

THE STRATEGIC SHIFT FROM TRADITIONAL MEDIA TO ONLINE CONTENT DRIVEN MARKETING : A STUDY ON CONSUMER PURCHASING BEHAVIOR

MonsterClaw LLC

Prepared by

Raisa Azad

ID: 201011230

Supervised by

Parvez Mahmud, PhD

Assistant Professor

ULAB School of Business

Submitted in Partial Fulfillment of the Requirements for the Degree

Bachelor of Business Administration



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Internship Report Approval Form

Student Name : Raisa Azad ID No : 201011230
Major: Marketing Year: 2026
Mobile Phone: 01625683033 Email: raisa.azad.bba@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

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SUPERVISOR APPROVAL

(Tick One)

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

Remarks (For Not Approved):

Signature: _____

Date: _____

Name: : Dr. Parvez Mahmud Razib
E-mail : parvez.mahmud@ulab.edu.bd
Phone: +880 1716-514753

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Letter of Transmittal

Parvez Mahmud Razib, PhD

Internship Supervisor & Assistant Professor, ULAB School of Business,
University of Liberal Arts Bangladesh, Dhaka.

Subject: Submission of Internship Report.

Dear Sir,

With due respect, I would like to state that I have prepared my internship report on the topic titled “The Strategic Shift from Traditional Media to Online Driven Marketing: A Study on Consumer Purchasing Behaviour.” I hereby submit this internship report, which has been prepared based on my 12 weeks’ internship experience at MonsterClaw LLC.

I have tried my best to follow your instructions and make the report as comprehensive and meaningful as possible within the given time frame. I have also made sincere efforts to apply appropriate methods and relevant concepts to ensure the practicality and effectiveness of this report.

I would be glad to provide any further clarification if required. Therefore, I humbly submit this report and hope that you would kindly consider it and excuse any minor errors.

Sincerely yours,

Raisa Azad

ID : 201011230

ULAB School of Business

Acknowledgement

The successful completion of this internship report has been a challenging yet rewarding journey, for which I am sincerely grateful to Almighty Allah (SWT) for granting me patience, guidance, and strength throughout my academic life. This accomplishment would not have been possible without the support, encouragement, and guidance of many individuals.

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I would like to express my heartfelt gratitude to my academic advisor, Professor **A. F Wazir Ahmad, PhD**, Director of the BBA Program, for his continuous support, guidance, and inspiration throughout my academic journey, which has significantly contributed to my personal and professional growth.

I would especially like to express my sincere gratitude to my internship supervisor, **Parvez Mahmud Razib, PhD**, for his valuable guidance, encouragement and most importantly supporting me throughout my internship journey. His mentorship and support during challenging times have been truly invaluable.

Finally, I would like to extend my sincere appreciation to the entire team of MonsterClaw LLC, including my internship supervisor **Raju Ahmed**, HoD, MonsterClaw LLC for providing me with the opportunity to gain practical experience and for their cooperation and support during my internship period.

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PART- A

Chapter One : Internship Preparation

1.1 Motivation and what I expect to learn from this internship

From the very beginning I felt passionate about digital marketing and I had a strong interest in working on this area. As a marketing graduate, I wanted to do this internship to get real world experience and put what I learned in my university to utilize. I wanted to know how marketing works in the real world, specially in areas like digital marketing, branding, and getting customers to interact with your business. I thought that during the internship I would learn how to create and carry out marketing plans, work on my communication and teamwork abilities, and get hands-on experience with different marketing technologies. This chance helped me feel more sure of myself and get ready for a job in marketing in the future.

1.2 Internship search process

I started looking for internships by looking for jobs in marketing. I made my structured CV and cover letter to show off my education, talents, and relevant coursework. I often looked for jobs on LinkedIn and Facebook job seeking groups. I also monitored company pages and stayed active on these sites to find out about fresh job openings. I also asked seniors, friends, and instructors for advice and suggestions. Networking helped me find out about jobs that weren't posted to the public. I made a list of jobs that I thought would be a good fit for me, then I applied to numerous companies and tailored my applications to each one. Finally, I saw that MonsterClaw LLC is seeking interns for its digital marketing department. I applied through LinkedIn because it fit my needs and what I wanted.

1.3 Internship interview experience

As part of the screening process, I had to send in a video CV first while putting the basic information on google form. I presented myself in the video and talked about why I wanted the job, concentrating on how eager I was to learn and grow with the company. I sent this video resume to MonsterClaw LLC. After looking over my application, I was chosen for the next steps, which included an online interview, after the online interview was done, they asked me to come to their office in Mohammadpur, Dhaka for final round and there I took an assessment test as part of the process to see how well I understood and used my skills. After an in- person interview, where I could talk to them personally and show them how much I knew, how

confident I was, and how excited I was about the job. After I finished all the steps, the company sent me an email to confirm my internship journey with them.

1.4 About the Organization

The CEO Rifat Ahmed started MonsterClaw LLC in 2013 as a digital marketing agency. The company's main goal is to assist businesses expand and do well online. The business offers a lot of different services, such as email marketing, online advertising campaigns, search engine optimization (SEO), content production, and social media marketing.



MonsterClaw LLC is different from most local agencies in that it mostly works with multinational customers and worldwide brands. Their goal is to help these firms reach a global audience, get more people to see their brand, and get more people to interact with their consumers in other regions. The company makes plans that work for a global audience by knowing about international marketplaces and trends. The business also stresses that its employees should learn and grow. Interns and employees are encouraged to get real world experience, work on actual projects, and improve their professional abilities in a friendly setting. MonsterClaw LLC wants to keep on top of the current trends in digital marketing and give its clients good solutions. To do this, the company focuses on teamwork, creativity, and innovation.

1.4.1 Mission:

MonsterClaw LLC's goal is to help businesses get the best return on investment (ROI) by successfully promoting their goods and services in areas where there is a lot of competition. The company thinks that its own growth depends on how much its clients grow, thus it treats each client's business like it were its own to make sure it is as successful and valuable as possible.

1.4.2 Vision:

The company's goal is to help the digital marketing sector as a whole develop. MonsterClaw LLC wants to be a leader in digital marketing, especially in areas like affiliate marketing, by fostering new ideas, knowledge, and growth in the industry. They don't only want to make money.

1.4.3 Commitments :

MonsterClaw LLC is committed to supporting client growth by increasing traffic, leads, and overall business performance through effective digital marketing strategies. The company follows a data-driven approach to decision-making and ensures transparency by providing regular reports and updates to clients. It strictly maintains ethical SEO practices by using white hat techniques and focuses on delivering strong return on investment (ROI) for every project.

Chapter Two : About The Internship

2.1 Activities of the department

I worked in the Affiliate Department at MonsterClaw LLC. This department's job is to make partnerships with affiliates that help clients get leads and expand their businesses. The department is in charge of finding leads, choosing possible clients, sending outreach and follow-up emails, and analysing the competition. These things help make campaigns work better and make sure that affiliate marketing techniques work.

2.2 Work Environment

MonsterClaw LLC was a great place to work where everyone was nice and helpful. From the very first day, I felt welcome and comfortable. Everyone on the staff was willing to assist me out anytime I needed it. They pushed interns to learn, helped them when they needed it, and made sure they understood how things worked. The company has a broad group of employees who come from different schools, have different educational backgrounds, and have distinct job experiences. This variety made for a lively setting where everyone could learn from each other and offer their own points of view. Working with such a team helped me get better at what I do, learn more about digital marketing, and learn about marketing methods throughout the world. I also had personal problems throughout my internship because my mother was sick. The people at MonsterClaw LLC were kind and helpful, which let me relax and focus on my work. Overall, the environment was encouraging, welcoming, and caring, helping me grow professionally and personally during my internship. Supervisors gave me regular criticism and advice that helped me improve my work. My coworkers' support pushed me to take charge and do my job with confidence. The setting was good for both personal and professional growth, making it a great location to learn and grow.

2.3 Duties and responsibilities as an intern :

As an intern at MonsterClaw LLC, I was given a number of duties that helped me learn about digital marketing and affiliate management.

My main tasks were:

2.3.1 Lead Generation and Selection: Finding possible affiliates, putting leads in order of which ones could deliver the most value, and figuring out what they need to make marketing plans that work. This

meant looking at market trends, evaluating successful ads, and seeing how content creators and rivals interact with their audiences.

2.3.2 Outreach and Follow-up Communication: Sending professional emails to lead to start a conversation, and then sending structured follow-up emails to keep them interested, create relationships, and get them to participate in campaigns.

2.3.3 Competitor Analysis: Looking into and studying the techniques of competitors, judging their campaigns, and finding ways to make the company's affiliate marketing efforts better. This meant watching how different people handled content, campaign messages, and marketing methods.

2.3.4 Digital Marketing Trends and Strategy Support: Staying up to date on the newest digital marketing trends so you can come up with campaign ideas and improve your current strategy. I helped develop and conduct marketing initiatives, kept an eye on how well they were doing, and made suggestions for how to make them better based on what I learned from market research and effective content examples. I learned how to talk to clients, run campaigns, analyse markets, and put digital marketing ideas into action through these tasks.

2.4 Application of educational learning with Internship

This job taught me how to run successful international marketing campaigns and how to use data driven insights to make decisions at work. I was able to use what I learned in my marketing classes immediately during my internship at MonsterClaw LLC. Ideas like how consumers act, market research, and digital marketing tactics were very helpful for jobs like coming up with leads, analysing competitors, and creating campaigns. I learned a lot in my university about communication, company strategy, and content development that helped me write excellent outreach emails and follow-up messages. Knowing the basics of marketing also helped me look at campaigns, find patterns, and recommend ways to make them better to get the best results. Also, my classes used real-world case studies to assist me quickly learn how affiliate marketing works and how to deal with overseas clientele. This internship gave me a chance to put what I learned in school into practice in a genuine business setting, which helped me improve my professional abilities and obtain real world experience.

In addition, my academic background in communication, business strategy, and content development helped me effectively write professional outreach emails, follow-up messages, and client communication

materials. These skills also improved my ability to maintain clarity and professionalism while dealing with international clients. My understanding of marketing fundamentals allowed me to analyze ongoing campaigns, identify performance patterns, and suggest improvements to optimize results.

Furthermore, classroom-based case studies played an important role in helping me understand how affiliate marketing systems work and how businesses operate in global markets. This made it easier for me to adapt quickly to real-world scenarios, especially in handling overseas clients and understanding different market needs. Overall, this internship bridged the gap between academic learning and practical application, allowing me to strengthen my professional skills, improve my analytical thinking, and gain meaningful hands-on experience in a competitive industry.

Chapter Three : Self Reflection

3.1 Feedback on Internship

I would definitely say that I learned a lot during my internship at MonsterClaw LLC. During this time, I learned how to do important marketing tasks like finding leads, choosing the correct leads, sending outreach and follow-up emails, analysing competitors, and helping with campaign administration. I learnt how to use what I studied in my university about marketing tactics in actual businesses and how to use what I learned in university to do real world activities. One of the hard parts was meeting deadlines while making sure that the leads I got were good. This taught me how to manage my time well, put things in order of importance, and work carefully while I'm under pressure. I was also able to use and develop my research and communication abilities because most of the work involved figuring out what clients wanted and looking at marketing trends. It was also hard to work with brands from other countries. It was hard to understand their culture, what they wanted, and what they thought was important at first. But as time went on, I got used to it and learned how to look at assignments from a global point of view. This experience taught me how to be more flexible and how to market to people in other countries. Even with these problems, I actually liked my job and the things I had to do. The internship helped me grow as a professional, taught me new skills, and gave me the confidence to do marketing work on my own. It was a supportive and stimulating place that helped me learn, contribute, and get valuable experience in digital marketing.

3.2 How could I do better and the Organization could utilize me better

I learnt a lot during my internship at MonsterClaw LLC, but I also saw areas I could do better and help even more. I could have done better at managing my time. Even though I tried to meet deadlines, it was hard to do more than one thing at once, like generating leads, analysing competitors, and sending emails. I could have gotten results faster without sacrificing quality if I had planned my calendar better and made sure to do the most important activities first. Another thing I need to work on is getting to know my overseas clientele better. At first, it was hard for me to understand their culture, values, and expectations, which made it hard for me to do several responsibilities. I could have communicated better and made my work fit their demands better if I had spent more time learning about global marketplaces and how clients

act in different parts of the world. I also think I could have done more if I had come up with ideas for campaigns or marketing techniques on my own. I did a good job of completing my tasks, but I could have shared new ideas or insights based on what I saw in my competitors and the latest trends. I could have offered more value to the team if I had been more sure of how to communicate these ideas. The organization might have used me better by giving me additional projects to work on and letting me see how more strategic decisions are made. For instance, becoming a part of planning meetings for huge campaigns or looking closely at the results of campaigns may have helped me use what I learned more fully and help with bigger projects. At the same time, I could have used my skills and made more contributions if the company had given me more chances to work on other kinds of tasks and strategic projects.

3.3 Recommendations

3.3.1 Structured Onboarding and Guidance: A more in-depth orientation or onboarding program for interns could help them learn about the company's tools, processes, and client expectations more quickly. This would let interns make a useful contribution right away.

3.3.2. Provide interns more strategic tasks: Planning campaigns, analysing performance, or interacting with clients could provide interns better chances to learn. Interns would learn more about digital marketing as a whole and get better at their jobs if they were exposed to making strategic decisions.

3.3.3 Encourage Sharing Ideas and Feedback: Making a place for interns to contribute their ideas or proposals for campaigns, content, or ways to get leads would boost creativity and involvement. Interns might get better all the time and feel more connected to the team's goals if they had regular feedback sessions.

Chapter Four : Personal Development Plan

4.1 Technical Skills

4.1.1 Tools for Digital Marketing: I want to get better at using technologies like Google Analytics, SEO platforms, email marketing software, and social media management tools. Learning how to use these tools will help me run campaigns better and get better outcomes.

4.1.2 Marketing Campaigns: I want to have more hands-on experience in planning, carrying out, and keeping an eye on marketing efforts. This means knowing how to target people, analyse performance, and improve efforts based on real data.

4.1.3 Affiliate Marketing Strategy : I want to learn more about affiliate marketing, such as how to find new partners, keep track of leads, do effective outreach, and look at what my competitors are doing. In future jobs, I will be able to help with affiliate campaigns better if I improve these talents. I want to become a better and more confident digital marketing professional by focusing on these technical skills. This will help me work with marketing data, tools, and campaigns better.

4.2 Interpersonal Skills

At MonsterClaw LLC, I learned a lot of crucial interpersonal skills that helped me do my job well in a professional setting,

4.2.1 Communication Skills: I got better at getting my point across through emails, messages, and conversations, which was important when I was contacting leads and working with the team.

4.2.2 Teamwork and Collaboration: Working with people from different backgrounds taught me how to work together, exchange ideas, and help my teammates reach our shared goals. Adaptability: I learnt how to swiftly adapt to new duties, different clients' needs, and shifting priorities, which helped me deal with problems well.

4.2.3 Problem-Solving: When I had to meet lead generation targets, I had to think outside the box and come up with useful ideas under pressure. Cultural Awareness: Working with clients from other countries helped me learn about different work cultures and points of view, which made me more sensitive and professional while working with people from other cultures.

PART B

The Strategic Shift from Traditional Media to Online Content Driven Marketing: A Study on Consumer Purchasing Behavior

Executive Summary

This report analyzes consumer behavior in digital environments with a focus on its implications for affiliate marketing effectiveness. The study is based on primary data collected through a structured survey, aiming to identify the key factors that influence online purchase

The findings reveal that consumers are strongly influenced by informative and experience-based content. Specifically, 35% of respondents prefer detailed product information, 31.67% prefer comparison-based reviews, and 30% rely on real-life results, indicating that content depth and authenticity play a critical role in building trust and driving purchase decisions

The study also finds that social media platforms are the leading source of product discovery, with the majority of respondents indicating a strong reliance on these platforms for exploring new products. Additionally, 81.7% of respondents reported noticing repeated advertisements, and 68.3% made purchases after such exposure, demonstrating the significant impact of repeated engagement and follow-up strategies on consumer behavior.

Furthermore, the results highlight that consumer trust is closely linked to content quality and transparency, reinforcing the importance of credible and value-driven content in influencing buying decisions. Overall, the outcomes of this study indicate that successful affiliate marketing depends on three key factors: high-quality informational content, effective use of digital platforms, and consistent follow-up strategies. These insights provide practical direction for enhancing campaign performance, improving conversion rates, and developing more effective, data-driven affiliate marketing strategies

Chapter One : Introduction

1.1 Background of the study

Bangladesh has changed a lot since the last few years. Now that more people can connect to the internet and use social media, cities and towns have grown. According to DataReportal, 77.7 million people in Bangladesh used the internet in January 2025. This means that 44.5% of people in the world use the internet. DataReportal (2025) says that about 60 million people, or 34.3% of the country's population, used social media. We can see from these numbers that digital tools are still very important to people in Bangladesh.

More people being able to connect to the internet has given companies new ways to reach customers. Traditional forms of marketing like print, TV, and radio are slowly being replaced and added to by more dynamic and involved forms of digital marketing (Implevista, 2021). Businesses can connect with bigger and more specific groups of people through personalised texts and real-time chats.

As long as companies spend money on digital ads, they need to know how people feel about them. Digital ads are generally better because they can reach the right person at the right time and for less money, and they can be targeted based on data to show ads to people who are most likely to be interested.

By making and sharing useful, interesting, and worthwhile content online, content-driven marketing has become a smart way to reach, educate, and convince potential customers. Online content marketing uses blogs, social media posts, videos, reviews, email campaigns, and website material to get people to talk to each other. Traditional media mostly sends out ads that only go one way. This helps brands build trust with customers, keep in touch with them, and guide them through the buying process. Because people spend so much time on digital platforms, companies are relying more and more on online material to change people's thoughts, tastes, and buying habits.

1.2 Research Question and Objective

This study also aims to examine how digital content-driven marketing influences affiliate marketing performance, particularly in terms of lead generation, consumer engagement, and conversion behavior, reflecting the practical activities carried out at MonsterClaw LLC. For understanding these, the following research objectives were determined,

- Assess consumers' attitudes and overall sentiment toward digital advertisements across different online platforms.
- Determine the most effective digital channels and influencer content for influencing purchase decisions.
- Compare the impact of influencer marketing with traditional media on consumer purchase intentions.
- Examine the effect of retargeted advertisements on consumers' buying behavior and decision-making.

Following the research objectives, these core questions will help us to understand the point of view of consumers in terms of their purchasing behavior

- How do demographic variables (like age, gender, or social media usage) influence customer perception of digital advertising?
- What is the sentiment of Bangladeshi customers' toward digital ads across platforms?
- What platform or digital channels do Bangladeshi consumers think is the most valuable or effective?
- How does the effectiveness of influencer marketing compare with traditional media (e.g., TV, print ads) in influencing customer purchase intentions?
- What factors make you rely more on online content rather than television advertisements?
- How does exposure to retargeted advertisements, appearing on social media or other platforms after an online product search, influence Bangladeshi consumers' purchase intentions and behavior?"

1.3 Literature Review

The rapid advancement of digital technology has significantly transformed the marketing landscape, leading to a strategic shift from traditional media to online content-driven marketing. Traditional media, including television, radio, and print, has long been the primary channel for advertising. However, with the widespread adoption of the internet and social media platforms, businesses are increasingly focusing on digital channels to reach and engage consumers more effectively.

According to Philip Kotler, modern marketing emphasizes customer engagement and value creation rather than just product promotion. This shift is clearly reflected in the transition toward content-driven marketing, where brands aim to build relationships with consumers through informative, entertaining, and interactive content. Content marketing allows companies to communicate their brand message in a more personalized and engaging way compared to traditional one-way communication methods.

Research by Content Marketing Institute highlights that content marketing generates higher engagement rates and builds stronger brand loyalty than traditional advertising. Unlike traditional media, which often interrupts consumers, online content integrates seamlessly into users' daily digital experiences, making it less intrusive and more appealing.

Furthermore, the rise of social media platforms such as Facebook, Instagram, and TikTok has revolutionized how businesses interact with consumers. These platforms enable two-way communication, allowing customers to engage directly with brands through comments, shares, and feedback. As noted by Gary Vaynerchuk, social media marketing is not just about selling products but about storytelling and building authentic relationships with audiences.

Another important aspect of this shift is the role of data analytics in digital marketing. Online platforms provide measurable insights into consumer behavior, enabling businesses to tailor their marketing strategies more effectively.

In contrast, traditional media lacks precise targeting and performance tracking capabilities. Studies show that digital marketing campaigns often offer a higher return on investment (ROI) due to their ability to reach specific audiences and adjust strategies in real time.

Additionally, influencer marketing has emerged as a powerful component of online content-driven marketing. This approach aligns with the growing consumer preference for peer recommendations over traditional advertisements.

Chapter Two : Methodology

2.1 Research Design

The study utilizes a descriptive research design to analyze consumer purchasing behavior amid the strategic shift from traditional media to online content driven marketing. A descriptive design is the most effective method for systematically examining and presenting the characteristics, attitudes, and behaviors of a target population without altering any variables (Kothari, 2022).

The descriptive method allows the researcher to fully understand how people feel about and respond to different types of marketing, such as traditional media (like TV and print ads) and online content driven platforms (like product reviews, social media influencers, and video-based promotions). It helps to understand how affiliate marketing changes people's tastes, how much they trust you, and how likely they are to buy a product or service after watching any form of advertisement.

2.2 Study Design

A quantitative and descriptive cross-sectional study method is used for this study . Data is gathered from a small group of consumers at a certain point in time. Structured surveys will be used to get numbers on how people react to different types of marketing strategies, such as social media contents, video content, and traditional media like TV and print. The gathered information will be looked at statistically to find patterns, trends, and connections in how people act and what they plan to buy.

The study will also look at how people's thoughts and feelings change depending on their age, gender, and how much they use social media. This method makes it possible to compare how engaged people are with online content-driven marketing and traditional advertising in a structured way. This gives information about how well affiliate ads work and helps with making strategic marketing decisions.

2.3 Sampling Technique

This study employed a non-probability sampling strategy. Respondents were selected based on distinct criteria pertinent to the research subject. People were picked to take the assessment because they have experience with both traditional media and online marketing that was centered on content. This includes people who follow social media content creators, regularly follow and observe certain scenarios of things

online, or have purchased products from affiliate marketing links before. This makes sure that the people who answer the questions know how people think about and buy items and can give valuable information about it.

There were 60 participants who completed this survey and gave their opinion about the certain questions. They were all different ages, genders, and jobs. This variation helps us understand how different kinds of people react to and see both regular and online ads.

2.3.1 Data Collection Technique

This study collects primary data through structured online questionnaires conducted via Google Forms, email, and social media platforms. The questionnaire employs closed-ended questions and Likert scale answers (spanning from strongly agree to strongly disagree) to assess customer views, attitudes, trust, and engagement with both online content marketing and traditional media advertising.

Secondary data is also collected by examining published research articles, industry reports, and statistical databases to provide context and bolster the study. This mix of primary and secondary data lets the study see how customers are doing and what they want right now, while also tying the results to what is already known about marketing strategies and affiliate programs.

This method makes sure that the study gets both practical, real-time consumer data and theoretical knowledge from previous research. This gives a full picture of how effective and impactful online content-driven marketing is compared to traditional advertising at MonsterClaw LLC.

2.3.2 Data Analysis Technique

The research will look into the assessment of the dataset through a descriptive data analysis methodology. Descriptive data analysis will include frequencies, percentages, mean scores, and standard deviations to summarize how customers feel and think about online advertising. Comparisons can also be made to look at how demographic groups (such age, gender, and social media use) are related to how customers feel about something. Insurance research will use tables and figures to show their results, which will help make the results obvious. The study will employ additional inferential statistical analysis methods, including correlation analysis, to investigate correlations among specified variables. The inferential statistical analysis can be employed to find out the strength and direction of detected associations and to facilitate the associated marketing implications.

Chapter Three: Descriptive Data Analysis

This section presents the demographic characteristics of the 60 respondents who participated in the survey. The sample includes 33 females and 27 males, showing a fairly balanced gender distribution.

In terms of location, most respondents (54) are from Dhaka, while only 6 are from other districts of Bangladesh. This indicates that the findings mainly reflect urban consumer perspectives, where exposure to digital marketing is higher.

Demographic Profile

Table 1 : Demographic Information

SL. No.	Characteristics	Frequency	Percent
1.	Male	27	45%
2.	Female	33	55%
3.	Dhaka City	54	90%
4.	Other Districts	06	10%

How do demographic variables (like age, gender, or social media usage) influence customer perception of digital advertising?

- 18–25 years: 23 participants (38.33%) – highly receptive
- 26–35 years: 21 participants (35%) – moderately receptive
- 36+ years: 16 participants (26.67%) – less receptive

Social Media Usage:

- Heavy social media users: 43 participants (71.67%) – very positive perception
- Moderate/Light users: 17 participants (28.33%) – moderate perception

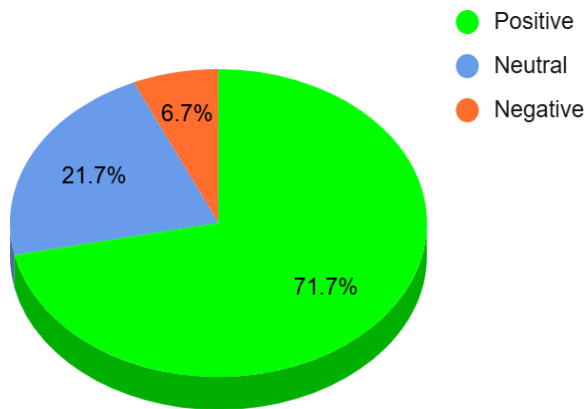
Interpretation : The analysis of demographic variables shows how different groups perceive digital advertising. Among age groups, respondents aged 18–25 (23 people, 38.33%) were found to be highly receptive to digital ads, indicating that younger audiences are more open and responsive to online marketing. Respondents aged 26–35 (21 people, 35%) were moderately receptive, suggesting that while this group is aware of digital advertising, they may be slightly less influenced compared to younger users.

Looking at gender, male respondents accounted for 27 participants (45%) and female respondents were 33 (55%). This shows that females in this sample slightly outnumbered males and had comparable exposure or receptiveness to digital advertising.

Finally, social media usage significantly influenced perceptions. Respondents who were heavy social media users (43 people, 71.67%) reported a very positive perception of digital advertising, highlighting that frequent exposure to online platforms strongly enhances the acceptance and effectiveness of digital marketing campaigns.

What is the sentiment of Bangladeshi customers' toward digital ads across platforms?

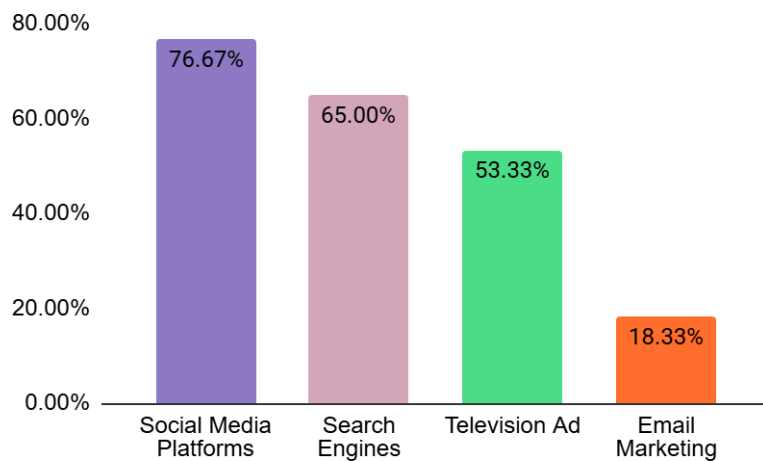
- Positive perception: 43 respondents (71.67%)
- Neutral perception: 13 respondents (21.67%)
- Negative perception: 04 respondents (6.67%)



Interpretation : According to the survey, most people in Bangladesh (71.67%) said they liked digital ads on Facebook, Instagram, YouTube, and Google Ads. These customers usually find the ads helpful, relevant, and educational, which helps them make better choices about what to buy. 21.67% of respondents fell into the neutral category, meaning they were either positive or negative about the issue. This group may not have seen or interacted with enough internet ads to form an opinion, or they may not have cared. A small number of respondents (6.67%) disputed that they liked digital ads. They commonly said they were worried that the ads weren't relevant to what they were looking at or that they were too invasive to their surfing experience. The survey results show that most people in Bangladesh are usually okay with digital ads, which could mean that more and more people are okay with them.

What platform (or digital channels) do Bangladeshi consumers think is the most valuable or effective?

- Social Media Platforms (Facebook, Instagram, TikTok) : 46 Respondents (76.67%)
- Search Engines (Google Ads, YouTube Ads) : 39 Respondents (65.00%)
- Television Ads : 32 Respondents (53.33%)
- Email Marketing : 19 Respondents (18.33%)



Interpretation :

The findings indicate that Social Media Platforms like Facebook, Instagram, and TikTok are the most effective marketing channels, with 76.67% of respondents favoring them. This shows that Bangladeshi consumers are deeply connected to social media, likely because these platforms are interactive, visual, and part of their daily routines.

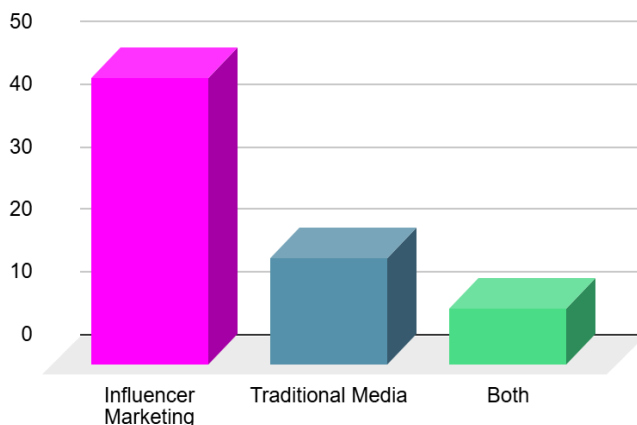
Search Engines, such as Google and YouTube ads, are also highly valued by 65% of respondents. This reflects that consumers rely heavily on search results for research and decision-making, making it a powerful secondary channel for reaching audiences.

Television advertising remains a significant factor, with 53.33% of respondents viewing it as effective. While it ranks lower than social media and search engines, it still holds more influence than expected, suggesting that traditional media still captures a large portion of consumer attention in Bangladesh. In contrast, Email Marketing received the lowest response at 18.33%. This indicates that email is the least engaging method and is often ignored or overlooked by local consumers compared to other platforms.

Overall, the data demonstrates that while Social Media and Search Engines are perceived as the most valuable channels, Television Ads still maintain a strong presence, while Email Marketing plays a very limited role.

How does the effectiveness of influencer marketing compare with traditional media like TV/print ads in influencing consumer purchasing intention?

- Influencer marketing : 46 respondents (76.66 %)
- Traditional media (TV & print ads): 17 respondents (28.33 %)
- Both equally effective: 9 respondents (15 %)



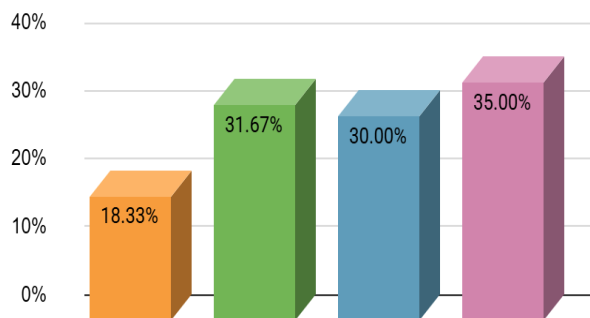
Interpretation:

Influencer marketing emerged as the most effective strategy for influencing consumer purchase decisions in Bangladesh, with 76.66 % of respondents selecting it as their preferred channel. This indicates that social media influencers are perceived as more trustworthy and relatable compared to traditional

advertising, and their recommendations have a stronger impact on consumer behavior. Traditional media, such as TV and print ads, influenced (28.33%) of respondents, reflecting a decreasing effectiveness in shaping purchase intentions among digitally engaged consumers. A smaller portion of respondents (15 %) felt that both influencer marketing and traditional media are equally effective. This suggests that while digital influence is dominant, traditional media still plays a supporting role in reinforcing brand awareness. Overall, these results highlight the necessity for Bangladeshi businesses to prioritize influencer-driven campaigns on digital platforms, while leveraging traditional media selectively to complement brand visibility and reach.

What factors make you rely more on online content rather than television advertisements?

- Detailed product information – 21 respondents (35%)
- Actual results after product use – 18 respondents (30%)
- Comparison reviews – 19 respondents (31.67%)
- Recommendations from favorite content creators – 11 respondents (18.33%)



Interpretation:

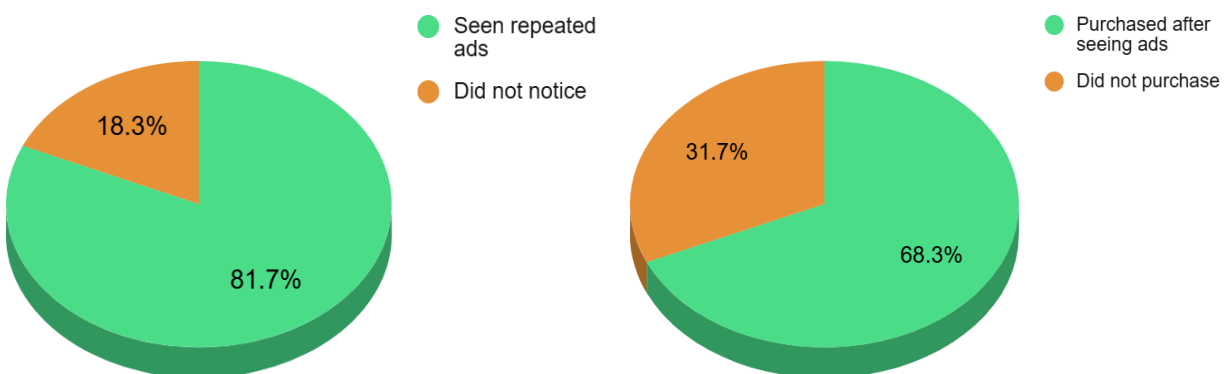
The findings clearly show that the most important factor influencing consumers to rely on online content rather than television advertisements is the availability of detailed product information (35%). This indicates that consumers prefer platforms where they can gain a deeper understanding of a product before making a purchase decision.

A significant portion of respondents (30%) are influenced by content that shows actual results after using the product. This suggests that real-life experiences and visual proof increase trust and reduce uncertainty among consumers.

Additionally, 31.67 % of respondents value comparison reviews, which help them evaluate multiple options and choose the most suitable product. This reflects the importance of informed decision-making, where consumers actively compare features, prices, and benefits.

Although a smaller group (18.33%) relies on recommendations from their favorite content creators, their influence remains important in building trust and relatability. Consumers often feel a personal connection with these creators, which can impact their purchasing behavior. Overall, the interpretation highlights that consumers are more attracted to informative, transparent, and experience-based content, making online platforms more effective than traditional television advertising.

How does exposure to retargeted advertisements, appearing on social media or other platforms after an online product search, influence Bangladeshi consumers' purchase intentions and behavior?



- Seen repeated Ads : 49 Respondants (81.7%)
- Purchased After seeing retargeted Ads : 41 Respondants (68.3%)

Interpretation :

The survey findings reveal that retargeted advertising plays a significant role in shaping consumer perceptions and purchase behavior. Out of 60 respondents, 49 individuals (81.67%) reported that after searching for a product online, they frequently observed advertisements or product reviews for the same item across social media platforms or other online channels.

This indicates that consumers are highly aware of retargeted ads, which are designed to remind them of their previous searches and maintain engagement with the brand.

Importantly, these ads appear to have a positive influence on consumer interest and purchase intention. Respondents mentioned that seeing a product repeatedly or encountering related reviews enhanced their confidence in the product and increased the likelihood of considering a purchase. Among these 49 respondents, 41 (68.33% of total respondents) confirmed that they actually went on to purchase the product after seeing retargeted ads or related content. This suggests that retargeting strategies are not only effective in capturing attention but also in converting interest into action. Retargeted ads reinforce brand presence by reminding consumers of products they previously searched for, which enhances brand recall and keeps the product top-of-mind. Many respondents noted that seeing reviews or recommendations along with the retargeted ad helped validate their decision, demonstrating the combined effect of retargeting and user-generated content in influencing purchase behavior.

Chapter Four : Findings & Discussion

Effectiveness of Digital Advertising Channels: The highest level of effectiveness, experienced by 73.3% of respondents, was achieved through digital advertising via social media channels, particularly Facebook, Instagram, and TikTok. Search engine ads and video ads correlated strongly with a moderate effectiveness level. In contrast, marketing, through the limitations of cost compared to marketing via other channels, digital advertising through email and banner ads were correlated strongly and negatively with effectiveness. Therefore, marketing through visual, interactive, and social media channels are more likely to generate consumer engagement in Bangladesh.

The Impact of Demographic Variables: Younger respondents, those who identified between the ages of 18-25, indicated for the positive outcome of marketing strategies, while gender differences were less important. Respondents stated that social media marketing (i.e., heavy daily users of social media) contributed to a positive consumers' perception of advertising (60% of respondents). These results indicate marketers should plan and execute similar strategies, inclusive of both males and females.

General Perception of Digital Advertising: The majority of respondents (63.3%) rated their overall perception of digital advertising across platforms positively, showing consumers generally considered digital ads helpful/relevant to assist them in their decisions. Only a small number of respondents (13.3%) rated their perception negatively, which was primarily due to overly intrusive or irrelevant ads. Therefore, it would appear that digital advertising is, for the most part, acceptable for Bangladeshi consumers.

Impact of Influencer Marketing:

The survey results show that influencer marketing on social media is the most effective strategy for influencing consumer purchase decisions in Bangladesh, with 68% of respondents favoring it. Traditional media, such as TV and print ads, influenced only 24% of respondents, indicating that its impact on consumer behavior is declining, especially among digitally active audiences. A small portion of respondents (8%) felt that both influencer marketing and traditional media are equally effective, suggesting that traditional advertising still has a supporting role in maintaining brand visibility. Overall, these findings highlight that businesses in Bangladesh should prioritize influencer-driven campaigns on social media to drive purchases, while using traditional media selectively to complement their marketing

efforts. This finding is directly relevant to affiliate marketing activities at MonsterClaw LLC, where lead generation and outreach heavily rely on social media platforms to identify and engage potential partners.

Effect of Retargeted Advertising on Consumer Behavior

The analysis reveals that retargeted advertising is highly prevalent among Bangladeshi online consumers, with the majority (81.67%) reporting frequent exposure to ads and reviews of previously searched products across digital platforms. This indicates strong implementation and visibility of retargeting strategies in the digital marketing environment.

The study further finds that retargeted advertisements play a significant role in reinforcing consumer interest and improving product recall. Exposure to repeated ads, particularly when combined with reviews or recommendations, contributes to higher confidence in product evaluation and strengthens purchase considerations.

Most importantly, a substantial proportion of respondents (68.33%) reported actual purchase behavior influenced by retargeted ads, highlighting that such strategies are not limited to awareness creation but are also effective in driving conversions. Overall, the findings confirm that retargeted advertising is a key factor in shaping consumer decision-making and enhancing purchase outcomes in digital marketing.

Factors influencing Consumer preference:

The study reveals that detailed product information is the most influential factor driving consumers to rely on online content over television advertisements, as reported by 34% of respondents. This is followed by 27% who prefer online platforms for viewing actual product results, and 25% who value comparison reviews for better decision-making. A smaller proportion of respondents (14%) are influenced by recommendations from their favorite content creators.

These findings indicate that consumers prioritize informative, transparent, and experience-based content when making purchase decisions. It highlights that online platforms are more effective than traditional television advertising in meeting consumer needs for detailed evaluation and trust-building before purchasing a product.

Chapter Five : Recommendations

Enhance Trust and Credibility

Trustworthiness plays a significant role in determining how customers interact with digital ads. To establish trust with customers, brands should utilize simplicity and straightforwardness in their messaging, refrain from making unfounded claims, and showcase legitimate user reviews or testimonials. Authentic social media pages and consistent branding can support credibility in communication.

Reduce Interruptive and Ad Frequency

Several respondents expressed a negative perception due to advertising that they viewed to be interruptive or experienced reception of ads too often. As a marketer, avoid intrusive pop-ups, repetitive ads, and retargeting that is irrelevant. In contrast, use a modest frequency that could allow you to reach your audiences while maintaining a quality experience.

Utilize Data-Driven Targeting and Retargeting Techniques

As retargeted advertisements significantly influence purchase behavior, organizations should adopt advanced data analytics tools to track consumer behavior and deliver personalized advertisements. Effective retargeting strategies can increase brand recall and conversion rates.

Improve Ad Relevance and Reduce Intrusiveness

A small portion of respondents expressed negative perceptions due to irrelevant or intrusive ads. Marketers should ensure that advertisements are well-targeted, non-disruptive, and aligned with user interests to enhance user experience and avoid ad fatigue.

SEO driven content strategy :

MonsterClaw LLC should adopt an integrated SEO-driven content strategy that focuses on high-intent keywords, detailed product reviews, and comparison-based content to attract organic traffic and improve conversion rates in affiliate marketing campaigns. By aligning SEO practices with consumer preferences for informative and experience-based content, the company can enhance the effectiveness of its affiliate partnerships and achieve more sustainable long-term growth.

Chapter Six : Conclusion

The transition from traditional media to content driven digital marketing represents a fundamental shift in consumer engagement, where interactive, value based communication has largely superseded one way advertising.

This study, conducted through an internship at MonsterClaw LLC, confirms that modern consumers particularly in urban centers like Dhaka now rely heavily on digital transparency, with 81.7% acknowledging the impact of retargeted ads and a significant majority prioritizing authentic product reviews and comparison based content over high-budget traditional campaigns. By bridging academic marketing theories with practical applications in affiliate management and lead generation, this experience has highlighted that building long-term brand loyalty in a competitive global market requires a data driven approach centered on storytelling and consumer trust. Moving forward, businesses must continue to evolve their digital strategies to meet the rising demand for authenticity, as the integration of high-quality content and strategic retargeting remains the most effective driver of conversion in the contemporary retail landscape. This synthesis of theoretical research and hands-on professional exposure has provided a comprehensive understanding of the digital ecosystem, establishing a solid foundation for navigating the complexities of the ever-evolving marketing industry.

In conclusion, this internship has been a vital turning point in my professional journey. It allowed me to see how marketing works in the real world beyond just reading textbooks. I learned that success in this field is not just about selling a product, but about creating a real connection with the audience through honesty and creativity. This experience has given me the confidence and the practical skills I need to start my career. I am now more prepared to face the challenges of the industry and look forward to using what I have learned to help brands grow in the digital age.

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Appendices

Questionnaire

How often do you use social media platforms? (Multiple choice)

- Heavy user (multiple times daily)
- Moderate user (once daily)
- Light user (few times a week or less)

What is your overall perception of digital advertising? (Multiple choice)

- Very positive
- Neutral
- Negative

How often do you notice digital advertisements? (Multiple choice)

- Very frequently
- Occasionally
- Rarely

Do you find digital advertisements engaging? (Multiple choice)

- Yes, very engaging
- Somewhat engaging
- Not engaging

Do digital ads influence your purchase decisions? (Multiple choice)

- Strongly influence
- Moderately influence
- Do not influence

Which platform do you find most effective for ads? (Multiple choice)

- Social media (Facebook, Instagram, TikTok)
- Search engines (Google, YouTube)
- Television ads

Which platform do you trust the most for ads? (Multiple choice)

- Social media
- Search engines
- Television
- Email marketing

Which platform influences you most in buying decisions? (Multiple choice)

- Social media ads
- YouTube/Google ads
- TV ads
- Email marketing

Which influences you more? (Multiple choice)

- Influencer marketing
- Traditional media (TV/print ads)

- Both equally

Do you trust influencer recommendations? (Multiple choice)

- Yes completely
- Somewhat
- Not at all

Have you purchased something after influencer promotion? (Multiple choice)

- Yes
- No
- Maybe

Why do you trust online content more than TV ads? (Checkboxes – multiple answers allowed)

- Detailed product information
- Comparison reviews
- Real life product results
- Influencer recommendations

What type of content influences you most? (Multiple choice)

- Product reviews
- Video demonstrations
- Comparison videos

What reduces your trust in online ads? (Multiple choice)

- Too many repeated ads
- Misleading information
- Lack of authenticity
- Over-promotion

Have you noticed retargeted ads after searching a product? (Multiple choice)

- Yes frequently
- Sometimes
- No

How do retargeted ads affect you? (Multiple choice)

- Increase interest
- No effect
- Decrease interest

Have you purchased after seeing retargeted ads? (Multiple choice)

- Yes
- No
- Sometimes

CS003



INTERNSHIP PROPOSAL FORM

Name:	Raisa Azad
ID:	201011230
Department:	ULAB School of Business
Supervisor's Name (Faculty):	Parvez Mahmud, PhD
Organization Name:	MonsterClaw LLC
Internship Title:	The Strategic Shift from Traditional Media to Online Content Driven Marketing: A Study on Consumer Purchasing Behavior

Student's signature & date

Raisa Azad

Supervisor's signature & date

Internship Confirmation Letter

www.monsterclaw.com

09642601577

Ref: MCL-HRD/Offer_Letter/Intern/2025/12001

Date: December 05, 2025



Raisa Azad

Student of the University of Liberal Arts Bangladesh

Student ID: 201011230

Contact email: raisaaazad205@gmail.com

Contact number: 01625683033

Subject: **Offer Letter – Internship**

Dear Ms. Raisa,

We are pleased to inform you that, following your successful assessment and discussion with management, **MonsterClaw Ltd.** is delighted to offer you an internship appointment, effective **December 8, 2025.**

1. Internship Details

- a. **Position:** Intern
- b. **Department:** Affiliate Marketing
- c. **Internship Tenure:** Four (04) months, commencing from December 8, 2025
- d. **Reporting Supervisor:** Head of the Department
- e. **Work Schedule:**
 - i. Standard working hours are 40 hours per week (5 days in a week, 8 hrs. each day, Monday to Friday).
 - ii. As you will learn by working in the live project, you may be required to adjust your availability in alignment with the project supervisor's working schedule, as necessary.
- f. **Work Mode:** On-site; not eligible for remote work.

2. Internship Allowance

- a. You will be entitled to a **monthly internship allowance of BDT 8,000 (Eight Thousand Taka Only)** during the internship period, subject to:
 - i. Satisfactory performance
 - ii. 100% attendance
 - iii. Compliance with company policies and assigned responsibilities

MONSTERCLAW LTD
Amigo 14 Square. 10#B,
53/C & 61/C, Asad Avenue, Mohammadpur,
Dhaka-1207, Bangladesh



MCL-2025
Page: 1 of 2
hr@monsterclaw.com
info@monsterclaw.com

Raisa Azad (201011230).docx

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