



Cooperative Education Report
Study on Consumer Digital Media Behavior
Under Brand Department in
Jawalakhel Group of Industries
Jawalakhel, Nepal

Written by

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Abstract

This report is based on 3 and half months of internship conducted at Jawalakhel Group of industries, which is widely known as one of the best liquor company in Nepal. This internship is the part of a BBA program entitled "Cooperative Educational Report" under the supervision of Siam University. Main objective of this study is to utilize my theoretical knowledge and ideas and work practically in order to know the current market situations and also to get the idea on how to work in more professional manner. In this internship journey I got to work more practically in both ways internally and externally as I learned and got basic ideas on how work is being done in an organization. Some of the work I got to learn are using theoretical knowledge practically as I have mentioned above, visiting in different events sponsored by the company as a field work, learned the basic activities which we need to utilize in the business world, communicating with other companies through telephone service, meetings with the brand department, and brainstorming.

Along with it, mainly I was assigned to conduct a survey on the topic "Consumers Digital Media behavior". It was a project assigned by Chief of Brand and my supervisor. To conduct this survey an online questionnaire was prepared and forwarded to around 300 samples. Digital media is all about using different channels to market the brand that's why I forwarded the questionnaire through digital channels which is via Facebook and e-mails.

During this process I got to know how consumers engage themselves with brand and their involvement on trending online portals. This survey really helped me to know how consumer's interaction has been changed drastically over the period of time due to their engagement on the social media. To evaluate consumer's behavior toward the digital media stratified random sampling was adopted as it is a sampling method in which population are divided into groups and here I have divided on the base of gender. This report is based on what I learned in my internship which would help me in the professional field ahead.

Mitika

Acknowledgement

The primary word of gratitude goes to the Kathmandu College of Management (KCM) affiliated with Siam University, Bangkok who provided us with a learning environment and internship opportunity in one of the most renowned liquor company Jawalakhel Group of Industries Nepal, which was a great platform for me where I got to utilize my knowledge and theoretical ideas. It has helped me to develop my interpersonal skills as well as my experience in business field. I am thankful for being given chance to be part of this organization during this internship period.

I really got to developed my skills and nourish my knowledge more practically. I would like to thank JGI for allowing me to carry out my internship at their highly esteemed organization .I even would like to convey my thanks to our Principal sir Mr. Bishnu Adhikari for grooming me to work as an intern in an organization I desire to work. I even would like to covey my special gratitude to my coop supervisor Miss. Shristika Bijukchhe Media Executive of Jawalakhel Group of Industries (Brand Department) for guiding me throughout my internship period. I would also like to give my sincere thanks to Mr. Tanakorn Limsarun my Coop report advisor for assisting me in every step of my report and during my internship period.

Furthermore I would like to acknowledge with much the crucial role of the staffs of Jawalakhel group if industries as I got to learn many new things from them as well and for making me familiar to their environment and welcoming me in a very cordially manner.

Elisha Gurung

Contents

List of figures 1

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 Limitations of the study

Chapter 2: LITERATURE REVIEWS

- 2.1 Main theory and concept applied alongside with the given job descriptions

Chapter 3: METHODOLOGY

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

Chapter 4: Results and Discussions

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

Chapter 5: Conclusions

- 5.1 Self-assessment as future professionals
- 5.2 Comparison of Practical learning VS theory

References

Bibliography

List of figures

Figure: 1 Organizational Structure

Figure: 2 Bar diagram representing most preferred gadgets to access social media.

Figure: 3 Pie chart representing time spend by respondents daily on internet

Figure: 4 Pie chart representing respondents preferred time access internet by respondents

Figure: 5 Bar diagram representing the most explored social media site by respondents

Figure: 6 Pie chart representing the factors that attracts the respondents towards a brand



Chapter 1: INTRODUCTION

1.1 Company Profile



Looking over history Jawalakhel Group of Industries is one of the oldest and well established company in Nepal which started its first commercial production in the year of 1973. It's a family business currently the 5th generation, Jawalakhel group of industries. It all started in the year of 1969 when Mr. Vijay Kumar Shah (Chairman, JGI) returned in Nepal after completing his studies from USA. During that period of time his family were still engaged with the old traditional method of producing an alcohol which he thought should take place with modern technology and then Mr. Shah brought an idea to expand his family business introducing with modern plant. In the year of 1999 it gave a huge growth to one of the still most popular alcoholic beverage named 'Ruslan Vodka' to the next level. After which the son of chairman's son Mr. Raj B. Shah (MD at JGI) stepped in and brought popular Indian whisky Royal Stag to the Nepalese market. Since then, the companies have expanded many more alcoholic beverages products in the Nepalese market each making a distinctive mark in the market. It also has been able to capture the market in a very productive way.

Jawalakhel Group of Industries is a liquor company which produces various categories of alcoholic beverages like vodka, whisky, and one of the traditional most famous Nepali drinks named "Aila" in the Nepalese market and recently launched Germany beer named Warsteiner. . It also has a Distribution center and a research center which makes the products better and unique than the ones produced by other liquor manufacturing companies.

The company is one of the most renowned in the field of Liquor Company in Nepal. It also exports internationally some of their beverages to cater the global market as well. Jawalakhel Group of industries produces different products under different companies. These distilleries, brewery facilities and research and distribution units together produce close to a dozen different brands across various categories of alcoholic drinks in the Nepalese market. List of the companies which are managed by Jawalakhel Group of Industries are as follow:

1. Himalayan Distillery Ltd
2. Asian Distillery Pvt. Ltd
3. Vijay Distillery Pvt. Ltd
4. Rolling Rivers Distillery Pvt. Ltd
5. Raj Brewery Pvt. Ltd

6.JGI Distribution Pvt. Ltd

7.Food and beverage research center Pvt. Ltd

Each distillery produces different products as follow:

- Himalayan Distillery
 - a. Royal Treasure
 - b. Golden Oak Himalayan Aila
- Vijay Distillery
 - a. Ruslan Vodka
- Asian Distillery
 - a. Blue Diamond
- Rolling River Pvt.Ltd
 - a. Bacardi
- Raj Brewery
 - a. Warsteiner (Recently launched in the market). (JGI-Nepal)

Vision

To be the most respected Liquor Company in Nepal in terms of products, service, and profit and share value.

Mission

Research, develop, manufacture and market quality alcoholic products profitably for our stakeholders in responsible and competitive manner through continual improvement and professionalism.

Achievements

- » JGI's leading product Ruslan vodka won the ITQI Award 2016 and the Monde Selection 2016 in Belgium.
- » ISO certificates for Quality Management System, Environment Management System, Food Safety Management System and Good Manufacturing Practice have been received by both HDL and ADPL.VDPL recently earned a Green Building Certificate (Silver Standard), setting a record by being the first company in Nepal to receive it.
- » VDPL is the country's largest tax paying company, as of the last fiscal year.
- » The JGI marketing team has the widest reach in the market, physically visiting 1000 shops every day.
- » VDPL was the biggest contributor to the PM's Earthquake Relief Fund in 2015.

1.2 Organizational structure

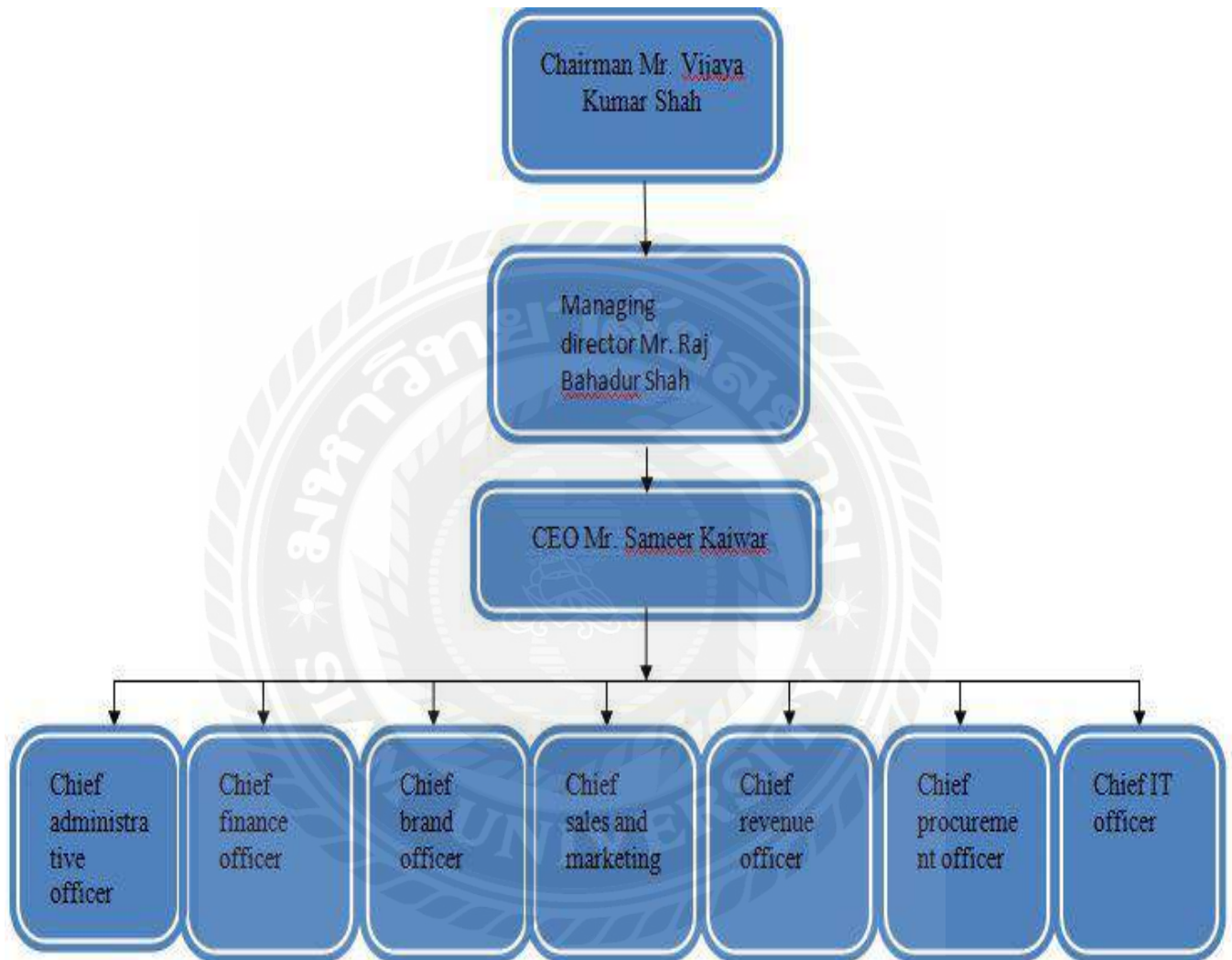


Figure 1: Organizational Structure

Jawalakhel Group of Industries has a simple hierarchy structure. At the top there is the Chairman and under him is the managing director. Under the managing director is the Chief administrative officer. Under that is the Chief Finance Officer, Chief brand officer, Chief sales and marketing, Chief revenue officer, Chief procurement officer and Chief IT officer respectively. I was delegated under the chief brand officer as I did my internship in the Brand department. I had the opportunity to work in the Brand department where different posts were there.

1.3 Statement of the report

Internship is the very first stage to step on the professional world as it is program which provides a platform and foundation for starting a career in the field of specialization. The report consists of the experience, practical knowledge which I gained through the journey of my internship which was for about three and half months in Jawalakhel Group of industries, Kathmandu. It also presents the objectives of the study, self-assessment as future professionals, comparison of theory VS practical knowledge as many more. Looking over some of the problems which I felt during internship period was that as an intern I was not allowed to get full information or in detail related to the queries of an industry which even I was eager to know. But, I got to know that some cases are confidential of an organization which they cannot open up to short term workers or say an intern.

1.4 Objectives of the study

The primary objective of this study is to complete the internship program for about three and half months. As it is a part of the study for a BBA student to utilize their theory part and acquire some practical knowledge about the real situation in the market. Now, working as an intern in Jawalakhel Group of industries I have gathered practical knowledge which is listed below:

- Utilizing theoretical knowledge practically: Internship can be a great platform where we get an opportunity to work more practically and know the real business world. Here we get to know how to connect our theoretical knowledge in more productive way. As working practically we get to know and understand how the lessons we learned textbook are applied in practice and in our career ahead.
- Learn the basic activities of business world: Internship is such platform which helps us to explore the business world and its main objective is to explore ourselves to the professional field. (Chron, 2018)
During internship we get to work practically which teaches us how the work are being done in any organization and from which we get at least basic idea on how the works are done in business world.
- To suggest the ways and means of improvement: Working continuously for few months give us the idea on how works are done. Along with it we are trained in such a way that we can give some recommendations or suggestions in return for an organization from our side.
- Build confidence: Internship enable us to try out particular procedures learned in the classroom before entering the working scene. It's a chance to apply what we have realized in a protected situation where mistakes are normal. It really helps us to boost our confidence by working practically as during the work we get to meet different professionals from different industry. (Fremont college, 2018)
- Network Contacts: Internship provides us such a platform where we got to work with many experienced people around from whom we get to learn much more in fruitful way. We get surrounded by professionals' people in the industry and are being noticed by them. Internship provides us to learn something from our surroundings where we get the

chance to ask them whatever we want to know and eager to know about the professional work.

1.5 Expected Outcomes

Internship is all about learning and gaining work experience for different companies we are interested in and applying our theory knowledge which we gained through our classrooms to a professional context. As an intern I was placed in Brand department for about three and half month's period of time. It was a great opportunity and platform for me because there I got to know the roles of different departments work heads like Media department, Event Organizing Department, Management Information System Department and Creative Department and under their guidance I got at least basic ideas on how the works are done as per their role. During my internship journey I also got an opportunity to work with various events such as

1. Holi event
 2. The Himalayan Times International Food Fest.
 3. Nepali New Year 2075.
 4. Gyalpo Loshar
 5. 8th International Tattoo Convention.
 6. Durbar Marg Street Festival 2075.
- Nourish knowledge practically: So working as a learner in a company I expect to nourish my knowledge practically, to identify and understand the practices and protocols of the particular company and industry in which I am working in. Internship is such platform where we get to nourish or relate our theoretical knowledge or lesson in practical manner and so that we get the idea on how we can relate theory to the practical work.
 - Develop business skills: To develop and improve business skills in communication, technology, quantitative reasoning, and teamwork, observe and participate in business operations and decision-making. I also expect to learn different types of skills that could build my confidence, adaptability, independence and which could be helpful for my career ahead.
 - Explore a career path: As internship is such platform which helps us to explore the field we are interested into. I am still not sure in which sector of marketing field I am interested in. I expect that after this internship I will get to know which field is right for me and where am I interested in and so feel more confident to choose the right degree as well.
 - Personal Relation: Working in an organization we get to meet many professionals and potential mentors who can provide guidance, feedback, and support as internship is all about learning through our mistakes and work on it. It is also the way to expand network of professional relationships and contacts.
 - Positive changes: Positive changes which could be helpful in my career ahead and so that can develop solid work ethic and professional behavior.

- **Learn to be committed:** Internship is a program to learn much more about the business world. In professional world we need to do the work with full dedication and complete the task before the deadline. So, I expect that working in professional world will help to be stay committed and will make me feel more responsible in order to complete the task before the deadline assigned. So, that I can give my commitment to ethical conduct and social responsibility.
- **Build Confidence:** I expect working in an organization and completing the given task on given time and performing different activities in an organization will build my confidence and I will be able to communicate in a better way with full confidence.
- **Tackle the problems:** With all different activities experience I expect that it will be helpful for me to tackle different problems and be able to do my task in a better way.

1.6 Limitations of the study

In undertaking this study, along with helpful knowledge there are even some problems which were faced during my internship. According to my experience working as an intern in a company or industries there are certain limitation for an intern. As per my experience even though when I was eager to know something about a particular topic either related to events or activities of industry or about the company than the company had some privacy where even the supervisor was not allowed to explain or open up in a proper way. Another common problem which we normally as a graduates who work as an intern face is that we are offered a lot less than other someone with experience to do the same job. The similar problem was also faced by me during my internship period in certain situations. As an intern we are not given much priorities and proper guidance which we should get as according to my experience most of the times the staffs get very busy with their own work that they even don't get time to look after us and guide us. The limitations which we faced while working on the survey were that firstly there was time constrain which restricted us to reach maximum respondent as expected. We only received only 218 responses from the total sample of 300 samples and it was a challenge for us to draw an accurate conclusion from only 218 responses. Also, we had only objective questions prepared for the survey which made the responses of the sample limited and we could not figure out the extra thought of the responded on digital media behavior.

Chapter 2: LITERATURE REVIEWS

2.1 Main theory and concept applied alongside with the given job descriptions

Internship is a great opportunity and the platform for us to explore our theory in a practical manner and to get update and understand the real market out there. During the wonderful journey of my internship, though which was for a short period of time that is three and half months but yet at the same time was very productive than I expected. During the three and half month's period of my time as an intern in Jawalakhel Group of industries I was assigned to work in Brand department. The internship provided a platform where I got to utilize my theoretical knowledge which I have gained throughout my college days. The theories which were suitable to apply during the work done in internship are as follow:

1. Consumer behavior

Consumer behavior is the investigation of how an individual, group or an organization select, purchase and utilize the goods and services in order to satisfy their particular necessities and wants. It also includes mental, emotional and physical process of a person who buys the goods and services in order to fulfill their need and wants. So for any business it is important to know the consumer behavior as the product is purchased only when the consumers are satisfied with it. (Jacoby, 1998)

2. Social media branding strategies

Social media is series of websites which allows people to connect with each other and even in the field of business it's already been a very important source to reach to consumers. As now days most of the people are engaged in the social media which invited behavioral changes related to their purchasing activities habit and interactions. Social media is growing at warp speed in todays century as it has been the most helpful source of information for most of the people This theory is much suitable in the case of branding a product to the consumers. Currently people are more into social media and introducing the product through different social media has become one of the most trending strategy adopted from many organizations. (Dimitriadis, 2015)

3. Digital media marketing

Digital media makes a huge influence on the consumer behavior. It covers wide range of marketing activities. Digital marketing uses different channels to market the brand such as social media, websites, e-mails, mobile apps, search engines etc. Business no longer stay in the dark when it comes to digital marketing. Digital marketing basically advocates the use of various digital devices and technologies to deliever marketing messages to customers. So, when surveying on what attracts the respondents towards brand throuh digital media marketing. (Stephen, 2015)

The study which I have done during the survey was to analyze the impact of digital media on consumer behavior. The result showed that consumers are more into digital media marketing and get influenced through the advertisements, information about the brand forwarded through different digital media channels.

4. Advertising

As nowadays people has become much more consious on what kind of brand they are using and what is the result after the utlization of it and many more. Advertising assumes an imporatat role in the business world.The business world is very competitive now a days , and advertising is done to present a business, manufacture a brand and position an organization, item or administration against the opposition. Advertising conveys vital informing and raises awareness inside the given market. A few publicizing media are utilized to convey the commercial to the market. Advertising also plays an important role and mainly determines the image and way of life and it has an impact on consumers thinking as well as on the attitude towards ownselfes sand the world around. (Saleem)

5. Branding

Branding is the process of making a particular product unique in the market and in the consumers mind. Branding is the main aspect for any company as now days consumers are more into brand and prefer quality products than just purchasing a simple product. During my internship I worked under Brand department and working under brand department it really made me realize how important role does brand play in consumers mind and in the market. Some of the branding tools the companies adopt to create and shape a brand are as follow:

- Pricing
- Advertsing through different social media
- Packaging designs
- Promotions
- Sponsoring (Grubor, 2017)

Chapter 3: METHODOLOGY

3.1 Roles and responsibilities assigned by company

As an intern I was responsible for many duties and had to perform the given tasks. Some of the roles and responsibilities which I was assigned are mentioned below:

- Need to be punctual at office and maintaining the register and was not allowed to leave early unless any emergency
- Concluding the assigned task on mentioned deadline
- Need to be in formal attire
- Keen to take initiative and raise our own questions and gain the knowledge from the staffs
- To strictly follow the rules and regulations of the company
- Brainstorming session and coming up with creative idea for the promotion of a product
- To submit the record of the task at the end of every week which were assigned by supervisor

3.2 Project details

I was assigned with a particular project which was survey task on “Consumer digital media behavior”. The main purpose of this study was to analyze the impact of digital media marketing on consumer behavior and outcomes. To conduct this survey an online questionnaire was prepared and after being approved by supervisor the questionnaire was forwarded to around 300 samples through different digital media channel. We circulated the questionnaire among the certain age group i.e., in between 18- 50 years. So, that we get different perception views from different age gaps and in that way we can evaluate the survey. From the survey carried out I received 218 responses among which female percentage was higher than male in response. This survey covered a wide range of public opinions on how their digital media behavior is.

As a result from the survey I got the positive response towards digital media behavior. I got to know that how digital media makes a huge influence on consumer behavior in their day to day life. It showed that how consumer interactions have changed drastically over the period of time due to engagement on social networks which has invited behavioral changes of consumers related to their purchase activities habits and interactions. Hence, the company should go along with the digital media behavior and develop it much better way ahead. As digital media covers a wide range of marketing activities. Digital marketing uses different channels to market the brand where demand creation has been driven by the internet. For this survey a stratified random sampling was adopted as it is a sampling method in which the population is been divided into groups and here it is divided on the base of gender. The study makes sure that respondents come from both gender. A total of 300 respondents were targeted, but due to time constraints and errors, we could use only 218 samples which restricted us to reach maximum respondents as expected. Also, we had only objective questions prepared for the survey which made the responses of the sample limited and we could not figure out the extra thought of the responded

on digital media behavior. After completing the survey result we also did give recommendations to the company so that it would be helpful for them and could work on them in more effective manner.

Here is the online questionnaire for Consumer Digital Media Behavior which was prepared for the survey:

Demographic details

1. Gender
 - a. Male
 - b. Female
2. Age
3. Income level
 - 10000-20000
 - 20000-30000
 - 30000-40000
 - 50000 and above
4. Address _____

Rank the options below in the following questions (with 1 being most preferred and 5 being less preferred).

- 1. How do you access your social media account?**
 - a. Smart phone
 - b. Laptop
 - c. Tablets/ I pad
 - d. Personal Computer.
- 2. What is your major purpose to use internet?**
 - a. To find information.
 - b. To keep in touch with family and friends.
 - c. To play games.
 - d. To share your experiences, photos and videos.
 - e. To make professional/ business contacts.
- 3. On an average how much time do you spend daily on internet?**
 - a. 1 to 2 hours
 - b. 2 to 4 hours
 - c. 4 to 6 hours
 - d. 6 to 8 hours
 - e. More than 8 hours
- 4. What is most preferred time to access to internet?**

- a. Morning time (7-9 am)
- b. Afternoon (12-4 pm)
- c. Free time
- d. After you get done with your work (7-10 pm)

5. When/If you are out of Wi-Fi or have poor connection, would you prefer data or not? If yes, which data pack would you prefer?

6. Which social media site do you explore? (You can choose more than one)

- a. Facebook
- b. Instagram
- c. Youtube
- d. Google
- e. Twitter
- f. Snap chat
- g. All of the above

7. Which source do you prefer to seek any information?

- a. Print source
- b. Online source
- c. Both

8. What attracts you towards brand through digital media marketing?

- a. Promotional offers
- b. Brand information/ advertisement
- c. Brand loyalty
- d. Family and friends invitations.
- e. Others _____

9. Have you ever bought alcoholic beverages through online portal? If, yes mention the name.

9. Which online portal do you prefer the most?

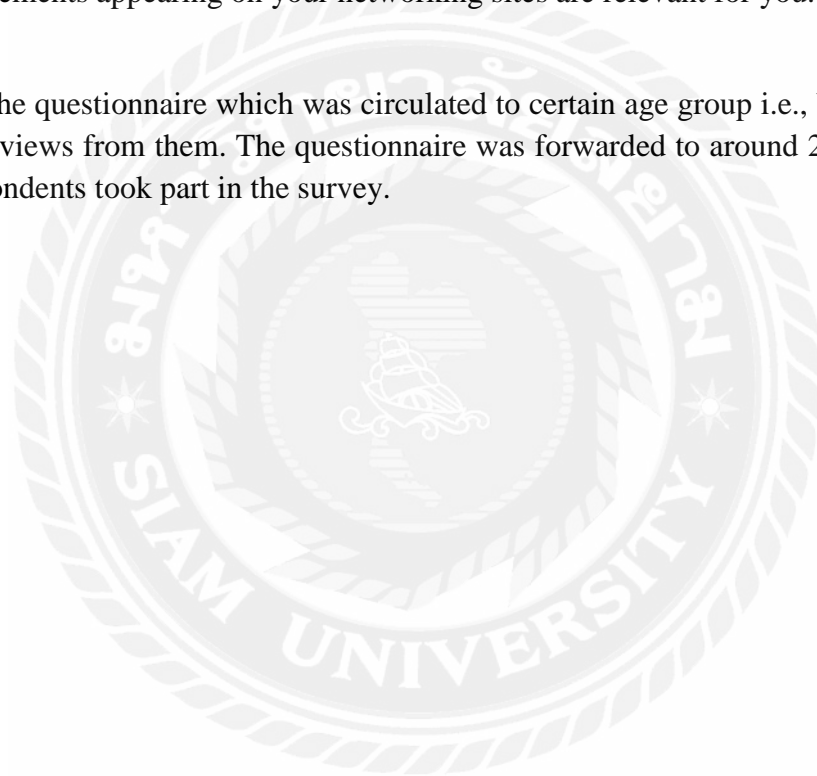
1. Online khabar
2. Setopati
3. Ratopati
4. E-kantipur
5. Bizzmandu
6. Barakhari

7. Nagarik news.com
8. Lokantar
9. Others

Rank the options below in the following questions (with 1 strongly agree, 2 agree, 3 neutral, 4 disagree, and 5 strongly disagree)

- a. The respond to marketing messages is more effective through digital media than traditional formats such as TV and radio.
- b. Companies that use digital media tools to interact with the customers are more likely to have a significant competition advantages over those that don't.
- c. Advertisements appearing on your networking sites are relevant for you.

So, these were the questionnaire which was circulated to certain age group i.e., between 18-50 in order to get the views from them. The questionnaire was forwarded to around 250 samples from which 162 respondents took part in the survey.



Chapter 4: Results and Discussions

During the internship I was assigned with a task which was to do a survey study and to prepare a report on the base of the result received. The topic of the survey was “Consumer Behavior on Digital Media”. In order to do this survey an online questionnaire was prepared and was accelerated to around 300 via Facebook and e-mail and among which 218 respondents took part in the survey. The main objective of this study was to find out the impact of Digital media on the consumer behavior, how consumers are influenced by digital media and how they response through all the information or advertising done through digital media. From the survey carried out I found that most of the consumers are influenced by Digital media as they are more into social media like YouTube the very first priority and then Facebook and so on. This shows that how consumers engage themselves with social media and how they get influenced through it.

So picking up few important questions form the above mentioned online questionnaire prepared related to Digital Media along with its results are when asked how they access their social media account. As per the outcome of the respondents they believed that their personal smart phone is the easiest way to access to any of their social media account because 80% of the respondent choosed smart phone as their option as presented below in the bar graph. This indicates that people are more involved in using their smart phone and they wont miss out any information that they can receive on their smart phone. And they use their smart phone most of the time to search for an information because smart phone is one device that everyone will have along with them alomost 24 hrs a day. It can be one of the best options for consumers to seek information from. Also it is the means of communication, smartphone helps keep better connection and contacts with people we wish to. It has wide means because people can keep themselves involved all day long with music playlist or games or many more.

1. How do you access your social media account?

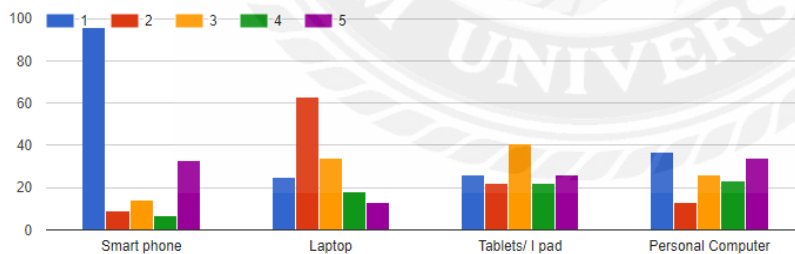


Figure: 1 Bar diagram representing most preferred gadgets to access social media

Further more, another question when they were asked how much time do they spend daily on internet and which time is preferred to use the internet than as a result from the pie chart presented below I found out that 34.8% of the respondent prefers to use internet for about 4-6 hours a day when they get some free time for themselves or at the evening time when they get done with all their duties, 29.8% spend 2-4 hours a day, 18.6% spend 6-8 hours a day.11.8% spend more than 8 hours on internet daily and last 5% spend 1-2 hours a day on internet. From

this result I identified that the result was not as per the expectation because in this internet occupied world spending just 4-6 hrs a day to use internet is quite a minimal time.

On an average how much time do you spend daily on internet?

1 responses

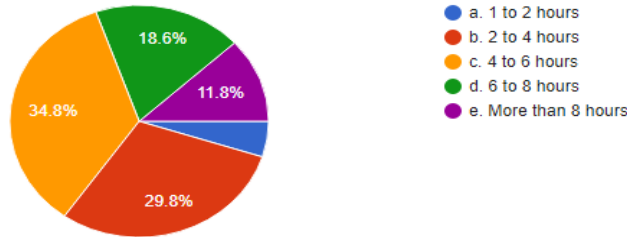


Figure: 2 Pie chart representing time spend by respondents daily on internet

What is most preferred time to access to internet?

1 responses

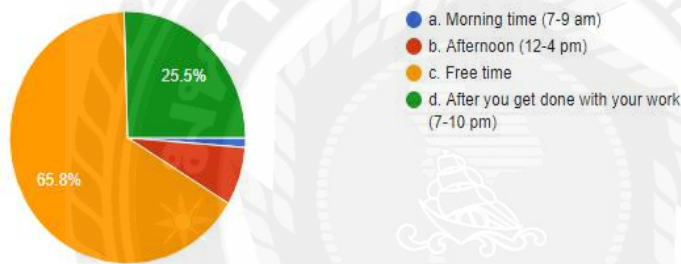


Figure: 3 Pie chart representing respondents preferred time access internet by respondents

So, moving further when asked on which social site do they explore the most I found out that As Social media is growing at warp speed in todays century as it has been the most helpful source of information for most of the people. So, when asked on which social site do they explore the most, according to the outcome of the survey I have come to pinpoint that most of the respondents are more into youtube compare to many other social media sites. As from the below bar diagram we can clearly see that respondent prefer youtube and facebook the most. Through this we can easily analyze that how people are into social media. For any company in order to promote their product youtube and facebook are the best options to go for it as per this survey study.

7. Which social media site do you explore? (You can choose more than one)

160 responses

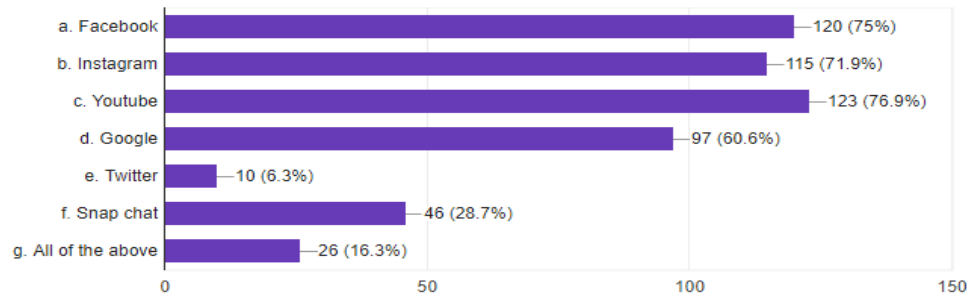


Figure: 4 Bar diagram representing the most explored social media site by respondents

As we know that business no longer stay in the dark when it comes to digital marketing. Without any digital marketing any businesses or products promotion may drop off and lose out on new opportunities. Digital marketing basically advocates the use of various digital devices and technologies to deliver marketing messages to customers. So, when surveying on what attracts the respondents towards brand through digital media marketing. Among the options given below the outcome which I got was through brand information/advertisements. As nowadays people has become much more conscious on what kind of brand they are using and what is the result after the utilization of it and many more. Advertising also plays an important role and mainly determines the image and way of life and it has an impact on consumers thinking as well as on the attitude towards ourselves and the world around.

9. What attracts you towards brand through digital media marketing?

159 responses

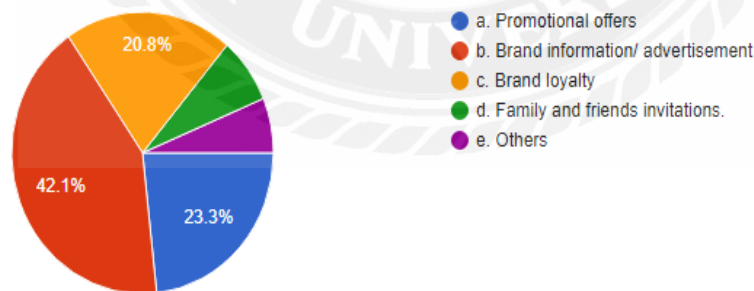


Figure: 5 Pie chart representing the factors that attracts the respondents towards a brand

So these were some of the important questions and their results as per the respondents. From this survey study I found out that how digital media marketing plays an important role in today's scenario. as it makes the lifestyle easier and convenient. Now a days maximum people are more into new technologies and they want engage themselves with current updates. For any company

Digital marketing channels provide performance measurement and accountability that traditional media cannot.

To expand the digital platform for the company, here are few points on which the company can focus on. So, as per the outcome I also gave few recommendations on which the company can work on.

- **Be consistent in social media:** Social media has become one of the biggest tools for marketing any brand. Now day's people are more into social media as they love to get updated with the latest technologies and trends going on. Firstly, the company should find which platform do consumers uses the most and as per the research the company can target their audiences through the posts to the best times and dates to share. The company should engage with the audiences in social media by being connected with them through responding to their comments and complaints if stated. In this way they may feel loyal towards the brand and the products.
- **Focus on customer engagement:** The Company can note when and how the customers connect with their messages in social media or any other source and then create a strategy that revolves around those key engagement times.
- **Analyze customers experience with your brand:** Observe how customers are interacting with the brand both online and offline, and then produce a new plan that enhances any dissatisfying results we may have found.
- **Audit and update SEO frequently:** The Company may know that their product or service is great, but their customers might not be well aware about this fact. So, search engine optimization can significantly help the brand reach the people who want their offering and in this way it may change the perception of brand awareness among the consumers. For e.g., If consumer search for the best vodka than in SEO Rusla vodka should be in first option. In this way the perception towards a brand automatically changes among consumers.

Working on these few points can help the company get highlight in their digital platform and gain more customers for the company.

4.1 Contributions of student made during the internship

Working as an intern for an industry was a great learning platform for me. During the journey of my 3 and half month of internship period I was assigned different tasks which really helped me to have some idea on the ongoing business. An internship offered me a chance to learn where I was supervised and had an opportunity to achieve my own learning goals, without the responsibilities of being a permanent employee. Some of the contributions which I made during my internship period are:

- Data like AFE (Approval for expenditure), take-away stocks, POPs were to be recorded in excel sheet through which I gained more idea and knowledge and which surely will be very fruitful in my work ahead.
- Visiting the field event and Compare and contrast between own company and its competitors in an event. This was a new experience for me as through such I got to know about different brands which were equally very competitive with our product.
- To analyze online portal event proposal placed in Proposal for event.com to the company and through which I got some idea on which kind of events are selected. So, I got to know that it mainly depends on the title event to get selected to sponsor the event.

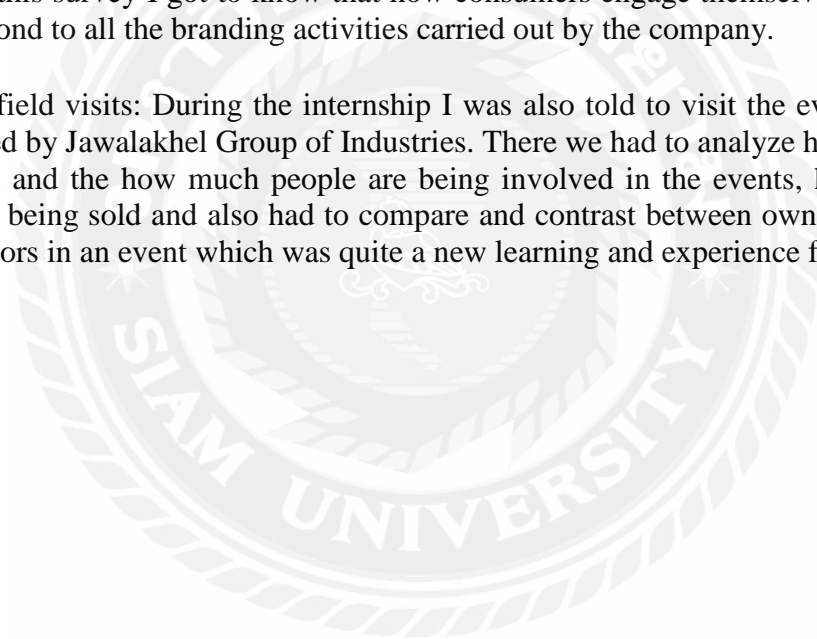
- Prepared a voice of share of other online portal and analyzed the way the ad was displayed. After analyzing the ads of the competitors it was helpful for media executive to compare and work on our ads in better way.
- Devoted my full time which was demanded by an industry with full dedications which really taught me the value of time.
- I was assigned with a project on survey study on “Consumer digital media behavior”. An online questionnaire was prepared and forwarded to around 250 samples via Face book and e-mail. Doing this survey it helped me to know the impact of digital media on consumer behavior and according to which I was able to give recommendation on base of the result to the company.
- I prepared my survey report and did presentation on the given topic of the survey which really helped me to groom myself and build my confidence level.
- Sometimes there used to be lot of pending work which had to be completed within an assigned time. So, I even contributed my extra time in order to complete the given task before deadline.
- Shared my experience of internship journey to the new interns about what I learned, how I did the work, how I communicated during work, so that it would become easier for them to work more easily.

4.2 Details of related learning process and new knowledge student has received

Internship is all about learning as it provides us with experiences, lessons and tools that will surely helpful for my career ahead. I got to learn new things each and every day. Every day was a learning day for me. During my internship days I established my objectives as I worked. During my learning process the first objective for me was to attain the knowledge which I gained in my classes and to learn how to carry out it into practices. It was the first time for me working under Brand Department and I was always looking for such opportunity as I was interested to know how events are conducted, how ads are forwarded via different digital channels and online portals etc. In brand department I was firstly given a short introduction on brand and its important roles also was explained about the outdoor branding and its impacts and effectiveness in the brand recall and brand recognition. Than following days I embarked my work with entering the data like AFE (Approval for expenditure), get-away stocks, POPs in excel sheet. I gained much more idea and knowledge and got to polish my Microsoft excels after entering records. The new knowledge which I have received during my internship periods are:

- Improved skills: One of the benefits which I took away from an internship is my new found knowledge, which really helped me to know the idea on how to fulfill the tasks relevant to our desired career path. I really have been able to nourish my theoretical knowledge and learned how it connects with the work done practically.
- Conduct feasibility study on brand awareness: As I worked under Brand department so there we used to gather once in a week in order to do discussion on how our branding of our product is placed in the market. We used to do brainstorming and come up with creative ideas and strategies in order to get sustainable in the market

- Time management skills: Time is very important aspect for any organization to keep on their mind. If the time is properly managed than it leads to the improvement on job satisfaction and the work will go in proper flow. During my internship I used to get lots of work assigned with their deadline which really helped me to know how important it is to manage the time. I got to learn that it is important to be smart to manage the time and also to deliver productive work to the organization
- Conduct research on competitor activities: We used to do research through many online portals in order to know how our competitors are performing on the market. We were assigned to do research through social media, newspapers, and online portals and prepare a short report on what are the activities or events they carried out when and how it went.
- Conduct survey on consumer's digital media behavior: I was assigned with the project to do the survey on consumer digital media behavior and had to analyze the impact of digital media on consumer behavior. I along with one of my friend did research on buying behavior of consumers and their involvement on trending online portals. So, through this survey I got to know that how consumers engage themselves with the brand and respond to all the branding activities carried out by the company.
- Make a field visits: During the internship I was also told to visit the events which were sponsored by Jawalakhel Group of Industries. There we had to analyze how the brandings are done and the how much people are being involved in the events, how much is our products being sold and also had to compare and contrast between own company and its competitors in an event which was quite a new learning and experience for me.



Chapter 5: Conclusions

5.1 Self-assessment as future professionals

Internship is an educational experience that allows students to apply what they've learned to actual work situations. This experience helps make us more marketable and give us an advantage in the job market. After working for about three and half months as an intern in an organization I have now gained much knowledge and confidence to work in any organization. I believe that whatever lessons I learned during my internship period will be internalized and put to use in future work opportunities. There were different posts of employees in Brand department who were responsible to work for various functioning. So, that's why staying in the same room it became an advantage for me as I got to learn much more from them even by just physically being there in an office and paying attention to the surroundings and analyzing them working and communicating through calls.

Now, I have been able to build a personal development on myself. As I have been able to develop my personal skills, work ethics and been able to investigate my career interests, prospective career goals and an approach to a professional workplace. Internship has really helped me to integrate my learning objectives and working assignments. During internship I got to know how professionalism plays an important role in an organization which will surely help me ahead for my career. Now, I believe that I am able to make the choice of my career after working as an intern as I got some idea on which field I am interested to work on. This internship has given me better understanding of my skill set which will be helpful for me wherever my career may take ahead. The atmosphere of the office taught me how we should behave in our workplace which is the very first important thing which we need to understand before working in any organization.

5.2 Comparison of Practical learning VS theory

During the three and half month's period of my time as an intern in Jawalakhel Group of industries I was assigned to work in Brand department. It was a great experience for me as I gained valuable experiences and knowledge working in an organization as both a team and an individual. According to my experience I feel that theory does matter because for working practically we should have theoretical knowledge first than only we are able to connect the work which we do practically. I believe that studying only in a classroom and having theoretical knowledge is not enough to get sustain in today's market. We should be able to implement our theoretical knowledge in a practical way and then only we will be able to link our theoretical knowledge in better way. Working practically we may face certain issues while implementing them into action and that's how we get to experience the real competitive world and also get to work with new people, team, environment and get to learn much more. In brand department I worked under Chief of Brand, Brand Manager, Regional brand manager, Media executive, Event officer, Outdoor manager, Brand MIS officer. I was assigned with certain task and was responsible for some duties which are as follows which were done practically.

- To record AFE (Approval for Expenditure). It is a budgeting and approval form used during the planning process for a well event.

- To analyze online portal event proposed to the company and through which I got some idea on which kind of events are selected. So, it mainly depends on the title event as a result.
- Conducted a survey on “consumer digital media behavior”
- Analyzed social media
- To record give away stock
- Compare and contrast between own company and its competitors in an event
- To prepare a voice of share of other online portal



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