

Research Project Report

Research Methodology

Topic

Promotion of
Bangladeshi Web Designing Firms
Using Facebook

Submitted to

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1. Summary

1.1. Objective

The main objective is, finding the ways to promote Bangladeshi Web Designing Firms by studying Bangladeshi users' Facebook usage pattern.

1.2. Results

The finding includes when users browse Facebook, how long they stay in their account, their mindset about using Facebook for commercial purpose. This study includes a ranking on 18 different spots in Facebook where they usually go frequently which will help web designing firms a lot to reveal some truth. Along with a detail graph there is a finding on how frequently users do visit their own profile, Fan Pages, Like pages, check updates, click Ads and check old pages that they liked before. Along with graphs and detail numbers, there are two more separate graphs that tells, the likelihood of accepting a request sent from a friend. And the other one is, the rating for promoting 6 different service industries (which definitely includes web development firms, software firms and websites along with others) by using Facebook Fan Page & Facebook Ad tools.

1.3. Conclusion

Although most of the users agreed that Facebook can be used for promoting commercial products but interestingly this study finds that, people generally don't click to commercial spots like: Like a page, hitting on Ad, get back to Fan page for updates etc. But people do get interacted to those things that interest them.

1.4. Recommendations

The major recommendations are, to have and maintain Fan page by updating, sharing updated information, photos, videos etc. Create and share interesting things through Fan page rather bugging people more for promotions and use Facebook Events tool although it may not seem that much important.

2. Research Details

2.1. Introduction

2.1.1. Background

Facebook is one of the mostly visited websites of the world. According to Facebook, “500 million people around the world use it, where 50% logs in their accounts every day. Average user has 130 friends. People spend over 700 billion minutes per month on Facebook”. This popular social networking site offers unique opportunities to promote business through its various tools like: Fan Page, Facebook Ad, Social Plug-in, Application and Custom URL. So, companies are just ready to pay for it. In Bangladesh the number of estimated users is more than 1,538,960 and estimated 4,100 users are there who likes web & web related matters (Ref: Facebook.com). So, for Bangladesh it's also a great place to promote a brand. Since, Bangladesh's IT sector is in growing stage and we have a good number of Facebook users, we have chosen the topic “Promotion of Bangladeshi Web Designing Firms Using Facebook” for our Research Project Report of Research Methodology Course, (academic course for MBA Degree at AIUB). Our course instructor Mr. Ashfaque A. Mohib has assigned us to perform this study on this topic.

2.1.2. Objectives

The main objective of this study is: knowing the usage pattern of Bangladeshi Facebook users, analyze that and finding the options how our web designing companies can promote their companies and services using the Facebook platform.

2.2. Methodology

2.2.1. Data Collection

2.2.1.1. Data Type: The report is mostly based on primary data.

2.2.1.2. Sampling: The target samples of the study were graduate (MBA) students of the renowned private university of Bangladesh, American International University-Bangladesh.

2.2.1.3. Sampling Reasons: It has been pre-assumed that, a good number of top private university MBA passed students need to build websites or they need support for that kind of task for their job, personal or own business purpose. So, since they are the target customer, that's why their Facebook usage pattern has been selected to be analyzed. As American International University-Bangladesh is one of the leading private universities of the country, it is expected that, the graduate students of this university can represent other top private universities students or others who can be target customers for web designing firms.

2.2.1.4. Number of Respondents: 60 (Sixty) graduate students who are studying MBA at AIUB

2.2.1.5. Male Female Ratio: 37 (62%) Male, 23 (38%) Female.

2.2.1.6. Authentication of the Data: The data has been collected carefully to ensure the purity of the data.

2.2.1.7 Field Work: The survey data has been collected based on a questionnaire (given in Appendix I) at AIUB campus by one surveyor.

2.2.1.8 Date & Time of Data Collection: The survey data has been collected on 13, 17, 18 & 19 April 2011 within the time bracket of 5 PM to 10 PM.

2.2.2. Questionnaire

In the questionnaire, there were no open ended questions; all were MCQ or that type question. There are Likart Scale, Simple MCQ & Rating type questions.

2.2.3. Technicalities

2.2.3.1. Software: Microsoft Excel 2007 & SPSS 12.0 are the software that used for data analysis purpose. For report writing Microsoft Word 2007 has been used.

2.2.3.2. Graphs: In this report, 2-D Pie Chart, 2-D Bar Chart, 2-D Column Chart & Simple Table has been used for illustration

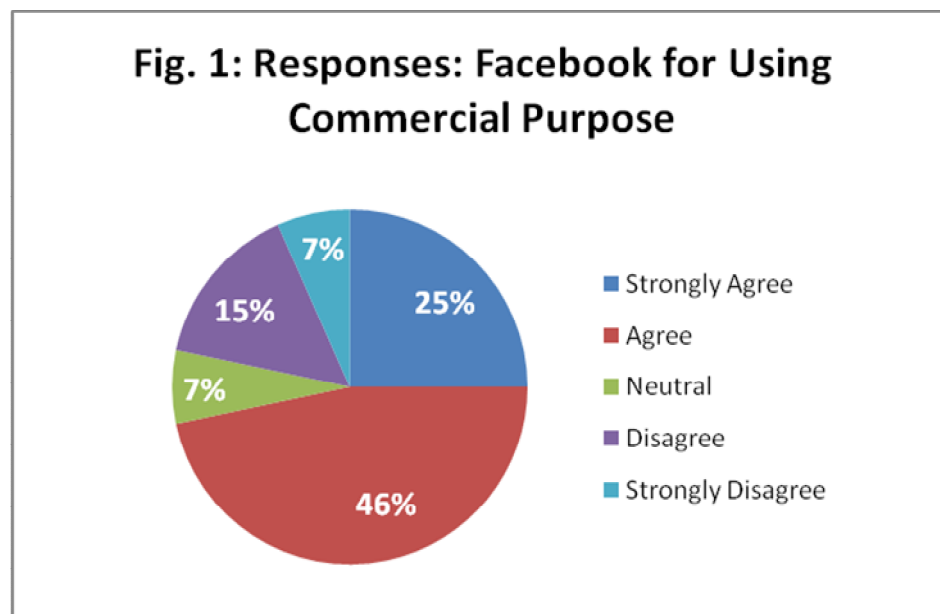
2.2.3.3. Analysis Tools: Frequency table with percentage and in few cases some extra mathematical calculations have done which detail is there either in the spot or in Appendix.

2.3. Result

2.3.1. Respondents' Profile

Here are some facts about the respondents that came out from the study based on the survey questionnaire.

- 75% of the respondents were in age of 24 to 27 years.
- This proves that the right segment has been chosen for survey. 64% respondents do have interest in business. Although 23% showed 'no interest' to business. Where 7% is already in business.
- Half of the respondents who are graduate students studying MBA are jobless, they are just students.
- 38% of the respondents said they are involved in full-time job in private firms. But interestingly no Government job holder found from the study.
- Home PC is greatly used to check the Facebook accounts rather going in university computer lab or cyber café. That ensures that, people have more options to use internet flexibly at home. The percentage is 78%! Nobody found who use Facebook from others' PC or use university lab
- Approximately half of the respondents (47%) stated that, they login to browse Facebook after 10 PM. So, if web designing firms want to use live feed or any live program, it's better to set it in that time.
- 28% individuals said that, they browse Facebook for 21-30 minutes a day. There are also some users, who said they sit for it even less than 5 minutes (22%), where the number of 1+ hour sitters isn't zero (15%).
- A lion share (71%) of responded agreed that Facebook should be used for commercial purpose, where 22% were just opposite.



2.3.2. Most Visited Areas

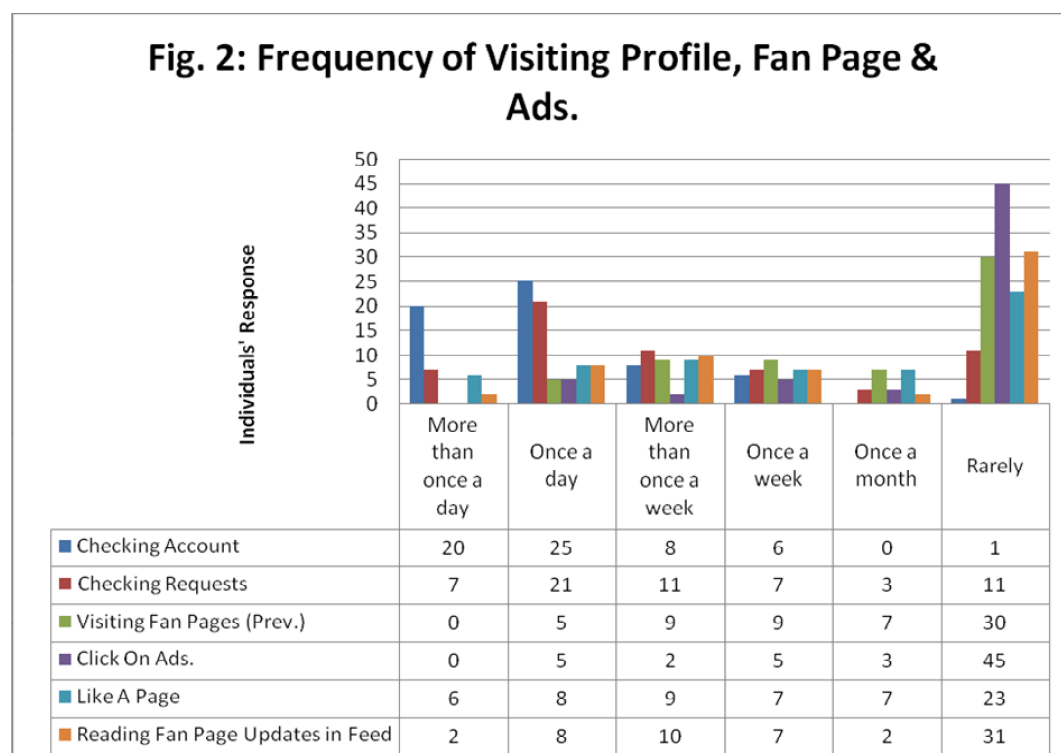
Sn. #	Rank	Area	%
1	1	Photos	46
2	1	Friend Requests	46
3	2	Notifications	45
4	3	Facebook Mail	41
5	4	Own Profile	33
6	5	Commenting	29
7	6	News Feed	28
8	7	Videos	16
9	8	Event Invitations	15

Sn. #	Rank	Area	%
10	8	Fan Pages	13
11	8	Games	13
12	9	Applications	12
13	10	Live Feed	11
14	10	Posted Web Links	11
15	10	Notes	11
16	11	Questions	10
17	12	Advertisements	7
18	13	Marketplaces	1

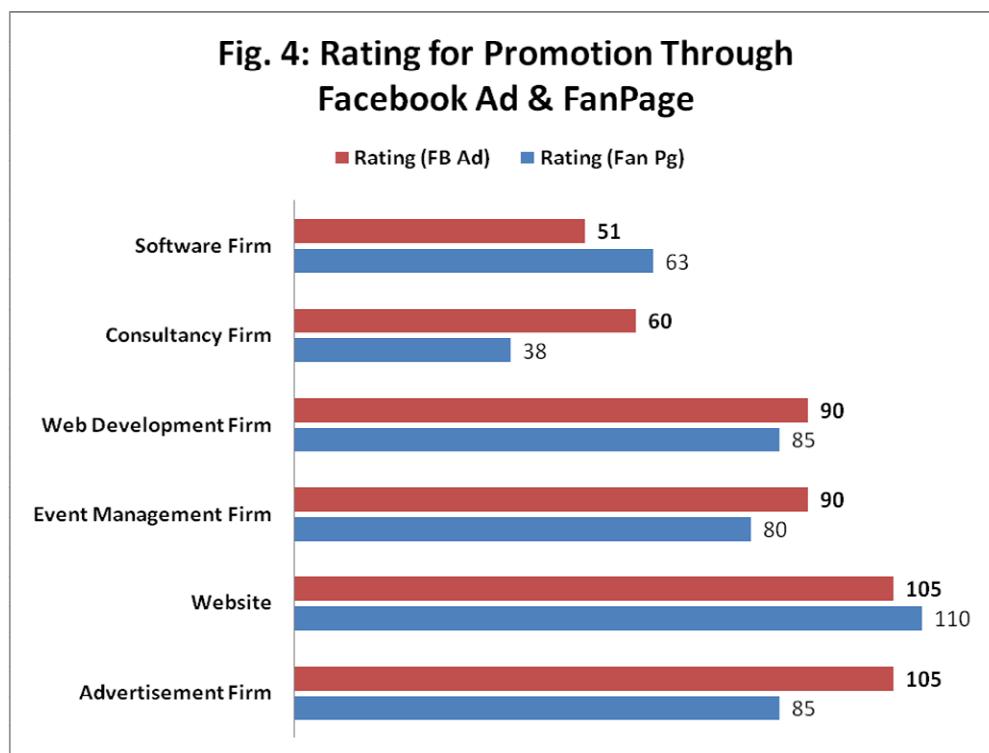
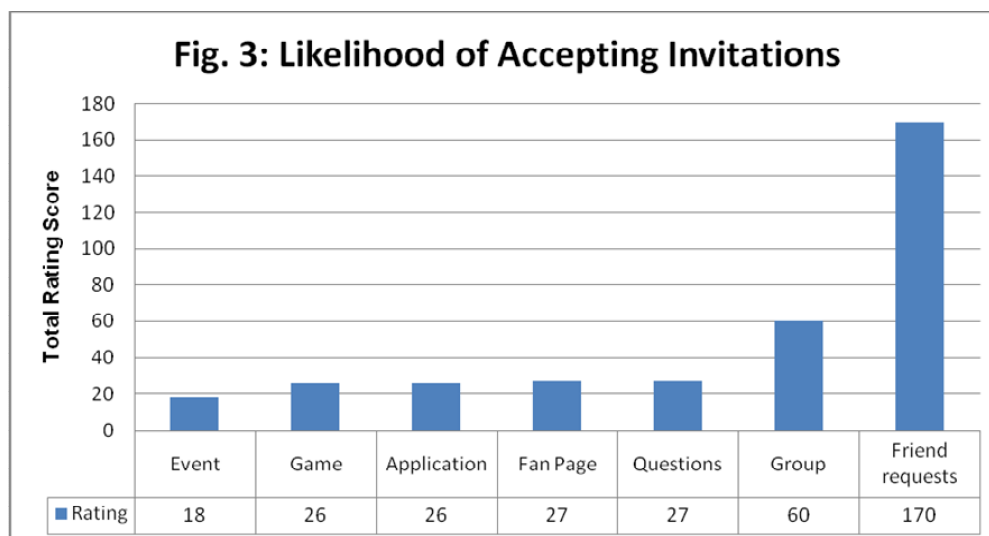
Table 1: Most Visited Areas' Ranking

From the survey we have ranked 18 common spots that generally visited by users. The right last column represents what percent of respondents generally visit those areas. Jointly the top ranked are Photos & Friend Requests. Photos are very interesting and attraction grabbing and Friend Requests are very expected as we all want to be connected. A web designing firm can promote their brand and Fan page by posting interesting photos, sending mails (but not 'spam'), interesting Videos or even Event Invitations. Since Market places, Facebook Ad, Notes, Questions are low ranked; we suggest using them less for promotions.

From the figure below (Fig. 2), we again see the repetition of the previous Table. Most of them rarely click on Facebook Ads, read Fan Page Updates appears in Newsfeed, visit previously liked Fan Page and like a page. Exceptional bars are: firstly, Checking accounts and Checking Requests. That simply makes feel that, people visit their Facebook profile but rarely interested to engage in commercial acts. So, we can conclude that, if people find things interesting only then, they will be attracted to visit you Fan Page.



2.3.3. Acceptability Rate



In answer of the question to the respondents that, 'Which invitations in Facebook do you care more', they replied Friend Request. Nothing is more close to it, the Figure 3 (to know the calculation check out Table 1 in Appendix II) represents the truth. The second important thing is Group. But currently, Facebook is discouraging Business Firms to use Groups as Facebook wants to leave it for users personal group communication. So, then, Fan Page is the solution. After Fan Page respondents showed their interest on Games & Apps. Although, Event is the last choice, but Event can play a good role for a web designing firm or any business firm's promotion.

Figure 4 (to know the calculation check out Table 2 & 3 in Appendix II) represents respondents' vote about how much the given 6 industry should promoted in Facebook either by Fan Page or Facebook Ads. Advertising Firms got the maximum points that it should be promoted through Facebook Ad where Software Firm is the lowest. Most of the people think Fan Page can best promote Websites where Consultancy Firms became lowest. As per the research Web Designing firms got a moderate & similar rate for promotion through both, 90 (FB Ad.) & 85 (Fan Page).

2.4. Limitation

Although there were effort to make the report flawless, but still there are some issues that should be considered.

- There are some missing data fields of the questionnaire. Some respondents didn't show their interest to respond all the questions.
- It would better if there would have a pilot survey with sufficient time to observe the data structure. In that case, the questionnaire may play better role in this study. Due to time limitation, it wasn't possible.
- If more respondents from other private universities would gather for data collection, the output would be better.
- Better output could be ensured if, the questionnaire be designed after a secondary study in internet.
- Since, the sample was the graduate students studying MBA, it was hard to manage their time & effort for interview. MBA time slot starts from evening and runs in a tight schedule till night.
- Due to lack of practical and professional experience, there may some mistakes.
- As young learners, it was hard to perform this study within that time.

2.5 Conclusions & Recommendations

2.5.1. Conclusion

From the above study it can be concluded that, people do like to have fun by playing games or using apps, get old or new friends to be connected, watch photos uploaded by others. Even being in a matured and busy professional life people use Facebook, for both the reason: for getting connected & being updated about their friends as a part of duty and have fun at the same time. Although a majority portion voted to the commercial usage of Facebook platform but very interestingly we have seen a contradictory picture that, people rarely goes to commercial spots. So, the better and feasible solution for web designing firms if they want to promote their products through Facebook, they should communicate directly with people, share information, upload interesting things like Photos, Apps, offer gifts and all in a nutshell make the click worthy by somehow.

2.5.2. Recommendation

After the whole journey, we recommend the web designing firms to promote their business using Facebook platforms by following the stuffs below:

- Create a Fan page and keep it alive by updating it regularly. It's the only cheap and best way to use the power of social networking site Facebook.
- Upload interesting photos as people love see photos.
- Tag your fans in those uploaded photos and encourage tagging others.
- Upload related and interesting videos that interest the fans much. This will make Fans comments, others will see that and they may turn to Fan.
- Although a lion share of people doesn't have any negative mindset about commercial usage of Facebook, a firm shouldn't bug Facebook users for the sake of promotions as it will backfire.
- Although, here we have seen, people rarely click Ad, but still it's a powerful tool if it can be used with creativity.
- An event is another one like Ad. Although we've seen it's a low ranked spot, but still it's an efficient tool for communicating with Fans and customers.
- Time to time, send updates (it's like mail that reaches to user's Update Tab) to fans with detail information as Facebook is becoming more popular day by day for mailing too.

Code			
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3. Appendices

3.1. Appendix: Survey Questionnaire

Survey Questionnaire

Dear Respondent, I am a Graduate Student of AIUB (American International University-Bangladesh). I am doing this survey for my academic purpose. Your personal identity will not be disclosed. Thank you.

1. Do you have a Facebook account?
a) Yes **b) No**

If 'Yes', then proceed or ignore this questionnaire

2. Gender -
a) Male **b) Female**

3. Which age group are you in?
a) 20-23 Years **b) 24-27 Years** **c) 28-31 Years** **d) 32-35 Years** **e) 35+ Years**

4. Are you doing Business (it doesn't matter how small it is)?
a) I'm currently doing business **b) I'll do it in near future** **c) I 'may' do business later** **d) Not interested**

5. Your Profession –
a) Student (Only) **d) Part-Time Job** **b) Full Time Job In Private Firm** **c) Govt. Job** **e) Business**

6. Generally, how do you check your Facebook account? By – method mode
a) Mobile **b) Home PC** **c) Office PC** **d) University Lab** **e) Friend or Other's PC**

7. Generally when do you visit your Facebook account?
a) Early Morning (before 9 AM) **b) Day 9 AM – 5 PM** **c) Night 6 PM – 10 PM** **d) Late Night**

8. Generally, how much time do you spend for browsing Facebook? Stay frequency time
a) 5- 10 Min. **b) 11- 20 Min.** **c) 21 - 30 Min.** **d) 31 - 60 Min.** **e) More Than 60 Min.**

	More than once a day (a)	Once a day (b)	More than once a week (c)	Once a week (d)	Once a month (e)	Rarely (f)
9. How frequently do you check your Facebook account?						
10. How frequently do you check your requests sent by your friends (including Fan Page, Group, Event, Game, Application, Friend Request etc.)?						
11. How many times you visit Fan Pages that you liked before?						
12. How often do you click to Facebook Advertisements (generally showed in right side)?						
13. How often do you become a member (or click to 'Like' button) of a Fan Page?						
14. How often do you check the updates of you Fan Pages that you liked before (showed in News Feed)?						

15. Which areas do you visit/do most often (tick more than one if it requires)?

- | | | |
|-------------------------------|----------------------|---|
| a) News Feed | h) Videos | o) Games |
| b) Live Feed (Recent Updates) | i) Fan Pages | p) Marketplaces |
| c) Own Profile | j) Notes | q) Advertisements |
| d) Notifications | k) Friend Requests | r) Commenting in status, photo, video or post |
| e) Facebook Mail | l) Event Invitations | s) If others please specify _____ |
| f) Photos | m) Questions | |
| g) Posted Web Links | n) Applications | |

16. If your friends invite you for something, which invitations do you ACCEPT more?

Please rate from 1 to 5. (5 is the most and 1 is the least). Possibility intention interest

- a) Fan Page _____
- b) Group _____
- c) Event _____
- d) Friend requests _____
- e) Questions _____
- f) Game _____
- g) Application _____
- h) If others please specify & rate _____

17. Rate (1 to 5) your likes which services/companies do you think should be promoted through Facebook Fan Page (5 is the most and 1 is the least)? Likely like agree interest

- a) Website _____
- b) Web Development Firm _____
- c) Software Firm _____
- d) Consultancy Firm _____
- e) Advertisement Firm _____
- f) Event Management Firm _____

18. Rate (1 to 5) your likes which services/companies do you think should be promoted through Facebook Advertisement (5 is the most and 1 is the least)?

- t) Website _____
- u) Web Development Firm _____
- v) Software Firm _____
- w) Consultancy Firm _____
- x) Advertisement Firm _____
- y) Event Management Firm _____

19. Facebook should be used for promoting commercial products/ services or used for business purposes - How much do you agree with that statement?

- a) Strongly Agree b) Agree c) Neither Agree Nor Disagree d) Disagree e) Strongly Disagree

Thank you for your support.

3.2. Appendix: Calculation Tables

Appended Calculation Table 1

Likelihood of Accepting Invitations			
	a	b	a x b
Invitation	Response	Rating	Final Rating
Fan Page	27	1	27
Group	20	3	60
Event	18	1	18
Friend requests	34	5	170
Questions	27	1	27
Game	26	1	26
Application	26	1	26

Appended Calculation Table 2

Rating for Promotion Through Fan Page			
	a	b	a x b
Company Category	Response	Rating	Final Rating
Website	22	5	110
Web Development Firm	17	5	85
Software Firm	21	3	63
Consultancy Firm	19	2	38
Advertisement Firm	17	5	85
Event Management Firm	16	5	80

Appended Calculation Table 3

Rating for Promotion Through Facebook Advertisement			
	a	b	a x b
Company Category	Response	Rating	Final Rating
Website	21	5	105
Web Development Firm	18	5	90
Software Firm	17	3	51
Consultancy Firm	20	3	60
Advertisement Firm	21	5	105
Event Management Firm	18	5	90