested something to a mobile brand via comments or private messages?

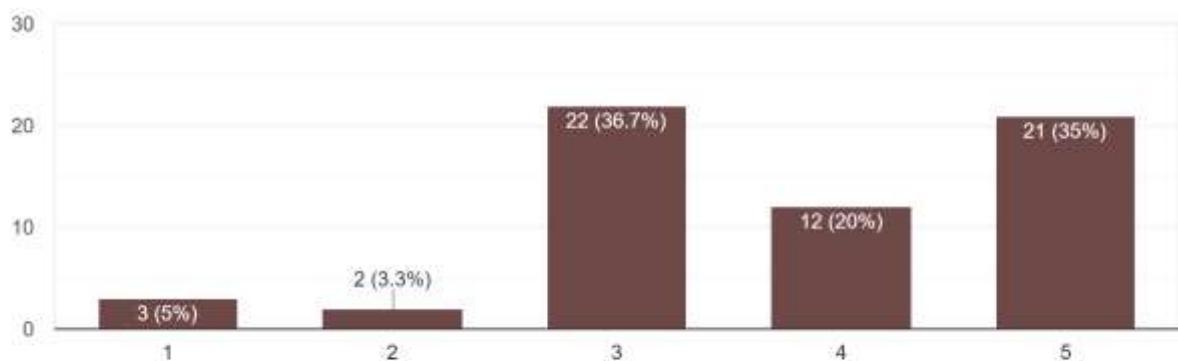
60 responses



Online Customer Engagement of Bangladeshi Mobile Phone Brands

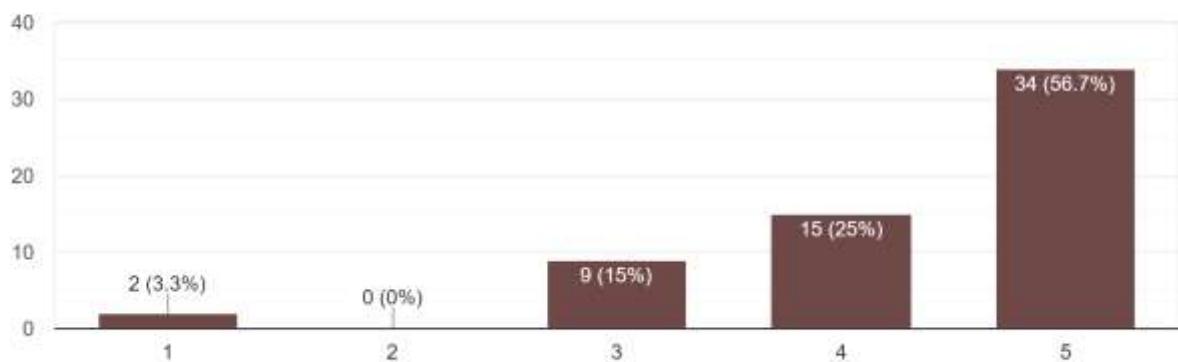
To what extent have you appreciated being listened to by a mobile device brand?

60 responses



To what extent do you think social media posting is important for Bangladeshi mobile phone brands?

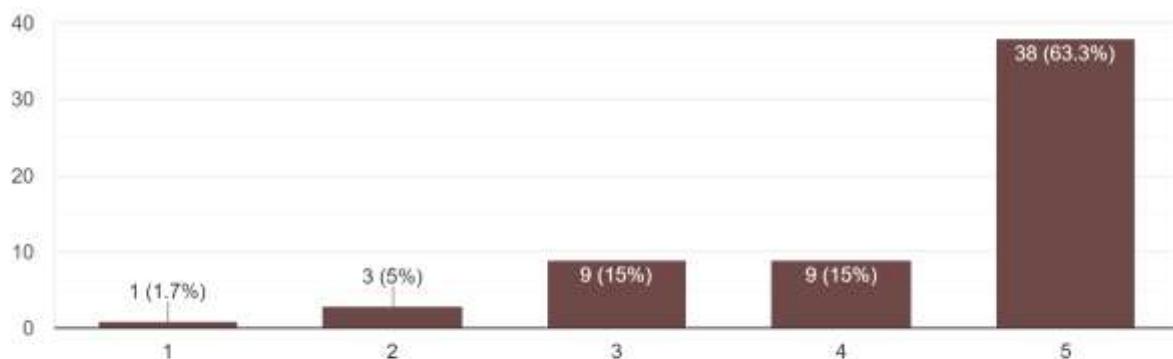
60 responses



Online Customer Engagement of Bangladeshi Mobile Phone Brands

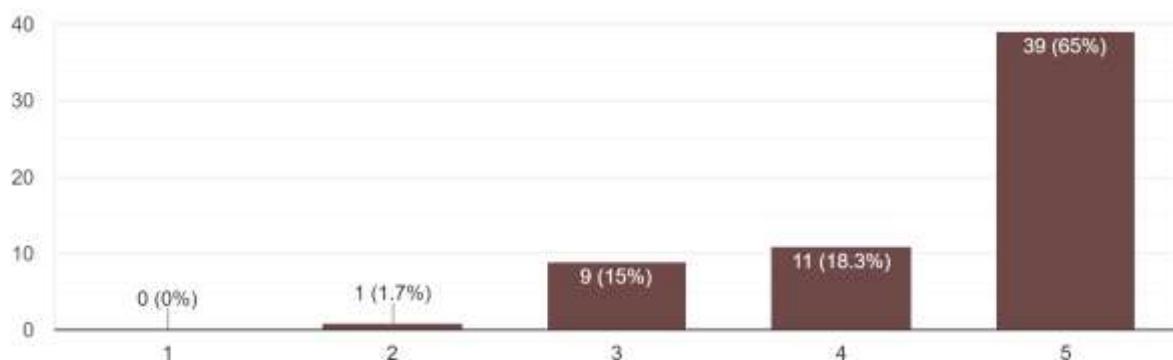
How important do you consider the regularity of posting on social media for a mobile brand?

60 responses



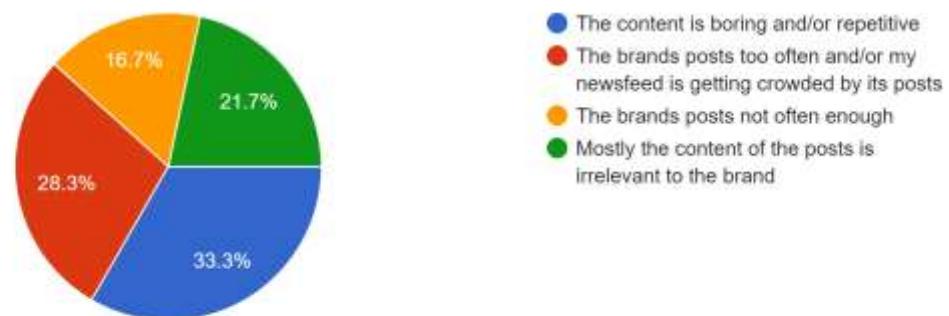
From your point of view, how important is the quality of posts?

60 responses



What main reason will make you stop following a brand?

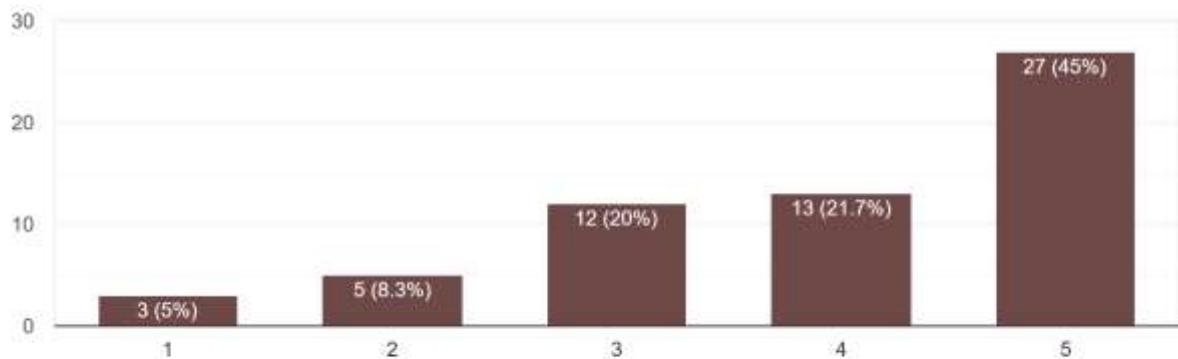
60 responses



Online Customer Engagement of Bangladeshi Mobile Phone Brands

Do you feel more engaged with a brand if they are interacting with you on social media?

60 responses



Are you likely to recommend a brand, you like, on social media?

60 responses

