



Cooperative Education Report

Title: Brand Awareness and Customer Loyalty

Written by

Miss. Kriti Shrestha

Student ID: 5708040084

**This report submitted in partial fulfillment of the requirements for
Cooperative Education, Faculty of Business Administration
Academic Semester 2/2017
Siam University**

Brand Awareness and Customer Loyalty

Title: Brand Awareness and Customer Loyalty


Written by: Miss. Kriti Shrestha

Department: Bachelors in Business Administration

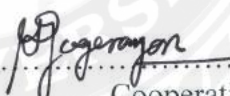
Academic Advisor: Mrs. Sumaia Farzana


We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2017.

Oral Presentation Committees

()
(Mrs. Sumaia Farzana)
Academic Advisor

()
(Miss. Tanpitcha Tarasee)
Job Supervisor

()
Cooperative Committee
Dr. Duminda Jayaranjan

()
(Asst. Prof. Maruj Limpawattana, Ph.D.)
Assistant President
and Director of Cooperative Education

Project Title : **Brand awareness and Customer Loyalty**
By : Miss.Kriti Shrastha ✓
Advisor : Mrs.Sumaiya Farzana ✓
Degree : Bachelor of
Major : Marketing
Faculty : Business Administration
Semester / Academic year : 1/2018

Abstract

This internship is conducted at SYN HUB Co-innovative Space, which is a space where creators, innovators, dreamers and makers come together to produce incredible results. Main objective of the study is to create brand awareness and customer loyalty among international customers for SYN HUB and learn the practical aspects of marketing and how marketing influences the decision of the customers. The secondary objectives of the study is to provide exposure and develop professionalism in the students, provide experience and outgrow the potential of the students and to fulfill the requirement of BBA VIII semester program of Siam University, Thailand.

Also, this report includes the details regarding the jobs/activities performed during the 14 weeks internship period at Syn Hub Co-Innovative Space where I was placed as a Sales and Communication intern.

The result of the study shows positive correlation between customer experience and customer loyalty. To establish a relationship with the customers, it is important to engage with them. Hence, customer engagement is the key for establishing relationship with customers.

Majid

Keywords: *Brand awareness/ Customer Loyalty/ Marketing*

Acknowledgement

This internship report is an accumulation of many people's endeavor. First of all, I would like to place my sincere gratitude towards the management team of Kathmandu College of Management (KCM) and Siam University for giving me this exposure and the chance to understand the real world outside the classroom. I've learnt a lot about the office environment and my interpersonal skills and self-confidence have improved significantly.

I would also like to thank Dr. Pacapol Anurit, former Dean of International College at Siam University who recommended me to the authority of SYN HUB Co-innovative Space for giving me the opportunity to do my internship in their company. The experience and knowledge gained in SYN HUB Co-innovative Space helped me to understand the market to some extent and learn a lot of practical knowledge about the marketing strategies and the general market of Bangkok.

I would also like to express my sincere gratitude to our Community Manager, Mrs. Rassamee Suebchompoo and my Internship supervisor, Miss. Tanpitcha Tarasee who is the Senior Marketing and Communication Officer of Synergy Innovation for their continuous supervision during the internship period. Their valuable suggestions and guidance helped me a lot to learn new things and also to prepare the report in a well-organized manner.

I would also place my sincere gratitude towards Mrs. Sumaia Farzana, Lecturer and International Student Adviser from Siam University for supervising and guiding me to complete my internship report.

Last but not the least; I place my deep sense of gratitude to my family and friends who've been a constant source of inspiration during the preparation of this report.

Table of Contents

Acknowledgement

Abstract

Declaration

List of Figures

Chapter 1: Introduction

- 1.1 Company Profile
- 1.2 Organizational structure
- 1.3 Statement of the report
- 1.4 Objectives of the study
- 1.5 Expected outcomes
- 1.6 Limitation of the study

Chapter 2: Literature reviews

- 2.1 Main theory and concept applied

Chapter 3: Methodology

- 3.1 Roles and responsibilities assigned by company
- 3.2 Project details

Chapter 4: Results and Discussion

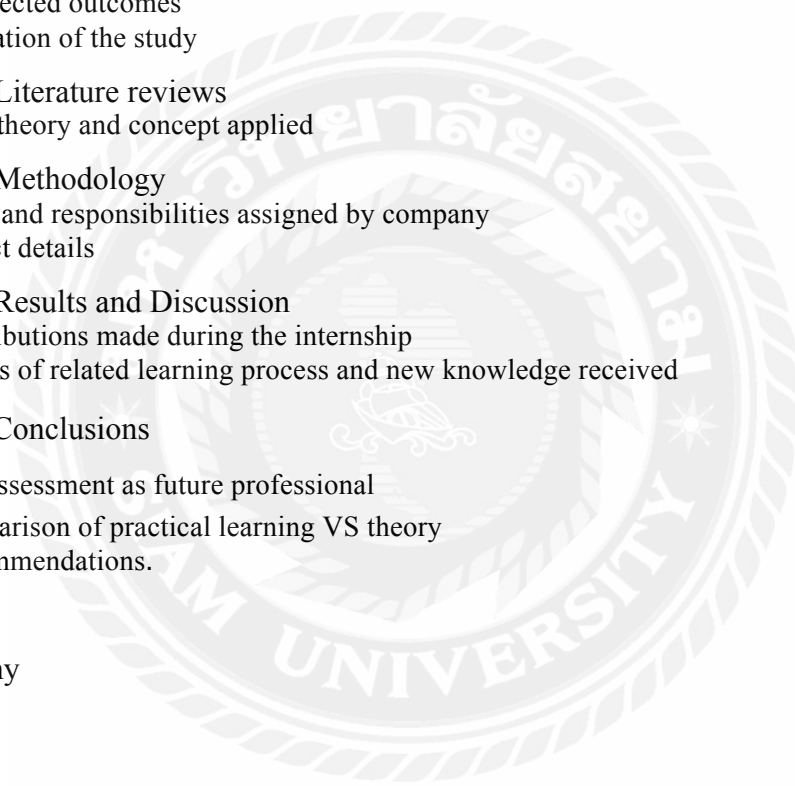
- 4.1 Contributions made during the internship
- 4.2 Details of related learning process and new knowledge received

Chapter 5: Conclusions

- 5.1 Self-assessment as future professional
- 5.2 Comparison of practical learning VS theory
- 5.3 Recommendations.

Reference

Bibliography



Chapter 1: Introduction

“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a customer’s decision to choose one product or service over another.” – Seth Godin

“The incredible brand awareness and bottom-line profits achievable through social media marketing require hustle, heart, sincerity, constant engagement, long-term commitment, and most of all, artful and strategic storytelling.” – Gary Vaynerchuk

A brand is a product, service or concept that is publically distinguished from other products, services or concepts so that it can be easily communicated and usually marketed. Brand awareness is an important indicator of customers’ knowledge about a brand. Customer loyalty is a measure of extent to which consumers are loyal to a particular brand over a period of time, which emphasize a consistent repurchase of the same brand (Tandoh, 2015). A company’s brand and the publics’ awareness of them are often used as a factor in evaluating a company (WhatIs.com).

Consumers employ brand awareness as a shopping guide to save time and effort which when dealing with unknown brands, they would devote to compare the products in relation to other attributes. When buying a product for the first time, consumers tend to rely on brand awareness as a frequent tactical decision. When making subsequent purchases the consumer focuses on the product’s practical attributes such as quantity, price, packaging, etc. Familiar brand has an edge. Brand awareness has a stronger impact on the subsequent purchasing choices, if the product once tried out fulfilled the consumer’s expectations (Koniewski, 2012).

Brand awareness is all about what your ideal clients thinks when they see or hear your company’s name. It plays a key role in promoting your business, successfully introducing new products or services, building your business reputation and helping your company to differentiate itself from its competitors. Every marketing goal, brand awareness included, needs a plan and every plan must be measures to determine whether it’s working, how well it’s working and how to fix what’s not working. Brand awareness is an important metric for a variety of reasons. The most essential of which is the fact that the greater your brand awareness, the higher your sales are likely to be (ThriveHive, 2017).

The Awareness Pyramid

“Brand Recognition” and “Brand Recall” are the tools used to measure brand awareness. Brand recall is more demanding. The Figure 1.1 shows the brand awareness pyramid. Every brand tries to reach on the top of the pyramid, which is brand dominance.

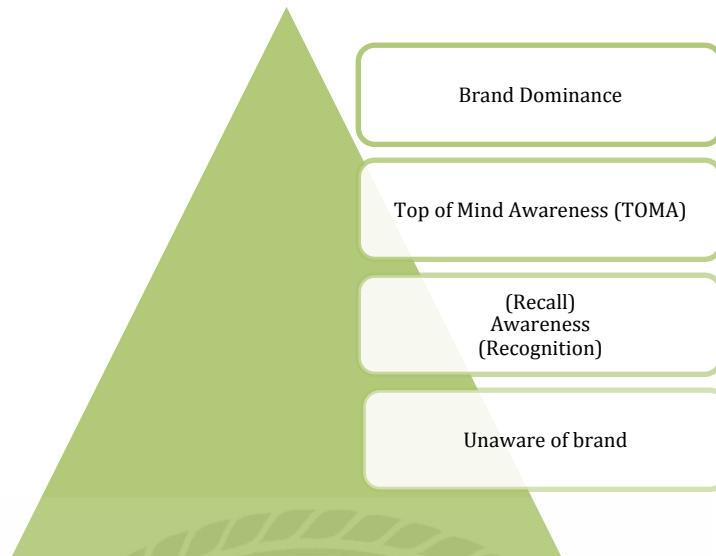


Figure 1 Showing pyramid of brand awareness

1.1 Company Profile

SYN HUB Co-Innovative Space by Synergy Technology is a space where creators, innovators, dreamers and makers come together to produce incredible results. More than just a co-working space, SYN HUB has always focused on promoting innovations and looks for ways to provide services to innovators. Established in July 27, 2016 it has created a unique experience for a number of clients from various fields including communication, government, innovation, marketing and digitalization. SYN HUB is located in the IT shopping mall Pantip Plaza, which is also known as The Computer City. It stands right next to the Food Court and is visually seen by every customer who visits the food hall.

SYN HUB stands by its tag line, “Where Innovators Shape the Future”. It is more than just a co-working space, event venue, learning annex or meet up spot. SYN HUB is a community that strives to bring out the best in every person that walks through their doors. It cultivates an environment of working, sharing, networking, innovating, incorporating and inspiring (SYN HUB Co-Innovative Space).

SYN HUB provides its office space for rent. It has different membership packages like day pass, week pass, part-time residence, full-time residence, meeting room and event space. It is a one-stop service center for product realization in Thailand. It supports business connection, business complexes, provides technological knowledge, refreshment, co-working facilities and technological processes & tools. Further, it provides start-up services, patent consultancy, seminars and events, display shelves, laboratory, R&D services, PCB design and assembly, product design, and 3D printer and scanner.

1.1.1 Services. SYN HUB provides a variety of services to their members and community. Some of the services provided by them are as follows:

- i. Working and meeting space
- ii. Event and seminar and business matching

- iii. Database management service
- iv. Advanced IT solutions
- v. Showroom for innovative products
- vi. Consultant for technology products and services
- vii. Design, PCB, Assembly and 3D printing services
- viii. Special coffee and beverage bar
- ix. Mailing address with private mail box
- x. Smart locker facility
- xi. High speed internet

The services can be summed up as,

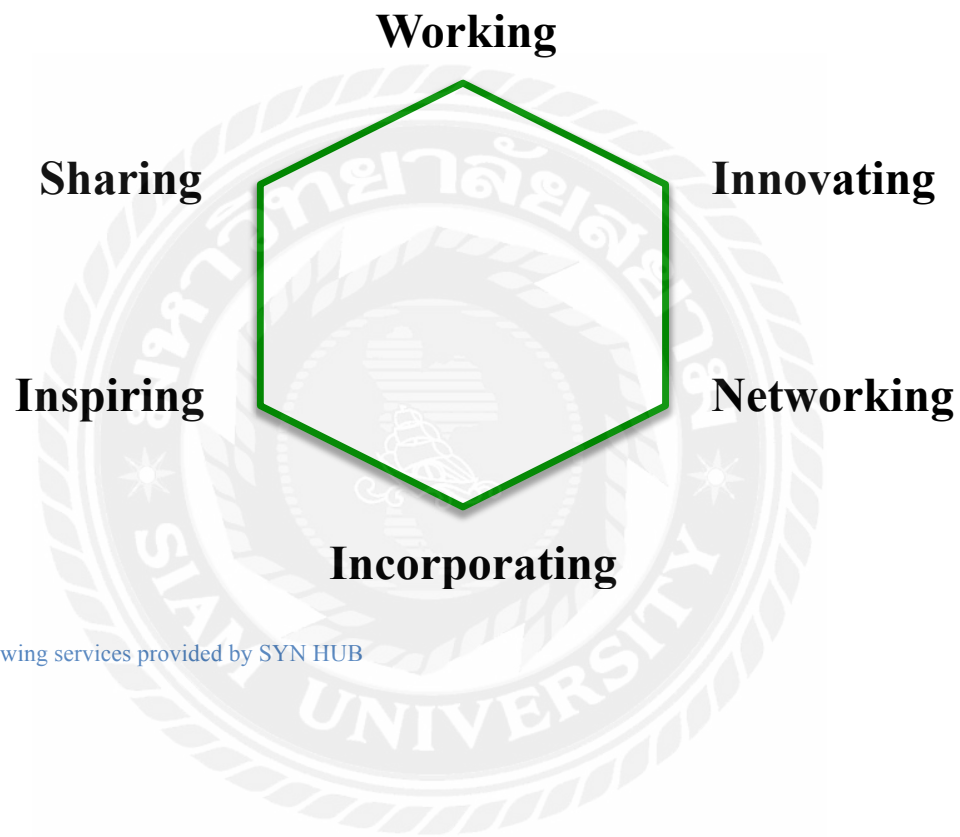


Figure 2 Showing services provided by SYN HUB

1.2 Organizational structure

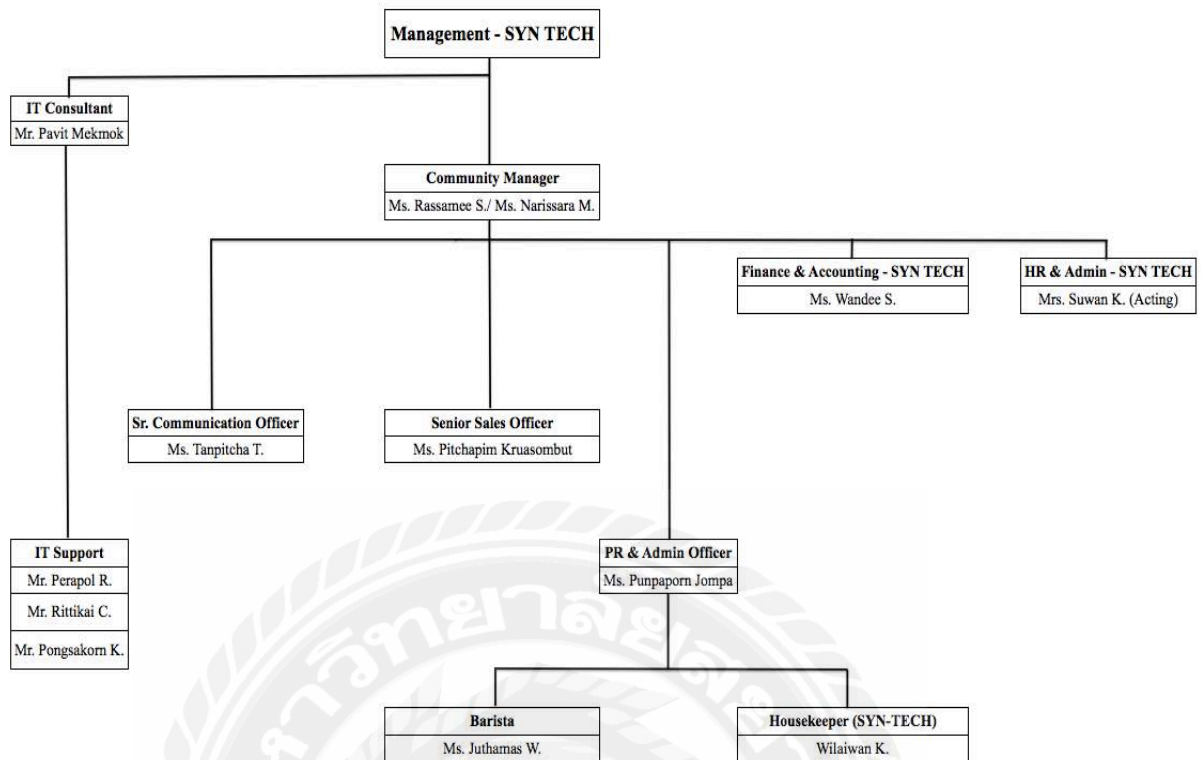


Figure 3 Showing organizational chart of SYN HUB

1.3 Statement of the report

“To analyze how marketing and promotion creates brand awareness and ultimately effects customer loyalty.”

1.4 Objectives of the study

The primary objective of this study is to create SYN HUB’s brand awareness among international customers through the means of marketing and promotion. Thailand has one of the most developed tourism markets in Asia. The number of visitors in Thailand is seen to be increasing every year. With such rapid growth in tourism and the economy of Thailand, attracting international clients is a way for businesses to expand their business. As an intern in SYN HUB, my primary goal was to attract international customers and create brand awareness to them.

The specific objectives are;

- i. To promote the services provided by SYN HUB.
- ii. To create brand awareness among international clients.
- iii. To explore the ways to attract new customers.
- iv. To increase customer loyalty.

1.5 Expected outcomes

The expected outcomes of this study are;

- i. Create awareness about SYN HUB and its facilities to foreigners.
- ii. Provide variety of services attractive to foreigners.

iii. Increased number of foreign customers of SYN HUB.

1.6 Limitation of the study

The period of the study was quite short to know about the market in detail but still I tried to make the best out of it. Culture and language barrier was a major limitation as communicating with the staffs and clients would be a bit complicated.



Chapter 2: Literature reviews

2.1 Main theory and concept applied

Marketing is everything that a company does to acquire customers and maintain a relationship with them. It includes advertising, selling and delivering products to people. The ultimate goal of marketing is to match a company's products and services to the people who need and want them, thereby ensuring profitability (Investopedia).

2.1.1. Service Marketing Mix. Marketing mix is a familiar marketing strategic tool, which was limited to 4P's of Product, Price, Place and Promotion. The 4P's model was developed by E. Jerome McCarthy and published in 1960 in his book, *Basic Marketing: A Managerial Approach*. Bernard Booms and Mary Bitner further developed it in 1981. The extended service marketing mix P's are People, Process and Physical evidence. All these factors are necessary for optimum service delivery (Hanlon).

2.1.2. Paradox of Choice. A business offers either a product or a service or both to its customers. Practically, it might sound reasonable that customers want more options or choices of products or services so that they can choose from the variety of options that are available to them. But in reality, the theory Paradox of Choice created by Barry Schwarz, suggests that providing customers with a limited range of choices has psychological benefits because it reduces their anxiety, so when applied to digital marketing of products/services, using social media, it comes back to your content and how you introduce it. For example, if you offer 100 mutual funds to your employees to choose from, the rate of participation will fall than if you offer only 10 because with more options, it's very hard to choose from and will lead them towards disorientation (Haidar).

2.1.3. Customer Engagement. The research report titled "Customer Engagement and Loyalty: A Comparative Study Between Service Contexts" written by Teresa Fernandes and Fabia Esteves in 2016, claims that customers may hold different propensity to engage depending on the specific service context, which in turn will influence more or less favorable behaviors. The result reveals that propensity to engage and loyalty behaviors vary significantly between the contexts studied. Further, the majority of loyalty behaviors are correlated, in both contexts, with customers' propensity to engage (Esteves, 2016). The article titled "Brand Equity through Customer Engagement in Social Media: A Critical Review" highlights the importance of the concept of customer engagement in social media in brand equity creation 18 (Abdullah, 2016).

2.1.4. Social Media Promotion. The results of the report titled "An Evaluation of Factors Affecting Brand Awareness in the Context of Social Media in Malaysia" indicate positive correlation of customer engagement, brand exposure, and electronic-word-of-mouth with brand awareness in the context of social media. The most effective factor is customer engagement. The study recommends that brands will be profited from social media in order to create and enhance brand awareness and using this media's interactivity features to tie customers more closely to a brand will mostly increase the benefits²¹⁰ (Somayeh Shojaee, 2013).

Chapter 3: Methodology

3.1 Roles and responsibilities assigned by company

During my 3 and half month long internship at SYN HUB Co-innovative Space, I was placed as a Sales and Communication intern. Despite of my academic major being in “Finance and Banking”, I chose to do my final internship in marketing field as for a successful business both Finance and Marketing are equally important and I wanted to learn more about marketing.

I worked under my supervisor, Miss. Tanpitcha Tarase who is the Senior Marketing and Communication Officer at SYN HUB. The Community Manager, Mrs. Rassamee Suebchompoo and my supervisor assigned roles and duties to me jointly. Unlike other companies where the supervisors ask their subordinates what to do at every point, SYN HUB lets its employees to be creative and imaginative with what they do. As an intern, I was given a big responsibility of attracting international customers and create brand awareness among them; I as an international intern was free to choose the methods of doing so by my own. I had weekly meetings with the community manager and my supervisor to know the progress and Mrs. Rassamee Suebchompoo was always positive about the ideas and plans for the company. As an intern, my roles and responsibilities were:

1. Performing market analysis and research on competitors
As an intern, I constantly researched on their competitors. I compared the competitors’ website to SYN HUB’s website and looked for ways to improve SYN HUB’s website and services to attract new customers. I placed myself in the shoes of the consumers and looked for ideas that are attractive and different from that of what the competitors were offering.
2. Assist in marketing and advertising promotional activities
SYN HUB was targeting mostly Thai peoples as their major clients. So, most of their promotional contents were prepared in Thai language. I along with other interns prepared a promotion campaign for Songkran festival. Further, I would assist in making posters for the upcoming events. On a weekly basis, I also changed our display boards with new pictures of the events that were organized in SYN HUB as an offline promotion.
3. Prepare promotional presentations
In my internship period, one major event organized by SYN HUB was CSI Entrepreneur. They hosted the CSI Entrepreneur program where they encouraged new start-ups or entrepreneurs to pitch their business ideas and SYN HUB would provide consultancy and funding to them. For the same, I prepared promotional PowerPoint presentation and videos.
4. Help distribute marketing materials

As a mode of offline marketing, SYN HUB's brochure along with other promotional brochure were distributed to every shop in Pantip Plaza and the apartments near by.

5. Help organizing events

Pre-event and post-event set ups were done to prepare the venue as per the requirement of the event being organized at SYN HUB. This required setting tables, chairs and stages and decorating the event venue. I also received the participants and take photos and videos of the events.

6. Dealing with international customers

As SYN HUB is right next to the food hall of Pantip Plaza, it is in a quite noticeable location. SYN HUB displays innovative and SMART electronics in its reception and people are quite interested to know more about it. Many foreigners would come to see the working area and the displayed products. They also buy coffee from SYN HUB's Café and enjoy working there or even hanging out. If they have any queries, I could handle them and explain the services provided by SYN HUB.

7. Making company's portfolio

From 2016 till now, SYN HUB has hosted many events by themselves and even rented their space for other events. I compiled and organized the events' photos and made a PowerPoint portfolio.

8. Searching relatable content to be posted in social media

Contents such as articles and blogs related to new technology and innovations that are attractive and relatable to the followers of SYN HUB's social media were searched and sent to our supervisors to be posted in the social media to keep the followers engaged.

9. Creating company's profile/prospectus

A prospectus was prepared for international customers to see and have more knowledge about the services provided by SYN HUB. It contained the photos of SYN HUB's meeting rooms, co-working space, Café, Laboratory and past events organized at SYN HUB.

10. Assisting the Barista

SYN HUB has an open Café with professional barista. They serve fresh coffees and beverages. I learned how to make some coffees and sodas. When the Café was busy and rushed, I'd help the barista.

3.2 Project details

As a marketing intern at SYN HUB, I got exposure to use both online and offline mode of marketing to create brand awareness. The projects I was engaged during my internship period were:

a. Songkran festival promotion campaign

For the occasion of Songkran festival, I prepared a promotional project and created a brochure for the same. I distributed the brochure in every shop of Pantip Plaza and in some apartments near by. It was also posted in different social media pages that engaged many international people. The promotion was a “Buy one, get one free” offer for the daily membership package for SYN HUB and the same for the coffee from SYN HUB’s café. The promotion was valid for April 2018 as it was the month of Songkran festival.



Figure 1 Showing brochure for Songkran promotion

The project was not very successful to attract many people. However, I learnt from my mistakes.

b. SYN HUB promotion

My main job as an intern was to create brand awareness of SYN HUB amidst international peoples residing in Thailand. I did research on our potential customers and came to the conclusion that many foreigners’ lives in apartments and condos. So, I went to the nearby condos and apartments and talked with the Juristic department and asked for their permission to showcase the brochure of SYN HUB in their lobby area. Hence, I was able to reach out to many international customers by doing so. Further, I prepared variety of marketing material for SYN HUB. I also updated their display boards that were visible to the outsiders as well on a weekly basis.

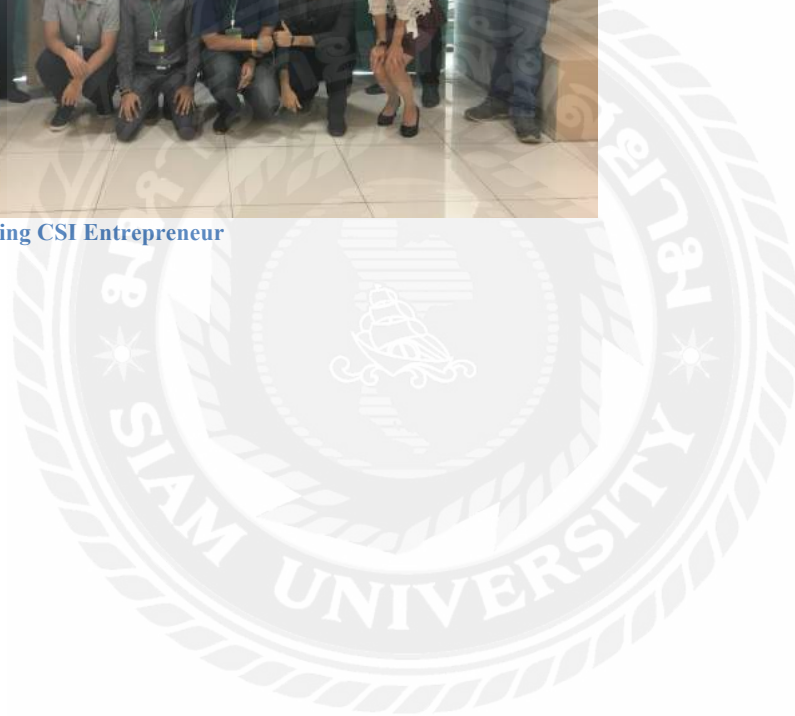
c. CSI promotion

One of the major events hosted by SYN HUB during the internship was CSI Entrepreneur. CSI Entrepreneur is a project where new start-ups or entrepreneurs could pitch their business ideas to SYN HUB and the

Department of Industrial Promotion of Thailand. The participants would be provided with many workshops on weekly basis and the winner would be provided with consultancy and funding. Throughout my internship, there were many workshops regarding CSI. Pre-event and post-event planning, setups and preparation with the team were done in order to facilitate the event to run smoothly. I also prepared marketing materials for promoting CSI.



Figure 2 Showing CSI Entrepreneur



Chapter 4: Results and Discussion

4.1 Contributions made during the internship

During my 3 and half month long internship at SYN HUB Co-innovative Space, I was placed as a Sales and Communication Intern. As a part of marketing, both online and offline mode of marketing was applied to create brand awareness and create customer loyalty.

I along with other four interns from Siam University and one Thai intern from Mahasarakham University worked as an intern from February to May of 2018. We worked as a team and learned as a team. We brainstormed different ideas to promote SYN HUB and create brand awareness.

SYN HUB believes in creativity and freedom. Unlike the mainstream internship where the interns are told what to do by the supervisor at every step; SYN HUB let us be creative with what to do and how to create awareness about their business. Our Community Manager, Mrs. Rassamee Suebchompoo was always helpful and positive about our new ideas to promote the business.

SYN HUB's website was not quite user friendly. I viewed a lot of other websites and came up with suggestions for the marketing team and IT team for updating their website and making it more user friendly. Further, I pitched the idea of how SYN HUB can partner with other businesses to increase the sales of their SMART products and services.

For offline marketing, the company's display boards were updated on weekly basis or after new events and were always up-to-date. To promote SYN HUB's café, we created a promotional brochure for Songkran festival and distributed it in every shop at Pantip Plaza and five apartments building near by. The campaign was not very successful. Further, I also distributed brochures for other events being organized at SYN HUB at the entrance of Pantip Plaza. Many PowerPoint presentations and videos were prepared including company's profile, CSI Entrepreneur promotion and event summary. A prospectus for the company was also prepared.

For online promotion, relatable articles and blogs were posted in the social media pages of the company to keep the followers engaged. The company's profile was inactive on Instagram. I posted relatable contents and promotional contents and made the profile active. I along with my friends was also able to triple the followers and was able to create awareness about the company to a large number of people through online. Further, I also provided English contents and promotions in English to attract foreigners as well.

Pre-events and post-events set-ups and decorations were made to the event rooms and meeting rooms. During the events, photos and videos were taken and any other required jobs were being taken care of to facilitate the event to run smoothly. During some of the events, the participants were provided with free coffee coupons and the SYN Café would be rushed. I assisted the barista to prepare coffees.

4.2 Details of related learning process and new knowledge received

Throughout the internship period, six interns worked as a team to create brand awareness about SYN HUB mostly in International people. Working as a team made me to realize that I am a team player. Each of us worked as a unity to achieve the same goal. Everyone had different personalities and different opinions and ideas to share for how the job should be performed.

Working in a foreign country and not knowing their language and culture was hard at the beginning. The enthusiasm and dedication in me helped me learn about Thai culture. It further developed my interpersonal skills. Dealing with people of different nationalities on a daily basis helped in increase my confidence and communication skills. Since my work required us to be creative, it also increased my creativity.

Since I had very little theoretical knowledge about marketing to start with, I realized it's ok to make mistakes but one needs to learn from it. I as an intern organized a Songkran festival promotion campaign where I created a promotional brochure. It was distributed in every shop of Pantip Plaza and five apartment buildings near by. I also posted the brochure online in different social media pages to give visibility to large number of people. The campaign wasn't very successful. From this, I learnt that in order to market your product or service; one needs to be sure of their targeted customer and their perception towards your product or service. Next time, I'll be more careful about it.

Another skill that I developed by working at SYN HUB is event management. SYN HUB's major project during my internship period was CSI Entrepreneur. SYN HUB has partnered with Department of Industrial Promotion of Thailand for this project. CSI Entrepreneur is a project where new start-ups or entrepreneurs could pitch their business ideas to SYN HUB and the Department of Industrial Promotion of Thailand. The participants would be provided with many workshops on weekly basis and the winner would be provided with consultancy and funding. Throughout my internship, there were many workshops regarding CSI. Similarly, there were other events organized in the premises of SYN HUB frequently. Pre-event and post-event planning, setups and preparation with the team were done in order to facilitate the event to run smoothly.

I also learnt different modes of marketing. I mostly engaged in digital marketing. I learnt that when we posts any contents online; we need to follow proper marketing algorithm in order to increase the visibility of the content. Further, I came across some new technologies and realized the importance of IoT (Internet of Things) in business. Further when organizing events, the event venue had a lot of things like colors and decoration that were matched accordingly with the logo of SYN HUB which stays in the subconscious mind of the participants and helps in manipulating the perception of consumers behavior and creating brand awareness.

Chapter 5: Conclusions

5.1 Self-assessment as future professional

Here I am at the brink of my graduation after enrolling myself as a student for almost 2 decades. I've tried my best to become a good student so far. Now, the next challenge for me will be to face the real world outside of this classroom and my predefined syllabus. I've always aimed to become an independent strong woman and I believe I have the knack for becoming a professional to reckon with in the future.

Assessing my present self, I believe in my abilities however, I realize the fact that I have yet to learn a lot of things to become the women I want to be. One thing that I've learnt from various internships I've enrolled in the past is unlike classrooms, in real world first you face the test then you learn. In the class, we learn first then we take the test. It's important to know the facts and connect with theory but connecting with people and their thoughts are way more important. I don't want to be a boss; I want to be a leader, a woman to whom people look up to. Well, dreaming and achieving are two different things.

I was curious & I googled characteristics of professionalism (Mason) and come across list of characteristics given below.

1. Appearance (pay special attention to your appearance)
2. Demeanor (reflect confidence but not cockiness)
3. Reliability (meeting expectations)
4. Competence (strive to become experts in their field)
5. Ethics (display ethical behavior at all times)
6. Maintaining your Poise (state your case in a calm and structured manner and keep it factual, clean and to the point)
7. Phone Etiquette
8. Written Correspondence
9. Organizational Skills (A professional can quickly and easily find what is needed)
10. Accountability (If you make a mistake, own up to it and try to fix it if possible)

My self-assessment in relation to these characteristics are that, I own up to by mistakes, pay attention to my appearance, try not to be cocky, work to excel expectations & Ethics is in my priority list. However, if I am to be the women I want to be, I must focus on maintaining my poise and be more organized in my work. I also need to keep myself updated with books, seminars and workshops to maintain my expertise in my field. Well these are my strengths and weaknesses, I'll need to timely access them and work to bring balance to be the best version of me; That I believe, I Can.

5.2 Comparison of practical learning VS theory

When it comes to knowledge, there are different kinds of knowledge and different ways of acquiring each kind. On one hand, there's theory and on other hand, there's practical application of theory. Both theoretical and practical knowledge are important. To be successful, we need both theoretical and practical knowledge and know how to use the knowledge to best of its ability.

For almost 2 decades of learning as a student, I've gained a lot of knowledge and understanding that makes me who I am today. In classroom, we are taught a certain syllabus and are tested for the same to know our level of understanding for the subject. We study many case studies both realistic and hypothetical to learn how to act in certain circumstances but in reality each situation is different than others and each individual has different ways of acting to the same circumstances. There's no such thing as right or wrong way of doing things.

Theory teaches you through the experience of others while you learn from your personal experience in practical (Bradley). In practical, you need to work as per the organizational culture of the organization and not as how the theory would suggest. It is always good to have theoretical background/ knowledge but still there are certain things that we learn by doing and experiencing as we learn through the reality of life. For example, a person cannot learn how to swim by reading a book. He/she needs to learn swimming from a professional. One can drown at first but we can always learn if we don't give up.

5.3 Recommendations

Although the internship was fruitful and helped me learn how theoretical knowledge can be implemented in practice, there are some recommendations I'd like to make to SYN HUB Co-innovative Space. The recommendations are:

- a. To hire employees who can speak English fluently to make communication for effective with international clients.
- b. To provide English language courses to the existing employees.
- c. Interns should be provided with supervision and performance should be monitored on regular basis.

Reference

- Abdullah, D. S. (2016). *Brand equity through customer engagement in social media: A critical review*. 18 (8).
- Bradley, S. (n.d.). *Vanseo design*. Retrieved from:
<https://vanseodesign.com/whatever/theoretical-practical-knowledge/>
- Esteves, T. F. (2016). *Customer engagement and loyalty: A comparative study between service contexts*. SI: Sn.
- Haidar, A. (n.d.). *Kaokeb*. Retrieved from: <https://blog.kaokeb.com/handy-5-psychological-theories-in-digital-marketing-a65f7ee72523>
- Hanlon, A. (n.d.). *Smart insights*. Retrieved from:
<https://www.smartinsights.com/marketing-planning/marketing-models/how-to-use-the-7ps-marketing-mix/>
- Investopedia*. (n.d.). Retrieved from:
<https://www.investopedia.com/terms/m/marketing.asp>
- Koniewski, M. (2012, 02). *PMR research*. Retrieved from: <http://www.research-pmr.com/userfiles/file/wp/Brand-Awareness-and-Customer-Loyalty.pdf>
- Mason, G. (n.d.). *LinkedIn*. Retrieved from: <https://www.linkedin.com/pulse/10-characteristics-professionalism-greg>
- Somayeh Shojaee, A. B. (2013). *An evaluation of factors affecting brand awareness in the context of social media in Malaysia*. SI: Sn.
- Syn Hub Co-Innovative Space*. (n.d.). Retrieved from: <https://synhub.com>
- Tandoh, I. (2015). The Impact of Brand Awareness on Customer Loyalty: A Case Study of Sinapi Aba Savings and Loans Ghana Limited. *South American Journal of Management* , 1 (1).
- ThriveHive*. (2017, 04 18). Retrieved from: <https://thrivehive.com/howto-measure-brand-awareness/>
- WhatIs.com*. (n.d.). Retrieved from: <https://whatis.techtarget.com/definition/brand>

Bibliography

Photo

Name-Surname : Kriti Shrestha

Student ID : 5708040084

Email : kriti2018@kcm.edu.np

Department : Bachelors of Business Administration

Faculty : Finance and Banking

Address : Baidam, Thadopasal, Pokhara-6, Nepal

Rewards : Class Representative 2016/17
Student Council Member 2016/17

Special interest : _____