

# Building Sustainable Awareness and Preference for Eco-Friendly Electric Light Bulb in Bangladesh: A Case of China Bangladesh Electronic Private Limited.

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**Abstract:** *The paper explores the significance of branding in today's market environment where selling a great product is not enough anymore. The paper describes the process of creating a brand from research of topic to implementation at the same time making deeper studies into the subject of sustainability and eco-friendly finalizing the study with implementing the learning to create a corporate identity material.*

**Keywords:** *Branding, sustainable awareness, eco-friendly, electric bulb*

## 1. INTRODUCTION

China Bangladesh Electronic (CBE) was born of a rich heritage of a business group that has been serving the country for over 2 decades. They started their journey in 2012. China Bangladesh Electronic (CBE) Pvt. Ltd. (and export oriented joint venture industry) is one of the leading LED lamp manufacturing company and is a sister concern of Heavens group. It is totally devoted for manufacturing super quality CFL bulbs and several types of high quality LED lamps for the domestic and international markets.

CBE is a future looking manufacturing outfit aimed to serve the energy needs of the future. CBE believe that efficient and smart use of energy is going to be very important for the greater good of mankind, and products that help us do that will continue to play a vital role. With that in mind CBE wishes to light up the future with hope and with lighting solution that fit the need of the time. With the world's best standards as our starting point, we aim to continue to provide innovation lighting and energy solution for the years to come and hope to play a part in acting like a lighthouse to the future.

On the marketing side CBE is market oriented; production revolves around customer needs and puts customer and sales in the same important position. This enables us to offer our best service and exceptional class to the customer. The

company has a large efficient distribution network and is one of the leaders in the domestic market. For its outstanding quality, reasonable price, sound market network with good after sales service, CBE has successfully earned customer belief and admiration. CBE is totally motivated and determined to become the leader in the lighting industry across the country and hopes to play an important role in preserving the country's electricity resources.

## 1.2. Scope of the study

This paper has roofed almost all the strategy of China Bangladesh Electronic (CBE) pvt. Ltd. for branding its product. It also includes a brief profile of the organization; to know the strategy and the scope of the company it also includes the product categories and the distribution channel of the company and how to establish an eco-friendly brand in the present market situation.

## 1.3. Statement of the problem

Light bulb is a very common product in all over the world. China Bangladesh Electronic Pvt. Limited is a sister concern of Heavens Group and their doing business from the very long time. They are very well known in lighting industry from the very long run. To do business the company is facing massive competition by other market players meaningfully in metropolitan cities like Dhaka, Chittagong, Comilla and Sylhet. The competitor brands are also from country's reputed group of companies. For that, it has been losing its market share. Usually a problem mentions the distance between expectation and reality. Problem of CBE is here dropping market segment significantly in city zone. Why CBE is not able to have the projected percentage of market share is defined here as a problem. To categorize the aspects of disappointment has recognized so many problems to be faced. Here the problems those are made me concerned to do this paper for curious the factors behind the market positioning are given below.

- Due to extreme competition CBE is losing its market share and here our task is to figure out the key factors of losing and benefit provided by competitors.
- As a sister concern of Heavens group, having a great brand value here quality failure doesn't provide it leverage as expected.
- Most of the consumer less care about what brand they are buying and it's completely depends on the seller.
- Through CBE follows relaxed distribution channel strategy but they have good brand image.

#### 1.4. Objective of the study:

This study is basically on how it is important to be a brand sustainable and eco-friendly and know a fleeting of competitor's advantage and the strategy they are following. The given objectives are proposed in the conception of this research. Toward paper goals to explain the situation behind China Bangladesh Electronic Pvt. Ltd. limitation to compete the market and essential to be satisfied to keep sustainability.

- i. To illustrate the brand awareness of CBE (China Bangladesh Electronic) in the market available.
- ii. To find out the problems behind branding strategy in marketing these products.
- iii. To uncover the product consciousness factors and how it values to the customer.
- iv. To find the liking and disliking factors of energy efficient light that is important for meeting power crisis solution of the country.

#### 1.5. Literature Review:

##### Brand

The profusion of literature on the subject of branding will help the research process, as understanding the meaning of the topic is a vital first phase of the study. The following chapter will depict and explore the concept of branding and why in today's vibrant and competitive market it is as difficult as important to build strong brands.

##### What is brand?

Starting with the Industrialization era in 19th century characterized by the start of mass production and marketing, the word "Brand" became comparable to "trade-mark" although we

now know there are differences between the two terms. (A brand can be a trademark but not necessarily). Manufacturers became aware of the importance of brand identity and slowly brand became more important than the product itself. The word "brand" has several meanings, eventually depending on the context in which it is used. Habitually the brand may function as the logo of the company or as a corporate identity with the logo as part of it. The concept of "brand" is frequently misunderstood and confused with the concept of "logo" for example, but a brand is not only the logo itself but what the logo symbolizes. (Abbing 2010).

Hollis (2008, 13) defines brand as consisting of a "set of enduring and shared perceptions in the minds of consumers. The stronger, more coherent and motivating those perceptions are, the more likely they will be to influence purchase decisions and add value to a business." Brands provide the basis upon which consumers can identify and bond with a product or a service or a group of products or services. (Weilbacher 1995).

Another simple way of describing a brand is as a collection of perceptions in the mind of the consumer filled to a certain degree with associations that make the product or service more interesting and more captivating. These mental associations make a product valuable enough to be picked out over other options. The stronger and more positive these associations are the more likely it is that the brand will stand out and be purchased. (Hollis 2008, 9).

Similarly, Holt (2004) explains very well the concept of branding and the importance of it. He invites the reader to start by picturing a product that has all the aspects that we characterize a brand with, but while it has all the features of a brand, this brand does not actually exist. While names, logos and designs are the makers of a brand, because the product does not yet have a history the marker is lacking meaning. If we think about famous brands such as Coca Cola, Nike and Adidas, although they all have the same qualities as other companies, these brands have a massive customer experience base to draw from. Advertisements, videos, sporting events use the brands as support. Journalists assess the brand in magazines and newspapers, and people talk about the brand in conversations. Over time these pile up and fill the brand markers with meaning, and this is how the brand was formed. In present day "customers value some products as much for what they symbolize as for what they do." (Holt 2004, 3).

## 2. OVERVIEW OF THE COMPANY

### 2.1 History

Adcomm is one of the leading advertising agencies of Bangladesh. Established in 4th July 1974 has been breaking new grounds in advertising and marketing communications for the last 41 years.

Part of the Lowe Worldwide network Inter-public Group Since 1996 integral part of Lowe’s operation. Established by Geeteara Safiya Choudhury with a small team of 5 people and a revenue stream as little as ten thousand taka, Adcomm has grown into an industry leader with more than Tk. 60 million in annual turnover. Besides revenue growth, Adcomm have also been able to create and nurture some of the most powerful brands Bangladesh has ever seen.

Adcomm have provided strategic brand building and advertising services for a wide variety of products and brands in consumer products, telecommunications, pharmaceuticals and healthcare, toiletries and cosmetics, contraceptives, industrial and agricultural products, banks, insurance companies, real estate companies, hospitals, schools and universities, supermarkets , social and development projects, national events, and many more.

According to Bangladesh Brand Forum, 9 out of 20 top brands in the country today are handled by the

multi-disciplinary team. Adcomm is the only agency in Bangladesh that received the Campaign Asia-Pacific’s “South Asia Agency of the Year (Bronze)” award in 2012, along with many other respected national and international awards over the years.

**Mission:** Our belief is that the better the ad, the better the job it does for our client.

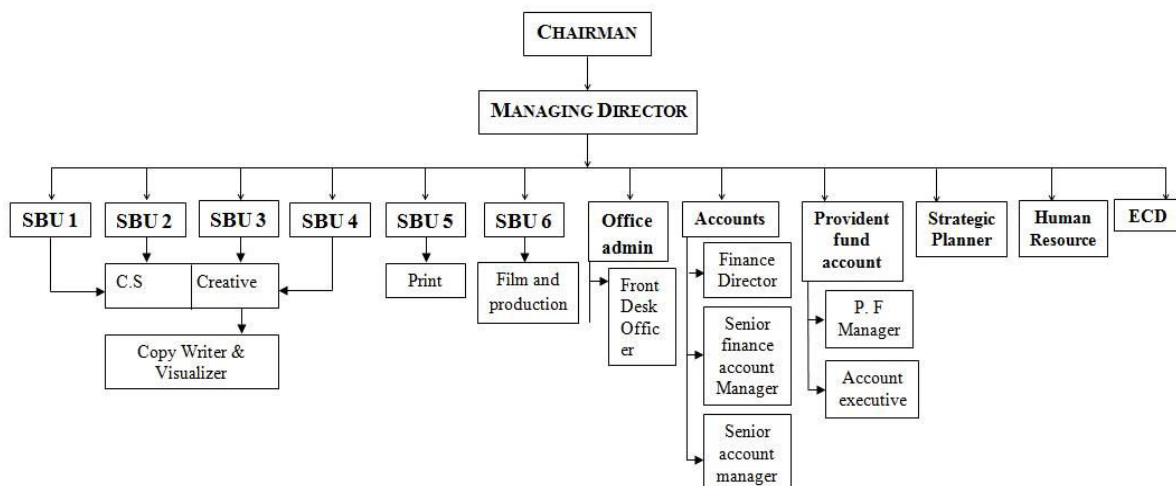
**Vision:** In other words, a great ad will generate a bigger return on a smaller investment.

### 2.2. Clients

Its client list includes leading multinational & local companies of the country like Unilever, Robi, Johnson & Johnson, Social Marketing Company, British Petroleum, Tetley, Akij Group, City Group, Kallol group, Anwar Group, GIZ, MDG 3, Ispahani, Lafarge, Pran, New Zealand Dairy, Asian Town Development Ltd, Master Card, City Bank, SMC, Ifad Group and etc.

### 2.3. Company Businesses

Graphic People, Signage, Studio45, Screaming Girl Productions, NorthBrook Consultants pvt. Ltd. Nazimgarh Resorts, AktiVision Advertising Ltd., Art of Noise, Aktigram, NRG, Northbroo are some of Adcomm’s associate companies and they help Adcomm to provide its client 360-degree service related to communication and production both below and above the line.



### 2.4. How the Agency works (Organogram):

#### 2.5. Services

##### 2.5.1. Advertising

Adcomm Ltd. works for developing effective marketing communication campaigns for clients.

Their specialty is providing unique and creative solutions at an affordable price.

##### 2.5.2. Media Buying

Adcomm Ltd. offers their client to provide media buying facilities. On behalf of clients buying media

slots, press schedule, television schedule and different types of activities.

### **2.5.3. Event Management & Activation**

Event management needs careful planning and strong logistic support. Adcomm specializes in executing and managing events which are of high quality.

### **2.5.4. Production**

Adcomm Ltd. has production house name Signage, a printing shop, is also run by the company to bring forward the Bangladeshi advertising industry in production.

### **2.5.5. PR & Media Coverage**

Adcomm Ltd. has a separate media & PR planning team to support their clients.

## **2.6. Achievements**

The Agency has had the honor of getting recognition and awards for brand campaigns and also for the social campaigns.

- Channel-i Award.
- Bangladesh Film Journalist Association Award.
- Dhaka Ad fest Awards.
- Business Asia Award.
- Max Lewis Memorial Award from Asian Advertising Congress.

### **2.6.1. Assistance for Blind Children:**

Certificate of Merit from Ad Asia (organized and given by the Asian Federation of Advertising Agencies).

### **2.6.2. John Hopkins Green Umbrella Campaign:**

Acclamation by local media as a highly effective campaign

### **2.6.3. Acid Survivors Foundation Campaign:**

Media coverage by BBC World Service as an innovative and successful campaign

### **2.6.4. MDG 3 Campaign:**

This campaign done to raise awareness about women rights (MDG3) was voted by 92% of the respondents in a research as having significant impact in the society

### **2.6.5. Violence against Women:**

Besides being a very popular and effective campaign, it has won two prestigious awards- a silver in 2010 from Dhaka Adclub, Bangladesh as an effective social awareness ad and in 2011 a gold and in 2012 two Bronze awards Srijon Samman from Sangbad Protidin, India as an effective public service campaign.

### **2.6.6. The South Asia Agency of the Year 2012:**

In December 2012 **Adcomm has won the Bronze Award as the South Asia Agency of the Year 2012** by CAMPAIGN ASIA PACIFIC. This is for the first time that any advertising agency from Bangladesh won this award.

### **2.7. Staffing and Personnel Management % time allocation:**

Following the team structure with time allocation which shows the overall management approach towards the planning and implementation of this project:

### **2.8. Some of the Brands ADCOMM Helped to grow**



### 3. METHODOLOGY

#### 3.1. Sampling

The study I have selected for paper requirement, I got approval from our intern director and organization supervisor to fix the sample size and as well surveying this study. By associating our capacity and limitation I have fixed to study on 148 sample size based in Dhaka city. For paper students it is recommended to dose 30 Survey Papers (Sample Size) but to make study strong I have decided to do further survey in different areas of Dhaka city as snowballing the paper. In this study I preferred to use convenience method for sampling.

#### 3.2. Data collection

To excel this study, the sampling survey technique has been followed to make the paper as given instruction. The whole study has been separated in parts quantitative and qualitative. In questionnaire only, few parts are set in quantitative and most of the questionnaire have been set in qualitative approach. To collect data for the study, we went to

Dhaka metropolitan several areas. The surveyed locations are Uttara, Mirpur, Gulshan, Banani, Dhanmondi, Newmarket, Mohammadpur and old town. It suits best with interviewing of electronic retailer shops customers and more over these are highly noticeable to the survey.

Data were collected from various sources and here in this study, both primary and secondary data are used to build a furnished paper for recommending best as linked with set objectives.

#### 3.3. Sources of Data

##### i. Primary Data:

- ✓ Primary data are mainly collected from face to face conversation with the respondent via a structural questionnaire paper.
- ✓ Observation of CBE's marketing strategy.

##### ii. Secondary Data:

- Some data were taken from CBS website.



- Several business articles are used here for sourcing best prospect.
- Previous paper papers are gathered here for referencing
- Some relevant data are collected from internet and others website.

### 3.4. Data Analysis

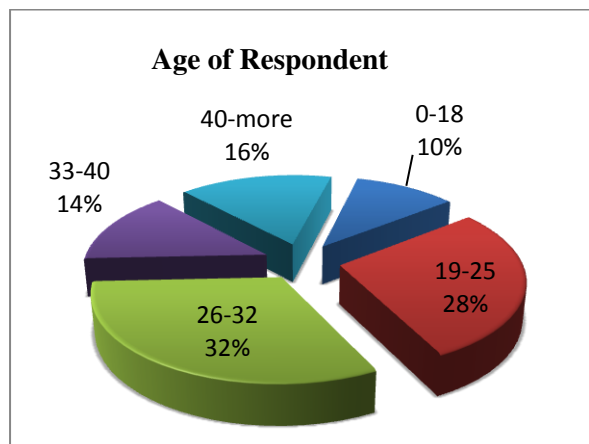
Here we have been gathered both qualitative and quantitative data. But the ratio of quantitative data is much higher than the qualitative information. For quantitative data, it is presented here in MS excel graphical presentation. It is analyzed and presented with a diagram, which actually tells about the bot dependent and independent factors and variables. Graphical presentation like pie charts, diagram is considered here as supporter including weighted information in one aspect.

### 3.5. Methodology

Methodology of this paper supposed be happened in best convenient way we could. We went where prospects lie much in huge number. It might not show the accuracy but a helpful and an effective way to conduct this study smoothly as much as possible. With the hope, this paper will contribute to develop CBE's marketing near future.

## 4. Analysis and Findings

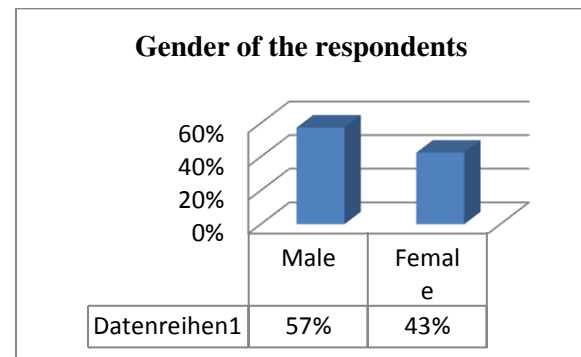
This paper is prepared to identify the issues behind CBE market position and consumer perception about sustainability and eco-friendly awareness. The findings results of the study are given below according to the questionnaire surveyed related objectives.



### 4.1. Questionnaire Figure 1: Age Range of Respondent

Age Range	Frequency
0-18	10
19-25	45
26-32	65
33-40	13
40-more	15

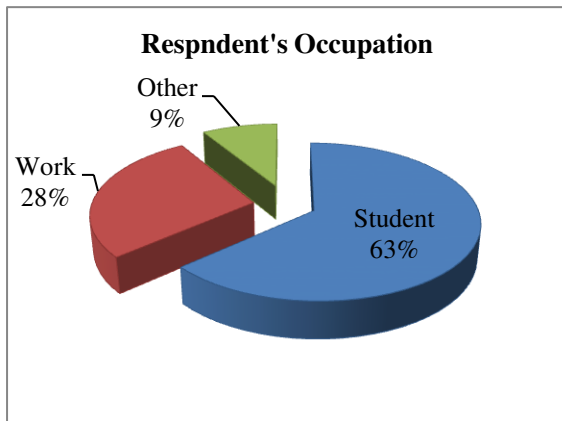
In our survey questionnaire a portion was asked regarding their age. It is also necessary to figure out whom research is going to prospect for the best output. Frequency of that portion is representing the ranges proposition as categorization. Age between 19 and 25, it has found most of respondents. Above pie diagram has representing the approximate weight of the percentage calculation the overall sample. It presents 32% of respondents are lying age between 26 and 32 years. Then the second highest percentage has been found 28% that includes age between 19 and 25. It means that the questionnaire respondents were matured enough to give the proper aspect of the market findings. Those prospects are assumed to convey best consideration of the desired answer.



### 4.2. Questionnaire Figure 2: Gender of respondents.

Gender	Frequency
Male	85
Female	63

In the total research questionnaire was attended by 148 respondents. Participants were from different gender. It is also necessary to figure out whom we are talking to. 57% respondents are male and 43% respondents are female.

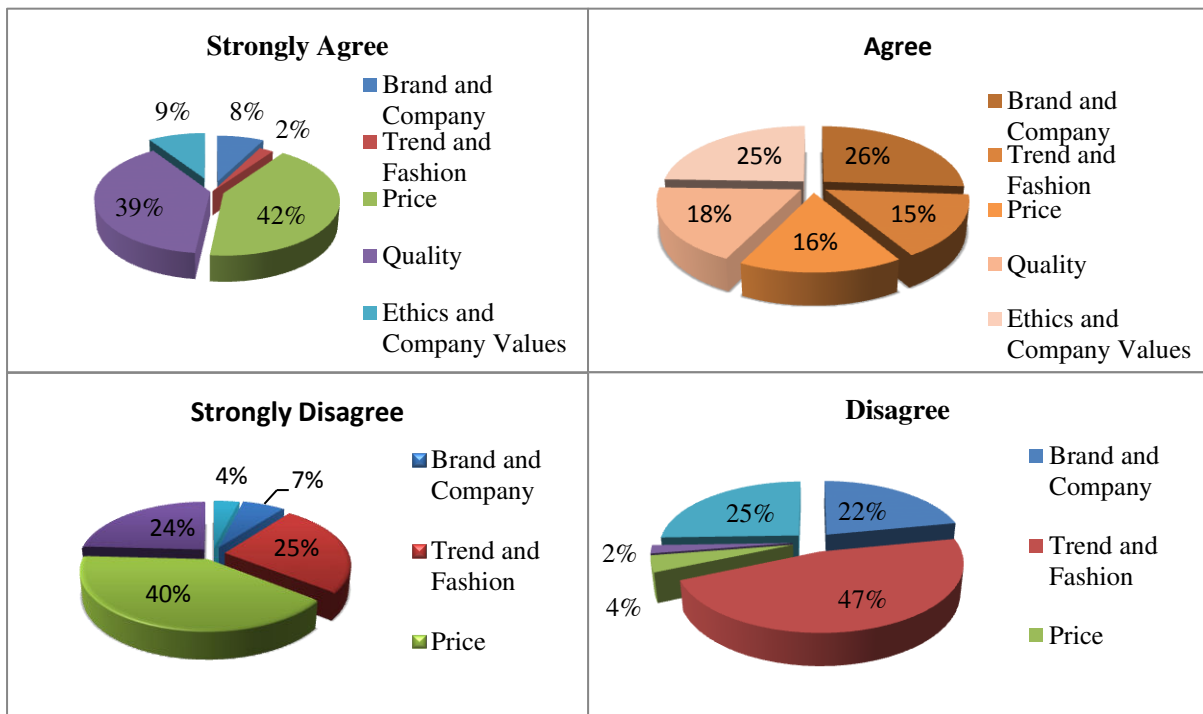


4.3. Questionnaire Figure 3: Profession of the respondents.

Profession	Frequency
Student	94
Work	41
Other	13

In survey it is also important to know about respondent's profession. Among the 148 respondents 63% percentage are students which is maximum. And then here we can see that 28% percentages are working people which is second by position. Finally we can see that 9% percentages are from other profession.

4.4. Questionnaire Figure 4: What influences your purchasing decision



This portion is supposed to design what a LED/CFL light customer from a manufacturer. The questionnaire has estimated the portion in 4 dimensions as considering the range lie in their mind. These are strongly agreed, agree, disagree and strongly disagree.

Analyzing the attribute data, the graphical presentation shows that 42% as maximum percentage of respondents claimed that they consider mostly on price issue, the second highest percentage amount 39% of they gave opinion on quality matter in strongly agree dimension.

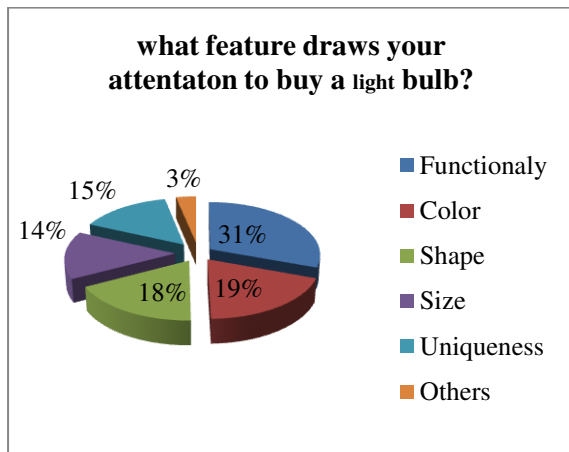
In agree part 26% of respondents found that they do consider brand and company matter. 18% of

them are concern about quality issue. Price, as 40% respondents did agree with the measurement of strongly disagrees. It's found 25% of respondent they do too strongly disagree on trend and fashion segmentation. It is totally disagreed proposition, 47% of interviewed went out. Second highest; 25% of them went for ethics and company values subsequently.

4.4.1. Outcomes:

- ✓ 42% respondents found strongly agree with pricing. Parameters\_it means that q potential buyer would like to consider price influence mostly.

- ✓ Buyer consider brand and company value while purchase.
- ✓ 4% as a less percentage found that the customers of a bulb light do care less on ethical issue.
- ✓ 47% of them found in disagree issue, which means no matter what trend is going on. It focuses that a unique and efficient bulb light has much of potentiality to be sold in market place.



**4.5. Questionnaire Figure 5: Feature of a light bulb.**

Particular	Frequency
Functionality	48
Color	29
Shape	23
Size	18
Uniqueness	22
Others	8

According to the survey, among the 148 respondents most of the people are conscious about functionality which is 31%. Then people have a preference for color which is 19%. The question with multiple choice options also shows that 18% percent people consider shape and then 15% people consider uniqueness when they are going to buy light bulb.

**4.5.1. Outcomes:**

- ✓ When People go to buy light bulb they give importance on feature and color.
- ✓ Size is less important to them.

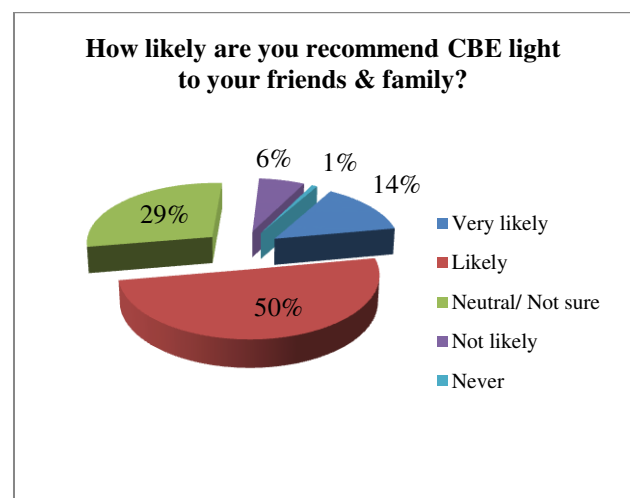
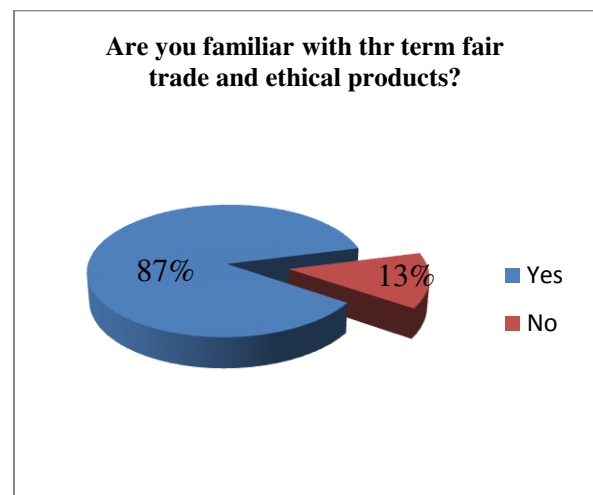
**4.6. Questionnaire Figure 6: Recommendation for CBE.**

Particular	Frequency
Very likely	26
Likely	74
Neutral/ Not sure	32
Not likely	12
Never	4

According to the survey's result more than 50% of respondents are prospective to recommend CBE to others, with less than 1% answered that they never recommend CBE to others. 29% people are neutral regarding this matter. 14% percent

**4.6.1. Outcomes:**

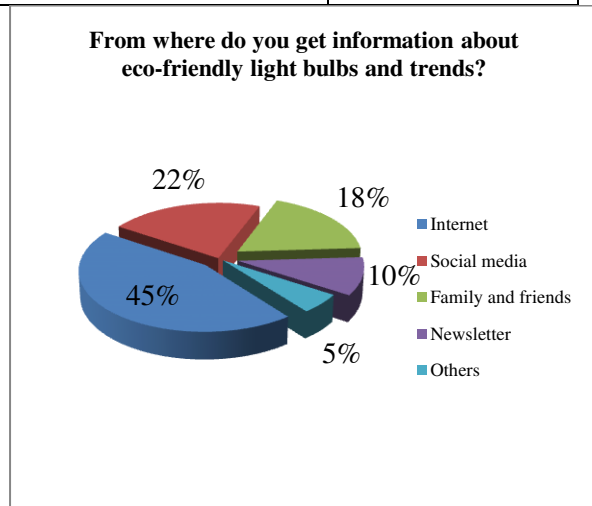
- ✓ CBE have a good brand value.
- ✓ People recommends CBE to others people.





**4.7. Questionnaire Figure 7: Fair trade and ethical products.**

Particular	Frequency
Yes	122
No	26



The following questions focused on the matter of fair trade and ethics of a company. Respondents were asked how familiar they are with the terms. If positive answer is provided, where they get information about the subject in question and if the ethics of a company effects their purchasing decision as well as their attention to a product's tag.

The outcome showed that 87% of the respondents are familiar with the fair trade and ethics of a company. And less number of respondents are not familiar with this term.

**4.7.1. Outcome:**

- ✓ Now a day's consumers are very much concern about fair trade and ethics.

**4.8. Questionnaire Figure 8: information about eco-friendly light bulb.**

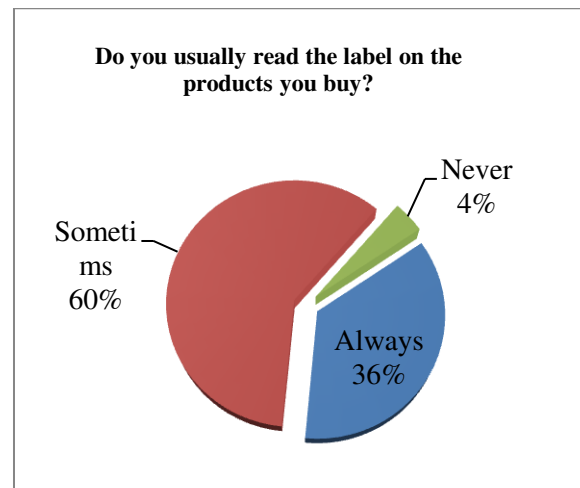
Particular	Frequency
Internet	65
Social media	32
Family and friends	24
Newsletter	19
Others	8

The research also gave some idea about customer knowledge about eco-friendly. The majority answered that, 45% they got information about eco-friendly light bulb from the internet. 22% respondents said that they got information about

eco-friendly light bulb from social media. The answers importantly helped the practical stage of the paper as well as upcoming progresses of marketing material.

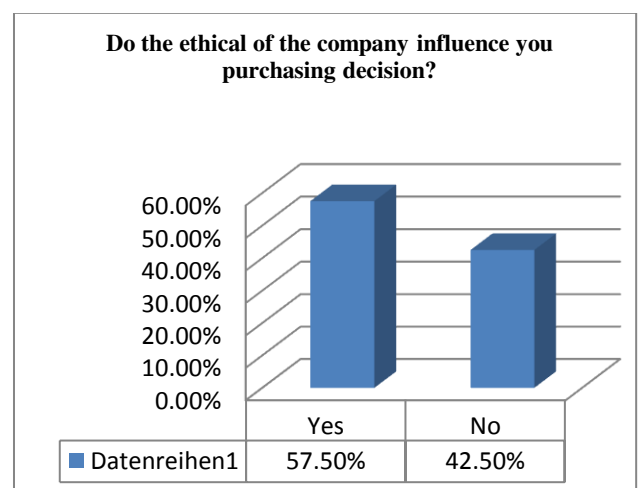
**4.8.1. Outcomes:**

- ✓ People want to know more about eco-friendly light bulb.
- ✓ People are very much connected with internet.



**4.9. Questionnaire Figure 9: Ethical influence of a company.**

Particular	Frequency
Yes	94
No	54



According to the survey 57.50% respondents said that ethical issue influences their purchasing decision.

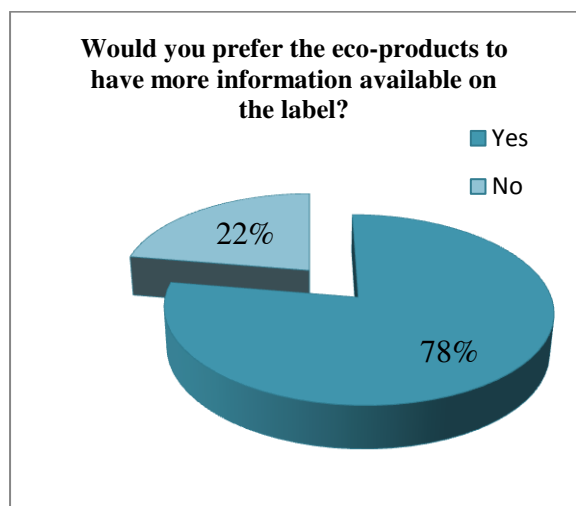
**4.10. Questionnaire Figure 10: How usually people read products label.**

Particular	Frequency
Always	45
Sometimes	84
Never	12

Generally, people read the label of a product. Survey shows that only less than 5% of the respondents answering never to the question. Good number of respondents 36% said that they always read products label. And the height number 60% said that they sometimes read the products label.

**4.10.1. Outcomes:**

- ✓ Most of the people read products label.



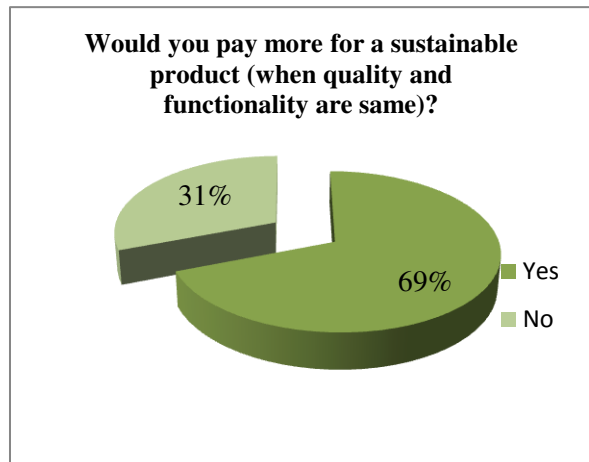
**4.11. Questionnaire Figure 11: Information about eco products on the label.**

Particular	Frequency
Yes	110
No	38

According to the question it is found that 78% respondents said yes for eco-products information on the label. 22% respondents said no on this question.

**4.12. Questionnaire Figure 12: More pay for a sustainable product.**

Particular	Frequency
Yes	96
No	52



The following question mention to sustainable products. If people would be ready to pay more for sustainable products, it is clear that sustainable products have good future. Huge number 69% of people are willing to pay more for a sustainable product when quality and functionality remain same.

**4.12.1. Outcomes:**

- ✓ People are ready to pay more for sustainable products.
- ✓ Now a day's people are more conscious about sustainability.

**5. CONCLUSION AND RECOMMENDATIONS**

**5.1. Conclusion**

To be a market leader in light bulb industry CBE needs more time to spend. Particularly on distribution channel and ATL. Commonly studied pareto principal principle refers 80/20 rule that 80 percent of any particular sector occurs because of 20 percent of the effort behind market. CBE has been followed the idea best possible to have today's position. From the establishment within short time did well in the market. As a light bulb CBE has a good brand value across the industry. They are doing business not only for the profit; they are doing business for the green energy. They are already able to make an emotional connection with their brand.

But because of some mismanagement it is losing potential market share. For this reason competitors are taking the market share. This study is considered as a little recommendation to the present market scenario including few concepts to overcome the circumstances.

The findings can be the partial information for solving challenges defeating the competitors. Dhaka city and overall Bangladesh is a huge market for CBE. The increasing population, industry, Business, Housing in everywhere light bulb is an essential product. It is an excessive opportunity for CBE to make people understand about importance of sustainability and eco-friendliness.

The findings can be the partial information for solving those challenges defeating the competitions. It requires several things to make brand more successful. Often it needs extension, re-branding, penetration, development, promotion, TVC to be successful as well. A few changes in strategy can be a positive toward success as expectation.

## **5.2. Recommendations**

Giving recommendations for the company improvement is a vital part of intern paper. Analyzing the findings and own observation here we are submitting some recommendations for numerous parties related to the study done.

### **5.2.1. Recommendations for Company**

In brand awareness CBE should has stood first in consumer or buyer mind for their eco-friendliness. But because of awareness of marketing company is losing poetical market share expressively. CBE should increase their marketing and distribution in south side of Dhaka City. It is said that, “Don’t expense money on marketing just invest money wisely”.

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### **Acronyms**

CBE : China Bangladesh Electronic Private Limited.

NGR : Nazimgarh Resorts.

SBU : Sub Business Unit.