

MEASURING THE EFFECTIVENESS OF BRAND POSTS ON BRAND PAGES AND CUSTOMER BRAND ENGAGEMENT THROUGH SOCIAL MEDIA IN BANGLADESH

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Abstract: In today's competitive business world, no business can survive without proper branding. Branding is therefore important to every business regardless of the size, because it helps differs from a business from its competitors. As a key component of branding, brand communication determines whether a brand is successfully established and eventually turns a profit. Attracted by its potential to drive sales opportunities and to enhance customer engagement, companies of Bangladesh are also coming forward to embrace the full prospects of social media. This paper attempted to measure the effectiveness of brand posts and how it influences customer engagement through social media in our country. This study is exploratory in nature. Here mainly quantitative analysis is done based primary data from two segments, customers and service providers. In this thesis paper, data are being collected by 30 questionnaires, on 200 samples (100 for customers and 100 for service providers). The findings of my study are that brand posts and customer brand engagement have a positive relationship.

Keywords: *Customer brand engagement, Brand post, Brand page, Social media marketing*

1. Introduction

Social networks have an additional marketing channel that could be integrated with the traditional ones as a part of the marketing mix. The change in the dynamics of the marketing interchange between companies and consumers as introduced by social networks has placed a focus on the non-transactional customer behavior. On social media, firms create brand fan pages, where they can place brand posts (containing videos, messages, quizzes etc.). Customers can become fans of these brand fan pages and subsequently like and /or comment on brand posts. This liking and commenting on brand posts reflects brand post popularity. The engagement of consumers is best explained by Muntinga, Moorman and Smit (2011). Their typology of consumers' online brand-related engagement can be divided into three different levels. Users in the first level only consume content. These refer to those who just look at pictures, videos or read text. This level is the passive type of online participation and is also called the minimal level of online activeness. Users in the second level have a higher level of activeness and contribution. At this level, users' contribution to the content on brand page is observed. Typical examples include commenting on posts or responding to a posted

question. The third level has the highest level of activeness which includes the behavior of creating user-generated content. At this level, consumers proactively post or share content such as videos, pictures or their own product reviews on brand fan pages. For marketers this phenomena of high interest as social media is becoming an important source of customer sharing, awareness, support and empowerment (Kaplan and Haenlein 2010). Consequently, social media allows businesses to effectively and inexpensively engage in direct client contact, reaching levels of efficiency undoubtedly higher than any traditional marketing communication tools (Berthon et al.2008).

2. Literature Review

Market researcher found that the majority of businesses are striving for bigger online presence. In our country, Social Media Marketing (SMM) is now used very actively by brands like Grameenphone, Robi, Banglalink, Unilever, Ekhanei.com, Bikroy.com and the numbers are increasing day by day. Internet, specially, social media is gaining popularity and importance as a medium of viral or word-of-mouth marketing. Essentially on Facebook, users can participate in the following types of activities (*Patterson, 2012*): Status , Facebook messages , Facebook wall posts , Facebook pokes *Smith et al.(2012)* reviewed studies on Facebook and concluded that they focusing on the site's functionality and norms and how and why people use it , as well as identity management and self-presentation on the site . Marketing has recently undergone significant changes in the way information is delivered to the customers (*Mangold and Faulds, 2009*). Social networks (SN), as a part of web 2.0 technology, provide the technological platform for the individuals to connect, produce and share content online (*Boyd and Ellison, 2008*). Attracted by the large number of users, companies have created brand communities in social media such as Facebook, which boasts having more than a billion monthly active users (Facebook,2013). Essentially on Facebook, users can participate in the following types of activities (*Patterson, 2012*): Status, Facebook messages, Facebook wall posts , Facebook pokes *Smith et al.(2012)* reviewed studies on Facebook and concluded that they focusing on the site's functionality and norms and how and why people use it. Customer engagement a psychological state, but can be manifested into action (*Van Doorn et al.,2010 p.13*).

3. Materials and Methods

Data sourcing and collection

This study is based on different sources of data. The current work experience and personal involvement of the researcher in the brand marketing offers a source of information. There are two types of data for research, primary data and secondary data. In this research paper, primary data were being collected from stakeholders like service providers and consumers though a questionnaire. And primary data were being collected from different parts of Dhaka city from 01 March to 30 March. The secondary data, on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process. Data has been collected from primary data through a questionnaire. This study has been conducted with the structured questionnaire which consist of 30 questions, 18 questions for customers and 12 for service providers.

Sample size and sampling technique

As the nature of the research is qualitative, so the researcher has used judgmental sampling or purposive sampling technique for selecting sample size under non-random/ non- probability sampling design without having a predetermined sample size. However, the researcher has taken 200 responses as sample considering it as a point of data saturation. Likert scale has been used to measure the data collected through the questionnaire. The respondents consist of two most important groups, one was service providers and other

group was customers. So, the researcher has surveyed 100 service providers and 100 customers. Factor analysis through SPSS software is mainly done in this research.

4. Results and Discussions

In the last decade, a revolutionary development has been made in the use of social media like Facebook, Twitter and others. People use social media more efficiently and regularly, they can able to search anything and try to differentiate the brands. Many fan pages are created and those fans are mostly judgmental. Brand post on brand pages are important factor in social media marketing. Any customer who has no idea about a brand can easily influence through an attractive brand post. A brand post can create a two ways communication between brand and a customer. Social media create the opportunity to differentiate the best quality brand among lots of brands. Brand posts can make this through interactive and informative posts through which customers can easily make a difference between brands. Brand posts play a vital role in customer brand engagements. Brand pages are the representative of any particular brand. So, any manipulation can affect the reputation of main brand. In this research, it is try to find out that, whether customer trust brand pages or not. Like, comment, share are the way how consumers express their feelings about a brand on Facebook. People can like a post only when they just like it, they can comment to express their feelings in words and they can share it if it touches his or her mind and share it with others so that they can see this. An attractive brand page can attract new customers. Brand page profile is like a representative. The more attractive any brand page, the more ability to draw the attention of customers. Recently, marketers want to get a high profit at a low cost and at a convenience way. Social media has made this path so much easier for them. Otherwise, customers are also find an easier way to get service.

Table 1: Social media change the views of customers about a brand

Around 74% customers agreed that social media or Facebook can change their views about a brand, about 15% think that they strongly influenced by social media to change their views or knowing a brand through social media. So, most of the customers have a positive opinion that, social media can influence a brand than traditional media.

Customer's opinion	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	15	15.0	15.0	15.0
Agree	74	74.0	74.0	89.0
Neutral	9	9.0	9.0	98.0
Disagree	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Table 2 : The perception of customers about “ two way communication”

The table shows that, around 68% customers agreed on that social media allows two way communications between a customer and brand. Social media makes a bridge between a customer and a brand. Around 6% people are strongly agreed on that, 22% people are neutral who are not associated with social media and rest of the people disagreed . So, from the percentage, it can be said that customers take social media and customer brand engagement positively.

Customer's opinion	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	6	6.0	6.0	6.0
Agree	68	68.0	68.0	74.0
Neutral	22	22.0	22.0	96.0
Disagree	4	4.0	4.0	100.0
Total	100	100.0	100.0	

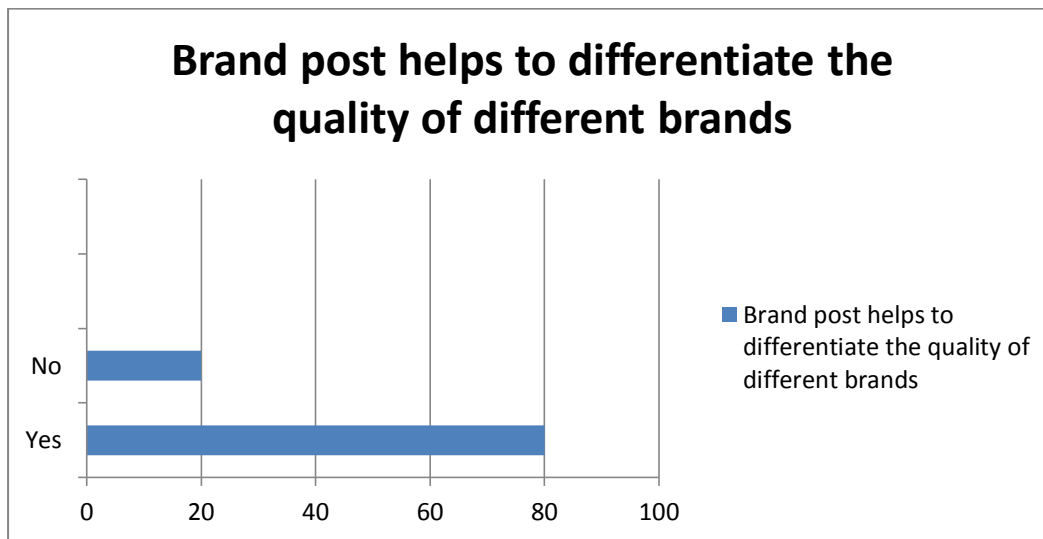


Figure 1 : Perception of customers about brand posts

From above graph, it is clear that 80% customers give positive comment about the brand posts , whereas 20% feels negative. People who are associated with social media and brand , they know the importance of brand posts. Without an attractive brand post, no brand can make a position in the mind of customers.

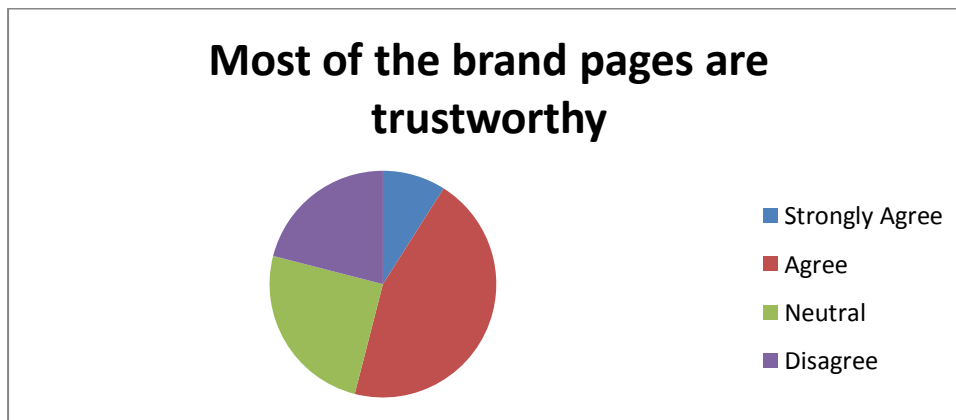


Figure 2 : Perception of consumers about brand's trustworthiness

The above pie chart clearly shows that, in our country customers who use social media have a strong faith in brand pages , because around 80% of them believe that brand pages are trustworthy .

Table 3 : Like can affect the purchasing decision

Customer's opinion	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	63	63.0	63.0	63.0
No	37	37.0	37.0	100.0
Total	100	100.0	100.0	

Table 4 : Comment can affect the purchasing decision

Customer's opinion	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	87	87.0	87.0	87.0
No	13	13.0	13.0	100.0
Total	100	100.0	100.0	

Table 5 : Share can affect the purchasing decision

Customer's opinion	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	96	96.0	96.0	96.0
No	4	4.0	4.0	100.0
Total	100	100.0	100.0	

From these three tables, it is clear that in comparison with others, share is the most important which can affect the purchasing decision of a customer. Around 96% customers strongly agreed that share can affect their purchasing decision.

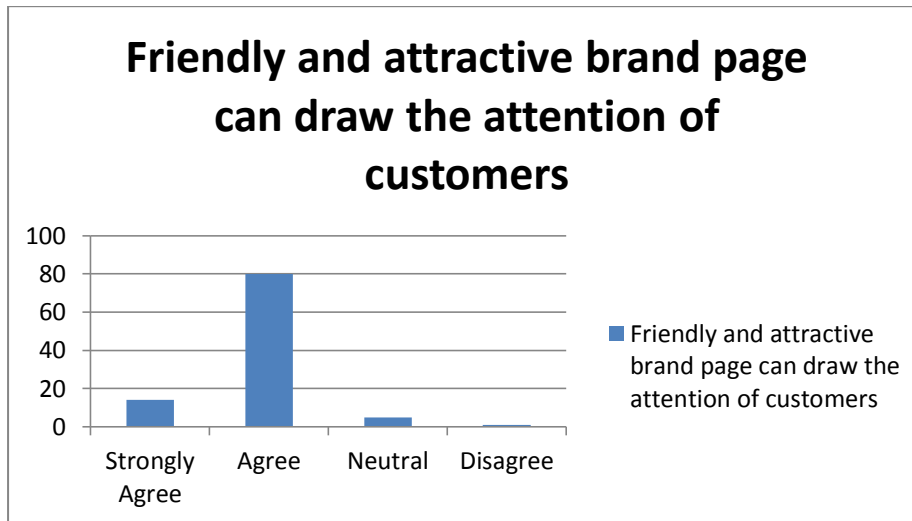


Figure 3 : Results of Likert scale for “attention of customers”

Above graph clearly shows that, customers think that an attractive brand page is necessary for new customers to get idea about that brand. About 80% agreed that, an attractive and user-friendly brand page can draw the attention of new customers.

The service provider’s opinion about brand posts and customer brand engagement through social media; a detail analysis is shown about the perception.

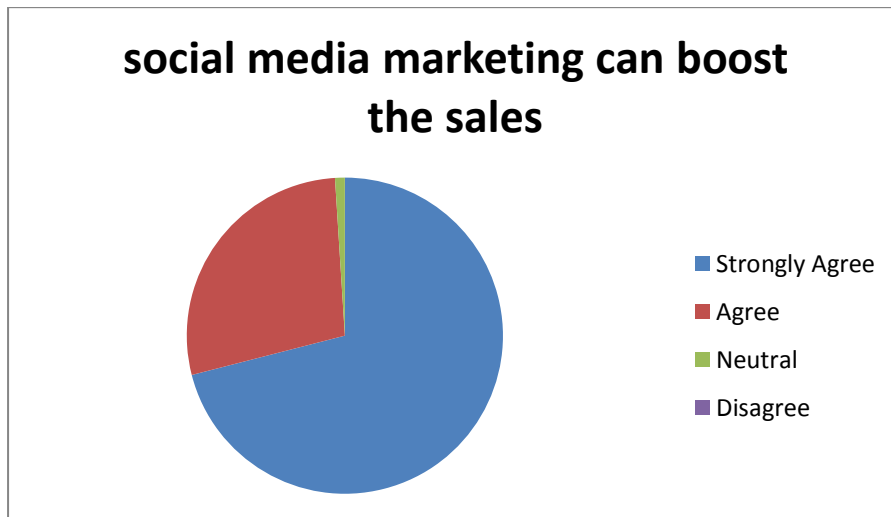


Figure 5 : Perception about ‘boosting the sales’

From above figure, it can be said that, most of the service providers strongly agreed on that, social media can boost the sales, it means that there is a strong bond between customer with brand through social media in our country.

Table 6 : Customers give rating after purchase

From the table, it can be said that, according to service provider, around 91% customers give their rating after their particular purchase.

Customer's opinion	Frequency	Percent	Valid Percent	Cumulative Percent
yes	91	91.0	91.0	91.0
No	9	9.0	9.0	100.0
Total	100	100.0	100.0	

Table 7 : Brand posts can increase purchase decision

From the above table, it is clear that around 89% think that brand posts have a positive effect in making purchasing decision of customers.

Customer's opinion	Frequency	Percent	Valid Percent	Cumulative Percent
yes	89	89.0	89.0	89.0
No	11	11.0	11.0	100.0
Total	100	100.0	100.0	

5. Conclusions

It is time to wrap up the research findings and check all the research objectives are achieved or not. First objective was the opportunity of social media marketing in our country. This study provided a detail overview about the sectors of social media marketing in Bangladesh. This study found that social media marketing creates employment opportunities in ICT sector and reduces the marketing cost of marketers.

The second objective focuses on the content of social media brand posts on brand pages. Like, comment and share play a major role in expressing feelings about a brand post. From the survey, it was found that most of the customers and service providers agreed that like, comment and share influence the customers purchasing decision.

The third and fourth objective focused on the customer brand engagement through social media marketing. Research found that, social media brand posts have a positive relationship in building customer's relationship with brand.

Security in social media means the measurement of risk that user's feel in job processes with social media, and it is one of the most important factors in social media. Social media websites need to enhance security mechanisms in order to increase confidence in the user's mind and encourage them to buy or order products through social media. Any negative word of mouth should encourage firms to device effective mechanisms to solve them and maintain an amicable presence that increase the sales.

6. Recommendations

Social media is one of the major important Medias in the world for marketing and promotion to the companies, products and brands. It is well used online marketing tools in the first word. Bangladesh is not far beyond from that opportunity and start walking on that way. It is the right time for our country's companies and brands to make sure their presence in the online social media and virtual environment.

If a company would like to have successful online presence today, social media marketing is crucial. It is one of the most popular and powerful means of brand communication, which every company in Bangladesh must embrace. In this study, an attempt was undertaken to portray the present status, problems and prospects of using social media in brand communication.

Firstly, Education opportunity is increasing with the help of social media in Bangladesh. The level of education facility is increasing in our country. Therefore, educated people are increasing with the rapidly modern technology and opportunities.

Secondly, Access to technology in Bangladesh is increasing significantly due to the government Information and communication Technology (ICT) policy.

Thirdly, If we consider rural and urban context, people's lifestyle in Bangladesh has been changing due to technology adaption and increasing technology purchasing power regardless rural or urban. Rural citizen get less opportunity than urban citizen, due to strong competition in the telecommunication sectors, service provider are able to understand rural citizen about the importance of technology and internet. In modern time, Bangladeshi people are more aware about product and brand more than before. Therefore, the presence in online platform for Bangladeshi companies and brands are important to connect with potential customers so that company can increase brand loyal customers and alongside sought for brand awareness.

More importantly, **Bangladesh internet speed experience is improving rapidly** than past. The adaption of 3G and more latest technology in Bangladesh telecommunication sectors. If we look the different statistics from different sources, we can find the same result that facebook is the most browsing site in our country. Similarly, user of Google search engine and YouTube are increasing day by day. Google find Bangladesh as a potential market in near future, so without delay it can open office so that it can grab the market.

The content of the brand pages and brand posts should be updated day by day. The page admin should be aware about the customers queries, interest etc. Motion video is more effective and 24 hours automated service should be available.

Customer engagement factors should be considered by marketers. Brand posts are main attraction of the customers. The richness of the post, interaction time etc should be considered so that every customer can see the posts.

Companies doing business in Bangladesh can grab the tempting **economic benefits of social media** identified throughout the research. Social media is not totally a risk-free platform. Random social media contents would not ensure the target benefits for the companies. Since fans, followers are free to post their comments on these platforms businesses are susceptible to the possibility of negative publicity. Companies need to be consistent with their social participation to minimize the risks associated with any adverse publicity. Companies are suggested to appoint executives who will be responsible for developing and maintaining contents in social media. Businesses should also align other resources with their social media marketing strategies so that they can ensure the attention communication needed to embrace social media effectively.

Declaration of competing Interest

The authors declared that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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