

**Examining The Potential Of Augmenting Customer Engagement
And Online Sales Via Social Network
Through Recipe-Based Marketing By “Beans N Berries”**

Internship Organization :

Beans N Berries

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Submitted in Partial Fulfillment of the Requirements for the Degree
Bachelor of Business Administration



Internship/Project Report Approval Form

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SUPERVISOR APPROVAL

(Tick One)

☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

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Letter of Transmittal

14th December, 2025
Parvez Mahmud, PhD
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University of Liberal Arts Bangladesh (ULAB)
Satmasjid Road, Dhanmondi, Dhaka-1209

Subject: Examining The Potential of Augmenting Customer Engagement and Online Sales Via Social Network Through Recipe-Based Marketing by Beans N Berries

Dear Sir,

I am pleased to inform you that I have successfully completed my research report titled “Augmenting Customer Engagement and Online Sales via Recipe-Based Marketing for Beans and Berries”, which outlines the research and tasks I have undertaken during my internship with the company.

The report includes a detailed analysis of the role of recipe-based content in enhancing customer engagement on social media platforms, with a particular focus on Beans and Berries. It presents the methodologies used, key findings from surveys, and a set of actionable recommendations to optimize marketing strategies, which I believe will contribute to both increased customer engagement and sales for the brand.

Throughout my time with Beans and Berries, I had the opportunity to work on various aspects of marketing, including content creation, customer feedback analysis, and strategy development. This report highlights the insights gained from these activities and reflects my contributions to the overall goals of the marketing department.

I would like to express my gratitude for your guidance during my internship. I look forward to any feedback or suggestions you may have regarding the report. Please feel free to reach out to me if you require any additional information or clarification on any aspect of the report.

Thank you.

Sincerely yours,
Mehezabin Chowdhury
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Acknowledgement

I would like to express my deepest gratitude and respect to all those who have supported me throughout the completion of my research report on *“Examining The Potential Of Augmenting Customer Engagement And Online Sales Via Social Network Through Recipe-Based Marketing By Beans N Berries.”*

First and foremost, I am thankful to Almighty Allah for granting me the patience, strength, and courage to complete this task within the given timeline.

I am sincerely grateful to my supervisor, Parvez Mahmud, for his guidance and encouragement throughout the research process. His valuable suggestions and thoughtful feedback played a crucial role in shaping my work.

I would also like to express my heartfelt appreciation to the individual participants who generously shared their time, insights, and perception. I would like to express my sincere gratitude to Beans N Berries for providing the opportunity and support needed to conduct this study. The cooperation of the organization, along with access to its customer base, greatly contributed to the successful completion of the research. I also appreciate the encouragement and guidance received from the team, which helped shape the direction of this work. Their commitment to innovation and customer engagement served as an inspiration throughout the research process.

Lastly, I am deeply thankful to my friends for their unwavering encouragement and support. Their faith in me throughout my undergraduate years at ULAB has served as a guiding light. Despite my limited experience, I have attempted to prepare a report that is insightful and meaningful. I truly hope this research - as a study grounded in practical experience, reflects my efforts to provide valuable perspectives.

This journey would not have been possible without the constant support I received along the way, and for that, I am genuinely grateful.

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PART-A

Chapter 1: Internship Preparation

1.1 Motivation and what I expect to learn from this internship

Internships play a vital role in bridging the gap between academic learning and professional exposure. My motivation to pursue an internship stemmed from the desire to not only apply the theoretical knowledge I have gained throughout my BBA journey but also to gain firsthand experience of how organizations operate in real-life settings. I was particularly drawn to Beans N Berries's because of its dynamic work environment and flexibility.

As a Marketing major pursuing a Bachelor's in Business Administration at the University of Liberal Arts Bangladesh, I have been eager to translate my academic knowledge and diverse part-time experiences in Business Development, CRM, Research, Content Creation, and Copywriting into practical, hands-on skills. I am particularly motivated by the opportunity to join an organization recognized for its commitment to innovation and excellence in the industry. I believe such an environment would offer an invaluable platform to further enhance my professional capabilities and gain meaningful insights from industry experts throughout my internship journey, understand how client relations are managed in real-time, and enhance my ability to solve problems under pressure. I was also eager to observe how workplace culture, technology, and teamwork intersect to drive organizational success.

1.2 Internship Search Process

In today's competitive job market in Bangladesh, finding the right internship can be quite challenging. However, I viewed the process as an opportunity to learn and grow, both personally and professionally. My main goal was to find a position at a startup, as I believe startups offer an exciting environment where both the organization and the employees learn and innovate together, adapting to modern business practices.

With this mindset, I applied to several companies that aligned with my interests and career goals. I attended a few interviews as well, but I felt that the work environments of those organizations did not quite match my expectations or preferences. After a thorough and sometimes tiring application journey, I came across a Business Development Internship opening for a Marketing Intern position at Beans N Berries on LinkedIn. The role immediately caught my attention, and without hesitation, I completed the required application forms and sent in my CV and cover letter.

1.3 Internship Interview Experience

About a week after submitting my application, I received a call for an interview at the Beans N Berries office, located at RM Centre in Gulshan. As soon as I stepped inside, I noticed the uplifting and welcoming atmosphere, which immediately helped calm my nerves. The interview itself was quite engaging — it felt more like a genuine conversation than a formal question-and-answer session. I appreciated how the interviewers referred to specific details from my CV, even the smallest ones, which showed that they took the time to understand each candidate individually. The overall environment at Beans N Berries appeared friendly and encouraging, giving me a clear glimpse of their work culture and values. By the end of the session, I felt more confident and genuinely hopeful about the opportunity to become a part of their team.

1.4 About the organization



The Company Started its journey in 2008 , the chairman of the company is Ms. Annie and Managing Director is Mr. Mohiuddin Bhutto. Beans N Berries is a Bangladesh-based distributor and retailer that imports and distributes a variety of gourmet products, most notably as the exclusive distributor of Monin syrups and sauces, Sabroso olive oil, and PreGel Gelato. MONIN : The Beans n Berries company is known for its main product, Monin. Monin is a world-renowned fruit syrup company, founded in 1912, and Beans n Berries is its sole distributor in Bangladesh. Currently, Monin is the market leader in Bangladesh, which has developed the mocktail, frappe, and smoothie industry overall. Monin is still the market leader and far ahead of its competitors in Bangladesh and even worldwide. Monin has a client base of more than 6,000, including cafes, restaurants, hotels, retailers, and Modern Trade (Horeca).

Beans N Berries offers an impressive range of freshly roasted coffee beans, professional-grade coffee machines, café supplies, and dessert ingredients that cater to hotels, restaurants, cafés

(HORECA), and home consumers alike. The company not only focuses on product distribution but also emphasizes knowledge-sharing and skill development within the coffee and beverage community through specialized barista training programs, workshops, and product demonstrations.

With a mission to elevate the café and culinary culture in Bangladesh, Beans N Berries consistently promotes quality, creativity, and innovation in every aspect of its operations. The company works closely with its clients to provide personalized product recommendations, beverage solutions, and marketing support to help cafés and restaurants craft distinctive menus and enhance customer experiences. By combining international quality with local expertise, Beans N Berries continues to set new standards in the beverage and hospitality industry of Bangladesh—serving as a trusted partner for both established brands and emerging entrepreneurs in the café and restaurant sector.

Products Range :

- Monin: A wide range of syrups, sauces, flavorings, and frappe powders.
- Coffee: Roasted-to-order coffee beans, capsules, and machines.
- Other Imports: Sabroso olive oil, Ceres 100% juice, Grante natural juice, La Molisana pasta, and Blendtec blenders.

Services:

- They operate an online store and offer home delivery.
- They provide business solutions, including barista training and recipes.

1.4.1 Vision

The company's vision is to become the nation's most trusted and inspiring distributor of Monin's syrup where every flavor tells a story and every creation sparks imagination. It aspires the Monin's to redefine the art of taste by blending innovation, quality, and passion into every bottle to the customer. By continuously evolving with the needs of the partners and consumers.

Chapter 2 : About The Internship

2.1 Activities of the Department

During my internship at Beans n Berries, I had the opportunity to work in the Marketing Department, which allowed me to explore innovative strategies for business development across multiple functions. My role involved a diverse range of responsibilities, including creating marketing content, which enabled me to apply and refine my creativity in a professional setting. I was also actively engaged in managing social media platforms, helping to enhance the company's digital presence and audience engagement. Additionally, I participated in sales pitching activities, where I gained hands-on experience in presenting ideas, promoting products, and supporting the overall growth objectives of the business.

2.2 Work Environment

The Beans N Berries office at RM Center, Gulshan, was unlike any traditional workspace, it felt more like stepping into a cozy café than a corporate office. The warm aroma of coffee lingered in the air, and the creative layout of the space inspired both comfort and innovation. Every corner seemed designed to spark conversation and ideas, from the open seating arrangements to the inviting décor that encouraged collaboration rather than confinement.

But beyond the physical space, it was the people who truly defined the environment. The team carried an energy that was both positive and driven, creating a culture where support and encouragement flowed naturally. Departments weren't confined by rigid boundaries; instead, there was a seamless blend of functions: marketers brainstorming with designers, sales teams exchanging ideas with content creators all working together toward shared goals.

Brainstorming sessions often turned into lively discussions filled with laughter and enthusiasm, where every idea, big or small, was welcomed. Communication was open, informal, and genuine, making it easy to share thoughts, discuss challenges, and find creative ways to boost sales. It was a space where collaboration wasn't just encouraged, it was the heartbeat of the organization, making every day feel like a collective journey toward growth and innovation.

2.3 Duties and Responsibilities as an Intern

During my internship at Beans N Berries, I had the chance to experience the heartbeat of the café's business development operations. Each day brought a new blend of creativity, teamwork, and learning much like crafting the perfect cup of coffee and a perfect cocktail made by Monin's syrup. My role wasn't confined to a single desk or task; instead, it was an immersive experience that connected me directly to the brand's vibrant spirit and customer-centered mission.

One of my key responsibilities was content creation, where I worked on developing marketing materials that reflected the café's personality—warm, welcoming, and full of flavor. From writing engaging social media captions to creating visually appealing posts and promotional editorials, I learned how to translate the café's essence into words and visuals that resonated with our audience.

Another exciting aspect of my role was marketing video production. Collaborating closely with the marketing team, I helped conceptualize and produce short, engaging videos that showcased our signature drinks, seasonal offers, and the café's cozy atmosphere. It was rewarding to see how storytelling through visuals could draw people in and make them feel connected to the brand.

Lastly, I was involved in customer management, where I interacted with customers, responded to inquiries, and gathered feedback. These experiences taught me the importance of communication and empathy in maintaining strong customer relationships. Whether it was addressing a query or suggesting a new flavor, every interaction was a chance to strengthen the bond between Beans N Berries and its community.

Overall, my internship was a flavorful journey of learning, where creativity met strategy, and every task contributed to brewing the perfect blend of business growth and customer satisfaction.

2.4 Application of Educational Learning with Internship

My internship at Beans N Berries was where classroom theories finally came to life. It felt like stepping out of textbooks and into a living, breathing example of how business truly works. The knowledge I had gathered throughout my Bachelor of Business Administration studies at the University of Liberal Arts Bangladesh became the foundation upon which I built my real-world experience.

Concepts from my marketing courses guided me as I crafted engaging content and promotional campaigns for the café and the company. I began to see how consumer behavior, brand positioning, and digital strategy—once just topics in lectures—played an active role in shaping how customers connected with the brand. Similarly, my studies in business development and customer relationship management (CRM) proved invaluable as I interacted with clients and learned how to nurture relationships through communication, empathy, and service quality.

Even my background in research and data processing came into play when I conducted market research to help refine marketing strategies. Analyzing customer feedback and trends wasn't just an academic exercise anymore—it was a practical tool to drive growth and understand what truly resonated with our audience.

Overall, my time at Beans N Berries became the bridge between theory and practice. It transformed abstract concepts into meaningful, hands-on learning experiences, deepening my understanding of business operations and preparing me for the professional world ahead.

Chapter 3: Self-Reflection

3.1 Feedback on Internship

Looking back on my internship journey at Beans N Berries, I can truly say it was a transformative experience—one filled with growth, discovery, and invaluable lessons. What began as a simple opportunity to gain experience soon turned into a meaningful chapter of learning and self-improvement. I am deeply grateful for the chance to bring my academic knowledge into a real-world business environment, where theories met practice and ideas came alive.

One of the most fulfilling parts of my internship was the opportunity to apply my marketing and business development skills in dynamic, hands-on projects. From creating marketing materials and engaging with potential clients to collaborating with cross-functional teams, each day brought a new challenge that pushed me to think creatively and strategically. I began to understand not just how businesses operate, but how every small contribution plays a role in the bigger picture of growth and brand success.

However, the journey was not without its challenges. The fast-paced rhythm of a start-up environment often demanded quick thinking, adaptability, and sharp time management. Priorities could shift overnight, and meeting tight deadlines required a balance of focus and flexibility. At times, juggling multiple tasks—like preparing sales pitches, assisting with product development, and managing promotional content—felt overwhelming. Yet, these very challenges became my greatest teachers. They taught me resilience, the ability to stay calm under pressure and to adapt when plans changed unexpectedly. More importantly, the mentorship I received from supervisors and colleagues guided me in refining my skills and identifying areas for improvement. Their constructive feedback helped me grow not only as a professional but also as a more confident, self-aware individual.

In the end, my internship at Beans N Berries was more than just work experience; it was a journey of personal and professional evolution. It showed me the real essence of teamwork, adaptability, and perseverance, lessons that I will carry with me long after my time at the office.

3.2 How I Could Improve and How the Organization Could Utilize Me Better

To perform more effectively and make a stronger impact within the organization, I recognize the importance of continuously seeking guidance and feedback from my supervisors and teammates. Regularly engaging in open discussions about my work would help me pinpoint areas where I can grow and apply their advice to refine my approach.

I also believe that dedicating time to continuous learning—whether through workshops, online courses, or exploring current market trends—would allow me to expand my skill set and stay updated with evolving marketing and business strategies. Strengthening my time management abilities is another key focus, as it would help me handle multiple tasks with greater efficiency and meet tight deadlines without compromising quality.

On the organization's side, I feel my contributions could be optimized by involving me more in strategic discussions and creative planning sessions. This would not only allow me to contribute fresh ideas but also help me gain a deeper understanding of how different business functions align toward the company's goals. Maintaining clear, proactive communication between departments would further enhance collaboration and ensure that everyone stays aligned with project objectives and timelines.

By combining consistent feedback, skill development, and better coordination, both I and the organization could benefit from a more effective, insightful, and mutually rewarding working relationship. To make better use of my abilities, the organization could offer more defined guidance regarding my duties, responsibilities, and performance expectations. This clarity would help align my efforts with organizational goals and improve overall efficiency. Providing access to targeted training sessions and professional development resources related to my role would also strengthen my skills and support long-term career growth within the company. In addition, acknowledging employee achievements and creating structured opportunities for advancement would encourage greater motivation and enable me to contribute at my full capacity.

3.3 Recommendation

By embracing innovative strategies and fostering a culture of creativity, the organization can cultivate a vibrant and inspiring workplace where employees are motivated to excel. Encouraging open collaboration, recognizing individual contributions, and promoting continuous learning will not only boost engagement but also drive innovation and sustained excellence across all levels of the organization.

Chapter 4 : Personal Development Plan

4.1 Interpersonal Skills

Flexibility and Adaptability:

In today's fast-changing professional landscape, adaptability is one of the most valuable skills to possess. My objective is to continuously welcome change and growth by taking on new challenges and expanding my skill set. I plan to actively seek opportunities to work on interdisciplinary projects and adjust quickly to shifting priorities. By staying open-minded and responsive to new trends and technologies, I can better contribute to an innovative and forward-focused workplace. This mindset will not only help me evolve professionally but also ensure that I remain an asset in any dynamic environment.

Leadership: To me, leadership goes far beyond holding a title, it's about motivating and guiding others toward achieving shared goals. I aim to strengthen my leadership capabilities by setting a positive example and taking initiative within my team or department. This includes leading group projects, mentoring peers, and supporting initiatives that drive improvement and collaboration. I believe in making thoughtful decisions, delegating responsibilities wisely, and fostering an atmosphere built on trust, accountability, and growth. Through empathy, integrity, and a proactive attitude, I aspire to cultivate a team culture where everyone feels valued, supported, and inspired to perform at their best.

4.2 Skills to Develop

To achieve my career goals, I will focus on developing both technical and interpersonal skills:

Technical Skills:

- Enhance proficiency in Salesforce and Jira, leveraging these platforms for efficient case management and project tracking.
- Develop data analysis capabilities, including using Excel and basic reporting tools to identify trends and optimize workflows.
- Strengthen problem-solving skills by engaging in practical project scenarios that require critical thinking and solution-oriented approaches.

Interpersonal Skills:

- Improve communication and collaboration skills to interact effectively with cross-functional teams and clients.
- Cultivate adaptability, particularly in managing workload fluctuations and adjusting to new technologies or processes.

- Build emotional resilience, channeling sensitivity into empathy and understanding, enabling me to remain composed under pressure and support colleagues effectively.

Media Buying, I also want to explore media buying techniques to learn how to plan and allocate advertising budgets more efficiently, ensuring maximum return on investment through well-targeted campaigns.

PART - B

Executive Summary

Recipe based marketing supports the brand to create a position in a broader way for its consumers by enhancing their daily food practices. It helps to shift the focus from product promotion to value creation by catching the attention of the consumer in a different way rather than traditional way. It displays the products by presenting in recipes, Beans N Berries can embellish usage of the product in a unique way, can promote more balanced food practices throughout the Beans n Berries product, it can show how a simple breakfast turns into a tempting bowl of happiness to start the day freshly and healthy. The combination of exquisite visual appeal, step-by-step recipe indication with informative manner can help to boost customers' psychological involvement and emotional attachments with the brand's products. Interactive features (think user submitted recipes, comment driven adaptations, polls and shareable story formats) create a community feel and could help drive ongoing consumer engagement. This is consistent with the participatory culture on today's social media. Additionally, featuring direct product links, seasonal recipe bundles and personalized recommendations in recipe posts will aid the shift from engagement to desire to purchase. It will catch audience attention more deeply than traditional marketing, and it will create a strong positive perspective to customers and would make them more interested. It also allows for data-driven targeting, as the brand can adjust its digital marketing tactics according to user behavior and preference. On the whole, recipe-based marketing is a highly affordable and experience-focused strategy and has great potential to increase brand loyalty, leverage online content engagement at its core value, and keep driving long-term growth in digital sales for the Beans N Berries. Overall, recipe-based marketing constitutes a more friendly way to interact to consumers and cost effective experience-based campaign with high potential to ingrain brand love, increase online engagement and deliver sustainable digital sales growth for Beans N Berries.

Chapter One: Introduction

1.1 Research Title

“Examining the potential of augmenting customer engagement and online sales via social network through recipe-based marketing by Beans N Berries”

1.2 Research Objective

The main purpose of this study is to identify and evaluate the possibility of increasing customer engagement and online sales in a social networking environment of recipe-based marketing strategy used by Beans N Berries. In today's competitive digital marketplace, food & beverage brands have no choice but to stand out with dynamic content that builds engagement, creates interest and translates audience attention to actual purchasing behavior. Recipe-led marketing - where brands feature inventive, easily replicable food or drink preparations detailing the brand's products and their applications – has become increasingly popular as a means of engendering deeper customer relationships and product trials. This study also attempts to find out how Beans N Berries can use this method of digital marketing strategy for developing the presence in digital marketing and increasing their sales. More specifically, it investigates how much of a role recipe-led content plays in shaping consumer perceptions of value, usefulness and versatility. By focusing on recipes that cater to customer palates, health fads and seasonal demands, Beans N Berries can become a lifestyle brand rather than a product company. This move has the potential to increase brand relevance and motivate people to interact frequently with digital content, share posts among friends and form positive associations with the brand. In addition, how various social media channels – Facebook, Instagram, TikTok and YouTube in particular – differ in their contribution to the performance of recipe-based programmes is tested appropriateness of such programmes. Each of these platforms has distinct audience demographics, type of content and engagement algorithms, knowing them is fundamental in order to create a strategy that sticks. It will also study customer engagement behavior such as likes, comments, shares, click through and actual purchase conversion derived from recipe posts. Furthermore, the study also tries to recognize crucial elements that lead customers towards product purchase in recipe content. These can range from perceived ease of preparation, to aesthetics, nutritional value and cultural significance or how well it's keeping up with the latest flavor profiles. Such insights can enable

Beans N Berries gain more Instagram followers through a smart content programming, determine the best influencer partnerships, and develop effective CTAs.

Main Objective

- To analyze how marketing on social media via recipes can increase customer engagement for Beans N Berries.
- To understand the effect of recipe content on buying behavior and on-line retail sales.
- To see which channels & types of content produce most engagement and conversion.
- To investigate customer attitudes towards value, attractiveness, and usefulness of products displayed in recipes.
- To introduce a successful recipe-based marketing model for Beans N Berries' sustainable digital evolution.

1.3 Background of the Study

Development of digital platforms has rapidly escalated and significantly changed the way consumers engage with brands, especially in the food and beverage sector with image-based content and relationship narratives between consumer lifestyles, experiences and consumption. With online shopping now the norm, companies are looking for innovative ways to engage consumers and drive digital conversations into commerce. An emerging strategy has become recipe-based marketing: recipes that focus on promoting certain products –each with a specific goal of reaching, inspiring and encouraging consumers to incorporate these branded foods into their overall schedule. With this approach, brands can position their products not as mere commodities, but rather integral components in delightful and convenient feeding occasions.

Like a brand Beans N Berries, which has to fight for its share in the competitive market, creating recipe based posts is a way to increase the reach and build better rapport with the customers. Social streaming platforms on Facebook, Instagram and TikTok provide a fertile ground to share attractive recipe videos or instructional content (along with user-generated content) that can help to increase brand exposure among consumers. Studies have found that people are most apt to interact with content that's useful, stimulating or fun. Recipe-content marketing naturally provides real-life useful tips, engaging stories and food as entertainment.

Furthermore, the rise of healthful eating, home cooking and personalized nutrition have raised consumers' appetite for recipes that fit their lives. By generating content that matches these preferences, Beans N Berries can improve relevance, drive audience engagement and those all-important purchase decisions. Deciphering the impact of recipe-based marketing on customer engagement and online sales is thus crucial for building successful digital strategies and ensuring sustainable brand growth in future.

1.4 Research Questions

1. What is your name ?
2. What is your contact number ?
3. What is your age?
4. Where do you live?
5. How often do you use social media each day ?
6. Do you usually order food online?
7. Would you be more interested in a brand if it regularly shared creative recipes using its products?
8. How often do you engage with food or recipe content on social media?
9. The kind of posts you like in Beans N Berries?
10. If Beans N Berries posted simple and easy recipes, what would you be willing to do (Like, Comment, Share)?
11. Have you ever bought something after viewing a recipe post on social media?
12. What sort of recipes would you like to see on Beans N Berries?
13. What do you prefer for recipe content - Facebook or Instagram or on which social media?
14. How much does visual appeal(photos/videos) of recipe posts matter to you?
15. Does this picture make you crave for coffee?
16. Recipe-based posts from Beans N Berries would make you feel...
17. Do Recipe Posts Entice You To Visit Beans N Berries Online Shop More?
18. What would encourage you to interact more with Bean N Berries recipe posts?
19. Any Question/Suggestion about this topic. Your feedback will be highly appreciated, Thank You for your valuable time.

The research questions were designed to ask from Beans N Berries customers, who frequently purchase from the brand. The study aims to determine the extent to which customers are interested in recipe-based content and how frequently they engage with cooking-related videos on social media in their personal lives. By understanding these patterns of content consumption, the research seeks to identify how effectively Beans N Berries can reach potential customers through recipe-driven posts. Gaining insight into these engagement habits will help Beans N Berries design more targeted, appealing, and impactful recipe-based marketing strategies that strengthen customer connection and enhance online sales potential.

Chapter Two: Methodology

It is based on a mixed approach using both qualitative and quantitative data to investigate how users interact with recipe based content in social media. The quantitative part is attained via the multiple choice section that provides tangible results on how much rate and a degree of watching videos for cooking customers watch. Moreover, the qualitative part includes open-ended questions from which respondents' narratives and motivations can be assessed in order to have a more comprehensive picture of preferences. Between them, these two approaches covered many of the bases in consumer behaviour. The study is also descriptive rather than explanatory as it records and interprets current orientations, flows of participation, without experimental control. This process allows work to suggest evidence-based marketing strategies for Beans N Berries.

2.2 Research Design

The study adopts a qualitative research design, allowing for an in-depth exploration of consumer's experiences and perceptions. Qualitative methods are suitable because the focus is on understanding subjective experiences, such as feelings of their cooking related content, the effectiveness of their social media using duration, what consumer prefers more and feedback, as well as their perception about the recipe-based videos.

2.3 Sampling

The study uses purposive sampling to select participants who can provide relevant insights. The sample includes:

- 40 customers of Beans N Berries were selected for this survey and through email the link was sent to them to fill up the questionnaire but 25 customers responded with their valuable insights and contributed essential data for evaluating the usefulness of digital marketing.

Table 1: List of Customer's Names and Their Demographic Information such as Names, Age and Gender :

Name	Age	Gender
Sakib Ul Islam	35	Male
Arif Shahriar	32	Male
Anila Piya	25	Female
Muntasir Hossain	33	Female
Azreen Aziz	27	Female
Sabrina Alam	29	Female
Marina Jahan	28	Female
Tanjila Mohin Poly	36	Female
Mehena Zaman	24	Female
Tasnimul Bahar	30	Female
Ayesha khanam Shetu	30	Female
Fatema haider	48	Female
Nigar Sultana	55	Female
Farida Akter Yeasmin	57	Female
MD Harun Or Rashid	64	Male
Madhulika Poddar	22	Female
Muhib Sarwar	30	Male
Ehteshamul Islam	26	Male
Mohoshin Chowdhury	61	Male

Anila Haider	25	Female
Beauty Uddin Bahar	45	Female
Nidhi Poddar	24	Female
Parvez Rashid Protik	30	Male
Showkat Hossain	38	Male

2.4 Data Collection Method

Data for the study were collected using a structured Google Form, designed to capture both quantitative and qualitative responses. The survey link was distributed to Beans N Berries customers via email, ensuring convenient and direct access for participants. This method facilitated efficient data gathering, allowing respondents to complete the questionnaire at their own pace. The approach provided reliable primary data essential for analyzing customer engagement with recipe-based content on social media.

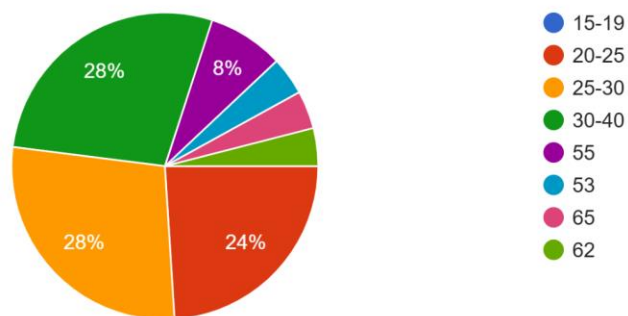
2.5 Data Analysis

The collected data were analyzed using a combination of quantitative and qualitative techniques. Responses from the multiple-choice items were summarized through frequencies and percentages to identify common trends in customer engagement with recipe-based content. Open-ended responses were reviewed carefully to extract recurring ideas, attitudes, and explanations that added depth to the numerical findings. This combined analysis helped develop a clearer understanding of how customers interact with cooking-related content on social media and how such engagement may influence their interest in Beans N Berries.

The following graph, bar chart, pie chart summarizes the answers of consumers, their what majority chose and their illustrative observations.

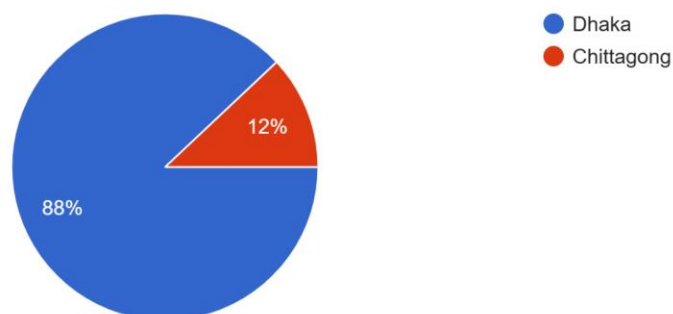
What is your age?

25 responses



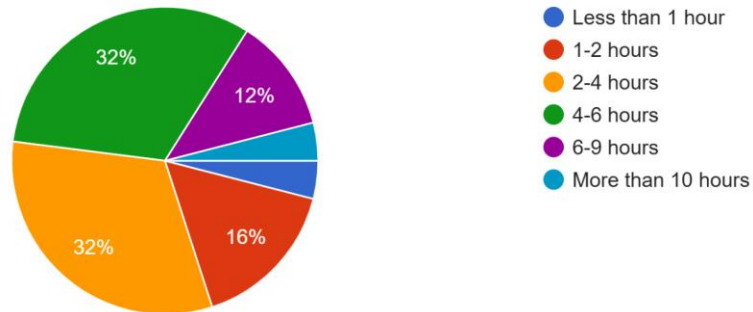
Where do you live ?

25 responses



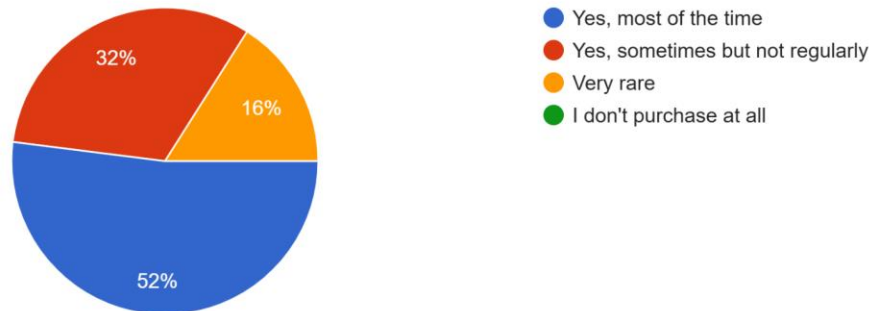
How often do you use social media each day ?

25 responses



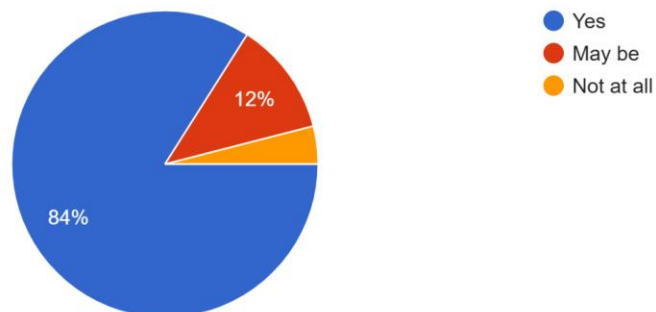
Do you usually order food online?

25 responses



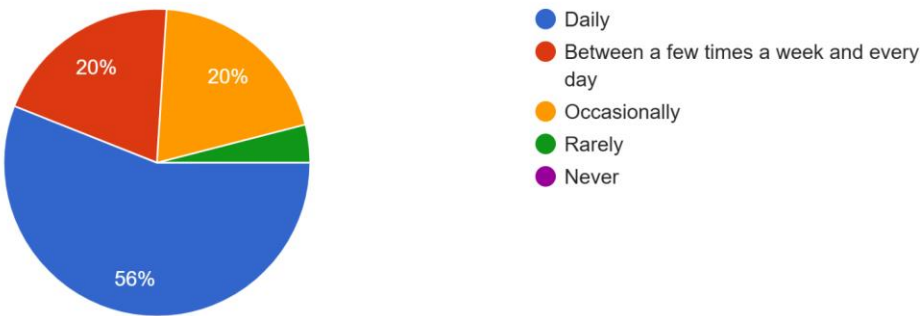
Would you be more interested in a brand if it regularly shared creative recipes using its products?

25 responses



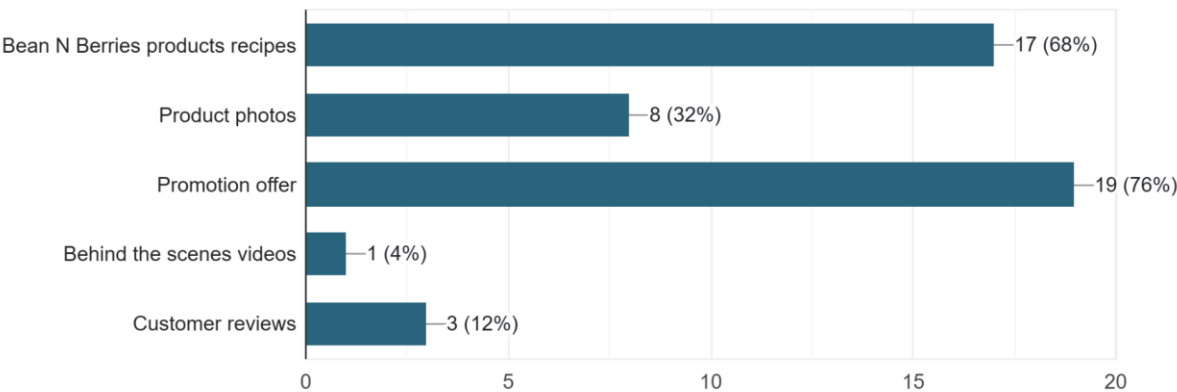
How often do you engage with food or recipe content on social media?

25 responses



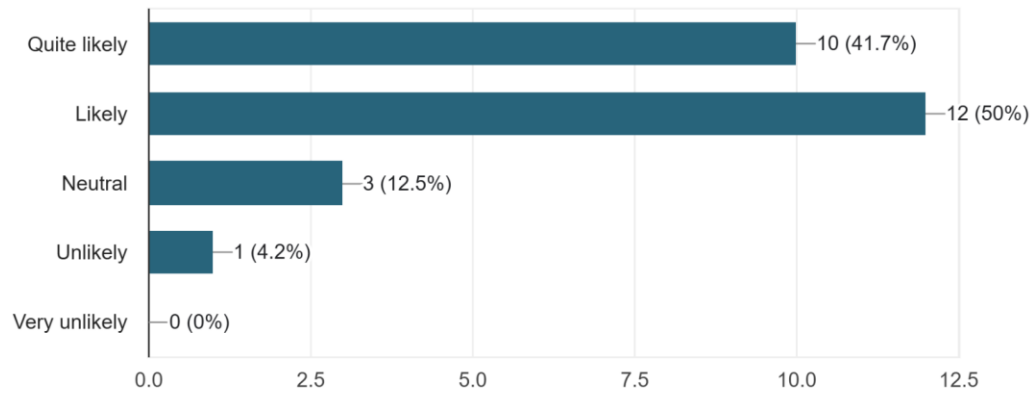
The kind of posts you like in Beans N Berries?

25 responses



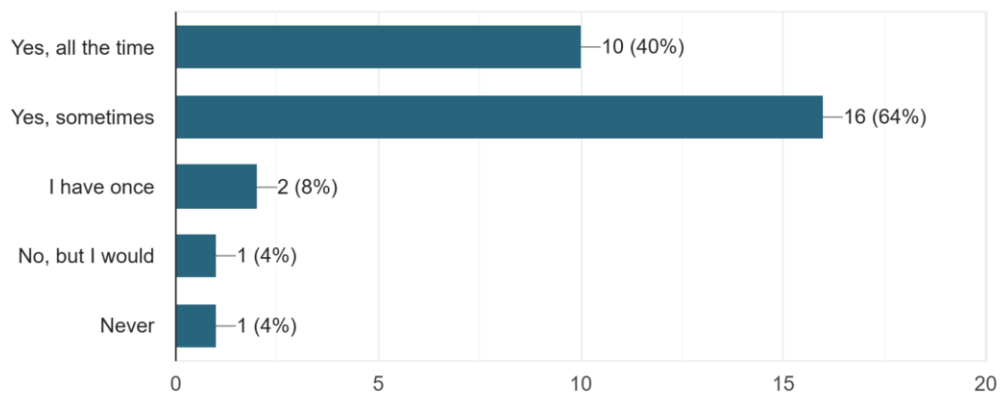
If Beans N Berries posted simple and easy recipes, what would you be willing to do (Like, Comment, Share)?

24 responses



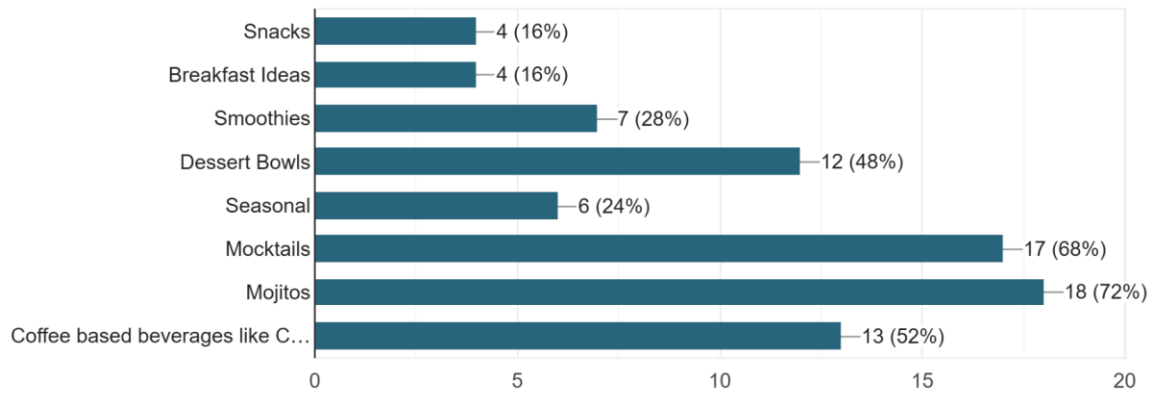
Have you ever bought something after viewing a recipe post on social media?

25 responses



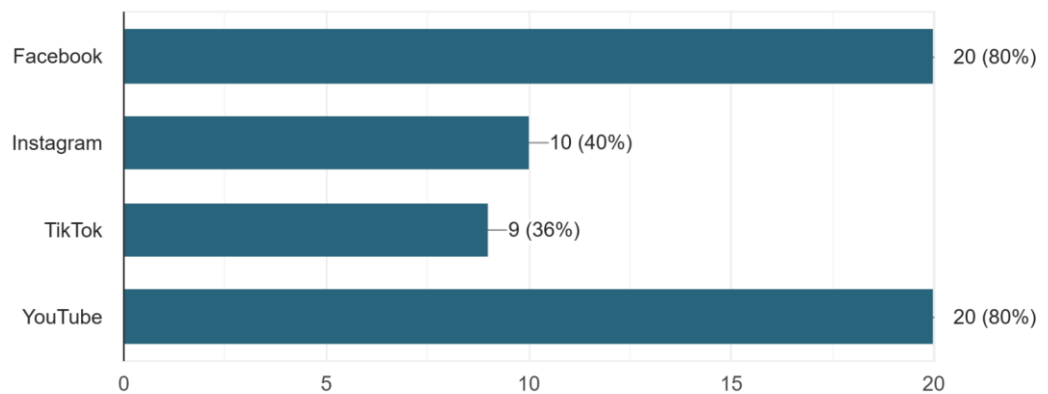
What sort of recipes would you like see on Beans N Berries?

25 responses



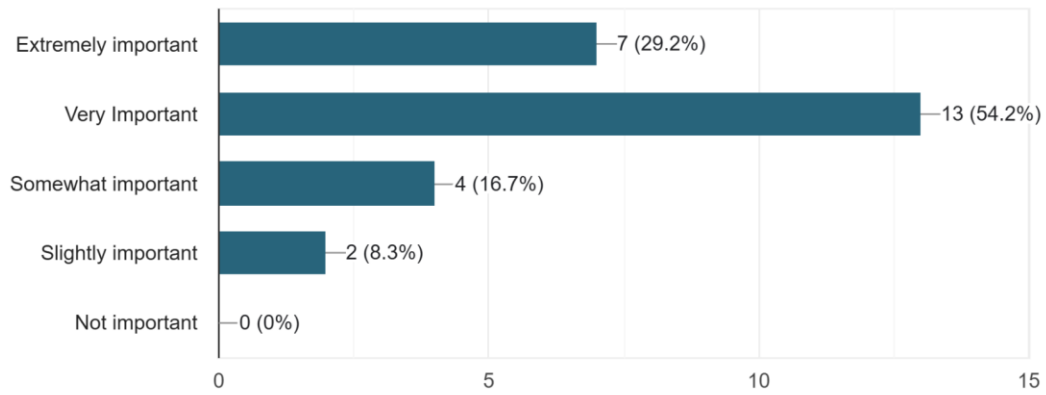
What do you prefer for recipe content - Facebook or Instagram or on which social media?

25 responses



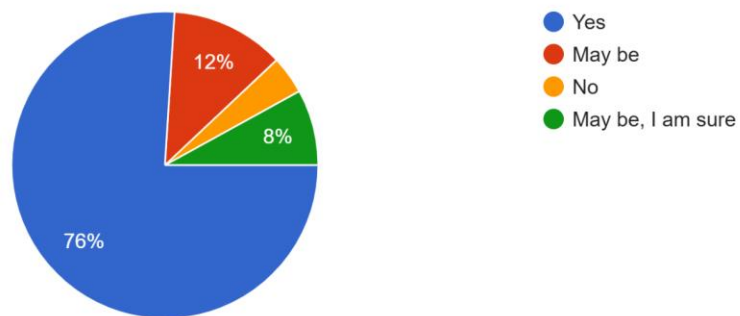
How much does visual appeal(photos/videos) of recipe posts matter to you?

24 responses



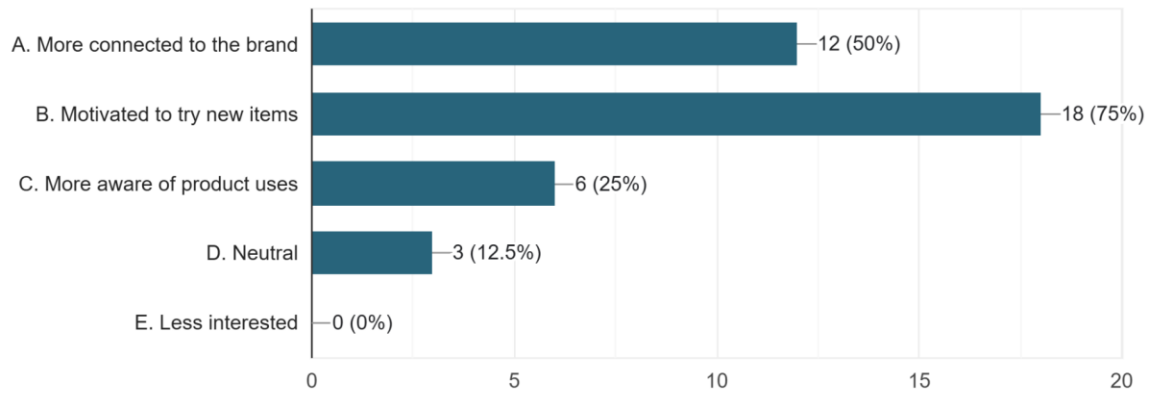
Choose your answer

25 responses



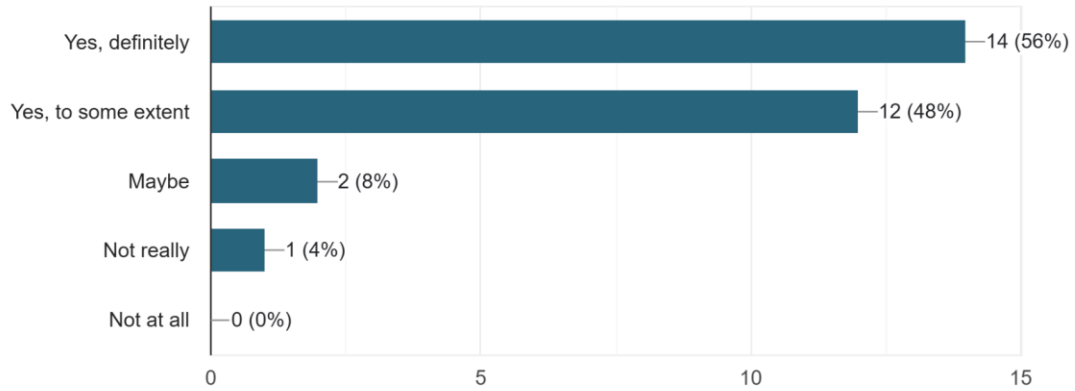
Recipe-based posts from Beans N Berries would make you feel...

24 responses



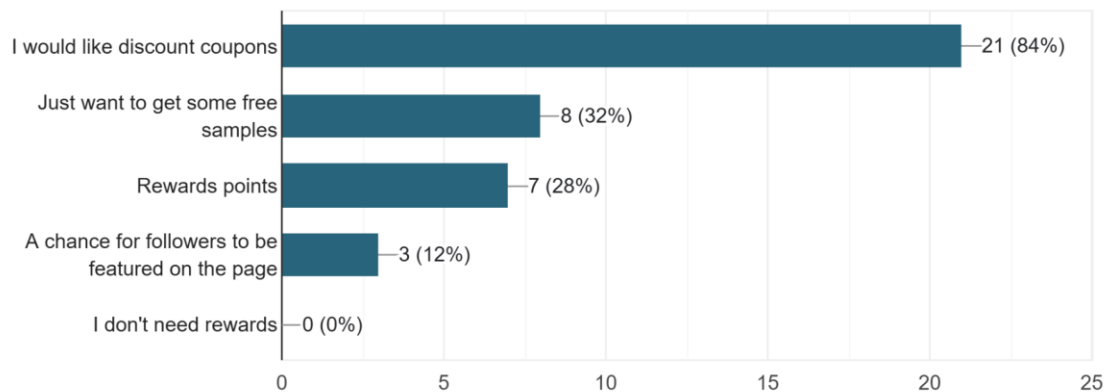
Do Recipe Posts Entice You To Visit Beans N Berries Online Shop More?

25 responses



What would encourage you to interact more with Bean N Berries recipe posts?

25 responses



Any Question/Suggestion about this topic. Your feedback will be highly appreciated, Thank You for your valuable time.

- New videos of mocktails please by using Monins syrup
- Monins are the best syrup so want more recipes to make delicious mocktails at home
- Make more videos of mocktails using Monin's Syrup
- Product availability is important, most of the time products show out of stock.
- Make coffee based recipe
- Mocktail recipes would definitely help me to buy more syrups.
- Why are you guys not active on social media very much?
- Mocktails recipe should be there to make it at home rather than buying in restaurants by paying triple amount
- Recipes help to make the perfect latte.
- I love beans n berries products very much, very fresh breads and very high quality coffee beans. I would like to try more products it imports.

Chapter Three: Findings and Discussion

The findings of this study are derived from the questionnaire and survey responses collected from consumers of Beans N Berries. The eighteen research questions guided the exploration of the types of content customers prefer to engage with, particularly their interest in recipe-based material. The analysis focuses on how such content may create a positive impression of the brand and influence consumers' motivation to explore or purchase the products.

3.1 Findings From Survey About The Potential of Augmenting Customer Engagement and Online Sales Via Social Network Through Recipe-Based Marketing by Beans N Berries.

The survey was conducted among 7 male and 18 female respondents. The majority of responses were provided by individuals aged 25–30 and 30–40, each representing 28 percent and together accounting for 56 percent of the sample. The next largest group, aged 20–25, contributed 24 percent, while participants above 40 years constituted only a small proportion. Overall, 80 percent of the respondents were from younger age groups, indicating that the survey primarily captured the perspectives of younger consumers. This demographic distribution provided useful insight into the preferences of younger customers regarding Beans N Berries' products and the type of content they prefer to see from the brand. Eighty-eight percent of respondents were from Dhaka, the capital of Bangladesh, while the remaining 12 percent were from Chittagong. This indicates that the majority of consumers represented in the survey are based in Dhaka, with only a small proportion coming from other districts.

The next question examined was how frequently consumers use social media each day. Thirty-two percent reported using social media for 2–4 hours, while another 32 percent indicated 4–6 hours of daily use. Additionally, 12 percent reported spending 6–9 hours online, and the remaining respondents used it for less than 2 hours. These results show that approximately 92 percent of participants are highly active on social media, using it regularly and extensively. The next question explored whether consumers typically order food online. Notably, none of the respondents selected the option “I don't purchase at all,” indicating that all participants engage in online food ordering to some extent. A majority, 52 percent, reported ordering food online “most of the time,” while 32 percent indicated that they do so “sometimes but not regularly.” The remaining 16 percent selected “very rare.” These findings suggest that online food purchasing is widely adopted among the respondents and reflects a growing reliance on digital platforms for food-related services. The following question asked whether consumers would be more

interested in a brand if it regularly shared creative recipes featuring its products. A significant 84 percent responded “yes,” while an additional 12 percent selected “maybe.” This means that 96 percent of respondents expressed a positive inclination toward engaging with creative recipe content. These results indicate a strong consumer interest in recipe-based posts, suggesting that such content has substantial potential to enhance brand appeal and audience engagement. One of the key questions in the survey asked how often respondents engage with food or recipe-related content on social media. A majority, 56 percent, reported interacting with such content daily, while an additional 20 percent indicated they engage a few times a week—suggesting that these individuals are exposed to food content almost every day. Another 20 percent noted that they view such content occasionally. Notably, none of the respondents selected the option “never,” highlighting that interest in food and recipe-based material is nearly universal among participants. This pattern reflects the strong appeal of culinary content among younger audiences and reinforces the potential effectiveness of recipe-based marketing for Beans N Berries. Moving to the next section, an important question focused on the type of posts consumers prefer to see from Beans N Berries. A majority, 68 percent, expressed a preference for recipe content featuring Beans N Berries products, while 32 percent indicated interest in product photos. Promotional offers were also highly favored, with 19 out of 25 respondents selecting this option. In contrast, behind-the-scenes videos were chosen by only one participant, and customer reviews by just 3 percent. These findings suggest that consumers are most attracted to recipe-based content, especially when combined with promotional offers, indicating that such posts have strong potential to increase engagement and interest in the brand. The survey also examined how consumers would respond if Beans N Berries posted simple and easy-to-follow recipe content, specifically whether they would be willing to like, comment, or share such posts. Ten out of twenty-five respondents indicated they were “quite likely” to engage, while twelve selected “likely.” Only one participant chose “unlikely.” These responses demonstrate that the vast majority of consumers are inclined to interact positively with recipe-based posts. This suggests a strong opportunity for Beans N Berries to increase visibility and social media engagement through accessible, appealing recipe content.

Another important question asked whether respondents had ever purchased a product after seeing a recipe post on social media. Ten out of twenty-five participants reported that they buy items “all the time,” while sixteen indicated that they “sometimes” make purchases based on such

posts. Only two respondents selected “I have once,” and just one chose “never.” These results suggest that recipe-based content has a strong persuasive influence on consumer purchasing behavior. The majority of respondents have been motivated to buy products after viewing recipe videos, highlighting the substantial potential for Beans N Berries to drive sales through well-crafted recipe-focused marketing. The survey also explored the types of recipes consumers would like to see on the Beans N Berries social media page. A significant majority—17 out of 25 respondents—expressed interest in mocktail, mojito, and coffee-related recipes. Others mentioned preferences for breakfast ideas, smoothies, desserts, and seasonal recipes. The strong demand for mocktail and mojito content aligns with Beans N Berries’ reputation as the exclusive distributor of Monin products in Bangladesh, a brand widely recognized for its syrups used in beverages. This indicates that customers are particularly eager to see creative beverage recipes, reflecting both the brand’s product strength and consumer expectations. When respondents were asked which social media platform they prefer most among the four options provided, the majority—20 out of 25 participants—selected Facebook and YouTube as their primary choices. Instagram and TikTok were chosen less frequently. This indicates that Facebook and YouTube are the most effective platforms for reaching Beans N Berries’ audience and should be prioritized for recipe-based marketing content. The next important question focused on the significance of visual appeal (photos/videos) in recipe posts. Interestingly, 13 out of 25 respondents indicated that visual appeal is “very important,” while 7 respondents considered it “extremely important.” This indicates that a product’s visual representation plays a key role in capturing consumer attention. Notably, no one selected the option “not important at all,” further emphasizing the importance of visuals in influencing purchasing decisions. Consumers are clearly drawn to aesthetically appealing content, highlighting the need for high-quality, visually engaging posts. The next question presented respondents with an image of a coffee cup decorated in an aesthetically pleasing way, asking whether they would be interested in purchasing the coffee based on its visual appeal. Remarkably, 76% of respondents answered “yes,” expressing interest in buying the coffee, while others were less certain, choosing “maybe.” This clearly indicates that visual representation plays a significant role in consumer interest. If the coffee had been shown in a plain mug, it’s likely that the level of interest would have been lower. However, the attractive presentation of the product in the image clearly captured the respondents’ attention, highlighting the importance of visual appeal in driving purchase decisions. The next finding revealed how respondents feel about recipe-based posts from Beans and Berries, with options such as “more connected to the brand,” “motivated to try new items,” “more aware of product uses,” “neutral,” and “interested.” The majority of respondents, 13 out of 25, chose the option “motivated to try new items,” indicating that recipe-based content drives their curiosity and interest in exploring new products.

The second most popular response, selected by 12 people, was "more connected to the brand," suggesting that such posts foster a stronger relationship between the brand and its consumers. This demonstrates that recipe-based content is an effective tool for both engaging consumers and encouraging them to try new offerings. The next question asked whether recipe posts encourage respondents to visit the Beans and Berries online shop. The majority, over 90%, answered "yes" or "definitely," with 12 people selecting "yes, to some extent" and only one person choosing "not really." This indicates that recipe-based content has a strong potential to drive traffic to the online store, suggesting that Beans and Berries could see increased sales by regularly posting recipe videos. The final question asked what would encourage respondents to engage more with Beans and Berries' recipe posts. The majority of respondents expressed interest in receiving discount coupons, while others indicated a preference for free samples. This suggests that discounts are a strong incentive for consumers, as they are likely to be attracted to the brand and more inclined to make a purchase when offered such promotions. Therefore, offering discounts can be an effective marketing strategy to boost consumer engagement and drive sales.

3.2 Comparative Discussion

The results of this study indicate a significant impact of recipe-based marketing on consumer engagement, particularly in the case of beans and berries. Comparing responses to questions related to consumer behavior, preferences, and interaction with content, several important insights emerge that can guide marketing strategies.

First, the survey shows that a large proportion of respondents are actively engaged with social media, especially with food-related content. With 56% of participants interacting with food products daily and 92% of them using social media for a long time, this data suggests that social platforms are highly influential in shaping consumer behavior. This is consistent with previous research that highlights the growing role of social media in influencing purchasing decisions, particularly within the food and beverage industry.

In terms of consumer interest in recipe-based content, a significant 84% of respondents expressed interest in seeing creative recipes using bean and berry products. This is crucial for Beans and Berries, as it indicates that recipe posts can not only build brand awareness but also

drive consumer engagement. Additionally, 76% of participants were more likely to purchase products after viewing visually appealing posts, supporting the idea that high-quality visual content, especially recipes, can spark consumer interest and purchase intent.

Furthermore, the preference for discount coupons (over free samples) to encourage engagement indicates a value-driven incentive among consumers. This insight is important for Beans and Berries, as it highlights the potential effectiveness of combining recipe-based content with promotional offers to drive consumer interest and sales. Discounts, combined with attractive recipes, can serve as a powerful strategy to drive traffic to online stores and ultimately increase sales.

Finally, when analyzing the question of brand connection, it is clear that recipe-based posts not only help customers connect with the brand but also inspire them to try new products. With 12 respondents saying that recipe posts made them feel more connected to the brand, it becomes clear that this type of content plays a key role in building customer loyalty and building long-term relationships.

In conclusion, the study reveals that recipe-based marketing on social media is a promising strategy for beans and berries, as it not only engages consumers but also drives them towards making a purchasing decision, especially when combined with discounts and high-quality visuals.

Chapter Four: Recommendations

As a result of the findings presented in this study, a number of important suggestions are provided for Beans and Berries to improve their marketing plan and increase consumer engagement on social media by means of recipe-based content.

- High Visual content: Users are naturally attracted to captivating visuals, we recommend beans & berries invest in good images and video that would show off Beans & Berries in a creative and visually appealing light. This might be through close up images of the items in recipes, or with the use of bright backgrounds to make produce visually pop and inspire more purchases.
- Employ recipe-based content to introduce new products: As many respondents claimed they would be willing to try a new product after viewing a recipe post, we also suggest Beans & Berries incorporate their new product offerings into any recipes. By featuring how these items can be added to a unique menu item, the brand can drive excitement and encourage buy-in.
- offers and promotion : As there is a strong preference for discounts to participate in, Beans & Berries could endorse offering discount offers that are time-bound or discount coupons alongside recipe-based content. Not only would this serve as an attractor for more users, but it incentivizes them to make the purchase driving conversion rate up.
- Target younger audience: Studies show that consumers who are 20-40 years of age are the most interested in recipe based content. In order to increase the participation of this target, Beans & Berries would need to customize content according to their interests and preferences with tendencies like hip recipes or interactive (such as polls or challenges).

- Improve brand engagement with regular content: Considering preparing/recipe-based content improves brand engagement, it is advisable that Beans & Berries should continue to keep their audiences engaged by posting frequently. Consistent recipe postings will foster community and customer loyalty.
- Listen to your customers: Beans and Berries need to constantly check with their customers about the type of content they should be using as part of their online presence. Introducing tools such as surveys or comments social media, a brand can garner useful data about customer preferential, thus allowing the brand to enhance its marketing strategies over time.

By implementing these recommendations, Beans & Berries can further enhance its brand presence, engage its target audience more effectively, and ultimately drive higher sales through strategic, recipe-based content marketing.

Chapter Five: Conclusion

This study underscores the importance of recipe-based marketing for Beans and Berries, particularly in enhancing consumer engagement and brand awareness. The results demonstrate that social media platforms play a crucial role in this process, with a significant portion of respondents actively engaging with food-related content, a trend that continues to grow. Visual appeal was found to be a key factor in capturing consumer interest, as high-quality, attractive videos effectively draw attention and encourage purchases.

Furthermore, the survey reveals that consumers are highly motivated to try new products after viewing creative recipe content that includes good visual representation, useful information, and health-conscious ingredients. This approach not only facilitates product introduction but also strengthens brand loyalty.

Additionally, combining recipe content with discount coupons or promotional offers can significantly boost consumer interest. The study highlights that price incentives play a pivotal role in driving sales, as many respondents preferred discounts. Offering substantial discounts on products featured in recipe posts can further increase engagement and conversion rates, making it a powerful strategy for Beans and Berries to expand its customer base and increase sales.

Furthermore, the research reveals that recipe posts help create an emotional bond with the brand and turn customers into loyal shoppers who keep coming back. By adapting their marketing to align with consumer needs and making a focused decision around delivering recipe-based and appealing visual content, Beans & Berries are better able to play in a marketplace that suits its strengths while developing long-standing customer relationships like never before. It becomes clear that recipe-based marketing is a successful practice for consumer design, and business expansion.

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INTERNSHIP PROPOSAL FORM

Name:	Mehezabin Chowdhury
ID:	201011217
Department:	Department of Business Administration, ULAB School of Business
Supervisor's Name (Faculty):	Parvez Mahmud, PhD
Organization Name:	BEANS N BERRIES
Internship Title:	Examining The Potential of Augmenting Customer Engagement and Online Sales Via Social Network Through Recipe-Based Marketing by Beans N Berries.

Student's signature & date

Supervisor's signature & date



INTERNSHIP APPOINTMENT LETTER

Dear Mehezabin Chowdhury,

We are pleased to offer you an internship at Beans N Berries. Your internship will commence on October 15, 2025, for a duration of three months. You will be working 48 hours per week in our Marketing and Sales department.

As an intern, your responsibilities will include assisting with social media, supporting sales efforts, market research, and other related tasks. You will be working under the supervision of Mr. Muhib Sarwar (Sr. Executive).

You will receive a monthly stipend of 5,000 TK for your work during the internship.

We kindly request that you sign and return a copy of this letter by October 10, 2025, to confirm your acceptance of the internship offer.

If you have any questions or require further information, please do not hesitate to contact the undersigned. Once again, congratulations on your appointment, and we look forward to welcoming you to Beans N Berries.

Sincerely,

Md. Saiful Islam Rimon
Manager

Rimon@beansnberries.net

01687401225

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Beans n Berries

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PART - B

Executive Summary

Recipe based marketing supports the brand to create a position in a broader way for its consumers by enhancing their daily food practices. It helps to shift the focus from product promotion to value creation by catching the attention of the consumer in a different way rather than traditional way. It displays the products by presenting in recipes. Beans N Berries can embed the usage of the product in a unique way, can promote more balanced food practices throughout the Beans N Berries product, it can show how a simple breakfast turns into a tempting bowl of happiness to start the day freshly and healthily. The combination of exquisite visual appeal, step-by-step recipe indication with informative manner can help to boost customers' psychological involvement and emotional attachments with the brand's products. Interactive features (think user submitted recipes, comment driven adaptations, polls and shareable story formats) create a community feel and could help drive ongoing consumer engagement. This is consistent with the participatory culture on today's social media. Additionally, featuring direct product links, seasonal recipe bundles and personalized recommendations in recipe posts will aid the shift from engagement to desire to purchase. It will catch audience attention more deeply than traditional marketing, and it will create a strong positive perspective to customers and would make them more interested. It also allows for data-driven targeting, as the brand can adjust its digital marketing tactics according to user behavior and preference. On the whole, recipe-based marketing is a highly affordable and experience-focused strategy and has great potential to increase brand loyalty, leverage online content engagement at its core value, and keep driving long-term growth in digital sales for the Beans N Berries. Overall, recipe-based marketing constitutes a more friendly way to interact to consumers and cost effective experience-based campaign with high potential to improve brand love, increase online engagement and deliver sustainable digital sales growth for Beans N Berries.

Chapter One: Introduction

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