Promotional Activities in Order to Win More Customers

A case-study of an ISP in Bangladesh

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CHAPTER ONE: INTRODUCTION

This chapter presented briefly the problem area by describing the background of the problem, which is discuss in the problem discussion and concluded with research question and limitations.

1.1 Background:

Now a day it is important for all organizations to communicate effectively with present and potential consumers to win more customers for their products and services. Marketing promotional tools can provide a clear, consistent, credible and competitive message about the organization and its products and services to consumers (Jobber, 2007,p.500). There is no best alternative to get new and more customer than promotion (Bridges, Briesch & Yim, 2006,p.304). It is very important for organization to promote effectively their IT services that is intangible in nature. Consumer always confused to purchase the service because of the high perceived risk inherent in many service purchases. Different promotional tools can eliminate this situation and helps organization to get more customers for their services (Jobber, 2007,p.916).

“The take-up and use of, specifically, information and communications technology (ICT), over the last couple of decades throughout the social and economic environments has been rapid to the point of current ubiquity in many cases: ICT now impacts on most aspects of modern life”(Galloway, 2007,p.641). The status of Information and communication technology in Bangladesh is not at par with the other developed countries in the world, but recently the situation has changed significantly. In 1964, the first mainframe computer came to Bangladesh. Due to the lack of awareness the use of PCs by the common people was started very late. Several large banks and private entrepreneurs in industrial sectors in Bangladesh are the path makers of achieving benefits from computer and computerized applications.

“The Bureau of Statistics and a few nationalized banks are the leaders in using computers in the government sector by processing data and information, while industrial concerns in the private sector are the leaders in applying computers for their accounting, payroll and inventory related applications” (Islam & Rahman, 2006,p.135).
The emergence of internet has created the possibility of a truly global marketplace characterized by commercial transactions 24hrs a day, seven days a week (Talukder & Yeow, 2006,p.184). “Bangladesh introduced internet technology recently through using UUCP (Unix-to-Unix copy) e-mail connectivity in 1993 and internet protocol (IP) in 1996. Internet service began in June 1996, when Very Small Aperture Terminal (VSAT) was legalized to operate as an Internet Service Provider (ISP) in the country's private sector” (Bhuiyan, 2010,p.55). Around 205 ISP providing services in Bangladesh and 80% ISP are located in Dhaka. Government owned Bangladesh Telecommunication Regulatory Commission (BTRC) has extended ISP services to all 64 districts HQ (ITU, 2011). In Bangladesh total number of internet user is around 3 million in where fixed internet user 10 % and mobile internet user 90 % and penetration rate of internet is 4 % (ITU, 2011).

Residential broadband internet market is growing up rapidly in the world. Competition in the residential broadband market is very dynamic even the global market is still growing rapidly. Many large technology companies have a vision of a world with broadband-connected homes equipped with new Internet applications, and they prioritize their core strategies around broadband (Ng, Lu, Li & Chan, 2006,p.665).

In Bangladesh, residential broadband internet market expanding day by day. Maximum ISP in Bangladesh providing household broadband internet services. According to future internet projection of BTRC (Bangladesh Telecommunication Regulatory Communication) by 2020, 32% of households with at least one Internet subscription from total internet user in Bangladesh (ITU, 2011). It is very important to increase number of internet user for a country like Bangladesh. Because Internet use can change people’s life via any innovative applications (Ng, Lu, Li & Chan, 2006,p.668). The internet penetration rate in Bangladesh is 4% (ITU, 2011). But the other South Asian Association for Regional Cooperation (SAARC) member countries internet penetration rate is higher than Bangladesh. So, this penetration rate needs to increase.

The aim of this research is to evaluate the customer’s preference about various promotional tolls and their activities. There are some studies (e.g., Banerjee, 2009; Raghubir, 2005; Palazon and Delgado, 2009) conducted on promotional activities and general discussion of their effectiveness.
and also comparing among different promotional tools. But they did not focused customers and their preference of these activities. So, researchers think there is a research knowledge gap between promotional tools and customers’ preferences of these different promotional activities for product or services.

Promotion is defined as providing information for persuasion (Riel, A,C,R. Mortanges,C,P & Streukens, 2005). Promotion includes advertising, promotional events, personal selling, Web site-based communication activities, and so on (Kim & Hyun, 2010,p.7). Promotion is one of the most effective marketing tools to increase sales of the products and services for any organization (Bridges, Briesch & Yim, 2006,p.304).

The researchers found interesting to investigate it’s opportunities about ISPs marketing promotional activities for residential broadband Internet services in Bangladesh as a developing country. It could be important for ISP firms to find out the most effective promotional tools for an immature market to get more customers on household broadband Internet services.

Researchers choose case study because the purpose of this research paper is to find out the most effective promotional tools for an ISP firm through investigate their present activities. This case study might contribute to develop ISPs ongoing promotional activities through more concentrate on findings from the case study.

1.2 Problem Discussion:

Information Communication and Technology (ICT) sector is one of the important sectors in Bangladesh. ICT sector development requires achieving the millennium development goal of Bangladesh (Islam & Rahman,2006). ICT now impacts on the most aspects of modern life and development (Galloway, 2007).

Around 205 ISP (Internet Service Provider) providing service in Bangladesh. Every year ISP firms investing huge money to develop their broadband Internet service. Most of the firms are providing residential broadband Internet service. According to Bangladesh Telecommunication Regulatory Commission (BTRC) the residential broadband Internet user will be 32% from total...
internet user in Bangladesh by 2020 (ITU, 2011). Now competition will increase among ISP firms to get maximum user from that (32% customer) total residential broadband internet customers. Residential broadband Internet market is very dynamic and changing swiftly (Ng, Lu, Li & Chan, 2006). There is no best alternative to get more customer than using marketing promotional mix in business market (Bridges, Briesch & Yim, 2006).

There have not been enough studies on ISP industry in Bangladesh; only a few literatures are available in ICT regards. However, the researchers in this research paper found interesting to investigate the opportunities of promotional mix for ISP firms to increase more share in household broadband internet market in a developing economy like Bangladesh.

Therefore the problem could be defined as follows:

1.3 Research Question:

“Which promotional tools can be expected to be effective in an immature market in a developing economy?”

1.4 Research Purpose:

Purpose of this research paper is to find out the most effective promotional tools for the ISP firms to win more customers on residential broadband Internet services.

1.5 Importance of This Research Paper:

Due to lack of research of ISP industry in Bangladesh, this paper could help reader to know the ICT as well as ISP industry of Bangladesh and their ongoing marketing promotional activities to increase market share. This research paper will focus more on consumer household broadband internet service and opportunities of this market in Bangladesh. Another importance of this research paper is to fill the research blank of ISPs marketing activities of Bangladesh and provide guideline for future research to develop this field.
1.6 Limitation of The Study:

The purpose of this research paper is to find out the most effective promotional tools for ISP firms to get more household broadband internet customer. To find out the most effective promotional tools researcher sent online survey questionnaires to all household broadband internet customers in Bangladesh. There are 3 million internet users in Bangladesh. But researcher got only 100 responses. Analyze of those 100 responses may not be effective or findings could be different from present findings if the number of respondents increase. On the other hand the case study was an ISP industry in Bangladesh but here, researcher managed only one interview from around 205 ISP in Bangladesh. The data could be more reliable if the more number of interviews can arrange with different ISPs instead of only one ISP. This research work is mainly about promotion activities, by using theory which will not including the action plan and budget and financial issues.

1.7 Definitions:

This section provides number of definition for the readers to understand the terms that readers might not be familiar. The reader will go through these terms throughout the whole paper.

**ICT:** According to Blurton (2002) ICT can defined as “diverse set of technological tools and resources used to communicate, create, disseminate, store, and manage information” (UNESCO, 2011).

**Internet:** The set of protocols, facilities, and arrangements that enable end-user access to IP-based applications such as the world-wide-web, electronic mail, “IP Telephony” and/or “Internet Telephony”, etc (ITU, 2011).

**Broadband:** Broadband at equal to or greater than bit rate speeds of 256 kbps (ITU, 2011).

**Promotion:** Promotion is defined as providing information for persuasion (Riel, A, C, R. Mortanges, C, P & Streukens, 2005).
Advertising: Any paid form of non–personal communication of ideas or products in the prime media, i.e. television, the process, outdoor, cinema and radio (Jobber, 2007).

Personal Selling: Oral communication with prospective purchasers with the intention of making a sale (Jobber, 2007).

Direct Marketing: The distribution of products, information and promotional benefits to target consumers through interactive communication in a way that allows response to be measured (Jobber, 2007).

Internet Promotion: The promotion of products to consumers and businesses through electronic media (Jobber, 2007).

Sales Promotion: Incentives to consumers or the trade that are designed to stimulate purchase (Jobber, 2007).

Publicity: The communication of a product or business by placing information about it in the media without paying for the time or space directly (Jobber, 2007).
1.8 Disposition

This research paper consists of six chapters, excluding reference and appendices list. The chapters are presented below.

Chapter 1. Introduction

The introduction chapter includes background of the research, problem discussion, research purpose, the importance of this research paper, limitation and definitions.

Chapter 2. Frame of References

The second chapter consists of some promotional theories of marketing that will helps the readers to understand the promotional tools of marketing. These promotional theories will be applied during the analysis and collection of data.

Chapter 3. Methodology

This chapter discuss about data collection procedure. Methodology will provide clear idea about data collection procedure of this thesis paper.

Chapter 4. Empirical Findings

In Empirical findings the authors will present all collected information through primary and secondary data such as customer survey, interview with company manager and web information.

Chapter 5. Analysis

From the empirical findings in this chapter authors will analyze the data and interpret the data through using existing theories and models of theoretical framework.

Chapter 6. Conclusion

The authors in this chapter summarize the information from analyzed chapter. From this chapter reader will get research question answers with recommendation, ethical reflection and also proposed further research.
CHAPTER TWO: FRAME OF REFERENCES

This is theoretical background of the study with relevant literature review. This chapter presented the theoretical background which will be applied and used to analyze collected data and information.

2.1 Chapter overview:

In this literature review authors will focus promotional tools to solve the research problem and answer the research question. Its results will help the researchers to conduct the data analysis and findings of the research question later part in this paper. With help of different promotional tools researchers will provide solutions for ISP’s household broadband internet marketing activities to get more consumers.

2.2 Promotion:

Advertising and promotion are essential elements of our total economic and social systems. All over the world the large multinational corporations to medium and even small firms recognize that there is no best alternative than promotion to communicate with consumers and promote them to purchase their products or services (Belch & Belch, 2009, p.6).

Belch & Belch (2009, p.18) define promotion as “the coordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea.” It is widely accepted that promotion boosts short terms sales. “Some promotional activities may create stockpiling, increase sensitivity to prices, and reduce post promotional sales, while others may attract new customers or increase consumption” (Sigue, 2008, p.449).

Sales promotion could be most effective when it will be used together with advertisement. For example: Found in one study, “a price promotion alone produced only a 15 percent increase in sales volume. When combined with feature advertising, sales volume increased 19 percent; when combined with feature advertising and a point-of-purchase display, sales volume increased 24 percent” (Kotler & Keller, 2006, p.588).
2.3 The Promotional Mix:

In the promotional mix there are six major elements. Figure 2-1 shows the important components of promotional mix.

![Figure 2-1 Elements of the Promotional Mix](source: Adapted from Belch & Belch (2009), p.18)

2.3.1 Advertising:

Advertising is one of the best known and most discussed form of promotional mix. Advertising is very important tools for companies whose products and services are targeted at mass consumer markets. Advertising is the most cost effective for the company to reach large audiences (Belch & Belch, 2009, pp.18-19). The residential broadband internet market is one of the largest consumer markets for ISP firms.

According to (Jobber, 2007) Advertising is “any paid form of non-personal communication of ideas or products in the prime media, i.e. television, the press, outdoor, cinema and radio.” The nature and purposes of advertising differ from one industry to another and across the situation of the market. Advertising can be base on the consumers markets and also business and professional markets (Belch & Belch, 2009, p. 19).

This research paper will focus only consumer markets of ISP firms that are residential broadband internet consumer markets. As a marketing manager of an ISP Company, should need to give more emphasis on advertisement to spread the service/product information.
TV, Radio and Newspaper are the most useable channels in the world for promotion of product and service. ISP firms can advertise their services in TV, Radio, and in Newspaper with special offer to target mass consumers. Through use these channels ISP Company can get more response from both present and potential home broadband internet consumers.

TV advertisement can influence consumer’s taste and perception is pervasive. TV advertisement can reach large audience in a cost effective manner. For example, according to Aaker & Myers, (1982) as cited in (Ramalingam, Palaniappan, Panchanatham & Palanivel, 2005,p.159) one million dollar is huge money for one product advertisement, but when advertisers are reaching over 250 million people, the cost is not so extreme.

Through TV advertisement, advertiser can present their product with proof in front of consumer. According to Richard Vaughan, (1986) as cited in Ramalingam, Palaniappan, Panchanatham & Palanivel (2005) “Clients expect proof, and, for the most part, that proof must lead to or actually produce sales”

National newspapers advertisements are effective tools to spread the product or service information quickly to a large audience (Altstiel & Grow, 2006,p.210).

Banner, festoon, and billboard also could be very effective medium of advertisement for ISP firms. For location or in area based advertisement, an ISP company can hang banner and festoon in busy areas or such a location that is easily viewable for maximum customers. In various occasion they can announce different offer through banner and festoon. Billboard can be best fit in some busy or linkages road in the city where mass people can see and get information about service and company. ISP firms can choose billboard for their advertisement to give information to mass consumers and that will cover large area of the city.

2.3.2 Direct Marketing:
In recent years direct marketing one of the major components of the promotional mix. Direct marketing is used to target the consumers and influence them to get response quickly. Through
using direct marketing techniques, marketers can gain and keep customer without the use an intermediary (Jobber, 2007, pp.592-593).

According to Jobber (2007) direct marketing can be defined as “The distribution of products, information and promotional benefits to target consumers through interactive communication in a way that allows response to be measured.” Direct marketing is a valuable tool for service and product marketing where immediate response is required and in mass competitive market (Belch & Belch, 2009, p.458). Direct marketing covers a wide range of methods. Figure 2-2 shows some of them in brief.

![Figure: 2-2 Direct marketing channels. Source: Adapted from Jobber, (2007), p.593](image)

Direct mail information sent through postal service to recipient’s address for promote a product or service or to keep an ongoing relationships. Quality of the mailing list is one of the key factors for effectiveness of direct mail. Direct mail is also one of the cost effective way to communicate with present and potential consumers (Jobber, 2007, p.608).

Direct marketing activities are one of the most valuable promotional tools for marketers. For example: In 2004 American companies spent more than USD 200 billion on direct marketing activities for B2B and B2C products/Services and, this generate sales around USD 2 trillion (Altstiel & Grow, 2006, p.229).

Telemarketing becomes more effective if other direct response media can combined. For example, one experience shows, when telemarketing is combined with direct mail then usually minimum 10 percent response increase- often a lot (Arens, Schaefer & Weigold, 2009, p.445).

Direct response advertising includes the prime media like; television, newspapers and magazines. Direct advertising is designed to obtain a direct response such as an order, enquiry or request for a visit (Jobber, 2007, p.614).
Sale of products through catalogues distributed to agents and customers, usually by mail is called catalogue marketing. Catalogue marketing helps consumers to take decision after discussion with their family members in relax time and avoid crowed shops and streets (Jobber, 2007,p.617).

In mobile advertising “Short messaging services” (SMS) is most effective buzz-phrase business-to-consumer markets. Many companies add text message numbers to capture the interest of the consumers through their marketing massages. Mobile advertising is using to enhance customer relationships and to carry out the direct marketing and promotional activities. This kind of text message is very successful for B2C marketing (Jobber, 2007,p.743).

Electronic media includes television, internet, e-mail and radio. In direct marketing response appeal on TV and radio is great than other media (Belch & Belch, 2009,pp.469-470).

Inserts marketing includes leaflets in magazines and in newspaper. Door-to-door leafleting means physical visit to the end consumers with leaflet to express about products and services and as well as this is easiest way to convince them to purchase service or products (Jobber, 2007,p.593). Effective sales force can increase sales than some other promotional media. For example: “One survey revealed that the top 27 percent of the sales force brought in over 52 percent of the sales” (Kotler & Keller, 2006,p.620).

Some of them from the above direct marketing channels could be effective for ISP firms to get more customers. Through direct mail company can send e-mail to inform all potential consumers about service and ongoing offer. Telemarketing can be used as an effective direct marketing tool. Company can save all information about potential customers when they make called to know the service. After save all these data, marketing person can convince customer to take the service through phone call. To distribute flayers, leaflets or brochure to potential consumer, ISP firms can contact with newspaper and magazine distributor at particular location or where their service are available. Flayer, leaflets and brochure could be effective for ISP firms to inform their service to specific areas consumers. Door-to-door leafleting is also effective for more specific apartment consumer. Sales people can visit potential customer’s apartment with leaflets to
inform about home broadband internet service and benefits of their services. Through this process sales people can get more new customer.

2.3.3 Interactive / Internet Marketing:

One of the newest forms of direct marketing is internet marketing. The internet provides opportunity for both consumers and marketers to interact more and individualization. This is two way communication channels marketing where consumers can reply after receiving the message from marketers. Now the world is age of information. “Customers will define what information they need, what offerings they are interested in, and what prices they are willing to pay” (Kotler & Keller, 2006,p.612).

In various way companies can promote their products and services through internet. According to Belch & Belch (2009) in many ways advertising on the internet can forms as interactive marketing. Figure 2-3 showing how marketer can provide information of their services through various channels of interactive marketing:
Interactive marketing is a new form of advertisement which could be effective for ISP firms to target existing internet user. Because this forms of advertisement is connected with internet and browsing. Internet marketing promotion will be a valuable tools of promotion for ISP Company because there are 3 million internet users in Bangladesh who are using internet service and 90% of them using mobile internet (ITU, 2011). So, ISP firms can target all of them to convert in ISP.

**Figure: 2-3 Advertising On the Internet**  
Source: Adapted from Belch & Belch, (2009), p.490

- **Banners:** The most familiar form of advertising on web is banner ads. Banner ads generally used for creating awareness, entering viewers into contests and sweepstakes.
- **Sponsorships:** Sponsorship are divided in regular sponsorships where a company pays to sponsor a section of a site and another is the content sponsorship, in which sponsor not only provides money in return for name association but participates in providing the content itself.
- **Pop-Ups/Pop-Unders:** This ad is almost similar to banner ads but here user will see some ads when he/she access some sites. Pop-Unders are ads appear underneath the web page and visible when user leaves the sites.
- **Interstitials:** Interstitials are ads that appear on screen while user waiting for site’s content to download.
- **Push Technologies:** Marketers use web casting or push technologies for dispatch web pages and news updates and video geared to specific audiences or individuals.
- **Links:** Links appears when users search specific links then automatically provide users additional links or related topics.
- **Paid Search:** Marketers paid for each consumer’s clicks on their ads or links from a search engine page.
- **Behavioral Targeting:** Marketers use behavioral targeting advertising for target consumers through their web site surfing behaviors.
- **Contextual Ads:** Advertisers who target their ads based on the content of the web page are using.
- **Rich Media:** A broad range of interactive digital that exhibit dynamic motion, taking advantage of enhanced sensory features such as video, audio and animation. Online commercials, video on demand and webisodes are the main types of rich media. The increased penetration of broadband into households has increased the attention given to streaming video.
service. From the above channels some of them could be more effective for ISP firms like; web banners, pop-ups/pop-unders, interstitials and links. Company can use web banner ads with information about their services and special offers of new connection. Through web browsing and click these display banner consumers can get information and offer about company and services. Pop-ups/pop-unders can be used for specific web sites that are most visited sites like; online daily newspaper, online cricket game etc. Interstitials can be used as a promotion of services. Links ads can be used to find out easily company’s information in details. Links could be effective when customer will search related information and then they will get information about specific service or various offers from the company.

2.3.4 Sales Promotion:
Sales promotion is one type of stimulus that provides an extra incentive to buy product or service. Sales promotion can be defined as “a direct inducement that offers an extra value or incentive for the product to the sales force, distributors, or the ultimate consumer with the primary objective of creating an immediate sale.” According to Laroche et al., (2003) sales promotion is “an action-focused marketing event whose purpose is to have an impact on the behavior of the firm’s customers.” Sales promotion is designed to speed up the selling process and create maximize sales volume through providing extra incentives (Belch & Belch, 2009, p.509).

Sales promotion is very effective for consumer oriented marketing or mass consumer base sales promotion and also for trade oriented sales promotion. Figure 2-4 showing sales promotion can be broken into two major categories.
Sampling: Generally considered as a procedure whereby consumers are given some quantity of a product for no charge to induce trial.

Coupons: Coupons is like ticket that could be offer a price reduction and could be attractive only to those consumers who are price-sensitive.

Premiums: Premiums is an offer for a particular product or service either free or at low price that is an extra incentive for purchasers.

Contests and Sweepstakes: Contest is a promotion where consumers compete for prizes or money on the basis of ability of consumers. Sweepstakes is also a promotion where the winners are needed to determine purely by chance; it can’t require a proof of purchase as a condition of entry.

Refunds and Rebates: These are offers to return a portion of the product/service purchase price, usually after the consumer supplies some proof of purchase.
**Bonus Packs:** Bonus packs could be offer for the consumer an extra amount of a product at the regular price by providing extra or large units.

**Price-Off Deals:** Price-off reductions are generally offered for specific marked price packs.

**Loyalty Programs:** Loyalty programs are introduces for consumers and influence then to use the products/services on a continual basis.

**Event Marketing:** The purpose of event marketing is to create experiences for consumers and promote the product/service through linked to an event (Belch & Belch, 2009,p.522-539).

Consumer oriented sales promotion will be more effective for ISP firms to promote their household broadband internet consumers rather than trade-oriented sales promotion activities. Household broadband internet users are end consumers for ISP firms and consumer-oriented sales promotions are designed for the end consumer’s goods and services. Trade-oriented sales promotion also can be used if the firm wants to provide their service or delivery their products through wholesalers and retailers (Belch & Belch, 2009,p.510).

Consumer-oriented advertising encourage consumers to purchase specific brand and create demand for it like pull strategy, but on the other hands trade-oriented sales advertising motivate wholesalers and retailers to push the customers to carry a product or service (Jobber, 2007,p.643).

Sales promotion techniques are designed to produce outcome quickly as a result accelerates the selling process and brings maximizes sales (Altstiel & Grow, 2006,pp.323-324).

A short-term price cut or discounts, for instance, may be very effective to boost up the sales. Sales promotion can be more effective than any other promotion to motivate customer to purchase product or service or even new services or products. For example, One study showed marketers spend 54 percent of total promotional budget on sales promotion and rest of them for others promotional activities (Arens, Schaefer & Weigold, 2009,pp.453-454).

Household broadband internet service provider can use sales promotion activities like; coupons, premium, loyalty program and event marketing to increase sales. Coupons promotion can be used where the consumer are price sensitive. It could be very effective for a developing country
like Bangladesh because consumer always seeking good service with lower price. Through premium, company can announce some offer in various important social occasions like; before Eid day and New Year occasion. Before these days ISP firms can also announce free installation offer, low price or price reduction from monthly bill. In every service there have some customers who are using service since long day. They are the loyal customers for the company. Here ISP firms can provide some offer like; service upgrade or bandwidth upgrade without additional cost for these customers (royal customer) to continue their services and encourage them to refer new customers to the company. Event marketing is one of the most effective forms of sales promotion activities. In various occasion, ISP Company can arrange event marketing to introduce their services to the potential consumers. Here company can give event marketing program in college, university or in any important social and in cultural fair programs and also online gaming competition. It will help marketers to get more consumer response for their services and to increase market share.

2.3.5 Publicity/Public Relation:
Public relation is concerned with people’s attitudes toward the firm or specific issues and designed to sell a product or service and help marketing activities. Public relation activities include raising awareness, informing and educating, gaining understanding, building trust, giving consumers a reason to buy, and motivation consumer acceptance (Belch & Belch, 2009,p.561). According to Jobber (2007) public relations can be defined as “the management of communications and relationships to establish goodwill and mutual understanding between an organization and its public.”

Public relations activities build a favorable company image with firms publications through publicity (Zeithaml, Bitner & Gremler, 2006,p.498). “Publicity represents one of the most visible elements of public relations and as such draws a lot of attention from both within and outside the profession” (Vercie, Vercie,& Laco, 2008,p.381).

Publicity is a subset of the public relations. “Publicity refers to the generation of news about a person, product, or service that appears in broadcast or print media”. Publicity is so much
more powerful than advertising or sales promotion because publicity is highly credible for its news value and the frequency of exposure of product or service (Belch & Belch, 2009, p.574).

Publicity materials include publications, events, news, speeches, public-service activities and identity media. Publications include annual report, brochures, articles, company newsletters and magazines. In events company can advertise through news conference and any sports and cultural sponsorships that will reach target audience. News can be useful for company to inform the potential customers about service and product through press release and press conference. Company can build goodwill by contributing money and time for social purposes through public-service activities. (Kotler, 2000, p.608).

To send information about company and services to general public, ISP firms can enroll on social activities through publicity. According to Ace (2002) "Advertising brings the product to the customer and publicity or PR brings the customer to the product". ISP firms can work on public-service activities like; clean the city and beautification activities. Through these activities customer will inform about company and their services as well. ISP firms can arrange press conference that will appears in the media and through media customer will inform about their activities that can build firms image. ISP firms can also arrange some events to create awareness among the people about uses of internet services and its benefits and important in daily life. These activities will appear in media and then people will know about the importance of internet use and internet service provider information. This publicity activity could help the home broadband internet service providers to increase consumer.

2.3.6 Personal Selling:
Personal sales promotion is would be more effective promotional tools for mass consumer markets like; home broadband internet consumer market. In personal selling, sales persons are directly involved with potential buyer and get feedback swiftly. In broadband home internet market it is very important for sales person to explain the company’s service according to the customer’s specific requirements. Personal selling is a process of person-to-person communication. In personal selling, company promotes their products directly to consumers.
through advertising and promotions or indirectly through resellers or salespeople. For example: Sales people of the insurance industry and real estate sales people (Belch & Belch, 2009,p.593). Personal selling can be classified in various ways like: retail selling, field selling, telemarketing and inside selling (Belch & Belch, 2009,pp.592-596).

According to Zeithaml, Bitner & Gremler (2006) “personal selling is face to face presentation by a representative from the firm to make sales and build customer relationships.” Personal selling is very secure in selling to consumers and resellers.

The face to face conversation facilitates instant feedback. In personal direct selling, representatives can present the product or service to the customer, they can convinces the customer through showing the service value, and last if successful, they close the sales. Personal contact is vital for technical consumer products like; computer, internet etc. In these cases, personal selling is high value- because it gets the sales close (Arens, Schaefer & Weigold, 2009,pp.444-448).

In home broadband internet market, sales people can play a major role to increase sales. Internet service is invisible. Generally customers want to know many things about service before taking decision to purchase a new internet connection. It could be possible by companys sales people through physically meeting with potential consumer and answer his/her questions. Physical meeting is very important for service sales. ISP firms can concentrate more on personal selling techniques to get physical meeting advantages for service selling. Physical sales meeting is more powerful than other sales techniques to convince the customers because; sales people can easily understand the requirements of customer and can offer according (Belch & Belch, 2009,p.593).

2.4 Promotion of Service:

Promotion of service is different from product advertising. Intangibility makes services advertising difficult for marketers (Zeithaml, Bitner & Gremler, 2006,p.491). In service promotion “it may be hard to represent courtesy, hard work, and customer care in and advertising” (Jobber, 2007,p.915).
For service, advertising can be applied to communicate and strengthen the image of a service. Some specific effective media can be used to promote services like; personal selling, word of mouth and viral communications (Jobber, 2007,p.916).

Personal selling can be effective more in service marketing. High perceived risk inherent in many service purchases. Here sales person can explain the details of a service and its benefits of use and provide answer of the questions. Sales people can develop lists of satisfied customer to use in reference selling.

Promotion must acknowledge the dominant role of personal in the choice process and stimulate word of mouth communication. According to Cowell (1984) as cited in Jobber (2007) suggest four approaches can be applied in word of mouth communication, as follows;

1. Persuading satisfied customers to inform others of theirs of their satisfaction.
2. Developing materials that customers can pass on to others.
3. Targeting opinion leaders in advertising campaigns and
4. Encouraging potential customers to talk to current customers.

Viral communications- It also called electronic word of mouth and being used to promote services. Through this electronic word of mouth may take the form of an e-mail sent to a target audience and potential customers, who are encouraged to spread the word among their friends by passing the message on electronically (Jobber, 2007,p.916).
2.5 Buying Process:

It is important for company to investigate how advertising and then promotion will work to bring sales from these activities. “The first important idea about how advertising works was based on how the personal selling process works”. The AIDA model is one of the very famous and effective marketing and sales model used by many advertisers (Baines, Fill & Page, 2011, p.390).

AIDA model act as a buying process of a product, from the customer’s point of view in four steps. The AIDA model is a progressive way of dividing the fact of purchasing into four levels, and advertising is an external way to lead the customer from one step to another. The four levels of the model can be explained as in Figure 2-5.

![Figure 2-5: The Sales and Marketing AIDA Model](image)

**Source:** Adapted from Petit, Dubois, Harand & Quazzoti, (2011), p.43

In level A; marketer have to create Attention of the existence of a product or services, in level I; marketer have to make Interest in paying attention to the product’s benefits, in level D; marketer have to create Desire for the product or service through promotional message and in level A; marketer need to go into Action, that is buying of the product or service.

AIDA model describes about level of purchase awareness of a customer for a product or service. The salesman has to lead the customer from one level to next level of the model, that is to say to conduct the purchase following the four AIDA stages:
 ✓ Make customers aware of a product existence,
 ✓ Interest them in order to get their attention to the products, features & their benefits,
 ✓ Produce the desire to benefit from the products offering,
 ✓ Finally get the act of purchase.

A successful advertisement can make it possible to lead a customer from one step (Attention) to next step (Action) of purchase (Petit, Dubois, Harand & Quazzoti, 2011,p.43).

### 2.6 New Service In An Immature Market:

Firms' major activities consist of introducing new service into the new or immature market. However, these activities introduce a considerable amount of risk to the firm because launching a new product or service into a new market is a highly unpredictable mission. Promotional activities may support these crucial phases and can help to minimize risk (Delre, Jager, Bijnolt & Janssen,2007,p.826).

When a new product or service interes in new market, sales increase slowly. “During this time, sales are mostly driven by external influences, such as promotions and mass media advertising. Then, when the product has reached a critical mass of market penetration, the sales suddenly take off and, at this particular point, the sales growth-rate usually reaches its maximum”. In this Stage, sales are mostly driven by word-of-mouth and social contagion, until the product has penetrated the majority of the market.

When launching a new product a sharp trade-off exists between the two extremes of the promotional strategies. “First, the promotion strategy can be like throwing rocks, i.e. presenting the product to one or a number of big and cohesive groups of consumers in order to create social pressure to adopt the product (a group of friends has a strong influence on their neighbors and on others that belong or want to belong to that group). Second, the promotion strategy can be like throwing gravel, i.e. distributing the new product to numerous small groups throughout the population of potential consumers in order to spread as much information about the product as possible” (Delre, Jager, Bijnolt & Janssen,2007,pp.827-828).
2.7 Summary of The Theory:

To fulfill this research paper researchers discuss the following theory:

a). Promotion
b). Promotional Mix
c). Promotion of service
d). Buying Process and
e). New Service In An Immature Market

All these theories are relevant for research purpose. Researchers will give emphasize on promotional mix, that will be applied in analysis and findings of this research paper and also buying process and new service in immature market will discuss in analysis part. In this research paper researchers will give more priority on promotional tools that will fulfill the research purpose followed by service buying process and theories of immature markets. On the basis of promotional tools (advertising, direct marketing, interactive/internet marketing, sales promotion, publicity/public relations and personal selling) researchers will make e-mail interview questionnaire for marketing manager and online customer survey questionnaire.

With the help of literature review researchers will find out the following resources:

1. To know company’s ongoing marketing promotional activities from promotional tolls through e-mail questionnaire interview with company’s household broadband internet consumer marketing manager.

2. Finally find out the most effective promotional tools that could be recommended to ISP firms through comparing the findings from customer survey questionnaire results and e-mail questionnaire interview results in order to win more customers.
CHAPTER THREE: METHODOLOGY

In this chapter, authors are going to explain the research methods which are used in this paper, and, give a discussion of the reason of methods selection.

3.1 Research design:

It is said in the introduction part, there are no research work on consumer broadband internet service providers in Bangladesh. Therefore, both qualitative and quantitative data will be collected in this research paper. *Qualitative research is best suited to areas calling for a flexible approach while quantitative research is necessary to define more precisely the issues identified through qualitative methods* (Baker, 2003, p.151). The qualitative data will be collected by sending mail questionnaire to the marketing manager of one of the largest broadband internet service provider in Bangladesh and also some information will be collected from the company’s website. Meanwhile, the quantitative data will be collected by arranging online customer survey questionnaire. This research paper will analyze these data which will be collected through applying above mention methods. Researchers will also find out the one current ISP promotional strategies that they are using to increase their sales. Then, will give reasonable and suitable recommendations in the promotional activities of specific firm to increase more home broadband internet customer and that could be followed by the whole ISP industry in Bangladesh.

3.2 Data collection:

In this research paper both primary and secondary data will be collected. The primary data will be based on online survey and e-mail interview and secondary data will be collected from company’s web pages. Therefore, the collected primary data in this research paper could be quite fresh.

3.2.1 The criteria of data collection:

Three different kinds of data will be collected in this research paper. They are e-mail questionnaire interview, on-line survey questionnaire and data from sample firm’s website. Researcher already mentioned that both qualitative and quantitative data will be collected for this
case study. So, this focuses the strength of research approach. The collected information will compare to get results. Regarding to the e-mail questionnaire, the questionnaire will be send to the marketing manager of Link3 Technologies Ltd (Link3). He has been working in Link3 and this industry for long day. It is means he is very professional and have quite lots of practical knowledge in the ISP industry in Bangladesh, and familiar enough with the company’s ongoing strategy. He also could be seen as someone who be the witness of nowadays’ fast developing Bangladesh ISP industry.

What’s more, considering promotion tools which are directly and closely connected with the customer. Researchers will collect quantitative data from on-line questionnaire. It is means that a plenty of data will be collected from customer, which could effectively reflect the good number of view about ISP customers’ real preference and behaviours. After that researcher will collect secondary data from company web pages.

3.2.1.1 E-mail Questionnaire Interview:

In recent years, increasing use has been made of computers in the interviewing process, especially in commercial survey research of the kind conducted by market research and opinion polling organization (Bryman & Bell, 2011,p.209).

In this research paper, one of the methods of data collection is sending e-mail questionnaire to the marketing manager of Link3 Technologies Ltd. one largest home broadband internet service provider in Bangladesh. As doing a case study of ISP industry in Bangladesh, the authors focus on that specific company to collect data. The e-mail questions, which could help authors to gain some data on firstly; the company’s current promotional strategies which are using right now, secondly; from the firm’s point of view, the importance of these current promotional strategies. Therefore, by collecting these data, authors could have an in-depth understanding of that specific company and at the same time it will be the whole ISP industry’s promotional strategies. Authors will also get knowledge about are these activities suitable for the current market or not and, the weakness of current promotional strategies to get more customer.
3.2.1.2 On-line questionnaire survey:

On-line questionnaire is one form of self-completion questionnaire. It is said that “with a self-completion questionnaire, respondents answer questions by completing the questionnaire themselves” (Bryman & Bell, 2011, p.231).

In order to make the research work more objective, in this paper, the authors also collect data by posting survey on the webpage, http://surveymonkey.com, where provide free online survey service. The target group of the on-line survey is defined as household broadband internet consumer from Bangladesh, which is means that the authors will ask the consumers of household broadband internet user to fill up the questionnaire for data collection. More specifically, the questions are design to find out the most effective promotional tools for the ISP firms of Bangladesh through most customer preference of promotional tools. The data will help the authors to do the analysis on the current promotional strategy of Link3 Technologies Ltd and, comparing with the customer more interest and preference of specific promotional activities. After comparing these activities authors can provide valuable recommendation for promotional strategy to get more customer attention and sales.

3.2.1.3 Data from company website:

Authors in this research paper will also collect secondary data for research purpose. Secondary data will be collected through targeted company web pages that have a well-designed website which provides all details about their current ISP service affairs as well company information. Therefore, it will be very helpful for the data collection and research work.

3.3 Multi-methods:

It is using the term multi-strategy research to describe investigations combining quantitative and qualitative research (Bryman & Bell, 2011,p.628). In other words, the quantitative and the qualitative data deriving from mixed methods research should be mutually illuminating (Bryman, 2006,a,b).
In this research paper, both qualitative and quantitative methods will be used to collect data. Authors will use multi-methods instead of using a one way to collect data. The reasons are as follows: firstly, by posting online questionnaire to the ISP household broadband internet customers in Bangladesh, which could help the authors finding out and evaluating the effectiveness of internet service provider’s ongoing promotional works from customers’ perceptions. Secondly, find out the most effective promotional tools through comparing with ISP’s promotional activities (through e-mail interview) and customers perceptions (through online survey) of promotional activities which could lead to win more customers? Here, e-mail interview with marketing manager will be qualitative method and online customer survey questionnaire will be quantitative methods of data collection. It could help the authors to gain more data and draw a more objective conclusion.

Moreover, it is also showing a picture of the current promotional activities of Bangladesh ISP market and how promotion strategies play their role in persuading their target customers. In other words, in this research work, the data would be collected from both of firm and customers’ angle and analysis the ongoing promotion tools and how it could be developed further to get more customers. Finally, Researcher also needs to get information about Link3s’s web site that will be treated as a general view of the ISP’s web site in Bangladesh. There is some information about company and how the company designed web site to promote their services and how customer can communicate through company’s web site. This means, the collected secondary data will be treated as web site promotional activity by Link3 Technologies Ltd.

Figure: 3-1 Triangle methods of data collection
Figure: 3-1 showing in this research paper, three different types of research methods are used in data collection. And these research methods are well interconnected with each other. **E-mail questionnaire** which could provide a view of company’s promotional strategies to get more household customer, **the on-line survey questionnaire** could show the household broadband internet customers’ view of Bangladesh and **company’s web site** could provide information about company and web promotional status. The data could help the authors to know how and what types of promotional strategies are used by the company and the firm’s view on how these promotion strategies works. For instance, researcher will ask manager about the most effective as well as suitable promotional tools for household broadband internet service in Bangladesh and for their company and the rank from the most to less effective tools. According to the answer, researcher could inform on which promotional tools are the most effective from company’s view.

The other angle of this triangle figure is customer view of ISP firms’ promotional activities, which is also play an important role on the research work. More specifically, what the customers are thinking of these promotions and how it impacts their choice of purchase decision. In other words, the promotion strategy maker and their target group are showing their view, which will make the analysis more objective and the recommendation more persuasive. For instance, by asking customers, which advertisement channels the customer likes to see or listen from TV, Radio, and Newspaper. From the answer of these questions, researcher can find out their preference.

Meanwhile, the data form company’s website could help authors to get general view of some information of the company, which could fill the gap of the data from e-mail interview with manager.

By combining and comparing these 3 kinds of different data, Researcher could analysis the inter-relationship between these 3 types of data.
3.4 Reliability:

In this research work, authors doing e-mail interview with only one company’s manager instead of interview with several company’s manager. It is because that the data will also be collected from a large number of household broadband ISP customers in Bangladesh. It is means that collected data from customers will be analyzed combining with data from one ISP Company’s manager and at the same time, company’s website will also provides data for the research work. As the authors collected these data from three different ways; it will make the research work more objective instead of just collecting data from several companies.

3.5 Data analysis:

The data will analyze with frame of references which are preferred for this case study. The customer survey data and interview data will be compare to get research question answer. To make it easy for reader to understand the researchers follow the same structure and headlines from frame of references for analysis. Data will be presented with bar chart diagram and also percentage of customer preference will present in different table for different question.

The author of this paper will compare the data and find some logical connection between the results of data collection and the reasons. In other works, finding out for what reason that the data has those characteristics and the reason for that phenomenon. At the same time, following the buying process, the data will be very useful for authors to finding out which process does the company in. Finally, considering the characteristics of the immature market, there will also be some unique data.
CHAPTER FOUR: EMPERICAL FINDINGS

In this chapter collected empirical data will be presented for the case study. The presented information will be based on e-mail questionnaire interview with marketing manager of Link3 Technologies Ltd. (targeted ISP company) and their web site and customer data through survey questionnaire.

4.1 Company Presentation:

The following information from the official website of Link3 Technologies Ltd., 2011

Link3 Technologies Ltd. is a subsidiary of the Shun Shing Group. SHUN SHING GROUP is well recognized as a leader in import and export of commodities like Cement, Clinker, Gypsum, Limestone, Rock Phosphate, Coal, Blast Furnace Slag, Fly Ash, Chemical Fertilizers, Industrial Chemicals, Petrochemicals, Iron Ore, Sulphur and Paper in Asia and Europe region. From its humble beginnings, Link3 Technologies Ltd. has now become one of the largest IT Solution Providers in Bangladesh, doing pioneering work in many fields like; Connectivity Solutions, Security Solutions, Software Solutions and Web Services. Link3 Technologies Ltd. started his journey in Bangladesh market from August, 2000. Link3 started Home broadband internet service from January, 2007 with the name of “F-lix”.

After visit the official web site of Link3 Technologies Ltd, researcher found the web site is well organized. Link3 present details of their services, packages and prices. It is also found there was an option where the new customer can see network coverage area of broadband internet service and in the web site there was link to new customer query. Researcher found in the web site there were no promotional offer or announcement that customer can encourage to call for service.

4.2 Advertisement:

Here is the presentation of the primary data that obtained by designing online questionnaire through surveymonkey.com and an e-mail interview with marketing manager of Link3
Table: 4-1 Customer perceptions percentage about advertisement activities.

<table>
<thead>
<tr>
<th>Channel</th>
<th>I really don’t like it</th>
<th>I don’t like it</th>
<th>I may like it</th>
<th>I like it</th>
<th>I really like it</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>8%</td>
<td>7%</td>
<td>17%</td>
<td>41%</td>
<td>27%</td>
</tr>
<tr>
<td>Radio</td>
<td>23%</td>
<td>16%</td>
<td>36%</td>
<td>22%</td>
<td>3%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>7%</td>
<td>1%</td>
<td>16%</td>
<td>46%</td>
<td>30%</td>
</tr>
<tr>
<td>Billboard</td>
<td>11%</td>
<td>8%</td>
<td>28%</td>
<td>37%</td>
<td>16%</td>
</tr>
<tr>
<td>Banner</td>
<td>33%</td>
<td>15%</td>
<td>26%</td>
<td>21%</td>
<td>5%</td>
</tr>
<tr>
<td>Festoon</td>
<td>19%</td>
<td>16%</td>
<td>40%</td>
<td>18%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Technologies Ltd. Through using online customer survey, researcher got 100 responses from household broadband internet service user in Bangladesh.

In an e-mail interview researcher asked manager, how they use advertisement and which channel they are using to promote household broadband internet service? Manager said: “*We are using Banner and Festoon only for our household broadband internet services.*” Researcher asked to customer through customer survey questionnaire, are they like to see/listen some advertisement activities from ISP? Researcher got different types of perception from respondents. Here Table: 4.1 showing 46%

Diagram: 4-1 Bar chart representing the customer’s acceptance percentages about advertisement activities.
respondents like Newspaper advertisement and 30% really like it, 41% like TV advertisement, 40% like Festoon advertisement and 37% respondent like Billboard advertisement. On the other hand 33% respondent really don’t like Banner and also really don’t like Radio (23%) and Festoon (19%) advertisement.

4.3 Direct Marketing:
Regarding the question about, which direct marketing channels are Link3 using and how they using? The marketing manager of Link3 said: “Currently we are using following channels as a direct marketing communication: Telephone/ Mobile or SMS, Flyer distribute through apartment authority, Flyer distributing through newspaper and E-mail directly to both potential and current consumer.” In customer survey questionnaire researcher asked to respondents, are they like to get information from some specific direct marketing activities? Here researcher got response from respondents that describing in Table: 4.2. Table showing 45% respondent really

Table:4-2 Customer perceptions percentage about direct marketing activities.

<table>
<thead>
<tr>
<th>Channel</th>
<th>I really don’t like it</th>
<th>I don’t like it</th>
<th>I may like it</th>
<th>I like it</th>
<th>I really like it</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mail</td>
<td>8%</td>
<td>7%</td>
<td>24%</td>
<td>16%</td>
<td>45%</td>
</tr>
<tr>
<td>Telephone/Mobile</td>
<td>15%</td>
<td>13%</td>
<td>11%</td>
<td>25%</td>
<td>36%</td>
</tr>
<tr>
<td>Flyer, leaflets and brochure through newspaper/Magazines</td>
<td>9%</td>
<td>5%</td>
<td>38%</td>
<td>29%</td>
<td>19%</td>
</tr>
<tr>
<td>Flayers or leaflets distribute at your apartment.</td>
<td>16%</td>
<td>10%</td>
<td>41%</td>
<td>22%</td>
<td>11%</td>
</tr>
</tbody>
</table>
Diagram: 4-2 Bar chart representing customer’s acceptance percentages about the direct marketing activities.

like to get information through E-mail, 36% through Telephone/Mobile and 19% respondent really like to get Flayer, Leaflets or Brochure through newspaper/magazines. At the same time 16% respondent really don’t like to get Flayers or Leaflets in their apartments, 15% respondent really don’t like to get information through Telephone/Mobile and 9% respondent really don’t like to get Flayer, Leaflets or Brochure through newspaper/magazines.

4.4 Interactive/Internet Marketing:
Marketing manager of Link3 not using anything by internet marketing activities to promote their household broadband internet consumer. Researcher asked to the manager of Link3, how they using internet marketing channels and which channels are they using? The manager said: “At this moment we are not using. But, in future we will use social network site, JOB site etc.” Researcher asked consumer about internet marketing advertisement activities, are they like to get some internet marketing information when they are browsing, downloading or searching? Researcher got very few respondents like these activities. Table: 4.3 showing 62%
Table: 4.3 Customer perceptions percentage about internet/interactive marketing activities.

<table>
<thead>
<tr>
<th>Channel</th>
<th>I really don’t like it</th>
<th>I don’t like it</th>
<th>I may like it</th>
<th>I like it</th>
<th>I really like it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web banner</td>
<td>35%</td>
<td>16%</td>
<td>28%</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>Pop-ups/ Pop-under</td>
<td>62%</td>
<td>22%</td>
<td>7%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Advertisement on screen while you downloading files</td>
<td>51%</td>
<td>28%</td>
<td>12%</td>
<td>2%</td>
<td>7%</td>
</tr>
<tr>
<td>Related web sites information on browsing</td>
<td>11%</td>
<td>5%</td>
<td>39%</td>
<td>29%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Respondents really don’t like to get information through Pop-ups/Pop-under, 51% respondent really don’t like Advertisement on screen while they downloading files and 35% respondent really don’t like Web banner. Here Table: 4.3 also showing 16% respondent really like to get related website information on browsing and 9% respondent like Web advertisement.

Diagram: 4-3 Bar chart representing customer’s acceptance percentages about internet marketing activities.

4.5 Sales Promotion:

Link3 Technologies Ltd. currently applies sales promotion techniques to get more household broadband internet consumers. In an interview researcher asked question to marketing manager of Link3 that are they using sales promotion techniques to promote household broadband service and which channel they following? In replying of this question marketing manager said:
“Currently we are using Coupons, Premiums and some marketing program in specific targeted market.” Researcher asked respondents about sales promotion activities, are they like to get some offer or information from promotion? Maximum respondents were agreed to get these offer from ISP firms and received information as well.

Table: 4.4 showing the respondent’s percentage of perception about sales promotion activities by household internet service provider in Bangladesh. Here 60% respondents really like to get Bandwidth upgrade or service up gradation offer for long time uses or long day continuous uses of service. 34% respondents really like to get premiums for free installation or cost reduction offer and 44% respondents like to see Event marketing programs in college/university or cultural and social various occasions, 40% respondents like to get premium from ISP firms, 31% respondents like to get coupons for low price and 42% respondents may like it and 28% respondents like to get Bandwidth offer for long uses.

Table: 4-4 Customer perceptions about sales promotion activities.

<table>
<thead>
<tr>
<th>Channel</th>
<th>I really don’t like it</th>
<th>I don’t like it</th>
<th>I may like it</th>
<th>I like it</th>
<th>I really like it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coupons for low price</td>
<td>3%</td>
<td>5%</td>
<td>42%</td>
<td>31%</td>
<td>19%</td>
</tr>
<tr>
<td>Premiums for free installation or cost reduction</td>
<td>1%</td>
<td>6%</td>
<td>19%</td>
<td>40%</td>
<td>34%</td>
</tr>
<tr>
<td>Bandwidth upgrade or service upgrade offer for continuous uses</td>
<td>1%</td>
<td>3%</td>
<td>8%</td>
<td>28%</td>
<td>60%</td>
</tr>
<tr>
<td>Event marketing program in your college/university or in cultural and social occasion</td>
<td>1%</td>
<td>5%</td>
<td>31%</td>
<td>44%</td>
<td>20%</td>
</tr>
</tbody>
</table>
Diagram: 4.4 Bar chart representing customer’s acceptance percentages about sales promotion activities.

On the other side there are very few respondents who really don’t like to get these offer (1% to 3% really don’t like).

4.6 Publicity/Public Relation:

Link3 Technologies Ltd. not doing any publicity or public relation activities for their household broadband internet service. Researcher asked marketing manager in an interview that how they promote their household broadband service through publicity and which channel they are applying to get more customers? Marketing Manager of Link3 said: “We are not doing any kind of publicity program for our household broadband internet services.”

But researcher got positive perceptions from respondents. Researcher asked respondents about publicity activities, are they like to see or present in any publicity activities by the ISP firms? Table: 4.5 showing respondents perception about publicity activities of ISP Company. 29% respondents really like to see beautification activities by the ISP Company, 21% respondents really like to see or present in any events like; how to use, why need to use internet and advantage of use internet service and 13% respondents like to see service press conference. Numbers of respondents also like these activities. 30% respondents like events program, 25% respondents like press conference and 20% respondents like to see beautification activities. Here

---

**Diagram 4.4**

Bar chart representing customer’s acceptance percentages about sales promotion activities.

On the other side there are very few respondents who really don’t like to get these offer (1% to 3% really don’t like).

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big number of respondents may like to see these activities. 57% respondents may like to see press conference, 44% respondents like event

Table: 4-5 Customer perceptions percentages about publicity activities.

<table>
<thead>
<tr>
<th>Channel</th>
<th>I really don’t like it</th>
<th>I don’t like it</th>
<th>I may like it</th>
<th>I like it</th>
<th>I really like it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beautification activities by the company</td>
<td>6%</td>
<td>5%</td>
<td>40%</td>
<td>20%</td>
<td>29%</td>
</tr>
<tr>
<td>Service press conference</td>
<td>3%</td>
<td>2%</td>
<td>57%</td>
<td>25%</td>
<td>13%</td>
</tr>
<tr>
<td>Any events for e.g., why need to use &amp; advantage of internet use</td>
<td>4%</td>
<td>1%</td>
<td>44%</td>
<td>30%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Diagram: 4-5 Bar chart representing customer’s acceptance percentage about publicity activities.

event marketing program and 40% respondents like to see beautification activities by the ISP Company. On the other hand very few numbers of respondents really don’t like (3% to 6%) to see these activities.
4.7 Personal Selling:

According to marketing manager of Link3 Technologies Ltd. personal selling techniques are the most effective tools for household broadband internet service. When researcher asked marketing manager in an e-mail questionnaire interview, which one is most effective promotional tools for your household broadband internet service and which one is less effective? In response of this question marketing manager of Link3 said: “I think personal selling technique is most important for household broadband internet services. I would like to mention all promotional tools as a most effective tool to less effective from the following:


Researcher also asked marketing manager that how they using personal selling technique to directly contact with present and potential customers and which channels are they applying through sales people to get more customer? Marketing manager said: “We are using our sales people to communicate with present and potential consumer for service promotion through face to face and over the phone call.” Researcher also gets opinion from respondents in customer survey through surveymonkey.com. Researcher asked respondents, are they like to talk with sales people through phone call or face to face conversation to get information? Table: 4.6 showing 30% respondents really like to talk face to face with sales people to get information and

Table: 4-6 Customer perceptions about personal selling techniques.

<table>
<thead>
<tr>
<th>Channel</th>
<th>I really don’t like it</th>
<th>I don’t like it</th>
<th>I may like it</th>
<th>I like it</th>
<th>I really like it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Face to face meeting</td>
<td>1%</td>
<td>6%</td>
<td>40%</td>
<td>23%</td>
<td>30%</td>
</tr>
<tr>
<td>Telephone conversation</td>
<td>5%</td>
<td>11%</td>
<td>28%</td>
<td>45%</td>
<td>11%</td>
</tr>
</tbody>
</table>
Diagram: 4-6 Bar chart representing customer’s acceptance percentage about personal selling activities.

11% respondents really like to get information over the phone call and here 45% respondents like to get information through over the phone call from sales people. 23% respondents like to talk face to face with sales people and here 40% respondents may like to talk face to face with sales people and 28% respondents may like to talk over the phone call. On the other hand very few numbers of respondents really don’t like (1% to 5%) to get information from sales people through face to face and over the phone call.
CHAPTER FIVE: ANALYSIS

In this chapter presented data in findings will be analyzed with the help of theoretical frame of references.

5.1 Advertising:

As described in theoretical frame of references the advertising is one of the most cost effective tools to spread the product information to large number of customers (Belch & Belch, 2009). Link3 Technologies Ltd. using banner and festoon advertisement to promote their services. But According to Richard Vaughan (1986), “Clients expect proof, and, for the most part, that proof must lead to or actually produce sales”. TV advertisement can present a product or service with proof in front of customers. So, TV advertisement can help ISP Company to get more customers preferences and researcher also found in customer survey that 41% from 100 respondents like to see service advertisement in TV and 27% of them really like it.

Newspaper advertisement is very effective tool to spread the information quickly to a large number of audience (Altstiel & Grow, 2006). Researcher found in survey that 46% respondents like newspaper advertisement and 30% of them really like it and 37% respondents like billboard advertisement and other 16% of them really like it but marketing manager of Link3 Technologies Ltd. did not apply any one of them from TV, Newspaper and Billboard advertisement to promote their service. On the other hand only 21% of respondents like banner advertisement and 18% respondents like festoon advertisement and researcher also found that 33% respondents really don’t like banner advertisement and 19% respondents really don’t like festoon advertisement. So, according to customer’s perspective, TV, Newspaper and Billboard advertisement are more acceptable than banner and festoon advertisement.

Link3 Technologies Ltd. can put some offer like coupons and premium’s links in their websites as they using as promotional tools. Also they can give an online signup option in web site where customers can confirm that he/she taking service through fill up the online form. It will reduce phone call cost and save time as well for sales people (Clow & Baack, 2002).
5.2 Direct Marketing:
Direct marketing techniques are used to reduce distance between buyer and seller through squeeze intermediary (Jobber, 2007). Immediate response is very important for service provider firms and who are providing service to mass consumers. Direct marketing is one of the most effective promotional tools to get immediate response (Belch & Belch, 2009). Link3 Technologies Ltd. using direct marketing techniques to get more customers response for their broadband internet services. Marketing Manager of Link3, applying mobile marketing promotion through direct call and mobile sms and direct e-mail to customer. A mobile text message is very successful for B2C marketing (Jobber, 2007).

Tele marketing can be more effective if it can be combining with e-mail marketing. One research shows minimum 10 percent response increase even more if tele marketing can combine with e-mail marketing (Arens, Schaefer & Weigold, 2009). Researcher found in survey 45% respondents really like e-mail to get information about services from ISP Company and 36% respondents really like to get information through mobile/telephone. Link3 Technologies Ltd. using their sales forces to handover flyers to the apartment authority. Flyers distribution in the apartment through sales force is very important because sales people can convince customers as they meeting with them door to door (Jobber, 2007). Researcher gets 22% response from respondent who are like to receive flayers in their apartment and 16% respondents really don’t like it. Flayer and leaflets distribution through newspaper and magazines are also effective technique to spread service information to targeted customers (Jobber, 2007).

Link3 Technologies Ltd. using these techniques to promote their household broadband internet services. Researcher found 29% respondents like to get flayers/leaflets through daily newspaper and magazines and 19% from them really like it. So, e-mail and mobile/telephone activities are relatively high acceptable to customers rather than flyers or leaflets distribution to apartment or through newspaper or magazines.
5.3 Interactive / Internet Marketing:
As described in theoretical part that now a day through development of internet technology customers decide what information they need, what offerings they are interested and what prices they willing to pay for service or products (Kotler & Keller, 2006). So, promotion through using internet channel will be effective to target these customers and also who are using internet. There is a big market for Link3 Technologies Ltd. to promote their service through internet marketing because 3 million subscribers connected through internet browsing in Bangladesh and 90% of them using mobile internet (ITU, 2011).

But Manager of Link3 Technologies Ltd. did not apply any internet marketing tools to promote their household broadband internet services, although customer don’t like internet marketing activities as they like other marketing activities to get information. Researcher got results in survey that 9% respondents really like web banner advertisement and 35% respondents really don’t like web banner advertisement and at the same time pop-ups/pop-unders (2% really like and 62% really don’t like), advertisement on downloading files (7% really like and 51% really don’t like). But according to the data related web sites information on browsing is the most attractive tolls (29% like and 39% may like it) of internet marketing.

5.4 Sales Promotion:
Sales promotion is designed to get quick and maximum sales volume through providing extra incentives to the customer like; coupons, premium, loyalty program and event marketing (Belch & Belch, 2009). Altstiel & Grow (2006) also agreed that sales promotion accelerates the selling process and brings maximizes sales. Link3 Technologies Ltd. currently applying premium, coupons and event marketing program as sales promotion techniques to motivate customers through incentives. But Link3 Technologies Ltd. not applying any loyalty program like; bandwidth upgrade offer for long day usages. In customer survey, researchers found 60% respondents really like this offer that indicates the most preferable tool of promotion from customer’s perspective.
A short-term price cut or discounts, for instance, may be very effective to boost up the sales (Arens, Schaefer & Weigold, 2009). In survey result researcher found that coupons, (31% like & 19% really like) premium (40% like & 34% really like) and event marketing (44% like & 20% really like) program are very acceptable by customers. So, after analyze these tools it is very easy to understand that sales promotion activities will be very effective promotional tools for ISP firms as customers like more (see table: 4.4).

5.5 Publicity/ Public Relation:

As described in theoretical frame work that publicity is so much more powerful than advertising or sales promotion because publicity is highly credible for its news value and the frequency of exposure of product or service (Belch & Belch, 2009). According to Ace (2002) “Advertising brings the product to the customer and publicity or PR brings the customer to the product”. Most used publicity activities include public service activities, press conferences and various events activities etc (Kotler,2000).

Marketing Manager of Link3 Technologies Ltd. not applying any publicity activities to promote their household broadband internet services. But the data from customers shows that publicity is preferred by customers and only a very small percentage of customers don’t like publicities activities. 20% to 30% respondents like publicity activities and large number of respondents (40% to 57%) may like it. It’s clearly indicate that publicity activities are acceptable by the customers because very few of them (3% to 6%) don’t like but others they like it or they may like.

5.6 Personal Selling:

As mentioned in frame of references that technical consumer’s products like; in broadband internet service physical conversation is necessary because customer wants to know many technical things before taking decision to purchase (Arens, Schaefer & Weigold, 2009). Physical conversation with customers is also important according to marketing manager of Link3 Technologies Ltd. Marketing manager believed that personal selling techniques are the most effective tools than other promotional tools of marketing. Researcher gets result from customer
survey that 30% respondents really like to talk with sales people physically and 45% respondent like to talk over the phone call to get service information. Belch & Belch (2009) also support that physical sales techniques is more powerful to convince customer than other sales techniques. According to the data from the marketing manager, it shows that personal selling is the most effective tool for Bangladesh ISP market and then, advertisement, direct marketing, sales promotion, internet marketing and publicity. But according to research result on the basis of really like preference percentage from all promotional tools, researcher got highest customer preference percentage for sales promotion (19+34+60+20/4 = 33.25%) then direct marketing (27.75%), personal selling (20.5%), publicity (21%), advertisement (14.6%) and internet marketing (8.5%).

5.7 Buying Process:

It is important for marketing manager of Link3 Technologies Ltd. (Link3) to make advertisement and promotion effectively that will helps to sales their household broadband internet service. Here AIDA model can help manager to bring sales through following four stages of this model (Petit, Dubois, Harand & Quazzoti, 2011).

![Figure: 5-1 AIDA model and buying process of product/service](image)

Marketing manager of Link3 can take the following steps of AIDA model to be successful through lead the customer from one level (Attention) to final level (Action) of purchase.
5.8 New Service In An Immature Market:

From the beginning of this paper researcher discuss that household broadband internet service is very new types of service and ISP market also a very new and an immature market as this service was started from 1996 in Bangladesh (Bhuiyan, 2010).

It is not so easy for marketer’s to introduce a new service (household broadband internet service) in an immature market and in developing economy like Bangladesh. So, it is big challenge for Link3 to get more customers on household broadband internet service without effective advertisement and promotional offer. From literature review researcher found that advertisement and promotional activities are more suitable than other activities to get more customers on new service (household broadband internet) in an immature market and developing economy like Bangladesh. Promotional activities can help to minimize risk from these situations (Delre, Jager, Bijmolt & Janssen, 2007).

Here, Link3 can target some same group (i.e. student, online gamer etc.) of people from the society through social media promotion and convince them to spread their voice to their friends to say that to connect with them with Link3’s service. In another way Link3 can set promotional strategy to target some numerous small groups (i.e. other ISP’s users through online advertisements) of people throughout the population of potential consumers in order to spread as much information about the service as possible (Delre, Jager, Bijmolt & Janssen, 2007).
CHAPTER SIX: CONCLUSIONS

This chapter will summarize the answer of research question through possible recommendation from findings and analyze chapter. This chapter also covers with suggestion of further research.

This chapter will answer the purpose of the research work and research question addressed earlier in the research paper. The purpose of the research is to find out the most effective promotional tools for the ISP firms to win more customers on residential broadband Internet services. The research question is “Which promotional tools can be expected to be effective in an immature market in a developing economy?”

Through interview with marketing manager of Link3 Technologies Ltd. and after online household broadband internet customer survey analysis, researcher come to the conclusions that sales promotion tools is one of the most effective promotional tools for ISP firms in Bangladesh as a an immature market in a developing economy to get more customer attention and sales. Direct marketing and personal selling promotional tools are also important for ISP firms to get more customers for household broadband internet services. Research question answer will be given in next section through the recommendations.

6.1 Recommendations:

Following recommendations could be applicable for all ISP firms in Bangladesh and especially for Link3 Technologies Ltd. to follow and implement as promotional activities to get more customers on household broadband internet service.

1. According to the data, the customers like TV, newspaper and billboard advertisement more as advertising channels, but, Link3 Technologies Ltd. applying only banner and festoon as advertising channels. So in order to meet the customers’ preferences, TV, billboard and newspaper could be the main advertising tools for promotion.

2. E-mail and telephone could be use as the main direct marketing tools, and, flyers, leaflets and brochure distribution through newspaper/magazines are relatively effective direct marketing tools for ISP firms to get more customers.
3. Internet marketing activities seems not to be more acceptable now in Bangladesh ISP market. Therefore, firm could develop this internet marketing tools step by step.

4. Sales promotion, because of the characteristics itself, customers will always like it. But bandwidth upgrade or service upgrade offer for continuous uses is the best promoted tool to motivate customers and it will encourage them to refer new customers for company. Both premiums for free installation or cost reduction and event marketing program in university/college or in cultural and social occasion are also encouraged to apply to get more customers.

5. Publicity activities like; social activities and any internet related events program could be implement to create firm image as well as to increase household broadband internet customers.

6. Personal selling is still playing an important role in promotion activities. Therefore, firms are encouraged to use more personal selling techniques.

There are several promotion tools to promote goods and services for ISP firms. Therefore here suggested firms to use multi-promotional tools at the same time to increase more customers on household broadband internet service.

Secondly, As we said previously, to persuade target customers purchasing firm’s product, there is a buying process which influence customers before the final purchasing activity occur.

In the first step, it is recommended that link3 use some promotion tools which could effectively draw attention from their target customers. And from our data, it is showed that TV and newspaper are very popular in our target market. Therefore, using TV and newspaper this kind of promotion channel will attract more customers’ attention. As the internet using rate is rising rapidly in Dhaka, internet marketing is also an essential way.
In the second step, firm should make customer interested in their product, and, at the same time, increasing the awareness of the product. According to the data, we could find that direct promotion tools such as direct phone call and email could attract customers’ interest. Moreover, public relations which is not only good for attract customers’ attention, but also could make them interest in firm’s product.

In the third step, sales promotion and personal selling could be very useful for customers’ desire to purchasing. According the data, this two promotion tools are also very popular in Dhaka market. Therefore, it is recommended to use these two kinds of promotion tools.

In the final step, base on the previous 3 steps, firms need to firm the buying activity with customers. So, personal selling and phone call could be the best ways.

Dhaka is an immature market. Therefore, link3 need to firstly promote ISP industry, and then, their product. It is means that make more and more potential customers know what is ISP and how important it is. And then, promote their products and service. At the same time, link3 also need to find out the different requirement from different customer, so that can provide the best products and service.

6.2 Ethical Reflection:

ISP sector is one of the fast growing sectors in Bangladesh. As a result competition rapidly increases among ISP firms. So, it is important to keep in secret one company’s marketing strategy to other competitors company. Researchers were committed only to share these informations for research purpose not to other purposes that were collected through interview with marketing manager of Link3 Technologies Ltd. The company was also understood that the information will not be used for other purposes than the research.

The researchers did not follow any illegal way to collect primary data. The collected primary data from customer survey and e-mail interview questionnaire, researchers did not change any information and put them in appendix and discuss them in findings and in analysis. The secondary data was collected from company web pages and also was
confirmed by marketing manager. Researchers mention all references for secondary data that was collected from different articles and books.

6.3 Suggestion for Further Research:

This case study was very new for ISP industry of Bangladesh. In this research paper researcher worked to find out the most effective promotional tools for ISP firms to get more customers on household broadband internet service. After analyze all information researcher found sales promotion tools are most acceptable activities for household broadband internet customers and also direct marketing and personal selling activities. Now the question will arise that how these promotional activities can be apply effectively to spread the service information to maximum customers. So, further research could be suggested to intensely investigate these promotional activities and it’s important to find out the most effective techniques to apply these promotions to get maximum response from both present and potential household broadband internet customers.
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Appendix-I

**Interview questionnaire for Marketing Manager of Link3 Technologies Ltd.**

**Question 1:**

How long you are working with Link3 Technologies Ltd. and with marketing assignments? What is your current position?

**Answer:** Five (5) Years. Manager, FTTx Marketing

**Question 2:**

How does your company use advertisement to promote household broadband internet services and which advertisement channel(s) are you using?

**Answer:** We are using Banner and Festoon only for our household broadband internet services.

**Question 3:**

Which direct marketing channel(s) are your company using as a promotional activity for household broadband internet services and how?

**Answer:** Currently we are using following channels as a direct marketing communication:

1. Telephone/ Mobile or SMS
2. Flyer distribute through Apartment authority
3. Flyer distributing through News Paper
4. E-mail directly to both potential and current consumer

**Question 4:**

How does your company use interactive / internet marketing advertisement for household broadband internet service and which channels are you using?

**Answer:** At this moment we are not using. But, in future we will use social network site, JOB site etc.
Question 5:
How your company applying sales promotion techniques as one of the promotional tool of marketing and which channels are you using for sales promotion to promote household broadband internet services?

Answer: Currently we are using Coupons, Premiums and some marketing program in specific targeted market.

Question 6:
How does your company promote household broadband internet services through publicity? Which channels are you using as a promotional activity of publicity?

Answer: We are not doing any kind of publicity program for our household broadband internet services.

Question 7:
How your company using personal selling techniques for direct contact with potential household broadband internet consumers? Which channels are you applying through sales people to get more customers on household broadband internet service?

Answer: We are using our sales people to communicate with present and potential consumer for service promotion through face to face and over the phone call.

Question 8:
According to your opinion, which promotional tools are most effective and suitable from the above mention tools for household broadband internet service promotion for your company? Could you rank them from most effective one to less effective? Please explain your answer.

Answer: I think personal selling technique is most important for household broadband internet services. I would like to mention all promotional tools as a most effective tool to less effective from the following:
1. Personal Selling
2. Advertisement
3. Direct Marketing
4. Sales Promotion
5. Internet marketing
6. Publicity
Appendix-II

Customer Survey For Master Thesis Project

Please give us five minutes to answer the following questions if you are home broadband internet user of Bangladesh. Your cooperation will greatly help us to successfully complete customer survey for our master thesis project.

1. Do you like to see/listen advertisement activities from the following channels?

<table>
<thead>
<tr>
<th>Channel</th>
<th>I really don’t like it</th>
<th>I don’t like it</th>
<th>I may like it</th>
<th>I like it</th>
<th>I really like it</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Radio</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Newspaper</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Billboard</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Banner</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f. Festoon</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. Do you like to get information from the following activities?

<table>
<thead>
<tr>
<th>Activity</th>
<th>I really don’t like it</th>
<th>I don’t like it</th>
<th>I may like it</th>
<th>I like it</th>
<th>I really like it</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. E-mail</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Telephone/Mobile</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Flayer, leaflets and brochure through newspaper/Magazines</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Flayers or leaflets distribute at your apartment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. Do you like to accept following advertisement while you are browsing, downloading or searching information?

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>I really don’t like it</th>
<th>I don’t like it</th>
<th>I may like it</th>
<th>I like it</th>
<th>I really like it</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Web banner</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Pop-ups/ Pop-under</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Advertisement on screen while you downloading files</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Related web sites information on browsing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4. Do you like to get some offer and information from the following?

<table>
<thead>
<tr>
<th>Offer Type</th>
<th>I really don’t like it</th>
<th>I don’t like it</th>
<th>I may like it</th>
<th>I like it</th>
<th>I really like it</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Coupons for low price</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Premiums for free installation or cost reduction</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Bandwidth upgrade or service upgrade offer for continuous uses</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Event marketing program in your college/university or in cultural and social occasion</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. Do you like to see or present in the program from the following?

<table>
<thead>
<tr>
<th>Program Type</th>
<th>I really don’t like it</th>
<th>I don’t like it</th>
<th>I may like it</th>
<th>I like it</th>
<th>I really like it</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Beautification activities by the company</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Service press conference</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Any events for e.g., why need to use &amp; advantage of internet use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6. Do you like to talk with sales people to know about service from the following?

<table>
<thead>
<tr>
<th>Communication Method</th>
<th>I really don’t like it</th>
<th>I don’t like it</th>
<th>I may like it</th>
<th>I like it</th>
<th>I really like it</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Face to face meeting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Telephone conversation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Appendix III

Individual Reflections:

A) Individual Reflections of Md. Razaul Karim

Learning and knowledge from research:

Over the past four months I have learned many things through work on thesis and developed my knowledge in various field of marketing promotion. My thesis topic was to find out the best and effective promotional tools for ISP firms to increase more customers on household broadband internet service. So, I have focused more and deeply on promotional activities. I am from Bangladesh and I have chosen Bangladesh market as well as Bangladeshi company for specific problem and solution of that problem.

I have some knowledge about ISP market in Bangladesh as I worked in this sector around 3 years. I always thought how to increase sales. This thesis paper helps me to find out the solution that how to increase sales. I have learned many things about promotional activities and their effectiveness to sales increase through scientific literature review.

Through this thesis paper I have learned how to find out more acceptable customer’s preference of choices for promotional activities and what types of promotional activities local customers like and their expectation from Service Company. I have learned how to collect data from customers and how to analyze that information to gain marketing objectives. At the same time I have learned after analyze all information, how to find out the best solution for specific problem and what step should be taken to get maximum results.

After all I believe this thesis paper will helps me to develop my marketing and sales carrier through implementing these knowledge’s with achievement.

Individual work effort:

In this thesis paper I have investigate the problem about ISP market and its marketing promotional activities in Bangladesh. In chapter one I started with importance of promotion and overall ICT sector and then Bangladesh ICT sector and ISP history of Bangladesh and
importance of marketing promotional activities for ISPs household broadband internet services. I investigate all these things with scientific article and decide the research question and purpose of this research paper.

According to research problem and purpose of this research I have worked few weeks to find out the best literature that will solve research problem and purpose. I found some scientific books and articles to solve my research problem and I used them to make interview questionnaire for marketing manager and customer survey questionnaire. I have make all questionnaire for interview and managed one e-mail interview with marketing manager of Link3 Technologies Ltd. and also arrange customer survey for online questionnaire.

I have collected all data from marketing manager and customer and then analyze them to find out the research question’s answer and to solve the purpose of this research paper.

After all I would like to share that this thesis paper was group work and we worked in a group and we always share our knowledge with each other to make meaningful and acceptable of our thesis to all.
B) Individual Reflections of Xu Zhao

Individual reflections on own learning

The aim of this part is to summarize what have I done and what have I learnt during the whole process of doing my master degree project and writing the master thesis.

When we started our master thesis, we found our topic ISP industry is a fast growing industry in Bangladesh and there are not too many research work on the relevant area. Therefore, we decided to work on this topic. After fixing the topic, we read lots of relevant articles and research work, in order to work more about the current research situation. Then it helped us to make a very detailed project plan more detailed. And we also made a schedule to very single steps in our thesis; therefore, we could force on our work and motivate ourselves effectively. After working out a general manuscript, we divided our work. Before starting each part and after finishing each part, we discuss and share opinions; therefore, it made each part more objective by the effort from each members.

By doing each part of the thesis, I have learnt lots of knowledge. For instance, methodology which is explain what we are going to do and why we are going to do in this way, and, the benefit of doing research work in this way. It is explained the whole process of doing this research work. I was reading some books about research method, which helped on how to make a research design, what kinds of data is suitable for our research work, how to collected those data and after collecting those data, what should we do, analysis, etc. therefore, I learn how to arrange a research work. At the same time, I found that, data could be collected from lots channels, so, how to collect the most effective data, and, how to make the limitation of our data collection, which are also I have learnt by doing methodology part.

Analysis, which is a part showing what we have found from the data which we have collected. I also learnt that there are several ways for doing analysis. Like we need the find the characteristics of the data and the distribution of data, more importantly, I also need to think why
this phenomenon appeared. And find the common and differ points within the data. It helped me on improving analyse skill a lot.

In the recommendations part, not it is only give the improvement of current promotion shortage, but also finding out some issues or factors which need to be researched in further developments. It will be meaning for the firm to reach more customers and expand their business. I have expanded my knowledge by doing this recommendation part. Because, I need to understand the current situation clearly with other parts of thesis, and, know more knowledge and cases in order to give the useful recommendations for the firm.

By discussing the checking the remained parts, I also have learnt lot of knowledge. For example, the theoretical framework, there are a plenty of theory which is about our topic. But we need to select the right one and think why it is essential for our thesis, and how it will works in our thesis. The theories are the guide for our work and the discussion are our own plan for our thesis by using the theories.

There are some other essential things which I have learnt by doing this research work. One of them is how to co-operate and make our communication more effectively. As there are two authors for one thesis, we need to fully co-operate with each other. Although we were working towards a common objective, we may have different opinions. Then, I learnt how to discuss and express and explain my view, and hearing the view from counterpart. Therefore, we could also learn from each other.

In the end, from doing this research work, it is not only my knowledge have been improved, but also helped me with my social skills, for instance, how to make communication efficiency. Due to the different life and knowledge background, we need to communicate and explain our own views, It helps with my communication skills a lot. Therefore, academically, it is expanding my knowledge and practically, it is a valuable experience for my future life.