

NIBAAI – NEUROMARKETING INTEGRATION IN BANGLADESHI ADS THROUGH AI

Avis Communications

Prepared by
Tashin Haq
ID: 201011190

Supervised by
Dr. Umana Anjalin
Associate Professor, 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: TASHIN HAQ ID NO: 201011190

Major: MARKETING Year: 2025

Mobile Phone: 01622679657 Email: tashin.haq.bba@ulab.edu.bd

INTERNSHIP INFORMATION

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

Remarks (For Not Approved): _____

Signature: *Umana Anjalín*

Date: 24.04.2025

Name: DR. UMANA ANJALIN

E-mail: umana.anjalín@ulab.edu.bd

Phone: +880 1317-799089

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Name: TASHIN HAQ

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LETTER OF TRANSMITTAL

24.04.2025

Dr. Umana Anjalin

Associate Professor
School of Business
University of Liberal Arts Bangladesh
(ULAB) 688, Beribadh Road
Mohammadpur, Dhaka 1207.

Subject: Submission of Project Report on “NIBAAI – Neuromarketing Integration in Bangladeshi Ads Through AI”.

Dear Ma'am,

With due respect, I am glad to inform you that I have successfully completed my research project titled “NIBAAI – Neuromarketing Integration in Bangladeshi Ads Through AI”. This report has been prepared in fulfillment of the requirements for my undergraduate program in Bachelor of Business Administration (BBA) at the University of Liberal Arts Bangladesh (ULAB).

In this research, I have applied the concepts and theories I've learned throughout my studies, particularly in marketing and digital advertising, along with insights gathered from various online sources. The focus of the study is to examine the integration of neuromarketing principles, particularly Cialdini's persuasion principles, with Artificial Intelligence (AI) to enhance the effectiveness of digital advertising in Bangladesh. Through this research, I have analyzed how these techniques impact consumer engagement and ad effectiveness, offering new and valuable insights for businesses in the region.

I hope this research will meet your expectations and the requirements for my project.

If you have any queries, please feel free to contact me at 01622679657.

Thank you for your continued support and guidance.

Sincerely yours,

Tashin Haq

201011190



Bachelor of Business Administration (BBA); Concentration: Marketing
ULAB School of Business (USB)
University of Liberal Arts Bangladesh (ULAB)

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This research would not have been possible without the love, guidance, and support of all of you. I am forever grateful.

List of Abbreviations

ABBREVIATION	DEFINATION
AI	Artificial Intelligence
LLM	Large Language Model
B2B	Business-to-Business
B2C	Business-to-Consumer
CRM	Customer Relationship Management
AI-ML	Artificial Intelligence - Machine Learning
BDT	Bangladeshi Taka
SEO	Search Engine Optimization
SMM	Social Media Marketing
CTA	Call-to-Action
PPC	Pay-Per-Click
R ²	R-Squared (Coefficient of Determination)
EEG	Electroencephalography
FMRI	Functional Magnetic Resonance Imaging
UGC	User-Generated Content
ML	Machine Learning
FOMO	Fear of Missing Out
BBA	Bachelor of Business Administration
SWOT	Strengths, Weaknesses, Opportunities, Threats

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PART- A

Chapter 1: Internship Preparation

1.1 Motivation and what I Expected to Learn from My Internship

From a young age, I have been deeply passionate about photography, filmmaking, arts, and content creation. My core inspirations are figures such as Neil Buchanan – an artist, musician, and photographer – best known for his show “Art Attack”; Leo Burnett – a legendary advertiser, celebrated for his iconic campaigns like the "Marlboro Man" for Marlboro and "Tony the Tiger" for Kellogg's; and Steven Spielberg – a filmmaker whose ground-breaking works, such as Jurassic Park, E.T., and Jaws, have reshaped the cinematic landscape.

During my A-levels in 2019, I was already actively involved in design and content making as a personal pursuit. In parallel, I worked as a freelance photographer, specializing in portraiture and landscapes. However, I quickly realized that working in isolation often results in a limited learning curve, particularly in a dynamic and creative field like this. The lack of structure and a challenging environment made it difficult to transition from an amateur to a professional level.

To refine my skills, expand my professional network, and gain insight into the workplace culture, I sought an internship with an advertising firm. This decision was strongly influenced by advice from my father, who once told me, “If you want to run a restaurant, first work in one to learn its ins and outs.” These words have served as my guiding principle, as my ultimate goal is to run my own advertising agency one day, leveraging the knowledge and experience gained through professional practice.

1.2 Navigating the Internship Search and Building a Career Path

In 2019, Bangladesh's advertising industry was growing rapidly, driven by the expansion of digital platforms and increased mobile internet penetration. The market was valued at approximately BDT 2,000 crore annually (The Daily Star, 2018). However, the industry was highly competitive and saturated, creating a challenging environment for aspiring professionals.

The advertising landscape could be divided into three tiers:

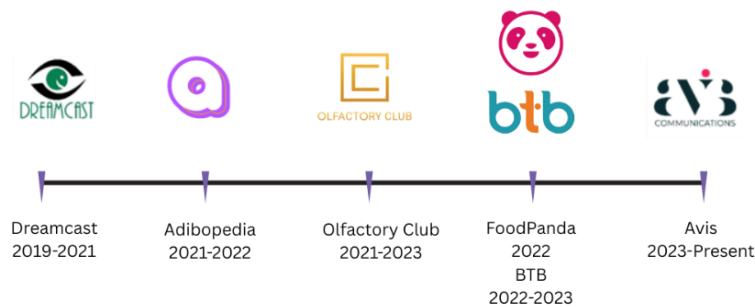
- Start-ups: Many emerging agencies with limited resources and a lack of structured mentorship, making professional growth difficult.
- Mid-tier firms: These agencies offered more flexibility and growth opportunities, but were challenging to enter due to selective hiring.
- Top-tier agencies: Established firms like Asiatic MCL, Grey, and Bitopi had stringent entry requirements and formal work cultures, making them difficult for newcomers to access.

As an A-level student preparing to enroll in university, it was crucial for me to join a firm that offered both time flexibility and growth. I identified **Dreamcast**, a rising agency, through a referral from my cousin, who was an ex-colleague of one of its founders. I applied for a part-time internship via email, submitting my CV and got selected following an on-site interview.

The following year, I was looking for a university to enroll in to learn the intricacies of the marketing and media world in a structured manner. What better university to choose than one with “Liberal Arts” in its name? Thus, in 2020, I enrolled at the University of Liberal Arts, majoring in **Marketing** and minoring in **Media Studies and Journalism**. By then, I had secured a part-time position as Junior Content Planner at Dreamcast. Over the years, I worked at **FoodPanda** as a product photographer, **Olfactory Club** as a content creator and designer, **BTB** as Account Manager, and **Adibopedia** as a strategist, all of which I acquired through networking at Dreamcast.

In 2023, Dreamcast split into two companies, **Dreamcast** and **Avis Communications**. Thanks to the network I had built, I was offered a role at Avis Communications as a Senior Strategist following my latest promotion, in February - 2025, as the Lead Strategist.

Table 1 – Career Timeline



1.3 Internship interview experience

In July 2019, roughly two weeks after applying, I received a call from Dreamcast for an interview. Despite my limited experience with marketing tools, I quickly familiarized myself with key concepts like the 4Ps of Marketing, Branding, Segmentation, and SWOT Analysis through online resources, including YouTube tutorials. While I was already comfortable with content creation, I still felt a bit nervous walking into the interview, armed with a thin CV and sweaty palms. However, my nerves eased once I entered the venue, as the environment was incredibly welcoming.

The interview was more of a conversation than a traditional Q&A. The discussion primarily revolved around my motivations for pursuing a career in advertising. After this, Mr. Adib Al Ibrahim, the lead strategist, presented me with a task: to devise a market positioning strategy for Pran's Potato Crackers, which were a direct rip-off of Bombay Sweet's Potato Crackers, essentially playing in the same category and targeting the same consumer base.

Drawing from my interest in tech, I recalled Samsung's "Next Big Thing" campaign, which successfully attacked Apple (market leader) head-on in the smartphone market by positioning Samsung as the better alternative. Taking inspiration from this strategy, I decided to apply a similar approach to Pran's positioning. Given that Pran's Potato Crackers were seen as a direct competitor to Bombay Sweet's, I positioned Pran as the "New and Better" choice - highlighting its innovative and diverse flavor while also tapping into the cultural moment of the "Okay Boomer" meme, which targeted older generations as being outdated. This positioning made Pran appear as the more modern, relevant, and innovative brand in comparison to its older competitor. Mr. Adib appreciated the idea, and as a result, I was able to negotiate a 3-day work schedule to begin my journey at Dreamcast.

1.4 About the organization



As Avis Communications is the result of a split from Dreamcast, it continues to uphold the same core values and beliefs that defined Dreamcast's approach to advertising. The following description will focus solely on Avis Communications and its evolution as a forward-thinking agency.

Avis Communications is a fast climbing advertising agency in Bangladesh, founded in 2023 after the successful split of Dreamcast, a well-established agency with roots going back to 2016. Building on Dreamcast's foundation, Avis Communications aims to redefine traditional advertising by integrating innovative solutions, including AI and automation, into its strategies. Avis positioned itself as a dynamic player in Bangladesh's advertising industry, with an eye to launch its Dubai wing within the next six months. Avis focuses on crafting creative, data-driven campaigns that deliver measurable results for businesses in a rapidly changing marketplace.

Client Portfolio: Ministry of Foreign Affairs, MetLife, Oppo, Walton, Pran, Akij Electricals, Akij Bicycle, Homarouge, Shekor, Finix, KDS RMG, KY Steel, Smashed Burgers, Jotun, CentrePoint, Manzar, WellBeing, Aro Tours and Travels, Aro Global Studies, Captain Coil, Luminedge, Tashofa, BAT, United Group, Hamko Group.

Mission

Avis Communications is committed to providing businesses with comprehensive, end-to-end marketing solutions. By blending impactful storytelling with cutting-edge technology, Avis empowers brands to break through the visibility clutter and achieve their goals. The agency's focus on collaboration and tailored strategies ensures that every campaign is designed to unlock the full potential of its clients.

Vision

Avis Communications strives to become the leading AI-powered advertising agency in Bangladesh, setting a new standard for creativity, innovation, and client success. The agency is dedicated to continuously adapting to client needs, harnessing the latest technological advancements, and providing unmatched support to help clients drive growth and maximize their ROI.

Commitments

Avis Communications is driven by a commitment to forming lasting partnerships with clients based on trust, transparency, and open communication. The agency remains at the forefront of innovation, constantly refining its strategies and services to stay ahead of market trends. Reliability and a human-centred approach are core values that Avis is based on, making it a trusted partner for brands seeking clutter breaking advertising solutions.

Chapter 2: About The Internship and The Career That Followed

2.1 Job Positions and Responsibilities

Dreamcast was structured and operated as a 360-degree marketing agency, through seven key departments: Operations, Strategy & Content Planning, Designing, Client Service, Accounts, Events & Activation, and Human Resources. Each department played a crucial role in ensuring the coherent execution of marketing strategies, with Operations overseeing the agency's day-to-day functionality, Strategy & Content Planning focused on developing the bespoke campaigns, and Designing bringing creative concepts to light. The Client Service team managed client relationships and ensured retention, while the Accounts department handled the financial aspects of the organization. Events & Activation led brand activations and experiential marketing efforts, and Human Resources ensured talent management, development and conflict resolution within the agency. This structure enabled Dreamcast to run its operations seamlessly.

I was initially assigned to the Strategy & Content Planning department in Dreamcast, working under the direct supervision of Mr. Adib Al Ibrahim, the Lead Strategist. My role involved assisting in curating pitch decks, which gave me the opportunity to design content roadmaps and brand strategies for several corporate clients. I also had the chance to practice content creation by writing copy and structuring design plans for several prominent brands, including - KDS RMG, KY Steel, MetLife, and The Hot Plate.

As an intern, I often found myself balancing additional tasks outside my primary role. From time to time, I assisted with query management in the Client Servicing department and provided design support to the Designing team during periods of high workload, as I was proficient in **Adobe Photoshop, Premiere Pro, and Canva**.

As I advanced in my career, transitioning from an intern to a Junior Planner, the cross-departmental tasks became less frequent. By the time I was promoted to Senior Strategist, my responsibilities became more focused on planning the strategic direction for brands. I was able to concentrate on creating in-depth strategies, which would then be executed by other departments.

When I transitioned to **Avis Communications** and was promoted to Lead Strategist, I stepped into the role of leading the Strategy and Content Planning department, reporting directly to the Head of Operations. My responsibilities expanded further, not only requiring me to curate strategies for brands but also to mentor and oversee the team and ensure that the work being produced met the high standards set by the agency. A full-circle moment for me was represented through this promotion, as I found myself stepping into the shoes once worn by my mentor at Dreamcast at the start of my career.

2.2 Takeaway from the evolving roles

During my initial internship at Dreamcast, one of the key lessons I learned was the ability to adapt to a constantly evolving environment while juggling multiple tasks. Through gaining hands-on experience under the strategy team, my marketing knowledge deepened, and my graphic designing skills were refined through collaboration with experienced designers.

While I excelled in the field of content creation, I recognized that my communication skills needed improvement. As I transitioned into the role of Junior Strategist and began pitching to clients, I started focusing on developing my communication. Over time, my confidence in public speaking grew, slowly but surely.

And perhaps the most significant lesson I acquired during my time as a Senior Strategist was the importance of being able to say “no”; not impulsively, but to tasks or expectations that were unrealistic or unattainable. This ability to set clear boundaries helped me build trust with clients and colleagues, ensuring that I consistently met deadlines and delivered quality work. It also laid the foundation for my career by making me appear more sincere, reliable, and capable of managing expectations.

Now, as the Lead Strategist, I am learning the nuances of leadership. I am focusing on being a more involved leader, motivating my team, setting clear and achievable goals, and breaking down larger tasks into smaller, manageable components. While I am still new to this role, I draw upon the guidance my mentor provided and apply those principles as I supervise my team and strive to bring out the best in them every day.

2.3 Integrating Educational Insights into the Workplace

As my career progressed parallel to my enrolment in the University of Liberal Arts' School of Business, I found myself consistently applying the knowledge gained in the classroom to my professional work and vice versa. The insightful guidance from my faculties facilitated a smooth transition, enabling me to integrate theoretical concepts with real-world applications on a daily basis; which not only helped me to be a better employee but also assisted in securing a **CGPA of 3.85** along with reaching **Idea Hunters 3.0's** Grand Finale out of 110 teams from reputed universities.

Through the core marketing courses, I gained a profound understanding of strategic marketing tools and consumer behavior, which empowered me to develop more comprehensive and results-driven campaigns. The case studies I encountered in these courses directly inspired many of my own campaigns. Furthermore, my communication skills underwent improvement on a significant level, particularly through the business communication course, through which I adopted a more formal tonality and persuasive style. As for example: I embraced the “YOU” centric approach when addressing clients, ensuring my messaging inclined with their needs, thus reinforcing my genuine commitment and concern to their pain-points.

The MSJ courses further enhanced my content creation capabilities by equipping me with valuable skills in media literacy, crisis communication, and the ability to craft messages for mass audiences. Additionally, courses outside my concentration, such as HRM and Organizational Behavior, broadened my understanding of workplace dynamics, helping me navigate professional environments with a clearer awareness of my rights and promoting personal growth and adaptability.

The GED courses proved valuable in rounding out my education. The English courses refined my narrative skills, allowing me to apply structured storytelling techniques, for example: The Hamburger Structure, in my professional writing. Meanwhile, subjects such as Environmental Science, History of World Art and Architecture, and World Civilization (to name a few) equipped me with knowledge that did not just made me an enriched conversationalist among peers, but enhanced my ability to craft campaigns with a broader cultural and global perspective. For example, in my work with KDS RMG, I leveraged my understanding of SDGs from the GED courses to create SDG-aligned campaigns targeting their international stakeholders who prioritize sustainability and environmental responsibility.

Chapter 3: Self-Reflection

3.1 Likes and Dislikes About the Workplaces

Reflecting on my initial internship and the career path that followed, I am truly grateful for the lessons I've learned and the growth I've experienced along the way. One of the most rewarding aspects was the opportunity to directly apply my academic knowledge in a real-world setting and vice versa. The flexibility of my part-time work arrangement allowed me to balance work and academics more effectively. Additionally, the consistent feedback from my supervisor was invaluable, guiding me in the right direction and helping me address my shortcomings. Cross-departmental involvement in **Client Servicing** and **Designing** further sharpened my adaptability and skillset during the internship tenure.

However, as with any career, there were challenges along the way. While the cross-departmental exposure helped me develop diverse skills, it also led to an overwhelming workload that was difficult to manage within regular working hours. This often required me to take work home and work overtime to ensure deadlines were met and there were no reward-system structured for overtime. Furthermore, balancing multiple responsibilities meant that I couldn't dedicate the level of focus I desired to strategic planning, my core area of responsibility. Over time, as I got promoted and gained more experience which resulted in the completion of tasks more efficiently - these challenges gradually alleviated.

Another obstacle I encountered was the absence of a formal task management system at both Dreamcast and Avis Communications, where MS Excel was primarily used for task tracking. This sometimes resulted in miscommunication, misplaced responsibilities, and lost feedback in the pipeline, leading to unnecessary blame being placed on the wrong individuals. Despite these challenges, I continue to learn from these experiences and work towards improving processes for better task management and collaboration.

3.2 How could I do better and the Organization Could Utilize Me Better

Looking back at my time at **Dreamcast** during my internship, one particular case stands out. **KidsParadise** approached us for making digital content showcasing their products for their social media page. I conducted research on global brands and created content that matched industry standards, which received approval from the entire creative team. However, despite the team's endorsement, KidsParadise was disappointed with the final outcome. This experience taught me a crucial lesson: as an advertiser, it is essential to not only present the best ideas with solid rationale but also to truly understand the client's vision and preferences.

What KidsParadise wanted was simple, product-focused content with plain white backgrounds, something I failed to grasp at the time. If I had understood this better, I could have delivered results that would have not only satisfied KidsParadise but potentially few other clients as well. "Understanding the client" has become an ongoing skill that I continue to work on and refine every day in my professional journey.

Now, as an employee at **Avis Communications**, where the organization aspires to be the leading AI-powered advertising agency in the country, I recognize the importance of staying ahead in the rapidly advancing AI landscape. To contribute effectively to this vision, I have committed to dedicating at least one hour, five days a week, to learning about emerging AI tools. This consistent effort will help me stay informed and adapt to the fast-paced developments in the industry.

To further optimize my role, I believe that Avis Communications can enhance its utilization of AI by providing broader access to essential tools. This could include purchasing premium versions of tools such as **Sora**, **MidJourney**, **Wix**, **Suno**, and **ChatGPT**, which would not only allow me but also the entire team to delve deeper into the complexities of these new large language models (LLMs). By equipping the team with access to advanced tools, we can harness AI's full potential in our advertising efforts.

Furthermore, while YouTube learning is useful, it is often an unstructured and inefficient process. To streamline and shorten the learning curve, I recommend that Avis invests in professional masterclasses, such as those offered on **Udemy**, which provide structured, high-quality content by professional instructors. This approach would certainly enable the team to learn in a more organized

manner, ensuring a better prepared outcome from the team to lead the way in AI-powered advertising.

3.3 Recommendation

One prominent example of how an advertising agency can enhance intern outcomes through structured orientation and training is **GURUS Solutions**, a digital-marketing firm that implemented a comprehensive internship program. This program featured a coherently organized onboarding process and a one-week crash course designed to equip interns with the necessary skills and knowledge. This structured approach not only facilitated a smoother transition into the professional environment but also contributed significantly to the interns' overall performance and satisfaction.

According to a success story shared by the organization, the internship program provided hands-on experience in various aspects of digital marketing, including content creation, data analysis, and campaign planning. The structured approach ensured that interns were well-prepared to contribute effectively to client projects, which in turn enhanced their learning experience and professional development.

This case clearly highlights the importance of implementing a structured orientation and training program to improve intern outcomes. Adopting a similar model at **Avis Communications** and **Dreamcast** would undoubtedly lead to improved outcomes for interns, creating a more productive and effective work environment.

Additionally, **Ogilvy**, one of the world's leading advertising agencies, faced considerable challenges with team communication and collaboration. Miscommunication, lost feedback, and inefficiencies in managing projects across departments such as creative, media, and client services were prevalent. The lack of a centralized communication platform was the root of the problem.

To overcome these challenges, Ogilvy integrated **Slack** as its primary communication and task management tool. Slack enabled the agency to centralize all conversations, files, and tasks, streamlining communication and enhancing collaboration. By integrating Slack with other project

management tools like **Trello** and **Asana**, Ogilvy significantly improved its workflow and reduced silos between departments.

Following this success, **Avis Communications** could benefit from integrating Slack and Trello into their daily operations. This combination would help address current team communication gaps, as previously mentioned, improving collaboration and efficiency across departments.

Chapter 4: Personal Development Plan

4.1 Short Term Goals

Currently, I have attained knowledge in three core areas of advertising: Business Communication, Content & Strategy Planning, and Designing. The final pillar, Running Digital Ads and Online Optimization, is the area I am focusing on next. To achieve mastery in this field, I have set the following roadmap:

i. Google Ads

Certificate: Google Ads Certification (Google Skillshop)

Learning Resource: Free courses on Google Skillshop, covering Search, Display, Video, and Shopping Ads.

Timeframe: 3-4 months

ii. SEO

Certificate: Google Analytics Individual Qualification (IQ) & HubSpot Academy's SEO Certification

Learning Resource: Passive Journal

Timeframe: 2-3 months

iii. Facebook Ads

Certificate: Facebook Blueprint Certification

Learning Resource: Facebook Blueprint (free), Facebook Ads Manager for hands-on practice

Timeframe: 2 months

iv. Google Analytics & Pixel Integration

Certificate: Google Analytics Certification (Google Skillshop)

Learning Resource: Google Analytics Academy, Google Tag Manager for Pixel Integration

Timeframe: 1-2 months

This structured roadmap will help me build expertise in digital advertising and optimization in a timely and effective manner.

4.2 Long Term Goals

After spending another year or so growing my career in the advertising industry and saving up funds, I aim to pursue a Master's in Artificial Intelligence. Currently, I am considering the **University of Porto's Master's in Digital Marketing and Artificial Intelligence** due to its relatively affordable cost of approximately \$4,500-\$5,500 per year. Porto is known for being one of the most affordable cities in Europe for students, and the university offers a solid academic program that combines both AI and marketing, making it an ideal fit for my long-term goals.

In order to be more competitive for scholarships, I plan to publish several research papers in the time leading up to my application, focusing on topics that align closely with the program's scope. I am currently working on a paper titled "**ChatGPT in Restaurant Marketing**", in collaboration with my respected professor at **Ulab's School of Business, Dr. Umana Anjalin**.

And as I am the only child to my parents and have to take their responsibility, I intend to return to Bangladesh and perhaps I would be interested in a career as a faculty member in Ulab's School of Business once I return along with starting a Cloud Ad-Agency of my own.

PART - B

NIBAAI – Neuromarketing Integration in Bangladeshi Ads through AI

Abstract

This study investigates the use of neuromarketing principles, particularly Cialdini's six principles of persuasion, integrated with Artificial Intelligence (AI) to improve the effectiveness of digital advertising in Bangladesh. The digital advertising landscape in Bangladesh is growing exponentially, yet advertisers face challenges in cutting through the ad clutter as consumers are exposed to hundreds of ads daily. The aim of this research was to explore how combining big data harnessed through LLMs' databases and psychological triggers - such as social proof, authority, and consistency - with AI-driven curation could enhance engagement and overall ad effectiveness. The data for this research was collected from 50 internet users through a convenience sampling method, and analysed using descriptive statistics and multiple regression with the help of STATA. The findings indicate that Cialdini's principles, particularly authority, reciprocity, and liking, had a significant positive impact on ad effectiveness, with AI integration playing a crucial role in personalizing ads to suit individual consumer preferences – as seen through the general acceptance of the participants. The results from the regression analysis further confirmed the positive relationships. These insights suggest that AI can not only optimize and deliver personalized messages but also automate content creation to make advertisements more relevant, efficient and engaging. The study highlights that, by combining emotional appeal with data-driven strategies, both B2Bs and B2Cs can create ads that resonate with consumers on a deeper-level, breaking through the ad clutter. However, while the findings are promising and opens a new horizon for advertisers, the study also suggests the need for further research into the long-term effects of these AI-driven ads and applied comparison with traditional advertising approaches to fully understand the enduring impact of this integrated strategy practically. The limitations of the study include a relatively small sample size and potential biases in the self-reported data collection process, and the lack of applied comparison; which could factor into the generalizability of the results. Despite these limitations, this research underlines the transformative potential of neuromarketing and AI in shaping the future of digital advertising in Bangladesh.

Chapter 1 – Introduction

1.1 Background of the Study

The term “neuro” refers to the brain, while “marketing” in simple terms, focuses on efforts to persuade individuals to make purchasing decisions – to say “yes” to a product/service. Neuromarketing is, therefore, the science of consumer decision-making, which investigates how emotions, intuition, and subconscious cognitive sparks shape our purchase choices. Research shows that approximately **95% of decisions are made unconsciously**, with emotions playing a central role (Cialdini, 2009). Without emotions, the ability to make decisions would be severely compromised. Thus, neuromarketing taps into the emotional and instinctual parts of the brain to influence consumer behavior in a more effective way.

The human brain consists of three primary regions that govern decision-making: Neocortex (or the “New Brain”), the Limbic System (or the “Middle Brain”), and the Amygdala (or the “Reptilian Brain”). The Neocortex is responsible for rational thinking and logic, allowing us to make deliberate decisions. However, when it comes to emotional decisions, the Limbic System and Amygdala play a more significant role. The Limbic System governs our emotions - trust, fear, and desire, which significantly influence our decisions. Meanwhile, the Amygdala controls our instinctual reactions, which are often driven by basic instincts, example: getting hungry smelling curry being prepared (LeDoux, 2000). These three selves of the brain work together to influence consumer behavior, where emotional and instinctual selves frequently override rational thought.

Cialdini's Principles of Persuasion align closely with the workings of these brain systems and is a core discovery in the field of neuromarketing. His principles - reciprocity, scarcity, authority, consistency, liking, and consensus tap into emotional and subconscious responses to influence consumer choices (Cialdini, 2009). For example, the principle of scarcity triggers the Amygdala, instilling a sense of urgency and FOMO (fear of missing out), which influences individuals to act quickly when they see that a product is limited in stock (even though the physical quality of the product remains unchanged). And like this, neuromarketing techniques, by engaging both the rational and emotional aspects of decision-making, offer powerful insights for creating advertisements that resonate deeply with consumers – pushing them to say, “yes”. Harnessing neuromarketing insights to understand consumer behavior is rigorous and mostly costly processes;

traditionally done through the analysis of big data (to find patterns/shifts in consumer behavior), and neurological testing (fMRI, EEG, etc.).

Since the year 2021, the role of Artificial Intelligence (AI) in digital advertising has become increasingly significant. AI technologies are transforming the way ads are created, optimized, and even delivered. They allow for hyper-targeted content creation, enabling advertisers to tailor ads to individual preferences by analyzing vast amounts of consumer data (Big-Data), often reaching exabytes, in real-time. AI can not only optimize the delivery of personalized messages but also automate or enhance content creation itself, including elements like branding, colour theory, typography, and copywriting. These creative elements, which typically require years of expertise from strategists and designers, can now be produced quickly and cost-effectively through AI - starting from around \$10 for monthly subscriptions and many AI tool even offer limited daily free credits (OpenAI, 2023), making advertising campaigns more efficient and relevant to consumers. AI's dual ability to optimize and target contents ensures that ads are not only personalized but also resonate with the said audience, increasing engagement and conversion rates (Akter et al., 2024).

The digital advertising landscape in Bangladesh has seen a steep growth curve, with over 77.7 million internet users in 2025 (DataReportal, 2025). Social media platforms such as Facebook, Instagram, TikTok and YouTube dominate the advertising space, providing businesses with powerful mediums to reach their target audience (Bangladesh Telecommunication Regulatory Commission, 2023). Despite this exponential growth, the effectiveness of digital ads has seen a down curve due to the overwhelming volume of marketing messages that consumers are exposed to on a daily basis. This ad epidemic has in turn resulted in reduced attention spans and ad fatigue, with consumers frequently ignoring or failing to recall the ads/brands they encounter daily (Dahlén, 2022). In this context, finding the potential for integrating neuromarketing principles and AI to optimize ad effectiveness becomes more apparent.

1.2 Problem Statement

Even though advertising digitally in Bangladesh has become a driving force in the country's current marketing landscape, advertisers are facing an immense challenge in capturing consumer attention, as mentioned earlier. The sheer volume of digital ads, combined with shorter attention spans among the netizens, has led to ad fatigue. Consumers are bombarded with hundreds ads every time they surf the internet, many of which fail to engage or be remembered (Dahlén, 2022). And despite the rapid growth of digital platforms, the current digital advertising strategies in Bangladesh are largely

traditional, focusing on two dimensional content pillars such as - product features and are dissipated through basic demographic targeting. However, these approaches are becoming less effective, day by day, in an environment where consumers are overwhelmed by marketing messages and where emotional connections are more likely to stop them from scrolling. This research aims to bridge this gap by exploring whether neuromarketing principles and AI integration together can improve ad effectiveness and thus, presenting the market with a novice and innovative approach.

1.3 Literature Review

S L	Author 's Name and Year	Key Focus	Independe nt Variable(s)	Depend ent Variabl e(s)	Sampli ng Metho d and Size	Data Analysis	Main Findings	Future Research Direction
1	Asep Koswar a (2025)	AI in persuasive advertising	AI-driven content, emotional appeal	Consum er engagem ent, purchase intent	Textual analysis from AI platfor ms	Qualitati ve	AI enhances emotional connection and consumer engagemen t	Explore how AI can better replicate emotional intelligence in content creation
2	Denisa Adrian a Drăgoi (2024)	Neuromark eting and emotions	Emotional triggers, neuromark eting techniques	Consum er choices, brand loyalty	Case study	Qualitati ve	Emotional engagemen t through neuromarke ting leads to stronger brand loyalty	Further examine the influence of cultural variations in emotional engagemen t
3	Md Nafis Fuad et	Digital marketing's impact on SMEs	Digital marketing tools	Business performa nce, customer	Survey of 250 SMEs	Statistic al (ANOV	Social media marketing increases customer	Study the role of digital literacy in driving

	al. (2024)			engagem ent		A, SPSS)	engagemen t	SME growth
4	Loso Judijanto et al. (2024)	Neuromark eting's role in digital ads	Neuromark eting techniques	Online ad effective ness, consume r engagem ent	Literatu re review	Themati c analysis	Neuromark eting optimizes ad resonance with emotional triggers	Delve deeper into set-back concerns of using neuromark eting in digital ads
5	Soumm ya Chowdhury (2024)	Neuromark eting and AI integration	Neuromark eting, AI technologi es	Consum er behavior , ad effective ness	Survey of 269 markete rs	Factor analysis	AI enhances personaliza tion in ads; neuromarke ting improves consumer targeting	Investigate AI's potential to integrate ethical neuromar keting techniques
6	Md Hazrat Ali et al. (2022)	Applying Neuromark eting in Bangladesh	Neuromark eting techniques	Custome r percepti on, ad effective ness	Case study of AsiaticJ WT	Qualitati ve analysis	Emotional triggers impact customer responses to advertisem ents	Explore ethical concerns when applying neuromark eting in Bangladesh i context
7	Salma Akter et al. (2024)	AI and ML in digital marketing	AI, ML algorithms	Consum er behavior , demand predictio n	Survey, data mining	Statistic al (SPSS)	AI and ML help improve ad targeting and consumer personaliza tion	Explore AI and ML in demand forecasting for digital marketing

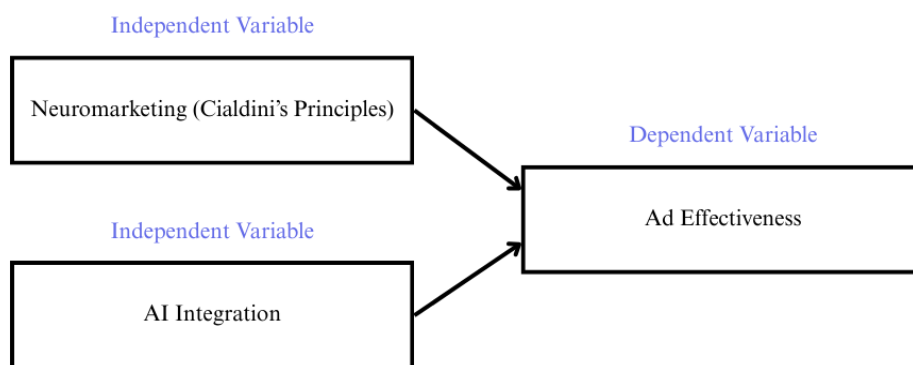
8	Rosemary Makori (2023)	Impact of neuro-marketing on consumer decisions	Neuromarketing techniques	Consumer decision-making, engagement	Literature review	Neural correlates linked to emotional engagement	Examine how neuro-marketing techniques affect multi-channel decision-making	
9	Martin-Loeches et al. (2015)	Neurological response to marketing stimuli	Neurological responses to ads	Consumer attention, memory retention	EEG studies	Experimental	Certain brain patterns are linked to higher engagement with ads	Investigate long-term impacts of neuromarketing on brand loyalty
10	Luo & Ba (2020)	AI-driven personalized recommendations	AI, machine learning algorithms	Consumer conversion, engagement	Case study	Qualitative	Personalized recommendations improve consumer engagement	Explore the ethical concerns in AI-driven personalization in ads
11	Panwar & Khan (2020)	Mobile marketing and AI	AI algorithms, mobile marketing	Customer engagement, sales conversion	Survey, case study	Qualitative	AI enhances mobile marketing strategies for better customer reach	Investigate mobile AI integration with neuromarketing in different regions
12	Srivastava & Bag (2024)	AI and neuromarketing in brand strategy	AI, face recognition technology	Brand engagement, customer loyalty	Case study of Indian brands	Experimental	AI enhances consumer insights, leading to	Study the integration of AI with cultural neuromark

							better-targeted marketing	eting in different markets
1 3	Genco, S., Brown, A., & Diaz, F. (2013)	Ethical implications of neuromarketing	Neuromarketing tools	Consumer response, brand perception	Literature review	Ethical analysis	Concerns over consumer manipulation and privacy in neuromarketing	Investigate ethical frameworks for responsible AI and neuromarketing integration
1 4	Gupta & Kohli (2023)	Cultural factors in consumer decisions	Cultural diversity, AI personalization	Consumer preferences, purchase behavior	Survey, data mining	Statistical (SPSS)	Consumer decisions vary significantly across cultures	Explore cross-cultural adaptation of AI and neuromarketing principles
1 5	Bhandari, A. (2023)	AI and emotional storytelling in ads	AI-driven storytelling	Consumer emotional engagement, ad recall	Case study	Analysis	AI-driven emotional content leads to improved ad effectiveness	Investigate the synergy between AI-driven emotional storytelling and neuromarketing techniques

The reviewed literature underscores the sheer potential of neuromarketing and AI in reshaping advertising effectiveness, with studies highlighting AI's capability to personalize contents hyper specifically (Koswara, 2025; Akter et al., 2024) and neuromarketing's competency to emotionally engage exposed consumers (Drăgoi, 2024; Judijanto et al., 2024). While global advancements in AI-driven neuromarketing persuasion are well-documented (Chowdhury, 2024; Srivastava & Bag, 2024), no existing study has yet explored the integration of these two fields, together, within the

Bangladeshi advertising landscape - highlighting a critical research gap (Ali et al., 2022). Moreover, working with big data - traditionally a costly endeavour, has now become increasingly accessible through AI tools like ChatGPT 4.0, which can analyse behavioral patterns at scale without direct neuromarketing tests or having to pay for data-collection and analyzation. As of 2024, **over 1.3 million users in Bangladesh actively use ChatGPT** and data from these interactions are ethically harvested through user-consented terms and conditions (OpenAI Terms of Use, 2024), offering an unprecedented lens into localized consumer psychology. This user-generated behavioral-data opens a novice, cost-efficient path for advertisers to simulate neuromarketing insights.

1.4 Conceptual Framework:



This research proposes a conceptual framework with the combination of Cialdini's Principles of Persuasion and AI integration. The framework illustrates how these independent variables are expected to enhance digital ad effectiveness (by being directly proportional), measured through parameters like consumer engagement, ad recall, etc. This integration looks forward to offer a new approach to overcome ad fatigue in the cluttered digital-landscape of Bangladesh.

1.5 Scope of Research

Building on the literature review insights from Chowdhury's (2024) future direction, this research aims to explore how the triggering power of neuromarketing, especially through Cialdini's principles of persuasion, can be integrated with the precision and flexibility of AI in Bangladesh's cluttered digital advertising market. A landscape where attention spans are decreasing and ad overload is becoming a major issue. This study will examine whether or not AI can do more than

simply automate content - by personalizing it and making it more human-centred by prompting in neuromarketing's persuasion principles and leveraging the aforementioned consented behavioral data from LLMs like ChatGPT. Thus, the research will explore whether and how brands can craft ads that are not only informed by real-time data but also emotionally resonant, cutting through the ad clutter.

1.6 Research Question

Can the integration of Neuromarketing's Principles of Persuasion with AI-driven execution enhance the effectiveness of digital advertising in Bangladesh?

1.7 Research Objective

To explore how combining Neuromarketing's Principles of Persuasion with AI-driven execution can enhance the effectiveness of digital ads in Bangladesh.

1.8 Potential Contribution of the Study

This research holds the promise of making a meaningful contribution to the future of digital advertising landscape in Bangladesh by exploring how a combined integration of neuromarketing and AI can unlock new levels of engagement. With Cialdini's principles of persuasion providing a psychological backbone, and Large Language Models like ChatGPT and Dall-E offering access to behavioral insights (on a scale previously unavailable or too expensive), branding knowledge and the ability to curate contents upon prompting command - this research can serve as a roadmap for marketers striving to make a deeper, more emotional connections with their desired audiences. Rather than solely relying on traditional metrics/surface-level targeting and integration.

In a broad line, the study emphasizes and explores the potential of emotionally intelligent, data-informed ad strategies that speak to people's subconscious motivations. In doing so, it could help local brands move beyond generic, one-size-fits-all messages to campaigns that feel more personal and relevant. Thus, this research aims to fill a gap in both academic and market discussions by potentially offering a new approach that would benefit both advertisers and audiences in Bangladesh alike.

2. Chapter Two: Methodology

2.1 Type of Research

This research will adopt a **quantitative** research approach, which is well-suited for testing relationships between variables and deriving measurable insights. Given the focus on understanding how Cialdini's Principles of Persuasion and AI influence consumer engagement and behavior, a quantitative approach will provide the necessary framework to collect, analyse, and interpret data systematically. The research aims to explore the correlation between **independent variables** (Cialdini's persuasion principles and AI integration) and the **dependent variable** (Ad Effectiveness). The goal is to determine if AI integration coupled with neuromarketing's persuasion principles enhances the effectiveness/recall of digital advertising.

2.2 Research Design

The research design for this study will be **descriptive** and **correlational**, aimed to explore the relationships between the independent variables (Cialdini's principles of persuasion and AI integration) and the dependent variable (Ad Effectiveness). This design will allow the exploration of both how Cialdini's principles (For example: reciprocity, scarcity, consensus, liking and social proof) and AI integration (For example: Designing, copywriting and in-depth targeting) independently affect consumer behavior and whether AI's integration enhances or moderates digital ads' effectiveness.

2.3 Sampling Method

The research will utilize a **convenience sampling technique**, using Google Forms for the data collection. The sample will consist of internet users in Bangladesh, as this demographic is the most relevant for this specific study; being exposed to digital ads on their social-media handles and browser of choice. Using Google Forms allows for a convenient yet wider reach and ensures a diverse range of respondents, which is important to uphold the validity of the study.

2.4 Data Collection

Aforementioned, the data will be collected through a structured questionnaire consisting of four specific sections:

- **Section 1:** Gather demographic information of respondents (such as age, gender, and occupation).
- **Section 2:** Assess respondents' attitudes towards Cialdini's principles of persuasion, with each of the six principles rated on a five-point Likert scale.
- **Section 3:** Focus on how participants perceive AI's role in integrating digital ads.
- **Section 4:** Measure the respondents' likelihood of taking action in response to ads incorporating both neuromarketing's persuasion principles and AI integration.

In this study, a **Five-Point Likert Scale** is used to measure the responses. Ranging from Strongly Disagree to Strongly Agree, with Neutral as the centre point; this allows respondents to express their opinions more clearly and reduces response bias. Research suggests that although a four points scale can incline respondents towards an opinion (Halman and Voordijk, 2012), the inclusion of a neutral mid-point helps capture a more accurate reflection of respondents' choices (Joshi, Kale, Chandel, & Pal, 2015). Moreover, the five-point scale has been found to provide a more reliable and valid measurement in marketing and social research fields, as respondents have an option to revoke themselves from taking part in questions they do not understand/does not have the knowledge about (Boone & Boone, 2012).

Table 1 - Likert Scale:

Point	Denotation
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

2.5 Sample Size

The sample size for this study will consist of 50 participants, which is considered sufficient for academic research and regression analysis, as per the recommendations of Sekaran and Bougie (2016) and Roscoe (1975). Both authors suggest that sample sizes within the range of 30 to 50 participants are adequate for academic studies. This sample size will ensure the reliability and validity of the regression results and enable the study to draw meaningful conclusions about the effects of AI integration and Cialdini's persuasive techniques on Ad Effectiveness.

2.6 Data Analysis

This study will summarize the findings in a descriptive manner first and to test and confirm the relationships between the independent variables and the dependent variable, regression analysis will be performed using **STATA**. The regression method will be **Multiple Linear Regression** as it is ideal for determining the impact of multiple independent variables on a single dependent variable; providing valuable insights into how AI and Neuromarketing Principles work coherently to affect an Ad's performance.

Table 2 - Breakdown of the Independent and Dependent Variable(s):

SL	Independent Variable	Dependent Variable
1	Scarcity	Ad Effectiveness
2	Reciprocity	
3	Consensus	
4	Liking	
5	Authority	
6	Consistency	
7	AI Integration	

The Equation will be structured as follows:

$$\text{Ad Effectiveness} = \beta_0 + \beta_1 + \epsilon$$

Interpretation:

Ad Effectiveness: The dependent variable representing the level of consumer interaction or positive response to digital ads.

β_0 : The intercept, or the baseline-level of Ad effectiveness when all independent variables are exhumed.

β_1 to β_7 : The coefficients of each independent variable (Reciprocity, Scarcity, Authority, Consistency, Liking, Consensus, AI Integration). These coefficients measure the strength and direction of the relationship between each independent variable and Ad Effectiveness. A positive β value means that the relationship is directly proportional and vice versa.

ϵ : The error term, representing the variation in Ad Effectives that is not explained by the independent variables.

2.7 Ethical Considerations

Ethical standards were carefully adhered to throughout the research process. Respondents were treated fairly by have been given the right to withdraw from the study at any time. The data collected was strictly used for this academic paper only, ensuring confidentiality for all participants. Moreover, the questionnaire was designed in a way that it did not ask for any sensitive or proprietary information that could potentially compromise the respondents' privacy or security. Lastly, the ethical integrity of the study was maintained by ensuring that all respondents fully understood their participation was voluntary (as per a disclaimer at the beginning of the questionnaire).

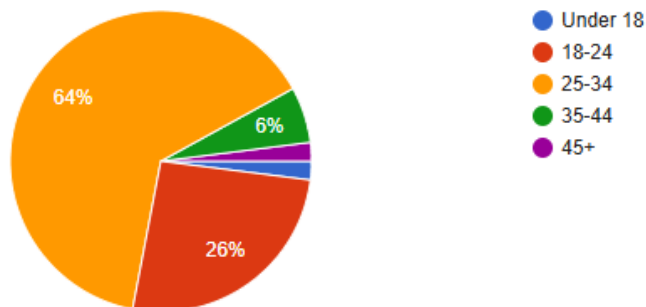
Chapter 3: Findings and Discussion

This section of the report will contain the descriptive analysis, regression report and interpretation of the primary data collected through convenience sampling of 50 internet users.

3.1 Descriptive Overview and Interpretation

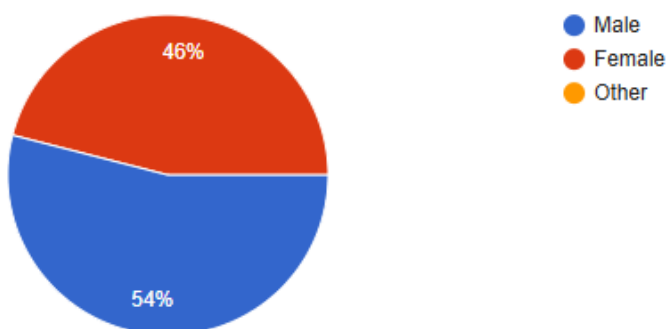
3.1.1 Demographic Overview

Figure 1: Age Distribution



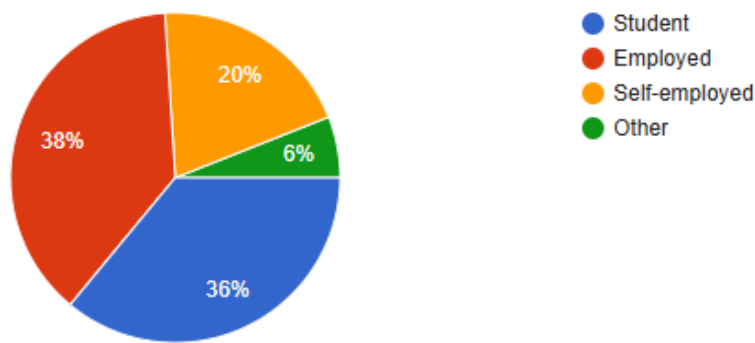
From the pie chart it can be seen that 64% of the participating respondents were aged between 25-34, followed by the age group of 18-24, making up for 26% of the respondents. And only 6% covered the age range of 35-44. Concluding that a younger crowd primarily makes up our sample, who are in general more internet literate and more fit to answer queries regarding digital ads.

Figure 2: Age Distribution



From the pie chart it can be seen that 54% Male and 46% Female made up the sample. Making it a relatively fair distribution of the sample, gender wise.

Figure 3: Occupation Distribution

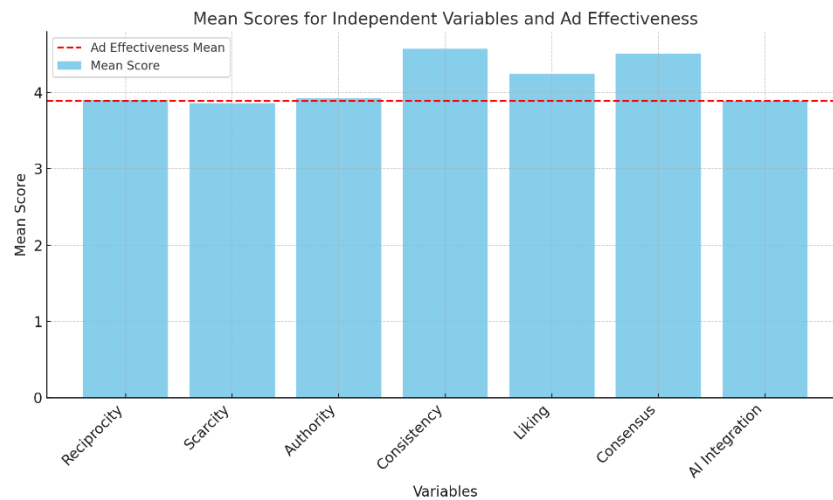


From the pie chart it can be seen that 38% of the respondents were employed, 36% were students and 20% were self-employed. Indicating that fair amount of responses were recorded from people in both job fields and in academic fields, who encounter digital ads differently due to targeting while also engaging in a different manner; ensuring all major areas were covered for diversity in responses.

3.1.2 Descriptive Interpretation

For each Independent Variable and the Dependent Variable, multiple questions (3-5 for each variable) were set on a 5 point likert scale format to explore how each of components were perceived by the respondents. Below is the detailed descriptive explanation of the results that were found.

Figure 4: Mean scores for Independent Variables and Ad effectiveness



The chart shows the mean scores for each of the independent variables (Cialdini's persuasion principles and AI integration) and the dependent variable (Ad Effectiveness). The red line is integrated to show the mean score for Ad Effectiveness, and the bars represent the mean scores for each of the independent variables.

Key Findings:

Cialdini's Persuasion Principles:

Reciprocity (Mean: 3.90): Respondents in general, agreed that ads offering something of value, such as discounts or free samples, affected their engagement in a positive light. This indicates a pattern of preference for reciprocation.

Scarcity (Mean: 3.73): Ads emphasizing limited-time offers and scarce products generally encouraged urgency in the respondents. The mean scores show moderate agreement, with some variability in the scores, which suggests that the impact of scarcity varies across individuals.

Authority (Mean: 3.92): Endorsing authoritative figures (Such as a dentist vouching for a toothpaste ad) significantly increased respondents' trust and engagement rate, indicating that expert endorsements positively affects the credibility of the said advertisement.

Consistency (Mean: 4.57): Ads with loyalty incentivizing and repeat purchases patterns were found to be highly persuasive, with respondents strongly agreeing that consistency leads to stronger engagement with the advertisements.

Liking (Mean: 4.24): Ads presenting a relatable and friendly image for the brand were well-received. Respondents inclined toward ads from brands whose values aligned with their own, showing the sheer importance of likability in advertising.

Consensus (Mean: 4.51): Social proof such as positive reviews and testimonials played a critical role in persuading respondents to engage with ads. Ads featuring user-generated content or positive-feedbacks were found to be more trustworthy and affective.

AI Integration (Mean: 3.89):

AI integration in ads - personalization, cost-effectiveness, and real-time adjustments to create and dissipate contents was met with a strong general approval among respondents. AI driven ads were perceived as more relevant, and cost-efficient. The respondents felt that AI integrated ads were more tailored and thus, enhanced their engagement.

Ad Effectiveness (Mean: 3.86):

The Ad Effectiveness underscores and reflect a positive relationship between the persuasive principles and AI integration (directly proportional). Generally, the respondents agreed that ads using persuasive techniques, such as social proof and authority, were more likely to drive action (e.g., purchasing, subscribing, or engaging). Similarly, AI's ability to personalize, curate and target ads increased their perceived effectiveness, as shown by the mean scores for the dependent variable (ad effectiveness).

Remarks

The results suggest that both Cialdini's persuasion principles and AI integration have a significant positive impact on ad effectiveness. Among the persuasion principles, Consistency, Social Proof, and Authority were particularly influential in driving engagement, while Scarcity and Reciprocity were also effective, though with more variability in responses. AI integration, particularly in personalizing ads and targeting the right audience, showed strong positive effects, enhancing overall ad effectiveness.

3.2 Regression Analysis and Interpretation

Hypothesis (H₁): Cialdini's persuasion principles and AI integration affects Ad Effectiveness in a positive way.

[(H_{1A}): Authority affects Ad Effectiveness in a positive way.

(H_{1B}): Reciprocity affects Ad Effectiveness in a positive way.

(H_{1C}): Scarcity affects Ad Effectiveness in a positive way.

(H_{1D}): Consistency affects Ad Effectiveness in a positive way.

(H_{1E}): Liking affects Ad Effectiveness in a positive way.

(H_{1F}): Consensus affects Ad Effectiveness in a positive way.

(H_{1G}): AI integration affects Ad Effectiveness in a positive way.]

Null Hypothesis (H₀): Cialdini's persuasion principles and AI integration does not affect Ad Effectiveness in a positive way.

[(H_{0A}): Authority does not affect Ad Effectiveness in a positive way.

(H_{0B}): Reciprocity does not affect Ad Effectiveness in a positive way.

(H_{0C}): Scarcity does not affect Ad Effectiveness in a positive way.

(H_{0D}): Consistency does not affect Ad Effectiveness in a positive way.

(H_{0E}): Liking does not affect Ad Effectiveness in a positive way.

(H_{0F}): Consensus does not affect Ad Effectiveness in a positive way.

(H_{0G}): AI integration does not affect Ad Effectiveness in a positive way.]

For the regression analysis, to accept or reject the null hypothesis – The data was cleaned from the responses in an excel sheet by taking the mean score of the questions for each Independent and Dependent Variable (as there were 3-5 questions for each variable).

Multiple Linear Regression was conducted through the means of **STATA**, following the formula:

$$\text{Ad Effectiveness} = \beta_0 + \beta_1 + \epsilon$$

Results Interpretation:

H_{1A}: Authority

Table 3: Regression Ad Effectiveness x Authority

```
. reg AdEffectiveness Authority
```

Source	SS	df	MS	Number of obs	=	50
Model	7.55714286	1	7.55714286	F(1, 48)	=	16.16
Residual	22.4428571	48	.467559524	Prob > F	=	0.0002
				R-squared	=	0.2519
				Adj R-squared	=	0.2363
Total	30	49	.612244898	Root MSE	=	.68378

AdEffectiv~s	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
Authority	.3285714	.0817277	4.02	0.000	.1642468	.492896
_cons	2.751429	.3252723	8.46	0.000	2.097425	3.405432

Coef.: 0.3285714 (indicates positive relationship with Ad Effectiveness)

P-value: 0.000 (significant at a 0.05 level)

R-squared: 0.2519 (indicates 25.19% of the variance in Ad Effectiveness can be explained by Authority)

Conclusion: Since the p-value is less than 0.05, we reject the null hypothesis. Authority indeed positively affect Ad Effectiveness.

H_{1B}: Reciprocity

Table 4: Regression Ad Effectiveness x Reciprocity

. reg AdEffectiveness Reciprocity						
Source	SS	df	MS	Number of obs	=	50
Model	7.06963591	1	7.06963591	F(1, 48)	=	14.80
Residual	22.9303641	48	.477715918	Prob > F	=	0.0004
				R-squared	=	0.2357
				Adj R-squared	=	0.2197
Total	30	49	.612244898	Root MSE	=	.69117

AdEffectiv~s	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
Reciprocity	.3534818	.0918869	3.85	0.000	.1687309	.5382327
_cons	2.663839	.3608241	7.38	0.000	1.938353	3.389324

Coef.: 0.3534818 (indicates positive relationship with Ad Effectiveness)

P-value: 0.000 (significant at a 0.05 level)

R-squared: 0.2357 (indicates 23.57% of the variance in Ad Effectiveness can be explained by Reciprocity)

Conclusion: Since the p-value is less than 0.05, we reject the null hypothesis. Reciprocity indeed positively affect Ad Effectiveness.

H1c: Scarcity

Table 5: Regression Ad Effectiveness x Scarcity

. reg AdEffectiveness Scarcity						
Source	SS	df	MS	Number of obs	=	50
Model	4.48200993	1	4.48200993	F(1, 48)	=	8.43
Residual	25.5179901	48	.531624793	Prob > F	=	0.0056
				R-squared	=	0.1494
				Adj R-squared	=	0.1317
Total	30	49	.612244898	Root MSE	=	.72913

AdEffectiv~s	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
Scarcity	.2636476	.0908009	2.90	0.006	.0810802	.4462151
_cons	3.07196	.3358406	9.15	0.000	2.396708	3.747213

Coef.: 0.2636476 (indicates positive relationship with Ad Effectiveness)

P-value: 0.006 (significant at a 0.05 level)

R-squared: 0.1494 (indicates 14.94% of the variance in Ad Effectiveness can be explained by Scarcity)

Conclusion: Since the p-value is less than 0.05, we reject the null hypothesis. Scarcity indeed positively affect Ad Effectiveness.

H_{1D}: Consistency

Table 6: Regression Ad Effectiveness x Consistency

. reg AdEffectiveness Consistency						
Source	SS	df	MS	Number of obs	=	50
Model	4.37062937	1	4.37062937	F(1, 48)	=	8.19
Residual	25.6293706	48	.533945221	Prob > F	=	0.0062
				R-squared	=	0.1457
				Adj R-squared	=	0.1279
Total	30	49	.612244898	Root MSE	=	.73072
AdEffectiv~s	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
Consistency	.4370629	.1527638	2.86	0.006	.1299108	.7442151
_cons	2.111888	.6679813	3.16	0.003	.7688218	3.454954

Coef.: 0.4370629 (indicates positive relationship with Ad Effectiveness)

P-value: 0.006 (significant at a 0.05 level)

R-squared: 0.1457 (indicates 14.57% of the variance in Ad Effectiveness can be explained by Consistency)

Conclusion: Since the p-value is less than 0.05, we reject the null hypothesis. Consistency indeed positively affect Ad Effectiveness.

H_{1F}: Liking

Table 7: Regression Ad Effectiveness x Liking

. reg AdEffectiveness Liking						
Source	SS	df	MS	Number of obs	=	50
Model	9.16744621	1	9.16744621	F(1, 48)	=	21.12
Residual	20.8325538	48	.434011537	Prob > F	=	0.0000
				R-squared	=	0.3056
				Adj R-squared	=	0.2911
Total	30	49	.612244898	Root MSE	=	.6588
AdEffectiv~s	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
Liking	.6548176	.1424777	4.60	0.000	.368347	.9412881
_cons	1.262862	.6028001	2.09	0.041	.0508517	2.474873

Coef.: 0.6548176 (indicates positive relationship with Ad Effectiveness)

P-value: 0.000 (significant at a 0.05 level)

R-squared: 0.3056 (indicates 30.56% of the variance in Ad Effectiveness can be explained by Liking)

Conclusion: Since the p-value is less than 0.05, we reject the null hypothesis. Liking indeed positively affect Ad Effectiveness.

H1G: Consensus

Table 8: Regression Ad Effectiveness x Consensus

. reg AdEffectiveness Consensus						
Source	SS	df	MS	Number of obs	=	50
Model	1.75	1	1.75	F(1, 48)	=	2.97
Residual	28.25	48	.588541667	Prob > F	=	0.0911
				R-squared	=	0.0583
				Adj R-squared	=	0.0387
Total	30	49	.612244898	Root MSE	=	.76716

AdEffectiv~s	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
Consensus	.25	.1449805	1.72	0.091	-.0415028	.5415028
_cons	2.95	.6185079	4.77	0.000	1.706406	4.193594

Coef.: 0.25 (indicates positive relationship with Ad Effectiveness)

P-value: 0.0911 (not significant at the 0.05 level)

R-squared: 0.0583 (indicates 5.83% of the variance in Ad Effectiveness can be explained by Consensus)

Conclusion: Since the p-value is greater than 0.05, the results fail to reject the null hypothesis. Consensus does not significantly affect Ad Effectiveness.

H_{1H}: AI Integration

Table 9: Regression Ad Effectiveness x AI Integration

. reg AdEffectiveness AIIntegration						
Source	SS	df	MS	Number of obs	=	50
Model	14.1453831	1	14.1453831	F(1, 48)	=	42.83
Residual	15.8546169	48	.330304519	Prob > F	=	0.0000
				R-squared	=	0.4715
				Adj R-squared	=	0.4605
Total	30	49	.612244898	Root MSE	=	.57472
AdEffective~s	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
AIIntegration	.589391	.0900644	6.54	0.000	.4083043	.7704777
_cons	1.736739	.3552697	4.89	0.000	1.022421	2.451056

Coef.: 0.589391 (indicates positive relationship with Ad Effectiveness)

P-value: 0.000 (significant at a 0.05 level)

R-squared: 0.4715 (indicates 47.15% of the variance in Ad Effectiveness is explained by AI Integration)

Conclusion: Since the p-value is less than 0.05, we reject the null hypothesis. AI Integration indeed positively affect Ad Effectiveness.

Overall Interpretation

Variables that significantly affected Ad Effectiveness: Authority, Reciprocity, Scarcity, Liking, and AI Integration. These have p-values less than 0.05, which indicates strong evidence that they positively influence Ad Effectiveness.

Variable that does not significantly affect Ad Effectiveness: Consensus. Its p-value of 0.0911 is greater than 0.05, so there is no significant evidence to support whether it affects Ad Effectiveness

Combined Effect

The R-squared values across these variables show that the independent variables together explain a significant portion of the variance in Ad Effectiveness. While some variables (for example: AI Integration, Reciprocity and Liking) explain a larger portion, others (for example: Consistency) have a smaller effect.

Given that most of the variables significantly affect Ad Effectiveness, we can safely conclude that these factors collectively influence Ad Effectiveness.

Rejecting Null Hypothesis (H_0): Cialdini's persuasion principles and AI integration does not affect Ad Effectiveness in a positive way.

Chapter 4: Recommendations

The findings of this study highlight several key factors that can be utilized for improving digital ad strategies in Bangladesh by integrating neuromarketing and AI together. Below are some actionable recommendations:

4.1 Leverage AI for Personalization

AI enables brands to personalize ads based on consumer behavior, through the LLMs' big-data availability (neuromarketing pattern identifications and analysis via user data harvesting; traditional big-data analysis, in general, is a very expensive process). This makes the contents more relevant and personalized yet being cost effective. Marketers should take advantage of this and implement AI tools to analyze consumer data in real-time, creating and dissipating ads to individual preferences efficiently.

4.1.1 Apply Cialdini's Persuasion Principles

Principles like Reciprocity, authority, and Liking proved very effective in enhancing consumer engagement, i.e. inclining them to say, "yes" to a product or service. Brands should integrate these principles into their AI generated ads, to add an extra layer of trust and emotional connection with their audience.

Examples:

- Focus on incentive programs and consistent messaging to retain recall.

- Leverage authority appeal by collaborating with credible figures on a said field to endorse the product/service.

- Incorporate Linking by mirroring clients' persona and messaging as such, to increase their synergy with the brand.

4.1.2 Invest in AI-Powered Creative Design

AI isn't just for targeting; it can also create creative designs which were well perceived by the sample population. Tools like DALL·E, Freepik or ChatGPT 4o can help create personalized, visually appealing content within minutes via prompts, making ad designs faster, cost friendly and more efficient.

Note: Prompting literacy is very necessary to bring out the best of AI contents, and so, ad agencies should invest in professional AI courses as well (For example: Udemy) to optimize the creative team's capabilities.

4.1.3 Ensure Ethical Use of AI and Neuromarketing

AI and neuromarketing were found to be able to improve ad effectiveness but it is important to use these tools ethically. Over-relying on subconscious manipulation could backfire if the audience feel exploited.

Organizations should be transparent about data-collection processes (If Machine Learning is integrated through CRM software) and prioritize consumer consent.

Chapter 5: Conclusion

This research reached the conclusion that integrating neuromarketing principles with AI has the potential to significantly enhance ad effectiveness in Bangladesh's digital ads. The combination of emotional engagement and data-driven personalization offers a more effective way to break through the cluttered landscape.

5.1 Key Findings:

Neuromarketing: Among Cialdini's principles - Reciprocity, Authority, and Liking proved to be highly effective in driving consumer engagement (as per the sample population's verdict).

AI Integration: AI facilitates personalized ad delivery (through big-data), significantly improving the relevance of ads and enhancing in-depth targeting engagement rates.

Ad Effectiveness: Digital Ads that incorporate both AI integration and neuromarketing principles showed a strong positive relationship with consumer engagement and conversion.

5.2 Future Research Direction:

Further researches could explore the long-term effects of AI-driven ads, particularly how these ads perform compared to traditional ad strategies in contrast – An applied comparison of ad effectiveness using neuromarketing principles and AI against more traditional methods would provide deeper insights into the practical application of these techniques. Additionally, examining the lasting impact of AI-driven ads on consumer behavior could reveal how these technologies evolve over time in this landscape.

5.3 Limitations:

This study is limited by its sample size of 50 participants and the use of convenience sampling. Although it is a sustainable sample size for an academic research, it may not fully represent the broader population. The research also relies on self-reported data, which can be subject to biases. Future studies could expand the sample size and include more versatile demographic and geographic groups to improve the generalizability of the results.

5.4 Final Thoughts:

In conclusion, combining neuromarketing and AI in digital advertising holds significant promise for improving engagement and driving consumer action in Bangladesh. By adopting the strategies found through this research, businesses can be benefitted by creating more effective, personalized, and efficient ads. AI is the future, and the industry must adapt to propagate as tomorrow's digital marketing lies in one simple strategy: Humanizing data-driven insights.

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Appendix

Project Proposal Form

CS022



PROJECT PROPOSAL FORM

Name:	Tashin Haq
ID:	201011190
Department:	BBA
Supervisor's Name (Faculty):	Dr. Umana Anjalin
Project Title:	NIBAAI – Neuromarketing Integration in Bangladeshi Ads Through AI

Student's signature & date

Supervisor's signature & date

(Submit your Research Proposal to your Supervisor for approval)

CS022 (00) Page 1 of 1

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Signature: 

Date: 02.05.2025

Name: DR. UMANA ANJALIN

E-mail: umana.anjalin@ulab.edu.bd

Phone: +880 1317-799089

Questionnaire

NIBAAI - Neuromarketing Integration in Bangladeshi Ads through AI

Dear respondents, your participation in this survey is completely voluntary and intended solely for academic research purposes. All responses will remain confidential and will not be disclosed publicly. Thank you for your valuable time and input.

Section 1: Fill up the following demographic information

A. Age:

1) Under 18 2) 18-24 3) 25-34 4) 35-44 5) 45+

B. Gender:

1) Male 2) Female 3) Other

1. Occupation:

1) Student 2) Employed 3) Self-employed 4) Other

Section 2: Cialdini's Six Principles of Persuasion

Instructions: Please rate your agreement with the following statements on a scale from 1 (Strongly Disagree) to 5 (Strongly Agree), based on your experience with digital ads that you see online.

A. Reciprocity:

I feel more interested to engage with ads that offer me something valuable, such as a free sample or a discount. Example: 2 Free 5ml Samples with a 30Ml perfume purchase.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

When an ad offers a chance to win a useful gift or incentive, I am more likely to engage with the brand or purchase from them to avail the gift/incentive. Example: Purchase more than 300tk, and get a chance to win a HP laptop.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

Ads offering a “gift” or “free bonus” create an emotional sense of obligation, making me more likely to act.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

B. Scarcity:

Ads that emphasize limited-time offers trigger a sense of urgency that makes me act quickly.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

I am more likely to purchase a product when I see that it is in limited supply and might run out.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

Ads that highlight scarcity in the copy (text) – Example: “only a few left”, results in a strong desire in me to act fast.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

C. Authority:

I trust ads endorsed by experts or authoritative figures in a specific field. Example: A toothpaste ad, endorsed by a dentist (expert)

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

When an ad uses an authority figure or expert endorsement, I believe the product is of high quality. Example: A Hollywood Actress using a specific brand of soap in the ad.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

Ads featuring professionals or experts enhance my trust, i.e. credibility, in the product being advertised. Example: Leonel Messi wearing Adidas Shoes.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

D. Consistency:

If I have committed to a brand, I am more likely to continue buying from them in the future.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

Ads that emphasize loyalty (e.g. loyalty program to collect credit points) or repeat purchases influence me to follow through with a purchase.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

Ads that focus on my past behaviour (e.g., recognizing my past purchases or preferences) increase my likelihood to engage again. Example: A website showing you ads that you

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

E. Liking:

I trust and engage more with brands that present themselves as friendly and relatable in their ads.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

I prefer ads from brands whose values align with my own. For example, “I am likely to support a brand that promotes sustainability because I care about the environment; the value aligns.”

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

I feel more comfortable purchasing from brands that portray a likable and approachable image in their ads.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

F. Consensus (Social Proof):

Positive reviews and recommendations from other customers in an ad make me more likely to trust the product. Example: 1500+ 5-Star Customer reviews on a Book.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

Seeing that others have engaged, purchased or recommended a product in an ad increases my likelihood to engage. Example: 2,000 People have commented in the ad’s comment box, asking for price

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

User-generated content, such as reviews or testimonials, in ads influences my decision to purchase.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

Section 3: AI Integration (Independent Variable)

Instructions: Please rate the following statements based on how you perceive the effectiveness of AI in digital advertising.

AI-driven ads feel more personalized and relevant to my preferences, increasing my likelihood to engage.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

AI enables ads to be more cost-effective by targeting the right audience with minimal waste.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

Real-time adjustments based on consumer data make AI-driven ads more effective and engaging.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

AI tools enhance the speed and accuracy of creating digital ads by automating content adjustments and targeting.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

Section 4: Ad Effectiveness (Dependent Variable)

Instructions: Please rate how likely you are to take action (e.g., purchase, subscribe, engage) based on ads that incorporate persuasive techniques and AI-driven personalization as seen on the sections above.

Ads inclusive of persuasive techniques (such as social proof, consistency, or liking as seen on **section 1**) make me more likely to take action (e.g., buy, subscribe, engage).

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

I am more likely to take action when AI personalizes ads according to my preferences and past behavior.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

AI algorithm understands my patterns in a better way following and learning my preferences from my searches.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

Overall, I find AI Created Ads persuasive

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

Primary Data for Regression (Cleaned by taking the mean of each variable)

1	Reciprocity	Scarcity	Authority	Consistency	Liking	Consensus	AI Integration	Ad Effectiveness
2	5	4	5	5	5	5	5	5
3	4	3	4	4	4	4	3	4
4	4	4	5	5	4	4	3	4
5	5	1	5	5	5	5	4	5
6	4	4	4	4	4	4	4	4
7	3	3	3	3	4	4	3	3
8	5	4	5	4	5	4	4	4
9	5	5	5	5	5	5	4	4
10	4	5	4	5	4	5	5	4
11	3	4	4	3	4	3	3	4
12	3	3	3	5	4	4	4	4
13	4	4	4	4	4	4	4	4
14	5	1	1	5	4	4	3	3
15	1	4	5	4	5	4	4	5
16	5	4	5	5	5	4	5	4
17	4	4	4	4	4	4	4	4
18	4	4	2	5	4	5	4	4
19	2	2	2	3	3	3	2	2
20	4	2	3	5	5	3	5	5
21	4	4	5	4	4	4	5	5
22	5	3	4	5	4	4	4	4
23	4	3	5	5	4	5	3	3
24	4	5	5	5	4	5	3	3
25	5	5	5	5	5	5	5	5
26	5	5	5	5	5	5	5	5
27	2	2	3	3	3	4	4	3
28	5	4	5	5	5	5	5	5
29	3	3	2	3	3	3	5	4
30	2	1	1	3	4	3	2	4
31	5	5	5	5	5	5	5	5
32	1	2	2	4	4	4	3	2
33	4	3	3	5	4	4	4	4
34	3	3	4	4	4	5	2	2
35	3	5	4	4	4	4	4	4
36	2	3	1	4	4	2	3	3
37	4	2	4	5	3	4	4	4
38	3	4	4	4	4	5	4	4
39	4	5	5	4	4	5	2	4
40	4	4	4	4	3	4	3	4
41	3	4	3	4	4	5	4	4
42	4	2	2	4	3	4	3	4
43	3	4	4	4	5	4	4	5
44	5	4	4	5	5	5	5	4
45	4	2	3	4	4	4	4	4
46	3	3	4	4	3	3	3	4
47	4	4	4	4	4	3	4	4
48	4	4	4	4	4	5	3	4
49	3	3	3	4	5	4	4	4
50	5	5	5	5	5	5	5	5
51	5	5	5	5	5	5	5	5

Appointment Letter – Avis Communications



Date: 11.07.2025

Mr. Tashin Haq
Flat No- C10, 5 Circuit House Road,
Eastern Carnation, Kakrail, Dhaka.

Letter of Appointment

Dear Mr. Tashin Haq,

Follow-up to your part-time tenure with **AVIS COMMUNICATIONS** since **01 August 2023 as Senior Strategist**, it is our great pleasure to be able to offer a position as **Lead Strategist** with effect from **20th February 2025** under the terms and conditions stipulated underneath:

1) Remuneration, Tax and Bonus:

- a. You are offered a monthly gross salary of **BDT 60,000.00 (Sixty Thousand Taka Only)**.
- b. **AVIS COMMUNICATIONS** will retain the right to deduct tax at source from your gross salary, if applicable.
- c. Two festival bonuses, Basic salary, to be paid during **each Eid Festivals and holiday** only to confirmed/permanent employees. Employees under probation period will not be entitled to such festival bonus.

2) Confirmation:

- a. No letter of release will be allotted for you in case of any lack of satisfactory notice period of 60 (sixty days) or surrender of your salary due to the notice period are adjusted accordingly. and/or, Letter of release and Salary for the month can be held together due to any delusion any of the clauses.

Continued to Page 02

Avis Communications
Flat #602, House #11, Road #108, Gulshan -2, Dhaka – 1212

Page-02

3) Working days and hours:

- a. The official working days will be Sunday through Wednesday (**Thursday - Online**) between 10:00 am and 6:00 pm with 30 minutes lunch break around 01:30 pm but the actual working hours may vary as per necessity. The management has the full authority to change the office time as per the Organization's needs.

4) Legally enforceable duty towards confidentiality of the organization:

- a. You shall not at any time or in any manner, either directly or indirectly, divulge, disclose or communicate to any person, firm, corporation, or other entity whatsoever any information concerning activities, strategies, plans, processes, policies operations, programs, information, data, documents, intellectual properties, decisions, materials which the Organization deems to be confidential and important in nature; including but not limited to any of its customers any information relating and gravely affecting the successful conduct of the business of **AVIS COMMUNICATIONS** and its reputation.
- b. Breach of clause 2 (a) shall lead to termination of your job at **AVIS COMMUNICATIONS** and legal procedures will be taken into consideration (if the situation deems fit).

5) General terms of duty:

- a. **AVIS COMMUNICATIONS** employs, engages and hires you as **Lead Strategist, Planning** and you accept and agree to such hiring, engagement and employment, subject to the general supervision and pursuant to the orders, advice and direction received from your immediate supervisor or from any authorized personnel assigned by the management.
- b. You may be required to perform such other duties as same or of similar businesses or enterprises as that engaged in currently by **AVIS COMMUNICATIONS** may be required to render such other and unrelated services and duties as may be assigned to you from time to time by **AVIS COMMUNICATIONS**.
- c. Your appointment will become effective from the date of your joining in the Organization which shall not be later than **1 March 2025** and your joining report shall be submitted to the **CEO** of the organization.
- d. Notwithstanding anything contained in this letter, you shall not have the right to make any contracts or commitments for or on behalf of **AVIS COMMUNICATIONS** without first obtaining the expressed and written consent of your immediate supervisor or department head or the concerned authority.
- e. During the period of your employment with **AVIS COMMUNICATIONS**, you will have to devote full-time services to **AVIS COMMUNICATIONS** and not accept any additional employment nor engage in any trade or business ventures other than on behalf of **AVIS COMMUNICATIONS**.

Continued to Page 03

Page 03

While reporting for joining, you will be required to submit the following documents:

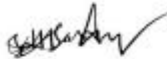
- Original and copies of all of your educational, training, experience and other qualification certificates. Originals will be returned after scrutiny.
- 02 (Two) copies of recent passport size photograph.
- Certificate evidencing Bangladesh Citizenship (i.e. NID/Passport)
- Proper release order from the services of your present employer, if any.

If the aforementioned terms and conditions are acceptable to you, please sign this letter and its attached duplicate as an acknowledgement of your acceptance and return the same to the Office of CEO on or before the joining date. Please note that upon signing of this letter you will be required to report to duty on the joining date at 10:30 am to the Office of CEO at **AVIS COMMUNICATIONS**, failing which without any valid reason this offer shall stand cancelled.

Notwithstanding anything that may contain in this Appointment letter, you are committed to comply with the terms & conditions mentioned herewith whilst you are agreed with the matter of fact that non-compliance with the aforementioned terms & conditions, this Letter shall be considered as a legally enforceable agreement.

We wish your speedy growth and bright future with the growth of the Organization.

With best regards,



CEO / Managing Director

Agreed upon the conditions stated above, I have accepted this offer.

Applicant's Name & Signature:



Avis Communications

Flat #602, House #11, Road #108, Gulshan -2, Dhaka - 1212

Appointment Letter – Olfactory Club

Tashin Haq
109/1 Kakrail, Dhaka 1000
01622679657

Dear Tashin,

I am pleased to appoint you as the Creative Executive of Olfactory Club.

Beginning 1 September, 2021 on the following terms and conditions:

1. You will be paid BDT 16,000 per month as your salary
2. After 6 months your salary will be adjusted based on your performance
3. You will be eligible for 24 days leave pro-rated per calendar year. However, leave will be allowed subject to exigencies of work.
4. This appointment can be terminated by giving two-months' notice on either side or payment in lieu of shortfall in this notice period.
5. You have to follow all rules and regulations of the company.
6. During the tenure of the assignment with the company, you will not engage yourself in any other assignments or gainful employment without consent of the management.
7. You are required to maintain the highest order of secrecy with regards to the work or confidential information of the company and/or its subsidiaries or associate companies and in case of any breach of trust, your appointment may be terminated by the company without any notice.
8. Regular office hour is 11:00 am to 7 pm with one-hour lunch break. Friday and Saturday are weekly holidays (Tuesday and Thursday are physical office days and you have to come if called upon, otherwise, it is work from home). However, you may have to work on the holidays and extra-hours if required by the company.
9. You have to submit the following papers to the HR department
 - a. Photocopy of National ID/ Passport
 - b. Photocopy of all available certificates
 - c. Permanent address with utility bill (photocopy).

Should the proposed terms and conditions be acceptable to you, and therefore if you are willing to take this appointment, please sign the copies of this letter, as well as the appointment agreement. Please return all the necessary documents to the Human Resources Department by 30th August, 2021.

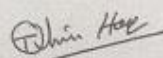
Welcome to the team, Olfactory Club is looking forward to work with you.

Sincerely,



Md. Al Amin
Director
Olfactory Club

I Have carefully and thoroughly read the aforesaid terms and conditions of this appointment letter, which I have fully understood and I hereby accept the same.



Signature

1.9.2021

Date



Internship Completion Certificate – Dreamcast



CERTIFICATE OF INTERNSHIP
DREAMCAST MARKETING & COMMUNICATION

TASHIN HAQ

This certifies that Tashin Haq has completed all the requirements of the curriculum needed to complete his internship as a planner and content writer in the firm, lasting from September-November 2019.


01-12-19

MD. AL AMIN ABEDIN
MANAGING DIRECTOR




1.12.19

TASHIN HAQ
INTERN

Release Letter – Dreamcast



MD. Al Amin Abedin
Baridhara DOHS, Lane 9, House-496, Dhaka
01716100988
abedin@dreamcastglobal.com

31 August, 2021

To whom it may concern:

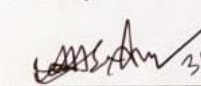
I would like to recommend Tashin Haq as a candidate in your firm. In his position as a Planner, Content Writer and Asst. Graphics Designer, Tashin Haq was employed in Dreamcast Marketing and Communication from 2019 to 2021.

Tashin's job responsibilities included planning digital contents, writing scripts (Articles, OVC scripts and screen plays) and aiding with constructing graphics contents.

His skills in English, software and efficient time management made sure of excellent outcomes throughout his tenure in our firm.

Tashin was always willing to offer his assistance and had a healthy rapport with his employers, colleagues and clients. He would be an asset to any employer and I recommend him for any endeavor he chooses to pursue.

Sincerely,

 31-08-2021



MD. Al Amin Abedin
Managing Director
Dreamcast Marketing & Communication

Confirmation Email – FoodPanda

Spreadsheet shared with you:
"Photoshoot Tracker – Tashin Haq" 
Inbox

 Dipro Barua (v... 5/21/2022   
to me ▾

dipro.barua@foodpanda.com.bd shared a spreadsheet



dipro.barua@foodpanda.com.bd has invited you to **edit** the following spreadsheet:



Photoshoot Tracker - Tashin Haq

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Proof of Employment – Behind The Brand (BTB) Communications Ltd.



Experience Letter – Adibopedia



Date: 1st May, 2025

To Whom It May Concern,

This is to certify that Mr. Tashin Haq was employed at Adibopedia Consultancy as a **Part-Time Strategist** from **March 2021 to February 2022.**

During his tenure with us, Tashin demonstrated a strong understanding of digital strategy, market research, and content planning. He played a valuable role in shaping campaign strategies for various clients across industries, contributing insightful ideas and delivering quality outputs under tight deadlines. His ability to work independently, coupled with his collaborative mindset, made him a reliable member of our team. We found him to be diligent, creative, and professional in all aspects of his responsibilities. His contribution positively impacted our projects, and we appreciate the dedication he brought to his role.

We wish Mr. Tashin Haq all the best in his future professional endeavors.

Sincerely,

Adib Al Ibrahim
Founder

Certificate – Idea Hunters 3.0

