

SOFTWARE SALES IN A CORPORATE WORLD: LEARNINGS FROM MY INTERNSHIP IN 360 DEGREE ACCOUNTING SOLUTION, DHAKA

360 Degree Accounting Solution

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Submitted in Partial Fulfilment of the Requirements for the Degree
Bachelor of Business Administration.



14 December 2025

Internship Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

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SUPERVISOR APPROVAL (Please place a Tick)

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Letter of Transmittal

14 December 2025.

Mr. Faisal Mohammad Shahriar
Internship Supervisor (Academic) & Assistant Professor, School of Business
University of Liberal Arts Bangladesh, Dhaka.

Subject: Submission of Internship Report.

Dear Sir,

Due to respect, I state that I have prepared my internship report on the topic of '*Software Sales in a Corporate World: Learnings from My Internship in 360 Degree Accounting Solution, Dhaka*'. I hereby submit this internship report which I prepared based on my 12 weeks experience in the firm as an intern.

I have tried my best to follow your instructions and make the report as perfect as possible with a meaningful outcome within the targeted time. I have also tried my best to follow appropriate methods for the topic which I have found the most relevant and practical for my internship report. I would be glad to provide any clarifications, if required. I therefore submit it and hope that you would excuse the minor errors.

Sincerely Yours



Farif Hossain Alif
ID: 193011227
BBA Program
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Plagiarism Declaration

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2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: FARIF HOSSAIN ALIF

Signature:  _____

ULAB ID # 193 011 227

Date: 14 December 2025

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Part A

Chapter One: Internship Preparation

1.1 Motivation and expected learning from the internship.

Motivation: I am enthusiastic about applying for this internship, as it aligns well with my academic background and career goals. I would like to work with professionals in the field, learn through experience and observe the application of theoretical concepts in practice. I hope this experience will increase my confidence, develop my skills, and allow me to contribute positively to the organization.

Expected Learning: From this internship, I anticipate gaining real-world experience with workflows, collaboration, and problem-solving in a professional setting. I'm also looking to learn tools and techniques used in the industry, develop communication skills, and have a greater understanding of how organizations function. Overall, my priorities will be to take the knowledge I have developed in the classroom and translate that knowledge into practice, so that I will be able to use that experience in future career opportunities.

1.2 Internship search process.

As client and customer relationships are essential components of the marketing field, I have always had a great deal of focus developing these abilities as a student of marketing. Given my conversations with faculty and classmates over the past several semesters, we all feel that gaining exposure to some corporate settings in the near term would be optimal. A corporate office is likely an ideal venue for someone new to marketing to become acquainted with real life work processes, interact with a range of professionals, and channel my creative skills. With this goal in mind, I updated my LinkedIn profile and BD Jobs account to indicate that I was looking for an internship in the corporate sector.

Shortly thereafter, 360 Degree Accounting Solution (ACS) reached out to me regarding an interview. During the interview, I found out that they offer flexible working hours, and this was one of the reasons I believed the company would be a good fit for me. They also gave me a chance to interact with client directly, allowing me to assess how well I might perform in a genuine corporate setting. During my internship, co-workers offered insightful suggestions for enhancing my performance and adjusting to professional standards. Their encouragement contributed to my success in meeting all of the expectations and requirements for the intern position. This experience has improved my confidence, strengthened my communication skills, and provided me with clearer insights into what is required to progress within the industry.

1.3 Internship interview experience.

Internships are students' first introduction to a professional experience, serving as an important first step toward future employment. Therefore, it is critical that students present themselves professionally in these stages of the internship application and interview process. With that in mind, my CV was carefully structured, organized, and professional. I highlighted my academic experience and extracurricular activities to demonstrate my skill set overall. During the interview process, I felt a little nervous at first, but the Human Resources representative was very friendly and put me at ease. They asked me a series of questions to assess my background and skills, as well as a brief written assessment to assess my level of understanding. I performed well in both parts of the interview. After that, I had a short talk with the company's Managing Director. Our conversation was positive and left me with a good impression of the organization. I received the confirmation letter for the internship on the same day, which marked a start to my career.

1.4 An overview of the internship organization

1.4.1 An overview of 360 Degree Accounting Solution:

360 Accounting Solutions is a reputable accounting and technology firm located in Dhaka, Bangladesh. The firm is dedicated to assisting businesses in converting from traditional manual bookkeeping processes to advanced cloud-based accounting technologies using QuickBooks Online.

The staff consists of trained and certified accountants, QuickBooks trainers, and software consultants, who merge their accounting knowledge with technology to streamline and simplify the financial processes of the firm's clients. The company takes pride in combining technology with accounting, to deliver efficient, accurate, and easy-to-use financial management systems for businesses, regardless of the size of the firm.

- **Mission:** To provide Bangladeshi enterprises and businesses with modern corporate accounting software and expert QuickBooks Online services that deliver greater efficiency, accuracy, and real-time financial oversight. 360 Degree Accounting Solution's mission is to facilitate the adoption of digital solutions that deliver advances in financial systems and performance in overall business operations.
- **Vision:** 360 Degree Accounting Solution aspires to become Bangladesh's foremost QuickBooks Online service provider by enhancing digital transformation through secure, trustworthy, and intelligent accounting solutions. We aim to empower organizations to facilitate financial transformation and sustain long-term viability using technology-enabled accounting processes.

1.6.2 Products and Services of 360 Degree Accounting Solution:

- a) QuickBooks Online Sales & Subscriptions: Accounting Solutions 360 offers authentic QuickBooks Online subscriptions specifically designed for Bangladeshi businesses. Our professionals help clients determine the perfect plan, set up their account, and transfer their previous financial data in order to facilitate easy migration to cloud-based accounting.
- b) QuickBooks Setup and Implementation: We provide QuickBooks Online implementation services from start to finish, which include the setup of the company profile, development of the chart of accounts, bank account integration, and reporting customization. We want to ensure that your QuickBooks Online environment meets your organizational workflow and finance needs.
- c) Corporate Training and Certification: We are pleased to provide professional QuickBooks Online training sessions for finance and accounting departments at corporations. The training will cover: Recording transactions and journal entries managing, Bank reconciliations, Managing accounts payable and receivable, Managing payroll, and Financial reporting and analysis. All participants will receive a QuickBooks Online Registration Certificate when training is completed successfully.
- d) Accounting and Bookkeeping Outsourcing: Companies may outsource their accounting functions to us for increased accuracy and efficiency. The bookkeeping and accounting services offer general ledger maintenance Accounts payable and receivable, tracking Payroll processing and compliance, and monthly financial reporting and analysis. 360 Degree takes pride in producing high levels of accuracy, transparency, and confidentiality in every financial report.
- e) Evaluation of Technical Assistance & Consulting: The technical support team provides extensive technical support for QuickBooks Online, including troubleshooting problems, migrating data, and multi-user setup. We provide professional consulting within the accounting discipline to maximize our clients' systems, controls, and processes.

1.6.3 Key people of 360 Degree Accounting Solution:

- Mehrin Jahan, Chief Operation Officer
- Seum Mahmod, Graphics Designer and content Designer
- Joney Howlader, Website Developer in WordPress.
- Rakib Ahamed Sohan, IT Department head
- Golam Rabbi, Marketing Department Head

Chapter Two: About the Internship

2.1 Activities of the department/office

The department at 360 Accounting Solutions provides an extensive list of accounting, financial technology services, and client assistance. The team maintains QuickBooks Online subscriptions, assists with technology setup and implementation, and provides full training to both individuals and businesses. Day-to-day tasks include bookkeeping, maintaining ledgers, payroll, accounts payable and receivable, and preparing monthly financial statements. The office also provides technology support by troubleshooting QuickBooks issues, providing data migration support, and setting up multi-user access. The department also maintains email communication with all clients by providing consulting services, resolving issues, and ensuring that financial recordkeeping and administrative processes are running smoothly and efficiently.

2.2 Work environment

The culture at 360 Accounting Solutions is professional, collaborative, and technology-centric. The workplace has a nurturing culture with the expectation that team members freely build off one another's ideas, ask questions, and learn from one another. As a modern accounting and tech based agency, the workplace is technology - and cloud-based system-driven, with a focus on efficiencies. Employees are set up in a very structured way that allows for easy communication with their team. Teams working in accounting, technical support, and training coordinate comfortably and professionally within structured settings and use effective communication strategies. The environment is casual yet focused, which helps build professional skills and development for interns and team members alike. In general, the office culture values collaboration and continuous learning, as well as openness, which results in a welcoming, engaging, and productive workspace.

2.3 Duties and responsibilities as an intern

As a Digital Marketing Intern at 360 Accounting Solutions, my main tasks were to support the company's online marketing efforts and improve its digital presence. I assisted with social media content creation and management, marketing QuickBooks Online services, and developing marketing materials in line with the organization's brand. I also monitored engagement on different social media platforms, responded to direct messages, and engaged with customers to help maintain a steady communication line with potential clients. I also had a hand in conducting market research, identifying competitors, and preparing reports that kept the team aware of customer trends. Additionally, assisted with running paid advertisements, creating promotional posts, communicated with the training and support team to

brainstorm campaign ideas, and updated the company website when needed. Overall, I supported the organization with its digital exposure and marketing goals.

2.4 Learnings and acquired skills from the internship

Throughout my internship at 360 Accounting Solutions, I acquired meaningful practical knowledge and applicable professional skills that strengthened my understanding of digital marketing and business operations. I learned how to create content for social media, plan marketing campaigns, and develop concise brand messaging to communicate with online audiences. My analytical thinking improved by conducting market research, analysing competitor activity, and reviewing customer engagement data. I learned foundational concepts in accounting and QuickBooks Online services, which increased my understanding of the role of digital marketing in businesses focused on financial technology and services. In addition, I developed my abilities to engage in clear communication, work as a team member, and apply time-management principles in my work by communicating with various departments and planning when to complete tasks. Overall, the internship has advanced my technical, creative, and interpersonal skills in digital marketing and prepared me for marketing opportunities in the future.

2.5 How learnings from internship enhanced academic learnings

The internship with 360 Accounting Solutions greatly enhanced and supplemented my academic learning, allowing me to apply academic principles to authenticity. The principles and concepts that I studied in my marketing classes, such as consumer behaviour, digital promotion tactics, branding, and communication were much more tangible and meaningful once I applied them to my daily activities, which included social media management and marketing campaign strategies. My engagement in a workplace setting provided clarity as to the way academic principles are enacted in a business context, and whether it be through customer engagement, market research, or content creation, I gained insight into the nuances of the workplace. Furthermore, learning more about programs like QuickBooks Online and overall financial technology provided me with a greater understanding of how digital business tools provide support to businesses and the real-world context of supporting the principles studied academically in the classroom. This level of involvement provided me with a conduit between classroom experiences in terms of principles studied and practices professionally applied, making the background academic learning experience more relevant, applicable, and purposeful in contributing to my future academic and career trajectories.

Chapter Three: Self Reflection

3.1 Highlights the likings and dislikings during internship

3.1.1 Things that I liked: There were many things I truly enjoyed about my time at 360 Accounting Solutions. I appreciated the culture and environment of the workplace and that everyone was so friendly. It was nice to have people around for support and who were willing to work with me and direct me with my questions. I enjoyed learning about digital marketing with real life experiences in a corporate environment. I really enjoyed creating social media content and watching how marketing campaigns directly affect customer engagement. Exposure to QuickBooks Online and discussions about the financial technology related to existing and new digital solutions were a valuable highlight of my internship and the opportunity to expand my knowledge of business further beyond traditional marketing concepts were things I truly valued as part of my learning experience. Although there were some aspects that I found less enjoyable, I had a very positive internship experience overall.

3.1.2 Things that I didn't like: I found there to be moments of stress when managing multiple tasks where the deadlines were tight. I also found adapting to new software applications took extra effort and also had to do some repetitive tasks like data collection and scanning the market, but these tasks were less enjoyable compared to being given more creative, less mundane assignments. Overall, I thought the positive experiences outweighed the negative experience even with some minor aspects that I may not have enjoyed as much.

3.2 How could the internship experience be improved

Reflecting on my internship, I think there were a few areas I could have better optimized the experience for myself. First, I felt that if I had worked on my time-management skills from the very start, I could have managed assignments more effectively, particularly during busy times of the internship. I also could have taken more initiative to ask for greater responsibilities that could have extended beyond my assignments, which would have allowed me to gain greater exposure to digital marketing strategies and client ownership. Similarly, if I had clarified personal learning goals early on, I could have tracked my learning more effectively during my internship. I definitely believed I could have offered input and had a greater role in conversations and team meetings in order to share an idea and build confidence. Lastly, I think that if I had focused on learning new digital skills and marketing analytics as the internship unfolded, my technical skills would have improved even more. Overall, I left the internship with a sense that through better planning, proactive communication, and a particular focus on skills development, my internship experience could have been more productive.

3.3 Suggestions for the organization and future plans

Organizational and Service Improvement

- Assign people to specific places so that everyone has their own roles and responsibilities.
- Implement an effective client support system for better client satisfaction and service dependability.

Marketing and Training Development

- Boost your brand with digital marketing, social media and website.
- Position the firm's integrated services — software, consulting and training — as a competitive differentiator.
- Provide formalized training to the clients as well as ongoing skills development for staff.

Future Plan

- Diversify into payroll, accounting, and business consultations.
- Establish relationships with SMEs, schools/colleges and professional bodies.
- Concentrate on slow growth and building a business that will last for your with solid financial planning.

Conclusion

Conclusion 360 Degree Solution can grow and become an accounting and consultancy service firm that is trusted, by improving the organization structure, service quality and strategic planning.

Chapter Four: Personal Development Plan

4.1 Plans for further learning and career

Looking to the future, I would like to continue to expand my knowledge and skill base so that I can grow into a successful career in marketing. I plan to concentrate on honing my expertise in digital marketing tools, including Google Analytics, Meta Ads Manager, and SEO strategies, which I think are key in today's marketing field. I would also like to take some more advanced online courses and certifications to familiarize myself with the latest trends related to content creation, consumer behaviour, and social media marketing. Additionally, I see myself gaining even more practical experience through internships,

freelance work, or part-time marketing roles to build my strategic thinking and creativity. Looking ahead, I eventually want to find a position within an ever-evolving marketing department and play a role in campaign planning, brand development, and digital marketing communications. My goal is to grow into an established marketing professional that moves into a position with accountability in executing marketing strategies that have a measurable impact on an organization's growth

4.2 Technical and interpersonal skills to develop to secure employment/career.

In entering the professional sphere as a marketing student, it is beneficial to strengthen both hard and soft skills to remain competitive in the marketplace. In relation to the hard skills, a student should consider developing basic digital marketing skills, including competent skills in social media management, content creation, SEO, and basic Google Analytics skills, to develop competence. Also, working with simple design tools like Canvas, as well as an understanding of various platforms to market online, adds a foundational benefit. Both hard and soft skills are vital to helping students develop their careers. A competent set of a range of communication skills, teamwork, creativity, and the ability to communicate with customers are essential in each marketing role. Also, practices like time management, adaptability, and problem solving will enhance students' abilities to enter many workplace dilemmas with confidence. By developing both hard skills and soft skills, a student in marketing will certainly enhance their chances of obtaining a great job and developing a meaningful career.

Part B

Chapter One: Introduction

1.1 Research title

Study on “Analysing Customer Perception toward Digital Advertising in Bangladesh”

1.2 Research objective

The main purpose of the research study is to examine customers' perceptions of digital advertising in Bangladesh. The following specific objectives are put forward:

- a) To investigate customers' perceptions of digital ads across various online channels in Bangladesh.
- b) To examine the reasons that influence customers' perceptions of digital ads, specifically relevance, transparency, and intrusiveness.
- c) To investigate the impact of different digital ad formats on discrete online platforms such as social media, search engines, and video platforms.
- d) To provide useful information to advertisers and businesses to enable them to design effective digital advertising campaigns that do not frustrate customers.

1.3 Background of the study

In the last few years, Bangladesh has undergone a tremendous digital transformation as access to the internet has increased rapidly and social media use has grown. According to DataReportal (2025), in January 2025, there were about 77.7 million internet users in Bangladesh with a penetration rate of about 44.5% of the population. More specifically, there were about 60.0 million social media users, approximately 34.3% of the country's total population (DataReportal, 2025). These statistics suggest that digital platforms continue to play a significant role in the lives of Bangladeshis.

The increase in online connectivity has created new avenues for businesses to get in front of consumers. Traditional marketing channels—like print, television, and radio—are slowly being supplemented and replaced by more dynamic, interactive forms of digital marketing (Implevista, 2025). With these approaches, organizations can access bigger, more targeted audiences through personalized messaging and real-time engagement.

As companies continue to spend on digital advertising, it becomes critical to understand consumer perceptions of digital ads. Digital ads are usually preferred because they provide various levels of

engagement that can be measured and can use data-backed targeting to reach the right consumer at the right time and at a lower price. However, the effectiveness of such targeted ads is fundamentally linked to the build-up of customer perceptions of trust, relevance and invasive perception of the ad. When consumers agree that digital ads are useful and trustworthy, they are much more likely to act; however, poorly targeted or too aggressive ads can damage the brand.

Research on consumer behaviour in Bangladesh has yielded inconclusive findings. For example, Rahman (2015) studied Generation Y's digital information scanning behaviours in Bangladesh and noted that social media, particularly Facebook, has a significant impact on their purchase decisions. Newer studies in some emerging economies like Bangladesh indicate that digital marketing (DM) has a considerable impact on business performance; one study indicated that DM accounted for 75.3% of variance in performance outcomes for small and medium enterprises (Journal of Information Systems & Informatics, 2024).

Although there is a growing body of evidence, there is still a relative lack of research that explores customer perception toward digital advertising in the context of Bangladesh overall, specifically how demographic groups perceive and respond to different forms of digital ads. Moreover, changing platform functionality and ad formats (such as video, stories, and paid social media content) make it timely to reconsider consumer perception with respect to facilitating an effective marketing strategy within the marketing context of Bangladesh.

Given these trends, it is important for marketers, researchers, and policymakers to understand not simply the extent of digital advertising's prevalence, but also the extent to which it is effective in the eyes of consumers. This research attempts to capture this and has systematically examined how Bangladeshi consumers experience digital advertising, which elements shape their attitudes, and whether there are differences in attitudes across demographic groups. The research adds consumer insight on how businesses should develop more customer-centric digital campaigns, and also help them confirm that their marketing budget is being spent to improve engagement and conversion.

1.4 Research questions

To meet the aims of this research, the following research questions were developed: -

- a) What is the sentiment of Bangladeshi customers' toward digital ads across platforms?
- b) What factors do customers consider when accepting or rejecting digital advertisements?
- c) What platform (or digital channels) do Bangladeshi consumers think is the most valuable or effective?
- d) How do demographic variables (like age, gender, or social media usage) influence customer perception of digital advertising?

- e) What insights can businesses learn from digital advertising to increase customer engagement in Bangladesh?

Chapter Two: Methodology

2.1 Type of research

This study adopts a descriptive research design, this is a relevant approach for eliciting and determining customer perceptions of digital marketing in Bangladesh. Descriptive research attempts to depict a population's behaviour, opinions, or characteristics accurately (Kothari, 2022). The main focus of the descriptive research design is to collect data about customer opinions, preferences, and behaviour toward digital marketing platforms (e.g. social media, search engines, and video-based advertising). Because the goal of this type of research is to systematically depict the state of the customer's perception, it permits researchers to identify patterns that can lead to better marketing effectiveness and contribute to improved business performance. The study also included a quantitative component via structured surveys that permit numerical representation of customer opinions so investigators can engage in statistical analysis of trends and relationships.

2.2 Research design

The research uses a descriptive research design to explore customer perception of digital advertising in Bangladesh in an organized and systematic manner. Descriptive design is appropriate for research that investigates characteristics, attitudes, and behaviours of a population, without any manipulation of variables (Kothari, 2022). In this study, descriptive design will allow the researcher access to detailed customer views and perspectives on digital advertising on various platforms, including social media, a search engine, and video content. This design also allows the study to provide an accurate description of perceptions of customer views, which can provide insights into trends and influences to customer attitudes towards digital advertising, such as trustworthiness, relevance, and intrusiveness.

2.3 Study design

This research is a quantitative, cross-sectional design, which collects information from a specific sample of respondents at one given time. This design is suitable for studying customer perceptions, preferences, and attitudes toward digital advertisements across various forms of online media, including social media. The study will use structured questionnaires to collect numerical data that can be analysed statistically to make inferences about trends and patterns. The research also investigates differences in perceptions across groups using demographic variables, including age, gender, and social media activity.

2.3.1 Sampling technique: This study utilizes a purposive non-probability sampling technique where respondents are selected according to certain criteria, including active social media users and individuals who have interacted with digital advertisements so that they can provide meaningful perspectives related to the study topic. This sampling technique allows the researcher to pay attention to individuals who most likely had any meaningful exposure to digital advertising in Bangladesh. The sample consisted of 150 respondents from varying ages, gender, and profession to get a representative view of customer perception.

2.3.2 Data collection technique: Primary data is collected with structured online questionnaires distributed by Google Forms, email, and social media. The questionnaires contain closed-ended items with Likert scale statements (e.g., strongly agree to strongly disagree) to gauge respondent perceptions, attitudes, and engagement with digital advertising. Secondary data will also be reviewed using published research articles, reports, and statistical databases. This will provide context and further inform the analysis. The approach provides the most up-to-date understanding from customers, while theoretical underpinning can be drawn from existing literature.

2.3.3 Data analysis technique: The study will explore the analysis of the dataset using a descriptive data analysis approach. Descriptive data analysis will consist of frequencies, percentages, mean scores, and standard deviations to provide summaries of customer perceptions and attitudes toward online advertising. Additionally, cross-tabulations may be generated to examine relationships between demographic categories (e.g., age, gender, and social media usage) and customer perceptions. Insurance studies will utilize tables and figures to communicate findings, helping display the findings clearly. The research will also utilize additional inferential statistical analysis techniques, such as a correlation analysis, to explore relationships between identified variables. The inferential statistical analysis may be used to determine strength and direction of identified relationships and to assist with indicated marketing implications.

Chapter Three: Findings and Discussion

3.1 Projection of interview data

Data collected from 150 customers through a number of closed-ended questions revealed some insights about their attitude towards digital advertising for generating sales. The findings are discussed below.

3.1.1 General perception toward digital ads across platforms:

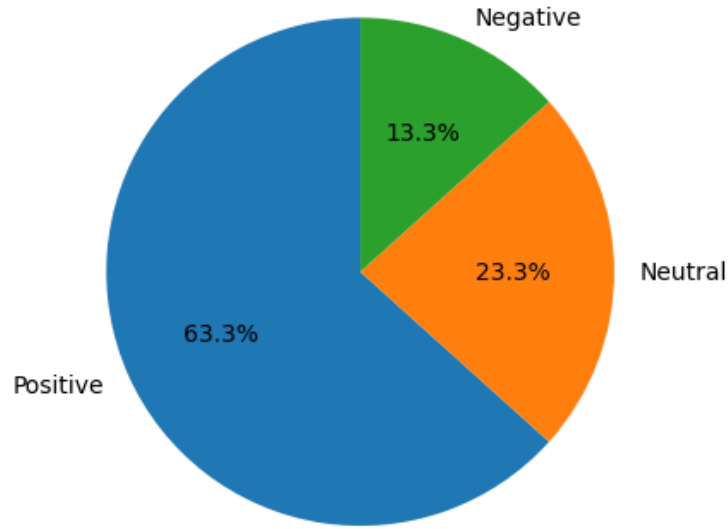


Figure 3.1: General perception [Source: Survey data]

The results of the survey revealed that consumers in Bangladesh generally have a positive attitude toward digital advertising across Facebook, Instagram, YouTube, and Google Ads (63.3% of respondents). These consumers tend to find the ads useful, relevant and informative, which helps them to better inform their purchasing decisions. The neutral category, where respondents were either positively or negatively inclined, accounted for 23.3% of respondents. This group may simply not have had enough exposure or engagement with online advertisements to develop an attitude, or they simply did not care. A minority of respondents (13.3%) disagreed that they had a positive view of digital advertisements and oftentimes stated they were concerned about the lack of relevance to the advertisement being displayed or feeling as though the ad was too intrusive to their browsing experience. All in all, the data from the survey suggests that most consumers in Bangladesh are generally accepting of digital advertising, which can be interpreted to suggest growing acceptance.

3.1.2 Factors considered while acting on digital advertisements

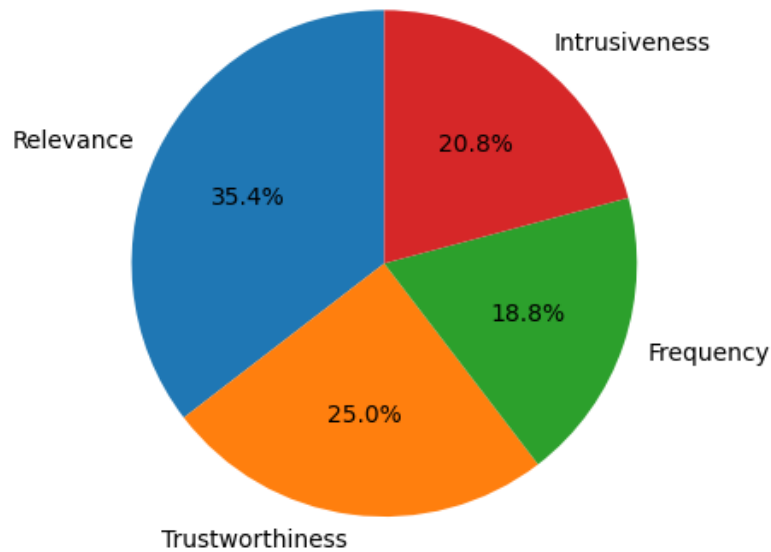


Figure 3.2: Factors considered [Source: Survey data]

The data indicates that the relevance of the ad will be the primary factor in customer acceptance or rejection. A majority of the respondents, 56.7%, stated that they were more likely to respond positively to an ad when the content was relevant to their preferences. In terms of trustworthiness, 40% of the respondents noted that they consider 'the credibility of the ad' before responding positively to an ad. These statistics show that an overwhelming and substantive proportion of respondents also cater to repetitive (30%) and interruptive advertising (33.3%); Positive engagement will go down when respondents see the same ad too frequently and when the content presents a disruption to their entertainment or objective. In summary, this suggested that marketers would need to be cautious on ads' relevance, utilize trustworthy sources, and avoid repetitive or uninvited advertising.

3.1.3 Platforms / digital channels deemed most trustworthy

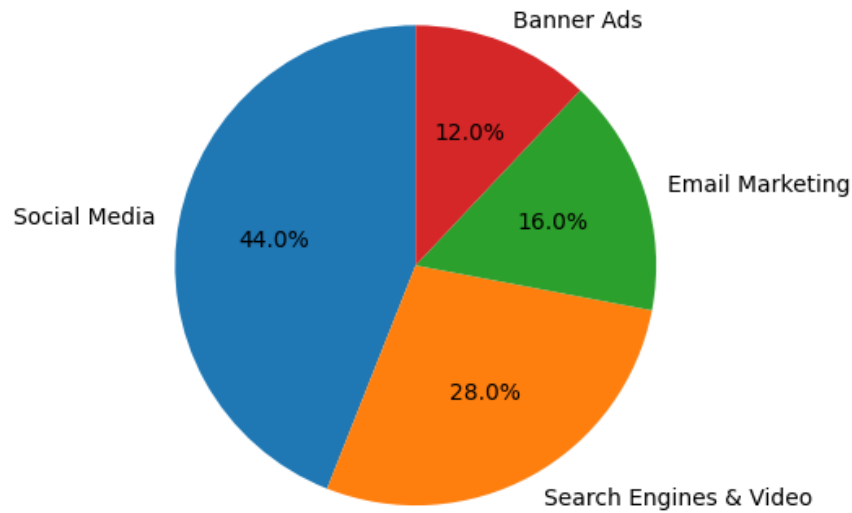


Figure 3.3: Trustworthiness [Source: Survey data]

Social media platforms proved to be the most successful digital advertising channels, with 73.3% of respondents indicating that online advertisements on social media platforms improve their awareness and engagement with brands and advertisements to make a purchase. Search engines and video ads were moderately successful, able to draw the attention of 46.7% of respondents. Traditional online advertising methods, including email marketing and banner advertisements, were not as successful, reinforcing the idea that Bangladeshi consumers are more inclined to engage with advertisements placed in visually appealing and interactive online channels. As a result, social media advertising and video marketing should be the preferred option for Bangladeshi advertisements.

3.1.4 How customer demographics influence perception of digital advertising

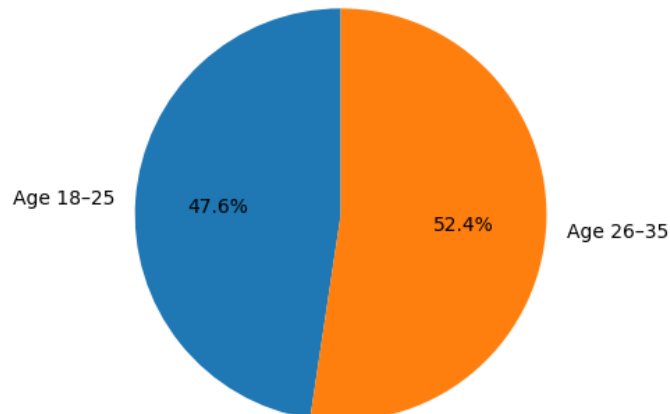


Figure 3.4a: Age distribution [Source: Survey data]

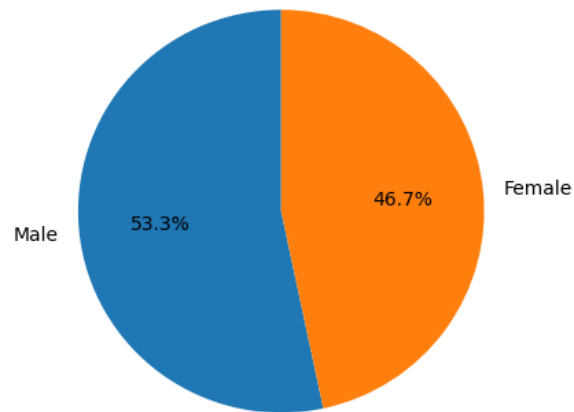


Figure 3.4b: Gender distribution [Source: Survey data]

Demographic factors significantly affect impacts on perceptions of digital advertising. Specifically, younger respondents (18-25) demonstrated the most receptivity to digital advertising, and the next set of respondents (26-35) showed moderate engagement with the digital advertising content. In terms of gender, while both males and females indicated a similar level of perception of digital advertising, males demonstrated slightly more engagement in the survey sample than women. Equally, some of the heaviest social media users (60% of the survey sample) indicated a very positive perception of digital advertising. These findings demonstrate firsthand that the more frequently users are exposed to content online, the more familiar and engaged they become.

3.1.5 How digital advertising can increase customer engagement

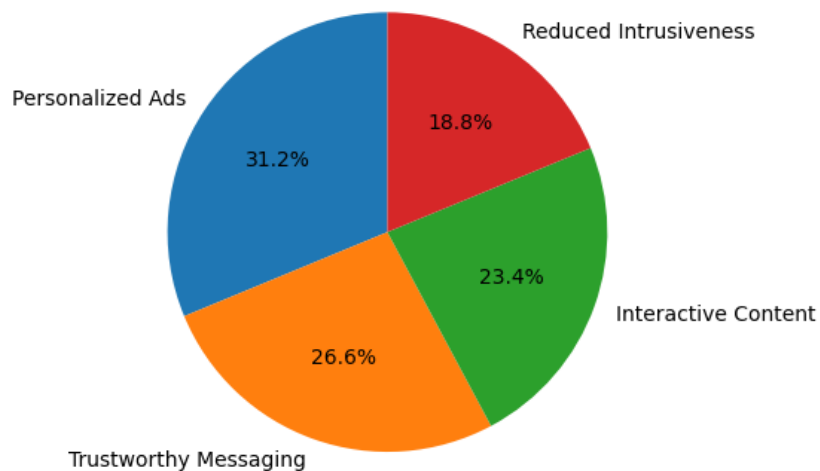


Figure 3.5: Influence of digital marketing [Source: Survey data]

As demonstrated in the survey, business owners can increase customer engagement by creating customized, relevant ads which were suggested by 66.7% of survey participants. The survey also showed that credibility is necessary when conveying messaging for 56.7% of managers. Half of the participants preferred interactive content involving videos, polls, and quizzes, affirming the idea that engagement can remain at high levels with participatory ads, versus passive ads. Finally, 40% of managers recommended reducing intrusive or excessive ads in order to avoid marketing overload. Together, these goals can provide marketers with strategies to create campaigns that will be effective and favourably received by Bangladeshi consumers.

3.2 Findings

Results from a survey of 150 respondents reveal important findings on customer perception of digital advertising in Bangladesh:

- a) 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.
- b) Factors Impacting Acceptance or Rejection: Content relevance stood out as the most important factor impacting customers' willingness to be engaged with digital ads, with 56.7% highlighting the importance of this factor. Credibility, intrusiveness and frequency of ads were other important factors that affected willingness to be engaged with the ads, thus demonstrating customers will respond better to ads that are credible and mildly intrusive.
- c) 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 was correlated strongly and negatively with effectiveness. Therefore, marketing through visual, interactive, and social media channels are more likely to generate consumer engagement in Bangladesh.
- d) The younger audience, who are more tech savvy than the elderly, responds more frequently and more positively towards digital marketing initiatives, 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.

- e) To improve customer engagement, using relevant personalized ads, and conveying messages that are very clear and trustworthy are the two best strategies. Videos, polls, and quizzes (interactive content) are responded to by a good percentage of potential customers. Also avoiding intrusive and high-frequency ads contributes positively to consumer perception.

Chapter Four: Recommendations

Drawing from the key findings of the study, several suggestions can be offered to assist businesses and marketers in the effectiveness of their digital advertising strategies in Bangladesh.

- Focus on Friendly and Relevant Content: Respondents mentioned relevance as perhaps the most prominent aspect shaping their attitudes toward digital ads, therefore, businesses should emphasize the development of content that aligns with user interests, browsing history, and demographics. Data-driven insights, and segmentation may offer the opportunity for the delivery of experiences of a more personal nature that may appear relevant rather than disruptive.
- 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 Social Media as the Main Advertising Channel: In our studies, social media has come out as the best channel for digital advertising. Businesses should be allocating additional budget support to the social media platforms Facebook, Instagram, YouTube, and TikTok, where Bangladeshi consumers most actively participate. Platforms are now utilizing many interactive content formats that spark excitement and engagement including short videos, stories, polls, and live content. Utilize Interactive and Engaging Ad Formats Half of the shoppers surveyed expressed interest in interactive content. Therefore, you should include videos, quizzes, animated ads, or even attention-delivering designs if applicable. Engaging ad formats allows to keep people's attention while creating a better customer experience.
- Target Younger Audiences Deliberately: Young respondents (18–25 years) demonstrated the most positive attitudes toward online advertising. In targeting youth-based markets, companies should design content that is creative, current, and engaging that fits with the tastes of the adult digitally-versed consumer market segment.

- Practicing Ethical and Responsible Advertising: To earn the trust of consumers for the long term, marketers have to think about misleading content, respect privacy laws, and adhere to ethical standards of advertising conduct. While providing clear opt-out, can help marketers manage the collection of data from consumers in a responsible way that can sustain relationships with customers over the long run.

Chapter Five: Conclusion

This study explored consumer attitudes towards digital advertising in Bangladesh, mainly how consumers react to promotional content distributed via online sites. The findings show that digital advertising has developed into an indispensable component of contemporary marketing communication, particularly in response to the rapid growth in internet access and social media use across the country. In summary, consumers in Bangladesh report positive attitudes toward digital advertising when it is relevant, credible, and stimulating but shift to negative when ads become intrusive, repetitive, or misleading.

The analysis also showed that social media is still the favoured and most relevant method of digital advertising for consumers in Bangladesh. Not surprisingly, younger audiences have the highest levels of engagement and acceptance of digital ads, increasing the importance of digital content aimed at youth audiences. Further, demographics such as age, gender and social media habits also shape how people interpret and react to digital ads. These differences highlight the need for marketers to conduct targeted advertising and develop tailored and customized strategies. In addition to that, cues like personalization, trustworthiness, and interactive content are significant predictors of consumer attitudes. Businesses which practice transparency and provide design layouts that support the customer experience are more likely to be trusted and develop longer-term customer relationships. In contrast, if the same ad is overly repeated, or the customer feels the content doesn't apply to their situation, the customer could experience frustration which will diminish the effectiveness of the digital campaigns.

Overall, the use of digital advertising in Bangladesh represents a viable opportunity and area for growth for businesses, but the results of the campaign will be highly contingent on whether the business has investigated the attitudes of the consumers, and adjusted their approach accordingly. Through a consumer-focused perspective, utilizing data to support advertising trends, and purposefully using different social media types for ethical communication and participation within the relevant environment, businesses will sustain a higher quality customer experience and a higher-quality brand attachment. This study contributes to the existing body of literature on digital marketing in Bangladesh and provides imperatives that businesses can apply to improve and contribute to the overall impact of their digital advertising campaign.

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Appendix:



CS003

INTERNSHIP PROPOSAL FORM

Name:	Farif Hossain Alif
ID:	193011227
Department:	Department of Business Administration, ULAB School of Business
Supervisor's Name (Faculty):	Faisal Mohammad Shahriar
Organization Name:	360 Degree Accounting Solution
Internship Title:	Software Sales in a Corporate World: Learnings from My Internship in 360 Degree Accounting Solution, Dhaka

Student's signature & date

06 October 2025

Supervisor's signature & date

06 October 2025

Internship Confirmation Letter



360 Degree Accounting Solution (ACS)

Address: 81/3 Sabujbagh, Dhaka-1214
☎ +8801610531145 | Email: abir2012aiub@gmail.com
Website: 360acs.com

360 Degree Accounting Solution (ACS), HUMAN RESOURCES

360 Degree ACS/2025

October 8, 2025

To whom it may concern,

Please accept the best compliments from 360 Degree Accounting Solution (ACS).

We are pleased to accept **Farif Hossain Alif**, ID # **193011227**, majoring in **Marketing**, BBA student of your University, for his internship program in our organization for three months (20/10/225-21/0122026) as a Digital Marketing Personnel for this marketing Department.

This is for your kind information and necessary action.

Yours sincerely,

360 Degree Accounting Solution (ACS)


Tanvir Hossain Abir
Proprietor

Tanvir Hossain Abir
proprietor